I am honored to share the 2015–2016 Career Services Annual Report. The academic year resulted in a number of positive outcomes, innovative programming, and successful partnerships that continued to strengthen our perspective that providing career education to all students is a campus responsibility.

Career Services strives to educate and empower all students and recent graduates to prepare for and achieve success in all endeavors. We inspire students to explore the wide array of postgraduate options available to them. At Career Services, students are encouraged to take risks, explore career paths, join student associations and research groups, volunteer and intern in the community, travel to new destinations, and develop professional relationships. As this annual report illustrates, we’ve maintained a strong commitment to excellence in our work while providing students with a broad range of education resources, tools, experiences, and networks to help convert career aspirations into reality.

We put into action our commitment to help students develop the career readiness competencies to be successful after graduation by providing a range of career education programs in conjunction with other academic and student support departments. We worked collaboratively and intentionally with these units to create an environment that enables students to develop the capabilities required for them to flourish in their careers and lives.

Another way in which we demonstrate our commitment to the career development process is by extending alumni access to our services for twelve full months after graduation. For diverse student populations, we’ve created special opportunities for them to engage with recruiting employers in a safe space.

Below are a few highlights from 2015–2016 of which we are especially proud:

- Participated on the NACE Diversity Membership Committee. This committee focused on increasing member awareness of the NACE Statement of Diversity and encouraging diversity in the engagement of members in volunteer roles.
- Recognizing the growing need for industry-specific events, we expanded our events team in order to provide additional engagement opportunities between students and hiring employers.
As a tribute to the quality of our staff, career counselor Lily Maestas was recognized with a UCSB Staff Citation of Excellence Award acknowledging and celebrating her outstanding achievement and meritorious service throughout her extraordinary 31 year career.

With continued commitment to providing career education and support to our graduate student population and to students in the STEM disciplines, we expanded our career counseling team in order to provide specialized services to meet the particular needs of these students.

Acknowledging the importance of applied learning, our office awarded two internship scholarships allowing students to participate in experiential learning and career exploration while helping to offset potential financial hardships associated with unpaid internships.

Committed to creating engagement opportunities between students and hiring employers, we hosted the Last Chance Job Fair providing another opportunity for seniors to gain employment prior to graduation.

Associate Director Emily White was recognized by the Mountain Pacific Association of Colleges & Employers with the Rising Star Award in honor of her extraordinary contributions to the organization and the profession.

Our success is the direct result of a dynamic, creative, and cohesive team who truly care about the success of our students. There is no doubt that our work has a significant impact. However, we don’t do this work alone. We are overwhelmingly grateful for the support and confidence placed on our office by undergraduate and graduate students. We are also thankful for our partnerships with faculty and staff across the university. As a result, we have positioned ourselves to leverage these relationships in order to provide career education to students beyond the walls of our building. Finally, we recognize our generous donors and employer partners whose support is essential to our ability to help our students be successful at UCSB and beyond.

With much appreciation,

Ignacio Gallardo
Director, Career Services
Our departmental vision is to inspire students to attain the knowledge, skills, experience, and relationships in order to apply what they’re learning in the classroom to the world beyond UCSB. We accomplish this by creating opportunities for students to make meaningful connections and challenge them to obtain the career readiness competencies required for a successful transition into the workplace. By providing career education and opening the doors of possibilities, our career counselors work with students to develop the clarity and confidence needed to make career decisions that reflect their values and lead to lives of significance and purpose.

Highlights from 2015–2016:

- Launched a new career education program, Gaucho Paths to Success (GPS), to provide students with a framework to launch careers in the following sectors: Business/Finance/Entrepreneurship, Arts/Media, Engineering, Science, Healthcare, Law & Public Service, and Education & Human Services.
- The Career Resource Room, our resource library, computer lab, and hub of student activity, experienced a substantial 10% increase in student traffic from the previous year.
- Saw growth in both drop-in and individual appointments. We met with over 2,800 students in drop-in appointments (+6%) and over 2,400 students in individual consultations (+28%).
- Expanded our career education workshops and programs beyond the walls of our office. Our team of career peer advisors and career counselors provided 199 workshops and programs (+39%) that reached 4,715 students (+32%) in-house, through academic departments, and in student organizations.
- Hosted admission staff from over 120 graduate and professional schools representing a variety of academic fields and professions, including health, business, education, communications, psychology, information technology, and engineering.
- Awarded two $1,500 internship scholarships demonstrating a commitment to providing equitable student access to applied learning opportunities. The Internship Scholarship Program helps offset financial hardships associated with unpaid internships and provides an avenue for financially underprivileged students to obtain experience.
- Removed financial barriers for students and began offering valuable career assessments at no cost. As a result, we experienced significant increase of students taking career assessment interpretations in order to gain valuable insight into their personal attributes: Strong Interest Inventories (+52%) and Myers-Briggs Type Indicators (+58%).
“Without you and all of your career advice and guidance, none of this would have been possible! I can’t thank you enough for all the lessons you instilled that helped me nail the interview and land a dream job in my field of choice!”
The Employer Relations team pursues, cultivates, and strengthens existing and new relationships with employers and alumni, with the objective of connecting UCSB students with relevant career opportunities. In doing so, we strive to provide high-quality customer service, tailored to the unique recruiting needs of each employer, and assist them in discovering innovative approaches to recruiting our students. We provide support in establishing each employer’s distinctive brand, engaging with student groups, and creating diverse hiring channels. The team attracts regional and national employers to career fairs, on-campus interviews, industry forums, and networking events. Our dedicated Employer Relations team actively strives to maintain a first-rate recruiting experience for all employers eager to connect with our exceptional students.

Highlights from 2015–2016:

- Launched new employer engagement strategy focusing on growing job sectors and targeting employers offering full-time, part-time, and internship opportunities for students.
- Hosted the Research & Internship Night during fall quarter for students interested in discovering internships and research positions available on campus. The event successfully facilitated interaction for 14 student service and academic departments and over 180 students.
- Established a record high for student attendance at the Fall Career & Internship Fair with over 1,700 students participating in the Event Center (also known as the Thunderdome). 92% of employers were pleased with the number of students they interacted with while 83% ranked students preparedness as high or very high.
- Coordinated with 84 local and national employers who conducted over 1,450 student interviews through our On-Campus Interview Program.
- Hosted an appreciation event to acknowledge and honor our 12 corporate sponsors who actively recruit on campus. Their financial sponsorship enables us to continue our many programs and services that help connect students to post-graduate opportunities.
- Offered the inaugural Last Chance Job Fair providing over 300 students with yet another opportunity to establish important connections with 40 hiring employers.
A CLOSER LOOK

RECRUITMENT EVENTS

STUDENT ATTENDANCE

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EMPLOYER PARTICIPATION

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NEW EMPLOYER CONNECTIONS

*NEW TO OUR PARTNER PROGRAM*

- Amazon
- Continental
- Fastenal
- Lincoln Financial Group
- Northrop Grumman
- Truven Health Analytics
- ZipRecruiter

STUDENT TESTIMONIAL

“Thank you Career Services for all of your time, inquiry into my values and past employment, and encouragement. Your services helped bring my attention to the various possibilities available to me - professionally, financially, and personally. The timing of your help completely changed my trajectory in the best possible way. Thank you!!!!! You are excellent and appreciated.”
Career Services is committed to looking beyond stereotypical views of individuals in order to fully value the strengths and perspectives that our students possess - regardless of culture, ethnicity, race, gender, sexual orientation, citizenship, or differing ability. We actively support our diverse student and recent alumni populations in reaching their potential and recognizing the complexities of their identity and career development. Similarly, we value employers that appreciate and recognize the innovative views brought by students with different backgrounds, skills, attitudes, and experiences. Our commitment to providing career education and professional development services to all students at UCSB motivates us to expand and develop specialized events and programs, serve on committees, provide outreach to student organizations, and collaborate with other departments across campus.

Highlights from 2015–2016:

- Collaborated with student veterans from all ten UC campuses, CA veteran-friendly professionals, UC veteran alumni, and allies to host the first UC system-wide Veterans Career Success Forum. This event provided professional and practical advice for student veterans seeking to embark upon a career or enroll in graduate school.

- With a pledge to support distinct student populations, we collaborated with various academic and student support departments on the opening of the new Transfer Student Center. This innovative new center connects transfer students to campus resources to help them thrive both academically and socially and to prepare for life beyond the university.

- Committed to promoting a diverse and inclusive campus community, we collaborated with the Resource Center for Gender & Sexual Diversity to host the first LGBTQ Networking Mixer providing a safe and reassuring space for students to interact with hiring employers.

- In partnership with Undocumented Student Services, we participated in the Dream Scholars Professional Development Retreat aimed at addressing career trajectory, leadership style, and health and wellness for our undocumented student population.

- Worked in conjunction with the Educational Opportunity Program (EOP) to deliver career readiness programming to over 100 first generation students participating in the Summer Transitional Enrichment Program (STEP). This program is designed to facilitate student’s transition to the university and create a foundation for college success.
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*

**Career Services Institute**  
*Conference Participant*

**Goleta Valley Chamber of Commerce**  
*Member*

**Mountain Pacific Association of Colleges & Employers (MPACE)**  
*Conference Participant ● Conference Presenter  
Conference Registration Committee Co-Chair  
Conference Sponsor ● Member  
Rising Star Awardee*

**National Association of Colleges & Employers**  
*Conference Participant ● Member  
Diversity Committee Member*

**National Career Development Association**  
*Conference Participant ● Member*

**Professional Women’s Association**  
*Conference Participant ● Conference Presenter  
Conference Planning Committee ● Member*

**Santa Barbara Chamber of Commerce**  
*Member*

**Santa Barbara Partners in Education**  
*Participant*

**UC Graduate Student Career Counselors Network**  
*Member*

**United Way of Santa Barbara County**  
*Department Representative*

“Dear Career Services, I just wanted to thank you so much for the help and encouragement you’ve given me over the past few months. You are the bee’s knees, especially for us grad students who have such a narrow world of employment options (or as our programs tell us). Thank you, thank you!”
FUTURE INITIATIVES

- Develop and effectively communicate new 3-year departmental strategic plan including revised and updated mission, vision, and value statements to key campus constituents.
- Explore career development models and incorporate a holistic theoretical framework in order to operate more efficiently and better integrate services.
- Enhance relationships with faculty, academic departments, and administrators to deliver career education and opportunities to targeted student populations.
- Strengthen collaboration with Institutional Advancement, Office of Development, and Alumni Association to foster meaningful connections and mentoring between students and alumni.
- Raise awareness and value of Career Services to key campus constituents through strategic external and internal outreach and marketing.
- Enhance student tracking and reporting capabilities via data collection campaigns in order to produce comprehensive reports for student service and academic units across campus.
- Develop new customer service philosophy striving for high student and employer engagement and satisfaction ratings for all employer-related events.
- Create career education certificate program for academic advisors in order to equip them with basic career coaching and advising strategies.
- Develop a career and professional development guide for undocumented students highlighting ways to gain relevant experience necessary for employment and graduate school.
- Produce printed publication aimed at helping graduate students discover the career development tools and resources necessary to make meaningful connections and secure employment.
- Administer series of student focus groups to better understand student sentiments about career readiness in order to improve marketing approaches.
- Develop innovative and creative career education programming with a focus on targeted student populations including first-year and transfer students, undocumented students, first generation students, students with disabilities, student veterans, international students, LGBTQ students, and others.
- Expand access to GauchoLink job postings to all UCSB alumni.
- Host an annual open house in order to strengthen partnership with Academic Advising and to provide overview of career education programming.
- Led by newly hired Employer Outreach Manager, initiate employer engagement strategy to develop deeper, multi-faceted partnerships with targeted businesses for employment and internship opportunities for undergraduate students, graduate students, and recent alumni.
- Increase participation across all social media outlets in order to strengthening departmental ability to communicate career education programs and resources to students.
The success of our office throughout the 2015–2016 school year could not have been possible without the generous support of the partners and donors listed below. We sincerely appreciate all of the parents, alumni, and friends for your commitment and dedication to supporting our vision and mission.

### PARTNERS

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<th>US Marines</th>
<th>PayJunction</th>
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<td>Enterprise</td>
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