It is with great pleasure that I present the Career Services’ Annual Report. The 2014-2015 academic year was tremendous defined by ground-breaking collaboration and capped by the passing of a student fee referendum. Our departmental highlights below show that we also received feedback from students regarding how our services impacted them, expanded our reach to more diverse populations, and sought to provide much-needed additional service to graduate students. Through all of these efforts, we remained focused on providing top-notch services to all of our constituents.

Collaboration was truly the theme that defined Career Services in 2014-2015. Our office provided a number of career education programs, workshops, and panels many of which were conducted in conjunction with other academic and student support departments. Of note, was the inaugural Liberal Arts Advantage Career Conference, presented in partnership with the Division of Humanities & Fine Arts and the Alumni Association. This innovative educational event attracted a large number of humanities and liberal arts students who left inspired and with a strong understanding of how to engage in a discovery process that enables them to be proactive in finding a career that best fit their interests, skills and talents.

We are overwhelmingly grateful for the support and confidence placed on our office by the undergraduate and graduate students on this campus. As a result, our office has positioned itself to expand on the first-rate services we currently offer by extending services to recent alumni for up to one year after graduation, adding to our counseling team, and re-envisioning a new employment engagement strategy to bring more internship and job opportunities to campus for all students.

Our department assists students to not only obtain jobs and internships and gain admittance into graduate and professional programs, but to develop the aptitudes and knowledge needed to be successful in the years beyond UCSB. Because career development is a four year process, we encourage students to visit us early and often.

The work we engage in has an impact. As you can see in the Annual Report, we deliver a comprehensive array of educational programs, resources, and experiences that enable us to instill lifelong commitment to career and professional development. We participate thoughtfully with key on- and off-campus constituents to provide the tools, connections, and information to create communities in which all students have the opportunity to succeed.
These are a few department highlights that illustrate the impact our office made this year:

- Our dedication to becoming a point of distinction on campus is demonstrated by Brittany Manzer being presented with the Sarah Miller McCune Award for exemplary service to the Department of Communication.

- Devoted to sharing the impact of our services on student learning, we concluded a year-long analysis into the benefits gained through the career counseling process. Results indicated that 80% of students felt more confident in their ability to discover career options related to their interests as a consequence of appointments with our professional counseling staff.

- Committed to fostering a campus community that is both diverse and inclusive, our office served on the UC President’s Taskforce to support and raise awareness regarding the evolving and significant career readiness needs of lesbian, gay, bisexual and transgender students across the UC system.

- With a pledge to advance focused graduate student initiatives, we introduced the Graduate Student Success Series in collaboration with the Graduate Division. This series of workshops and career education programs targeted Masters and Ph.D. students with the goal of providing specialized preparation for academic and non-academic careers.

- In support of applied learning, our office developed the Internship Toolkit, a resource designed to help internship providers and students strengthen their internship experience by recording and formalizing components of the pre-professional experience.

- Committed to providing engagement opportunities between students and hiring employers, the Spring Career Fair was held in a new location which allowed for a record number of students and employers.

- Dedicated to contributing to the profession, our staff attended and presented at regional and national conferences, served on local and national committees and sponsored professional associations.

Looking ahead, our team is enthusiastic about working diligently and resourcefully to positively affect the futures of UCSB students in all their career-related endeavors. I would like to sincerely thank all the generous donors and partners (faculty, staff, parents, alumni and employers) for your commitment and dedication to our vision and mission. Your support has enabled us to broaden our impact and reflect the values of Student Affairs at UC Santa Barbara. Lastly, I would like to thank each member of the Career Services team for their unyielding pledge and commitment to serving students. They are the best in the business.

Best regards,

Ignacio Gallardo
Director, Career Services
Our mission states that our department’s primary goal is to assist undergraduate and graduate students and recent graduates in making informed career decisions, connecting with employers, and attaining their life goals. Our career counselors work with students from all grade levels and majors to assess their interests, values, and skills, explore academic and career paths, develop a career action plan, and present themselves professionally for internships, graduate school, and jobs.

Our hope is that every UCSB student engages with our office early and embarks on a career development journey from the moment they arrive on campus so they achieve the knowledge, skills, and confidence needed to successfully navigate their professional lives after college. By preparing and empowering students, we help position Gauchos with the self-assurance to realize their goals and do extraordinary things.

**Highlights from 2014-2015:**

- Experienced significant increase in the number of students who visited our building. The Career Resource Room, our resource library, computer lab and hub of student activity, saw an astounding 53% increase in student traffic from the previous year.

- Saw growth in both drop-in and individual counseling appointments. We met with over 2700 students in drop-in appointments (+6%) and over 1900 students in individual consultations (+41%).

- Introduced new professional skill development workshops and educational programs. Our team offered 97 programs (+10%) that reached over 1900 students (+6%).

- Launched the inaugural Liberal Arts Career Conference. 91% of students who attended reported that they gained knowledge of career options viable for their majors and developed a better understanding of how to effectively pursue career opportunities.

- Awarded six $1500 internship scholarships demonstrating a commitment to providing equitable student access to experiential learning opportunities. The Scholarship Program helps offset financial hardships associated with unpaid internships and aligns with campus initiatives to provide support for first-generation and low-income, transfer and undocumented students.

- Enhanced the role of student peer advisors to include strategic marketing and outreach to effectively reach and promote our services to more students.

- Experienced noteworthy increase of students taking career assessment interpretations in order to gain valuable knowledge to make better career decisions: Strong Interest Inventories (+20%) and Myers-Briggs Type Indicators (+43%).
93% of graduates say UCSB has prepared them very well to adequately for their present occupation.

**Internships = Experience**

- **80%** of employers use internship programs to recruit full-time employees
- **67%** of recent grads completed at least 1 internship
- **32%** completed 2+ internships

81% report they are "very confident" or "confident" about their ability to achieve a satisfying career.

**Top Hiring Employers**

- UCSB
- PwC
- Oracle
- EY
- Teach for America
- Peace Corp
- Deloitte
- Intel Corp
- Nordstrom
- Google
- Yardi
- Appfolio
- Target
- Apple
- Enprise

**Grad School**

- 30% of graduating seniors go on to graduate school

**Work**

- 93% of graduating seniors go on to graduate school

**Where Are They Now?**

- **Sacramento** 2%
- **San Francisco/Bay Area** 17%
- **Santa Barbara County/ San Luis Obispo County** 41%
- **LA County/Orange County** 26%
- **San Diego County** 4%
- **7%** go outside CA
- **3%** International
Employer Services

Throughout the year, the Employer Relations team actively pursued new employment engagement opportunities while simultaneously strengthening existing relationships with corporate partners. This enabled us to connect UCSB students with purposeful and relevant career opportunities. The team challenged themselves to find creative and impactful ways to help employers brand themselves on campus, connect with student organizations, and create diverse hiring channels. The team is responsible for providing outreach to regional and national employers, and for creating meaningful opportunities for employer and student interactions through job and internship postings, career fairs, on-campus recruiting, industry forums, and networking events. Our dedicated Employer Relations team exhibits our commitment to ensuring a top-notch recruiting experience for all employers eager to connect with our exceptional students.

Student Perspective

Ielaf Altoma

Thank you so much for all your help and advice! I was convinced that I would never get a job because I was so awful at interviews, but all you have taught me has given me so much confidence in myself. Even if I don’t get this particular job, I am sure I will be able to apply all I have learned from you to future opportunities.

Thank you!!
Highlights from 2014-2015:

- Received a campus visit from Helen Lowman, Associate Director of Volunteer Recruitment and Selections for the Peace Corps Headquarters in Washington D.C., who expressed appreciation for the campus's unwavering and outstanding support of their organization. UCSB, as one of the top producing schools of Peace Corps volunteers, currently has 38 Gauchos serving in countries ranging from Albania to Armenia all the way to Swaziland and Vanuatu.

- Held the Spring Career Fair in a new location, the Event Center (also known as the Thunderdome). This new venue allowed us to accommodate more employers (114) and students (1036) in a spectacular one day event.

- Hosted our first Gaucho Internship Mixer during winter quarter. This premier internship-focused recruitment event was intended for students to connect with on-campus departments seeking to hire interns and leaders. The event successfully facilitated interaction for over 10 departments and over 100 students.

- Collaborated on a UC-wide reception at the 2015 National Association of Colleges & Employers’ (NACE) Annual Conference and Expo in Anaheim. This event included a welcome from UC President Janet Napolitano and allowed for productive networking between UC employer relations and talent acquisition managers across the country.

- Presented, in partnership with the Finance Connection student organization, the first annual Finance Night at Loma Pelona Conference Center. More than 100 students gathered to network with representatives from various employers in financial sectors such as investment banking and advisory, proprietary trading, wealth management, commercial banking, and mortgage lending.

- Coordinated with 89 employers so that they could conduct over 1500 student interviews (+12% over the previous year) through our On-Campus Interview Program. 94% of participating employers rated our customer service as excellent while 79% indicated that students were well prepared for their interviews.

- Participated on the NACE Principles of Professional Practice Committee to identify issues related to ethical standards and best practices impacting the profession. The committee worked on job offer protocols and recommendations for both career centers and employers, in order to support NACE’s mission to provide member access to relevant knowledge and resources.

- Hosted a number of recruiting events that had a 5% increase over the previous year in both employer and student participation. 74% of students indicated that the resources at Career Services gave them a competitive edge in their interactions with employers.

- Created an educational campaign and new web resource (Safety Tips for Your Online Job Search) to inform students of the warnings signs of fraudulent job postings and to help students protect themselves from potential job scams.
An important driving force at Career Services is to ensure that all students, regardless of their ethnicity, gender, sexual orientation, citizenship, or differing abilities, get access to experiences that match their goals and desires. We value organizations that appreciate and recognize the fresh ideas and perceptions that people with different backgrounds, skills, attitudes and experiences bring. Our commitment to providing career and professional development services to all students at UC Santa Barbara motivates us to expand and develop specialized events and programs, serve on committees, outreach to student organizations, and collaborate with other campus departments.

**Highlights from 2014-2015:**

- Served on the Student Veterans Resources Team, an interdisciplinary team of staff and key administrators across campus to foster awareness of the student veteran experience and ensure that student veteran needs are being met.

- Served on the Dream Scholars Resource team comprised of staff, faculty, and student allies representing various departments and voices to develop a network throughout campus that promotes diversity, create safe spaces, and provide direct assistance and mentorship to undocumented students. In partnership with the Undocumented Student Services Coordinator, hosted the Dream Scholars Alumni Career Panel to educate current students on the wide variety of career options available to them plus tips for navigating the Deferred Action for Childhood Arrivals (DACA) application process.

- Served on the Guardian Scholars Advisory Committee to ensure students experience a smooth transition into the UCSB community and are provided with a network of services that include academic advising, leadership opportunities, campus resource referral, mentoring, career guidance, and social support to enhance their educational experience.

- Collaborated with the Resource Center from Gender & Sexual Diversity to address the career and professional development needs of LGBTQ students. We were very proud to be acknowledged as a 2014 LGBTQ Certified SILVER Career Center from Out for Work, a national organization that assesses the quality, quantity and availability of career resource materials for LGBTQ students.

- Collaborated with the Office of International Students & Scholars to provide international students with education and guidance on securing practical training experience directly related to their major.

- Collaborated with Educational Opportunity Program and City Year to develop and present a yearlong series of professional skill development workshops to over 100 first generation students to ensure career readiness upon graduation.
Serving The Profession

We contribute to the profession by attending and presenting at conferences, serving as ambassadors, partaking in special interest groups and professional associations, and participating on committees.

**California Internship & Work Experience Association (CIWEA)**
Conference Participant—Member

**Goleta Valley Chamber of Commerce**
Ambassador—Member

**Mountain Pacific Association of Colleges & Employers (MPACE)**
Conference Participant—Conference Sponsor—Member
Education & Research Committee Member—Conference Publicity Committee Co-Chair
Conference Registration Committee Co-Chair

**National Association of Colleges & Employers (NACE)**
Conference Participant—Conference Presenter—Member
Principles of Professional Practice Committee Member

**National Career Development Association (NCDA)**
Conference Participant Member—Member

**Professional Women’s Association (PWA)**
Conference Participant
Conference Planning Committee
Conference Presenter—Member

**Santa Barbara Chamber of Commerce EW**
Ambassador—Member

**Santa Barbara Partners in Education**
UC Grad Student Career Counselors Network Member

Student Perspectives

**Jeremy Juarez**
In my career class [now CNCSP 110], I saw what a great service Career Services could be to students, especially with early exposure. It kept me interested, motivated, and focused on a possible career as well as goals I could set for myself. And if the idea came that something might not be good for me, it would help me set new goals.

**Madison Stoneking**
Go talk to a Peer Advisor and get your friends to do it too. There’s so much out there and spending time at Career makes you feel safer having more knowledge about things. It’s hard to pop the bubble of being a freshman and get outside yourself. The Personality tests I took were a great help in broadening my perspective on what’s out there for me.
Goals and Initiatives for 2015-2016

- Provide free career assessments. All students will have access to the MBTI, SII, Focus 2, and StrengthsQuest at no cost to them.

- Extend grace period permitting recent graduates access to our services free of charge for up to one year.

- Launch new career education program, GPS (Gaucho Paths to Success), to provide students with a framework to understand the career development process, discover exciting internship and job opportunities, gain valuable experience, and position themselves for success beyond UCSB.

- Implement an employer engagement strategy focusing on growing job sectors that results in new and expanded full-time and internship opportunities for undergraduate and graduate students.

- Achieve high student and employer satisfaction ratings for all employer recruiting events (i.e., career fairs, on-campus interview program, industry forums and panels, and networking events).

- Strengthen collaborations with campus community including Academic Affairs, Graduate Division, College of Engineering, Advancement, and Alumni Association to maximize connections and experiential learning opportunities for all students.

- Expand the capability for virtual employer engagement opportunities to increase the number of premiere employers connecting with students.

- Explore new industry-specific career coaching model which aligns and connects career counselors to students interested in specific career fields.

- Enhance the role of student career peer advisors to effectively outreach to more students, especially those who are typically less engaged in the career development and job search process, and to deliver basic resume writing and job search consultation.

- Continue to embed Next Destination Survey into university system and student culture in order to gain response rate of more than 50%.

- Reinforce commitment to student career learning outcomes by growing our assessment efforts to include evaluation of all workshops, events, and programs.

- Host a Career Services Institute West “Drive-In” session to showcase Career Services as an industry leader in innovation and programming with a strong commitment to enhancing the profession.
Goals and Initiatives for 2015-2016

Career Services Staff

Ignacio Gallardo
Director

Emily White
Associate Director

John Coate
Assistant Director

Tom Q. Bennett
Business Officer

Monica Ballón-Kalinowski
Career Counselor

Maddie Foster
Career Counselor

Brittany Manzer
Internship Coordinator

Molly Steen
Career Counselor

Lily Maestas
Career Counselor

Jo Ann Villanueva-Salvador
Career Counselor

Dave Palmer
Senior Artist

Maya Salmon
CRR Coordinator

Robert Sams
Technology Coordinator

Lana Smith-Hale
Graduate Career Consultant

Leticia Cardenas
Employment Services Specialist

Kathy Dunson
Career Employment Specialist

Stacey Flores
Events Coordinator

Bridget Mastopietro
Administrative Assistant

Christina Orzechowski
Events Assistant

Teresa Stankis
Career Testing
Thank you to our Partners and Donors

The success of our office throughout 2014-2015 could not have been possible without the generous support of the donors and partners listed below. We sincerely appreciate all the parents, alumni, and friends for your commitment and dedication to supporting our vision and mission.

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UCSB Career Services, Bldg. 599
805.893.4412
career.sa.ucsb.edu