

# COLLEGE CAREER SPECIALIST EMPLOYER ENGAGEMENT INITIATIVE 2017 - 2018

## INTRODUCTION

Fall 2017 marked the third year of the employer engagement initiative led by the Career Center's eight college career specialists. Each of our Career Specialist's are responsible for producing a portfolio of at least 20 college specific employers to engage each academic year. The purpose of this initiative is to continue increasing the amount of internship and career opportunities available to CSUF students while providing various avenues for students to connect and engage with employers/alumnus.

## OVERALL RESULTS



## EMPLOYER DEVELOPMENT MODEL










### 3 CATEGORIES FOR ENGAGEMENT LEVELS



This employer development model identifies target employers and allocates them into one of three categories based on their level of engagement with the Career Center.



Percentages below indicate employer engagement categories based on departments targeted.

	 Business & Economics	 Education	 Health & Human Development	 Communications	 Natural Science & Mathematics	 Engineering & Computer Science	 Humanities & Social Sciences	 Arts
 <b>Foster</b>	14%	8%	31%	16%	18%	29%	22%	20%
 <b>E &amp; B</b>	7%	14%	3%	7%	4%	3%	11%	6%
 <b>Engage</b>	6%	2%	7%	11%	6%	7%	5%	1%

## EMPLOYER TARGET LIST

**8** COLLEGE CAREER  
SPECIALISTS

**20** EXISTING & NEW  
EMPLOYERS

The employer target lists required of each specialist is to have a minimum of 20 employers. The intended purpose is to engage employer targets in one or more “levels of engagement” with the Career Center.

## ENGAGED TARGETED EMPLOYERS

### Google On-Campus Engineering Residency

Cal State Fullerton is one of only a handful of universities in California to have a Google Engineering Resident on campus. The Google Engineering Residency program is designed to hone residents’ technical skills, provide programming experience on Google Engineering teams, and offer mentorship opportunities.



### Silicon Valley Tech Tour

In May, the Career Center and student veterans embarked on a two-day Silicone Valley tour at the offices of the following companies:

facebook

Pinterest

slack

coinbase



### Targeted Employers

The companies and organizations listed below are some of the 194 targeted employers.

Google

slack



UNIQLO

BuzzFeed



City of Hope

THALES



SPACEX

HBO

PEPSICO



PARADIGM TALENT AGENCY

CAA  
Creative Artists Agency



houzz

JPL



LA DWP  
Los Angeles Department of Water & Power