

College Career Specialist Employer Engagement Campaign 2015-16 Report

Fall 2015 marked the official launch of the College Career Specialist employer engagement campaign and continued through the end of the spring 2016 semester. The employer engagement campaign's overall goal for the 2015-2016 academic year was to increase both the number of paid internships and full-time employment opportunities for CSUF undergraduate and graduate students. Additionally the campaign was also intended to create accountability for each of the College Career Specialists to meet their 40% Employer Relations responsibilities.

Employer Target List

The employer target lists required of each specialist was 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









8 College Career Specialists
20 Employers (existing & new)

EIGHT Levels of Engagement

- | | | |
|-------------------------|--|--|
| 1 Career Fairs | 4 Information Session/
Office Hours | 7 Resume Critiques |
| 2 On-Campus Recruiting | 5 College Engagement | 8 Corporate &/or Career
Fair Sponsorships |
| 3 Workshop Facilitation | 6 Job/Internship Listing(s) | |

2015-2016 Academic Year Goal

The following chart showcases the outcome of our employer engagement campaign pilot assessed as a result of each of the eight college career specialist's employer engagement efforts.

	 College of Business & Economics	 College of Education	 Health & Human Development	 Communications	 Natural Science & Mathematics	 Engineering & Computer Science	 Humanities & Social Sciences	 College of the Arts	TOTAL
Target Employers Engaged (FY15-16)	20	20	20	20	27	29	21	14	171
Existing Employers Engaged (FY14-15)	19	13	12	13	21	10	11	11	110
New Employers Engaged (FY15-16)	1	7	8	7	6	19	10	3	61
Existing Engagement Levels w/ Employer Target List (FY14-15)	37	35	15	15	6	12	22	17	159
Engagement Levels Achieved w/ Employer Target List (FY15-16)	25	22	27	23	34	39	26	6	202
Difference of Engagement Levels From Previous Year (percentage)	-32%*	-37%*	80%	53%	466%	225%	18%	N/A*	
Total Engagement Levels Combined (FY14-15, 15-16)	62	57	42	38	40	51	48	23	361
Employer Campus Visits (FY15-16)	16	17	13	14	26	21	18	6	131

*Negative percentages reflected above were due to the chosen number of "existing" employers from the FY14-15 to engage during the FY15-16 that were already highly engaged in not only services provided by the "central career center" but also engaged with decentralized "centers" in MBCE. The COE is challenged with engaging school districts to participate in activities outside of job fairs due to their preferences in hiring.

*N/A under the % difference column is reflective of the College of Arts Specialist not having started on this assignment at the beginning of the fiscal year 15-16 due to a later spring semester appointment start with the Career Center.

Overall Results

171 from **EIGHT** College Career Specialists
Employers engaged at one or more of the eight levels

202 Unique College-Specific Engagement Levels Achieved

131 College-Specific Unique Employer Campus Visits



Engaged Targeted Employers

Google



enterprise

facebook



Disney

viacom



NBC

TRAVELERS



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NORTHROP GRUMMAN

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