

## UNIVERSITY OF CALIFORNIA, SANTA BARBARA CAREER SERVICES ANNUAL REPORT 2011-2012

The majority of the information we receive on the college hiring market comes from the students and employers as well as our leading professional association, the National Association of Colleges & Employers (NACE). In our work, we often see that the plans graduating students have are often reflective of the job market. When NACE's first comprehensive student survey was released in 2007, the overall labor market and the college hiring market, in particular, were extremely strong. The unemployment rate for college graduates between the ages of 20 to 24 (the best measure available for the unemployment rate of new college graduates) was 5.4 percent. Consequently, seniors from that year's graduating class were very interested in terminating their educational pursuits and starting their professional careers. Only 20 percent of student respondents to the 2007 survey were planning on entering graduate or professional school immediately after getting their bachelor's degree. By contrast, as the labor market for new college graduates grew more tenuous from 2008 to 2010, there was a decided upswing in the percentage of seniors who planned on staying in school and continuing their education. The percent of seniors planning on continuing their education after receiving their degree peaked at 27.5 percent with the 2010 student survey report.

### GENERAL SERVICES

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Career Services	2009-2010	2010-2011	2011-2012	% change
CRR Count	28,047	32,070	<b>24,355</b>	<b>-24%</b>
CRR Drop-in	2522	2318	<b>3647</b>	<b>+57%</b>
Individual Appointments- general	1433	1251	<b>1086</b>	<b>-13%</b>

### ASSESSMENT SERVICES

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While our numbers are down in the overall number of assessments interpreted this year, we see a slight increase from last year in our core assessments, the MBTI (+2%) and Strong Interest Inventory (+3%).

Assessment	2009-2010	2010-2011	2011-2012	% change
MBTI	901	592	626	
SII	478	438	479	
SII College Edition	125	88	n/a	
Classic Package	n/a	n/a	17	
Premium (aka Deluxe) Package	50	32	11	
Career Leader	6	49	8	
<b>TOTAL</b>	<b>1560</b>	<b>1199</b>	<b>1141</b>	<b>-5%</b>

### CAREER CLASSES

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**CNCSP110 – our Career Planning class.** We're up significantly again this year. As well as serving as Instructors of Record, Career Services staff also serves as TA's, enabling us to provide an in-depth career planning option to students.

**INT64 – our Choosing a Major class.** We offer 2 sections of this class each summer to primarily FSSP students seeking assistance with exploring potential major and career paths.

Classes Taught	2009-2010	2010-2011	2011-2012	% change
Enrollment: CNCSP110 Class A	97	243	379	
Enrollment: CNCSP110 Class B	56	21	24	
Enrollment: INT64	49	25	55	
<b>All classes</b>	<b>202</b>	<b>289</b>	<b>458</b>	<b>+58%</b>

### WORKSHOPS

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**Workshops.** We continue to offer our usual range of skill development workshops as well as to group them into "series", as a helpful marketing strategy.

Our “series” include:

- **Graduate School Week** –a week-long series of admission panels and application strategy workshops covering the application processes to specific programs such as law, MBA, K-12 teaching, health professions, psychology and counseling. Also, includes a number of admission test strategy sessions, all culminating in the Graduate & Professional School Day in fall quarter.
- **Internship Week** – a week-long series introducing a wide variety of internship programs hosted during the winter quarter.
- **Going Global Week** – built around the International Expo in winter quarter, these workshops help students who are considering study, work, or internship abroad options.
- **“Careers In…”** – a series of employer panels throughout spring quarter, which bring professionals from various industries to campus to discuss careers paths and trends.
- **Career Survivor Day** – a half day series of workshops held during spring quarter for graduating seniors needing last ditch assistance.

<b>Workshops offered (# of students in attendance)</b>	<b>2009-2010</b>	<b>2010-2011</b>	<b>2011-2012</b>	<b>% change</b>
Fall	27 (522)	37 (752)	35 (699)	
Winter	32 (524)	23 (587)	29 (836)	
Spring	26 (937)	26 (806)	29 (790)	
<b>Annual</b>	<b>85 (1983)</b>	<b>86 (2145)</b>	<b>93 (2325)</b>	<b>+8%</b>

Workshops we presented or facilitated (*Panels are indicated in italics*):

- Advice & Tips from International Professionals
- *Americorps, City Year and Peace Corps Panel*
- Applying for Winter Quarter Part-time Internships
- Brand Yourself for Success: A Night of Networking
- *Careers in Culinary Arts, Travel, and Event Planning*
- *Careers in Diplomacy, Federal Government and Law*
- *Careers in Fitness and Nutrition*
- *Careers in Intercultural Communications, International Education Exchange, and Teaching Overseas*
- *Careers in Non-Governmental Organizations (NGOs) and How to Get Them*
- *Careers in Social Media and Online Marketing*
- Choosing a Major
- Dress Your Best for Job Interviews and Beyond
- Effective Résumé Writing for Engineers & Computer Science Majors
- Go, Go Grad School
- Good Capitalism & Socially Responsible Business Careers
- High Five Your Way To A Great Job!
- How to Get a Job and Keep It in Today's Tough Economy
- How to Impress a Recruiter
- How to Work a Career Fair
- International MBA and Grad School Programs Panel
- Internships & Careers with Department of State
- *Internships in Financial Services*
- *Internships in Health Care and Wellness*
- *Internships in Communications, Entertainment and Media*
- *Internships in Psychology, Education, and Community Service*
- *Internships in Management and Sales*
- Interview Skills
- Interview Skills for Graduate Students
- Job Search for Veteran Students
- Job Search Skills
- Leadership Dimensions

- Overview to International Careers & International IQ
- Student Conservation Association (SCA) Internships
- Successful Interview Skills for Engineers & Computer Science Majors
- *Summer Advertising and Sales Internship Programs*
- Taking a Year Off! (Alternative Options for Graduates)
- Technical Internships
- Transfer Students: Internship Success
- Use LinkedIn to Jumpstart Your Career
- Various Paths to K-12 Teaching
- Writing a Résumé
- Writing Your Résumé/Vitae for Graduate Students

**Outreach.** In addition to our regular workshops, staff provided lectures, panels, workshops, and special programming targeted to the following offices, programs, and academic departments:

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| <ul style="list-style-type: none"> <li>• Associated Students</li> <li>• Center for Science &amp; Engineering Partnerships (CSEP)</li> <li>• Chemistry/Biochemistry Department</li> <li>• Children's Center</li> <li>• Communications Department</li> <li>• Early Academic Outreach Program</li> <li>• Environmental Studies Department</li> <li>• Educational Opportunity Program (EOP)</li> <li>• Economics Department</li> <li>• Exercise and Sports Science Department</li> <li>• Freshman Summer Start Program (FSSP)</li> <li>• Gervitz Graduate School of Education</li> </ul> | <ul style="list-style-type: none"> <li>• Graduate Division</li> <li>• Intercollegiate Athletics</li> <li>• Linguistics Department</li> <li>• NASPA Fellows Program</li> <li>• Office of Admissions</li> <li>• Office of Financial Aid &amp; Scholarships</li> <li>• Office of Student Life</li> <li>• Orientation Program</li> <li>• Psychology Department</li> <li>• Resource Center for Sexual &amp; Gender Diversity</li> <li>• Statistics Department</li> <li>• The Women's Center</li> <li>• Writing Program</li> </ul> |
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**Guest Lectures.** We guest lecture approximately 10 times per quarter for various academic departments. In addition, we have been integrated into most of the courses in the Writing Program, resulting in our in-house lectures to approximately 10+ writing classes per quarter.

**Writing Program.** In addition to the ad hoc lectures we do, we work closely with the Professional Writing Minor. They bring an average of 30 classes per year into our Career Resource Room, where we provide lectures on resume writing and the job search, and follow up with them on related assignments given in their classes. This is one of our best collaborations.

### **OFF CAMPUS CONNECTIONS**

We are one of the top recruitment sites for a number of large national employers, from PriceWaterhouseCoopers to the Peace Corps, who rank us in their top 10. This past year we brought over 400 unique employers, graduate schools and study/work abroad programs to campus to recruit UCSB students. We 5100 opportunities were posted for students through GauchoLink, including local, state wide and national part time, full time, and internship positions. Over 10,000 students were active in GauchoLink this year.

**Outreach to the employment community.** We are actively involved with the local employment community through Santa Barbara Human Resources Association, the Goleta and Santa Barbara Chambers of Commerce as well as the Santa Barbara Hispanic Chamber of Commerce. We connect to the national employment community through participation in the Mountain Pacific Association of Colleges & Employers and the National Association of Colleges & Employers.

**Recruitment information sessions.** We provided 92 programs to connect students with intern sponsors, employers and graduate programs (18 are listed above; 78 are additional information sessions or other offerings not listed on our calendar). Programs and employers represented include:

#### **Internship Sites** (not a complete list)

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| <ul style="list-style-type: none"> <li>▪ City of Santa Barbara</li> <li>▪ Clinton Foundation</li> </ul> | <ul style="list-style-type: none"> <li>▪ Sansum Clinic, Diabetes Research Institute</li> <li>▪ Santa Barbara County Education</li> </ul> |
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- Congresswoman Capp’s Office
- Cross Cultural Solutions
- International Cooperative Education(ICE) Programs
- Kelly Scientific Resources
- National Park Service, Channel Islands National Marine Sanctuary
- Santa Barbara Nonprofit Support Center
- Santa Barbara Rape Crisis Center
- ScholarShip
- Student Conservation Association
- Ty Warner Sea Center
- UCSB Marine Science Institute

**Educational Programs** (not a complete list)

- Argosy University – School of Psych & Behavioral Sciences
- Columbia University School of Nursing
- Loyola School of Law
- UCSD School of Medicine
- Tulane University School of Public Health and Primary Care Physician Assistant Program
- UCSF School of Pharmacy
- UCSF School of Dentistry
- University of California Berkeley, Boalt Hall School of Law
- University of California Davis, King Hall School of Law
- University of California Los Angeles, School of Law
- University of Irvine, School of Medicine
- University of Southern California – School of School Work

**Employers** (not a complete list)

- Adept Technology, Inc.
- Air Products & Chemicals, Inc.
- Ameriprise Financial
- Amgen, Inc.
- Apple Computer
- AXA Advisors
- Bacara Resort & Spa
- Bargain Network, Inc.
- Bluestar Silicones USA Corp.
- C&EN Chemical & Engineering News
- CallWave
- Capital Fellows Programs
- Central Intelligence Agency – Directorate of Science & Technology
- Central Intelligence Agency – West Coast Recruitment Office
- Cisco
- Citrix Online
- Department of State
- Disney College Program
- ENSR
- Environmental Defense Center
- Europe TEFL Teacher Training
- Fisher Investments
- FM Global
- Fund for Public Interest Research
- Google, Inc.
- Green Hills Software
- Intel Corporation
- JET Program
- Kelly Scientific Resources
- Lobster Trapper
- Macy’s West
- Mentor Graphics Corp.
- Microsoft Corporation
- NAVAIR
- Novacoast Inc.
- Occam Networks
- Peace Corps (Los Angeles Regional Office)
- Pearl Harbor Naval Shipyard IMF
- PricewaterhouseCoopers
- Progressive Insurance
- HACU
- Rightscale
- Robert Bosch Corporation
- Rothstein, Kass & Company, P.C.
- RSC Equipment Rental
- Santa Barbara High School District
- Santa Barbara Laboratory
- Santa Barbara Human Resource Association
- Santa Barbara Small Business Entrepreneurial Center
- Santa Barbara Sailing Center
- SBCC Culinary Arts & Hotel Management Program
- Schlumberger
- Southwestern
- Stryker Endoscopy
- Sunrise Telecom
- Symantec Corporation (Talent Acquisition/College Relations)
- Target Stores
- TATA Consultancy Services
- Ty Warner Sea Center
- Wolseley North America
- Teach for America
- Yahoo! Inc.
- Yardi Systems, Inc

**Career Fairs.** We hosted 8 events, 7 of which connect students to employers and graduate programs, 1 with on-campus employment. Participation by employers was up substantially. Although student participation appears down, this is a bit misleading due to the fact we were unable to collect accurate numbers for outdoor events.

Fairs	Students (~ = approximate)				Employers			
	2009-2010	2010-2011	2011-2012	% change	2009-2010	2010-2011	2011-2012*	% change
On-Campus Job Fair	~400	~400	~400		15	15	18	

(Disc. Days)								
International Expo	~625	~750	~500		53	58	48	
Fall Career Fair	1010	810	674		58	48	75	
Graduate & Prof. School	~600	~600	~600		84	105	108	
Winter Career Fair	850	524	703		38	36	54	
CARE Expo	~300	~300	~300		42	44	41	
Spring Career Fair (2 days in 2012)	762	780	1140		55	61	90	
<b>TOTAL</b>	<b>4947</b>	<b>4664</b>	<b>4317</b>	<b>-7%</b>	<b>362</b>	<b>379</b>	<b>434</b>	<b>+15 %</b>

\*In 2011-2012, 382 unique employers come to campus to recruit at our various career fairs (434 total).

Student groups who co-sponsored each major fair: Fall Career Fair – Hermanas Unidas; Winter Career Fair – Los Ingenieros; Spring Career Fair Day 1: All Majors –Alpha Kappa Psi; Spring Career Fair Day 2: Science & Technology- American Institute of Chemical Engineers . Each group received a \$1000 stipend.

**GachoLink.** Student registrants and postings are up from 2009-2010. Unfortunately, we are unable to locate 2010-2011 data.

<b>GachoLink</b>	<b>2009-2010</b>	<b>2010-2011</b>	<b>2011-2012</b>	<b>% change</b>
Student Registrants	7685		10,663	
Internships Local	357		381	
Internships California	183		444	
Internships Out-Of-State	605		392	
<b>Internships Total</b>	<b>1145</b>		<b>1217</b>	<b>+6%</b>
Part time jobs Local	337		392	
Part time jobs California	265		182	
Part time jobs Out-Of-State	144		193	
<b>Part time jobs Total</b>	<b>746</b>		<b>767</b>	<b>+3%</b>
Full time jobs Local	299		463	
Full time jobs California	1383		1677	
Full time jobs Out-Of State	1042		958	
<b>Full time jobs Total</b>	<b>2724</b>		<b>3098</b>	<b>+14%</b>

**On- Campus Interview Program.** While we continue to offer a way for students to interview with employers at Career, our numbers are down significantly across the board after resurgence from 2009-10 to 2010-11. This year we're introducing a "virtual interviewing" option for employers to connect with students without being physically present in our building. We're hoping this option will reflect positively on OCI numbers in the 2012-2013 report.

<b>Campus Interviews</b>	<b>2009-2010</b>	<b>2010-2011</b>	<b>2011-2012</b>	<b>% change</b>
TOTAL EMPLOYERS	74	113	65	- 42%
# of students participating	399	870	419	- 52%
# of interviews conducted	887	1944	956	- 51%

**Reference Letter Service.** As we predicted, the health profession file's migration to other online services has, for the most, made this part of our service extinct. Surprisingly, our graduate school/employment files are also down significantly.

<b>Reference Files Sent</b>	<b>2009-2010</b>	<b>2010-2011</b>	<b>2011-2012</b>	<b>% change</b>
Graduate School /Employment	1761	1855	931	- 50%
Health Professions	523	267	74	- 72%
<b>Total</b>	<b>2284</b>	<b>2122</b>	<b>1005</b>	<b>- 53%</b>

## **OUTCOME DATA**

Each year, we design a survey for recent graduates asking them about their post-graduate plans. Our most recent survey (2011-2012) had 486 respondents.

## **SERVING THE CAMPUS**

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Career Services supported a wide variety of departments and student organizations in 2011-2012. We co-sponsored events, advised student organizations and provided a wide variety of programs, workshops, and lectures. Our outreach efforts include the following:

### **Staff members volunteered their expertise to the following campus-wide programs.**

- Graduate Student Support Network
- Parents' and Family Weekend
- Student Affairs Professional Development Conference
- Student Mentor Team
- Student Veteran Organization
- Professional Women's Association

### **Staff served as advisors to the following student organizations:**

- Asian Resource Center
- Green2Gold/FD3 Student Association
- Santa Barbara Human Resources Club
- Santa Barbara Media Group
- Santa Barbara Coalition for Global Dialogue
- Model United Nations
- Student Human Resource Association
- UCSB Tennis Club

### **Staff participated in special workshops, programs, lectures with the following student organizations, student affairs departments, and administrative services groups:**

- Admissions
- Associated Students
- Bren School
- Center for Science & Engineering Partnerships (CSEP)
- Children's Center
- Communications Department
- Early Academic Outreach Program
- Economics Department
- Environmental Studies
- Educational Opportunity Program
- Exercise and Sports Studies
- First Year Program
- Freshman Summer Start Program
- Gervitz Graduate School of Education
- Graduate Division
- Housing and Residential Services
- Intercollegiate Athletics
- NASPA Fellows Program
- Office of Admissions
- Office of International Students & Scholars
- Office of Financial Aid & Scholarships
- Office of Student Life
- Orientation
- Psychology Department
- Resource Center for Sexual & Gender Diversity
- Statistics Department
- San Rafael Resident Hall
- Santa Cruz Hall
- Santa Rosa Hall
- Student Affairs Management Development Group
- Wellness Program
- Women's Center

## **SERVING THE PROFESSION**

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- We co-sponsored the annual *Santa Barbara Career Symposium*, which draws professionals from the tri-county area to benchmark service provision.
- We presented at conferences such as Parents' Weekend, Santa Barbara Career Symposium, Mountain Pacific Association of Colleges & Employers, and the NACELink Symposium among others.
- We sponsored the 2012 Mountain Association of Colleges & Employers Annual Conference in Portland, OR at the Gold Level (\$1000).

## **STAFF AND FACILITIES**

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- We had a turn over of 3 out of 15 staff this year. Those who left either retired, accepted another position at another UC, or moved across the country to pursue other interests.
- We upgraded the furniture in the On-Campus Interview rooms, which were 24 years old.

- We added a new position to our department, GauchoLink Administrator/ Web Manager to handle our newly renovated website.

## **CONCLUSION**

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At our year-end retreat we revisited the numbers and narratives from this year of work and felt this was a very strong year for both employer and student services. We are proud to serve an important role in extending the values of Scholarship, Leadership and Citizenship beyond the borders of the UCSB community.