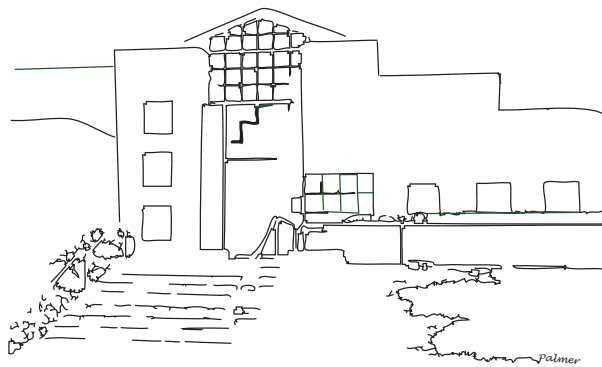




2012-2013

UCSB  
CAREER SERVICES  
ANNUAL REPORT

# UCSB CAREER SERVICES ANNUAL REPORT 2012-2013



## DIRECTOR'S NOTE

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I am thrilled to present the Annual Report for UC Santa Barbara's Career Services. It provides an overview of our programs, services, accomplishments, and outcomes for the 2012-2013 academic year. Over this past year we expanded our menu of programs and initiatives, and made plans which position our department for even greater success in the future. It was quite an honor for me to have been selected in June as the new Director and I look forward to continuing to serve the campus community.

The successes outlined in this report would not have been possible without the contributions of faculty, staff, students, alumni, employers and parents who support the mission of Career Services. Most notably, I would like to acknowledge and commend the Career Services staff for their tireless dedication to serving students. It is a privilege to work alongside this dynamic team of Student Affairs professionals. And the facts bear out that our students are doing better than the national average, which I attribute, in part, to our team's efforts.

According to the National Association of Colleges & Employers (NACE), the Class of 2012 reported rather surprising expectations compared to graduates of the previous year. Rather than seeing an increase in the percentage of seniors' plans to enter the job market, there was an actual decline (65.4% reported expecting to go directly into the work force after completing the degree compared to 65.7% in 2011). Conversely, the percentage of seniors planning on continuing their education rose to 27.7% from 26.3% in 2011. While student perceptions of the college labor market vary from region to region, speculation indicates that the overall reporting on the sluggish U.S. economy plays some role in affecting student perceptions. The generally negative reports, and even some less-than-rosy news about the college hiring market that references figures from the height of the recession, provided seniors from the Class of 2012 with a relatively dim outlook on their job prospects. As a result, student views reflected a response more worthy of the height of the economic decline rather than one more commensurate with an ongoing recovery. It will be interesting to see if these perceptions have changed for the class of 2013.

In our 2012 Future Destinations Senior Survey (n=486), UCSB students reported a disparate pattern from the national group, reflecting that our students may be capitalizing on positive economic recovery areas. When asked to report on future plans after graduation, 9.6% of graduating seniors reported plans to pursue graduate or professional school (down from 12.6% in 2011). With regards to entering the job market, 38.6% of students had accepted paid employment at the time of the survey (up from 23.6% in 2011). There was also a significant decrease in the percentage of students still seeking employment (perhaps because more had secured jobs). In 2011, 51.3% of students were still engaged in the job search process at graduation time while only 42.7% of students reported still looking for a job in 2012. We also saw a decline in the number of students exploring alternative options such part-time employment, post-BA internships, other educational/training experiences, traveling, attending to family obligations or not currently seeking employment. In 2012, 9.2% of students reported pursuing an alternative option, down from 12.5% in the previous year.

I am optimistic that that this upward trend will continue. The Career Services staff and I are committed to providing the best services to UCSB students.

–Ignacio Gallardo  
Director

## GENERAL SERVICES

The 2012-2013 academic year was a successful and productive year for our department. While there was a noteworthy downward trend in the number of students utilizing our services, our newly designed and comprehensive website along with our growing presence on social media have provided students with an alternate way to access to our resources.

Career Services	2010-2011	2011-2012	2012-2013	% change
CRR Count	32,070	24,355	22,806	-7%
CRR Drop-in	2318	3647	1961	-85%
Individual Appointments- general	1251	1086	999	-9%

## ASSESSMENT SERVICES

Assessment	2010- 2011	2011-2012	2012-2013	% change
MBTI	592	626	591	
SII	438	479	355	
SII College Edition	88	n/a	n/a	
Classic Package	n/a	17	11	
Premium (aka Deluxe) Package	32	11	6	
Career Leader	49	8	8	
<b>TOTAL</b>	<b>1199</b>	<b>1141</b>	<b>971</b>	<b>-18%</b>

## CLASSES

Career Services has historically taught 4 sections of our career planning class CNCSP110 (one each quarter), and 2 sections of INT64, our Freshman Summer Start Program career and major introductory class offered during summer session B. In 2012-2013, we no longer taught CNCSP110 during Winter Quarter which resulted in significantly lower enrollment numbers.

Classes Taught	2010-2011	2011-2012	2012-2013	% change
Enrollment: CNCSP110 Class A	243	379	120	
Enrollment: CNCSP110 Class B	21	24	22	
Enrollment: INT64	25	55	64	
<b>All classes</b>	<b>289</b>	<b>458</b>	<b>206</b>	

# WORKSHOPS

We continue offering our usual range of workshops, and to strategically “bundle” sets of them into groups, as a marketing strategy. Our “bundles” include:

- ◆ *Senior Crash Course* – a half day series of workshops for graduating seniors needing last ditch assistance.
- ◆ *Internship Week* – a week-long series introducing a wide variety of internship programs.
- ◆ *Graduate School Week* – covering application processes to specific programs such as law, MBA, K-12 teaching, Medical School, Counseling, etc.
- ◆ “*Careers In...*” – a series of panels we presented throughout spring quarter, bringing professionals to campus to talk about their careers in management, the government, insurance, etc.
- ◆ *Going Global Week* – built around the International Expo, these workshops help students who are considering study, work/ or internships abroad.

Workshops offered (# attending)	2010-2011	2011-2012	2012-2013	% change
Fall	37 (752)	35 (699)	31 (659)	
Winter	23 (587)	29 (836)	25 (853)	
Spring	26 (806)	29 (790)	28 (653)	
Annual	86 (2145)	93 (2325)	84 (2165)	-11%

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

- ◆ *Admissions Panel: Business School*
- ◆ *Admissions Panel: Health Professions*
- ◆ *Admissions Panel: Law School*
- ◆ *Admissions Panel: Psych & Social Work*
- ◆ Applying to Graduate Programs in Psychology & Counseling
- ◆ Applying to Law School
- ◆ A Recruiter’s Perspective On How To Work A Career Fair
- ◆ Build Your Personal Brand
- ◆ *Careers In Digital Advertising*
- ◆ *Careers In Finance & Management*
- ◆ *Careers In Government & Politics*
- ◆ *Careers In Mechanical Engineering & Paths*
- ◆ *Careers In Philanthropy & Development*
- ◆ *Careers In Recruiting*
- ◆ *Careers In Social Media & Marketing*
- ◆ Career Networking Night
- ◆ Choosing A Major
- ◆ CPA Literacy Workshop
- ◆ Dress For Success w/Macy’s
- ◆ *Experiences In Teaching*
- ◆ Field Based Internships
- ◆ Find & Secure An Internship: All Majors
- ◆ Go, Go Grad School
- ◆ GMAT Strategy Session
- ◆ GRE Strategy Session
- ◆ How To Apply To Medical School
- ◆ How To Work A Career Fair
- ◆ International Internship Opportunities
- ◆ *Internships in Communications & Marketing*
- ◆ *Internships in Health Care & Wellness*
- ◆ *Internships in Management, Sales & Leadership*
- ◆ *Internships in Music*
- ◆ *Internships in Sustainability*
- ◆ *Internships in UCDC Program*
- ◆ Interview Skills
- ◆ Interview Skills for Graduate Students
- ◆ Is Business School In Your Future
- ◆ LSAT Strategy Session
- ◆ Lab-Based Internships
- ◆ MCAT Strategy Session
- ◆ Résumé Writing For Engineers & Scientists
- ◆ Senior Crash Course: Interview Skills
- ◆ Senior Crash Course: Job Search
- ◆ Senior Crash Course: LinkedIn
- ◆ Senior Crash Course: Résumé Writing
- ◆ Senior Crash Course: Taking A Year Off
- ◆ Technical Internships For Engineering Majors
- ◆ Transfer Students: Internship Success
- ◆ Translate Your Humanities or Social Science Degree Into A Résumé
- ◆ Use LinkedIn to Jumpstart Your Career
- ◆ Various Paths to K-12 Teaching
- ◆ Writing A Great SOP
- ◆ Writing A Résumé
- ◆ Writing A Résumé: Internship Addition
- ◆ Writing Your Résumé/Vitae for Graduate Students

# CAREER FAIRS

We hosted 8 events, 7 of which connect students to employers and graduate programs, one with on-campus employment. Participation by employers was down substantially while student participation is up.

Fairs	Students			
	2010-2011	2011-2012	2012-2013	% change
On-Campus Job Fair ( <i>Disc. Days</i> )	~400	~400	~400	
International Expo	~750	~500	N/A	
Fall Career Fair ( <i>2 days in 2012</i> )	810	674	1223	
Graduate & Prof. School Day	~600	~600	~600	
Winter Career Fair	524	703	835	
CARE Expo	~300	~300	~350	
Spring Career Fair	780	1140	894	
<b>TOTAL</b>	<b>4664</b>	<b>4317</b>	<b>4802</b>	<b>+10%</b>

Fairs	Employers			
	2010-2011	2011-2012*	2012-2013	% change
On-Campus Job Fair ( <i>Disc. Days</i> )	15	18	21	
International Expo	58	48	N/A	
Fall Career Fair ( <i>2 days in 2012</i> )	48	75	91	
Graduate & Prof. School Day	105	108	108	
Winter Career Fair	36	54	59	
CARE Expo	44	41	41	
Spring Career Fair	61	90	71	
<b>TOTAL</b>	<b>379</b>	<b>434</b>	<b>391</b>	<b>-10%</b>

## Student groups who co-sponsored each major fair:

Fall Career Fair Day 1 (Engineering, Science, & Technology)-  
**Association for Computing Machinery**, and the **Institute of Electrical and Electronics Engineers**

Fall Career Fair Day 2 (All Majors)- **Delta Sigma Pi**

Winter Career Fair- **Hermanas Unidas**

Spring Career Fair- **Latino Business Association**



# GAUCHOLINK

GachoLink	2011-2012	2012-2013	% change
<b>Student Registrants</b>	<b>10,663</b>	<b>12,271</b>	<b>+13%</b>
Internships Local	381	554	
Internships California	444	468	
Internships Out-Of-State	392	245	
<b>Internships Total</b>	<b>1217</b>	<b>1267</b>	<b>+4%</b>
Part time jobs Local	392	477	
Part time jobs California	182	101	
Part time jobs Out-Of-State	193	75	
<b>Part time jobs Total</b>	<b>767</b>	<b>653</b>	<b>-17%</b>
Full time jobs Local	463	708	
Full time jobs California	1677	1663	
Full time jobs Out-Of State	958	937	
<b>Full time jobs Total</b>	<b>3098</b>	<b>3308</b>	<b>+6%</b>

# CAMPUS INTERVIEW PROGRAM

Campus Interviews	2010-2011	2011-2012	2012-2013	% change
<b>TOTAL EMPLOYERS</b>	113	65	88	+26%
<b># of students participating</b>	870	419	496	+15%
<b># of interviews conducted</b>	1944	956	1162	+18%





# SERVING THE CAMPUS

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Career Services supported a wide variety of departments and student organizations in 2012-2013. We co-sponsored events, advised student organizations and provided a wide variety of programs, workshops, and lectures. Our outreach efforts include the following:

## CAMPUS COLLABORATIONS

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Career staff collaborated with, shared expertise, and provided specialized career programming to the following departments:

- ◆ Alumni Association
- ◆ Associate Students
- ◆ Center for Science & Engineering Partnerships (CSEP)
- ◆ Children's Center
- ◆ College of Engineering
- ◆ Communications Department
- ◆ Community Affairs Board
- ◆ Counseling & Psychological Services
- ◆ Disabled Students Program
- ◆ Early Academic Outreach Program
- ◆ Education Abroad Program
- ◆ Department of Environmental Studies
- ◆ Department of Economics
- ◆ Department of Exercise and Sports Studies
- ◆ Department of Linguistics
- ◆ Department of Psychology
- ◆ Department of Statistics and Applied Probability
- ◆ Educational Opportunity 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 Financial Aid & Scholarships
- ◆ Office of International Students & Scholars
- ◆ Office of Student Life
- ◆ Orientation Program
- ◆ Public Affairs and Communications
- ◆ Resource Center for Sexual & Gender Diversity
- ◆ The Women, Gender, & Sexual Equity Department
- ◆ UCDC Program
- ◆ Writing Program



# STUDENT ORGANIZATIONS

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Career staff provided special career programming to the following student organizations:

- ◆ Accounting Association
- ◆ Actuary Club
- ◆ Adventure Programs \*
- ◆ Alpha Chi Omega \*
- ◆ Alpha Kappa Psi \*
- ◆ American Institute of Chemical Engineers
- ◆ American Society of Mechanical Engineers \*
- ◆ American Students for Israel \*
- ◆ Art History Association \*
- ◆ Association for Computing Machinery
- ◆ Black Student Union \*
- ◆ Chemistry Club \*
- ◆ Chi Delta Theta \*
- ◆ Chinese Student Association \*
- ◆ Communication Association
- ◆ Delta Sigma Pi
- ◆ Entrepreneurs Association \*
- ◆ Envision Pre-Optometry Club \*
- ◆ Freedom4Youth Advocates \*
- ◆ Graduate Student Association \*
- ◆ Gaucho Tour Association \*
- ◆ Green2Gold/FD3 Student Association
- ◆ Hermanos Unidas \*
- ◆ Hermanas Unidas \*
- ◆ Human Resources Association \*
- ◆ Institute of Electrical and Electronics Engineers
- ◆ Lambda Theta Nu
- ◆ Latino Business Association \*
- ◆ Legal Education Association for Diversity \*
- ◆ Los Curanderos \*
- ◆ Los Ingenieros
- ◆ Marketing Association
- ◆ Model United Nations \*
- ◆ National Society of Black Engineers \*
- ◆ Phi Sigma Pi National Co-ed Honor Fraternity \*
- ◆ Santa Barbara Media Group \*
- ◆ Sigma Lambda Gamma
- ◆ Sigma Theta Psi Multicultural Sorority \*
- ◆ Society of Women Engineers
- ◆ Student Veterans Organization \*

\* Student Partnership Program member



# CAMPUS AFFILIATIONS

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- ◆ Bridges to Wellness, *Member*
- ◆ Dream Scholars Taskforce, *Member*
- ◆ Graduate Student Support Network, *Member*
- ◆ Green2Gold/FD3 Student Association, *Advisor*
- ◆ Guardian Scholars, *Member*
- ◆ Human Resources Association, *Advisor*
- ◆ Office of Student Life- Student Resource Team, *Member*
- ◆ Parents Weekend, *Workshop Presenter*
- ◆ Resource Center for Sexual & Gender Diversity, *Workshop Presenter*
- ◆ Student Affairs Business Officers Group, *Member*
- ◆ Student Affairs Professional Development Conference, *Planning Committee Member*
- ◆ Student Financial Resource Committee, *Member*
- ◆ Tennis Club, *Advisor*
- ◆ Veteran Resource Team, *Member, Workshop Presenter*
- ◆ Wellness Collaborative, *Member*



## PROFESSIONAL AFFILIATIONS

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Career staff were affiliated and collaborated with the following on- and off-campus professional associations and organizations:

### **California Career Development Association (CCDA)**

- ◆ Member

### **California Internship & Work Experience Association (CIWEA)**

- ◆ Member
- ◆ Conference Participant
- ◆ Scholarship Recipient

### **California Placement Association (CPA)**

- ◆ Conference Presenter

### **Goleta Valley Chamber of Commerce**

- ◆ Member
- ◆ Ambassador

### **Mountain Pacific Association of Colleges & Employers (MPACE)**

- ◆ Member
- ◆ Conference Sponsor
- ◆ Conference Participant
- ◆ Conference Presenter
- ◆ Technology Committee Member
- ◆ Special Interest Group Member

### **NACElink Network**

- ◆ Participant

### **National Association of Colleges & Employers (NACE)**

- ◆ Member
- ◆ Face2 Face Los Angeles Participant
- ◆ Conference Participant

### **Professional Women's Association (PWA)**

- ◆ Conference Participant

### **Santa Barbara Chamber of Commerce**

- ◆ *Ambassador*
- ◆ *Member*

### **Santa Barbara Hispanic Chamber of Commerce**

- ◆ *Member*

### **Santa Barbara Partners in Education**

- ◆ *Participant*

### **Santa Barbara Career Symposium**

- ◆ Conference Presenters
- ◆ Conference Participant

### **UC Graduate Student Career Counselors Network**

- ◆ Member

### **United Way of Santa Barbara County**

- ◆ Department Representative

### **Ventura Chamber of Commerce**

- ◆ Member

## 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 California Placement Association.
- ◆ We sponsored the Mountain Association of Colleges & Employers Annual Conference in Salt Lake City, UT at the Gold Level (\$1000).