DIRECTOR’S NOTE

It is with great pleasure that I present the 2016-2017 Career Services Annual Report. As you will see from this report, we strive to be more than just a traditional career office. Students who engage with our office embark on a journey of self-discovery that helps to realize important lessons about who they are and who they would like to be. They uncover their potential. They increase their confidence. They become empowered with knowledge. They develop action plans for success. Students who actively participate in their career development don’t solely develop tools and skills that prepare them for the world of work, they also learn how to live a life of purpose and meaning.

Each year, our dynamic team of career professionals finds innovative and comprehensive ways to help students develop the career readiness competencies to be successful after UCSB. In this report you will see the many ways our initiatives result in positive outcomes and successful partnerships with a variety of campus departments. Aside from supporting student success, we are committed to contributing to the profession by being active members of professional associations and other groups. As leaders in career services, we share knowledge and experience with others at professional conferences and meetings.

Below are a few highlights from 2016-2017 of which we are especially proud:

• With continued commitment to serving the career readiness needs of unique student populations, we hosted a career mixer for LGBTQ students, held an orientation program for student veterans, and partnered with the Educational Opportunity Program to offer customized services for low-income, first-generation students.

• Recognizing the growing need for specialized resources, we developed the first ever Undocumented Student Career Guide and partnered with Undocumented Student Services to offer internship scholarships for students pursuing unpaid summer internships.

• Devoted to providing UCSB students with the greatest advantage, we are proud to announce our transition to Handshake, a cutting edging recruiting platform making it easier for students to connect with employers and discover job and internship opportunities.

• We hosted Media MAYhem, a month long vocational exploration series for students interested in careers in Arts and Media. A cross-campus collaboration, Media MAYhem consisted of 25+ events aimed at providing industry information and professional skill building opportunities.

• Dedicated to strengthening relationships with undergraduate and graduate academic advisors, we offered the Gaucho Career Advising Program (GCAP) designed as a professional development opportunity for advisors and other campus advocates to gain knowledge regarding the career readiness needs of students and how to best assist them in addressing career-related issues.

• Committed to developing a campus-wide initiative to promote student internships and other professional development experiences, we formed the Experiential Education Group consisting of internship coordinators from various campus and academic departments.

• Enthusiastic about developing new student opportunities, our Employer Engagement Initiative resulted in deeper, multi-faceted partnerships with targeted companies and organizations. Our strategy focused on increasing job and internship opportunities in some of the following industries: financial services, consulting, entertainment, biomedical, pharmaceutical/health care, biotech, government, social service, non-profit, marketing/advertising.

• With a commitment to serving the profession, Associate Director Emily White served on the Mountain Pacific Association of Colleges & Employers (MPACE) Board of Directors as the Director of Education and Professional Development.

• As a tribute to the quality of our staff, Robert Sams, Technology Coordinator, was recognized by the campus with a Staff Citation of Excellence Award in honor of his outstanding achievements and meritorious service to the university.

As our mission states, we strive to educate and empower all students and recent graduates to prepare for and achieve success in all endeavors. Our success is realized in large part to an energetic, innovative, and unified team of career professionals who are passionate about student success. We are also incredibly thankful to the faculty and staff who share our perspective that student success is the responsibility of the entire campus. As a result of these valuable partnerships across campus, we’ve been able to expand our capacity to provide career education beyond what we thought was possible. In addition, we are also overwhelmingly grateful for the support and confidence placed on our office by undergraduate and graduate students. Finally, we recognize our generous donors, parents, alumni, 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
Career Services was a student resource I frequently utilized during my four years of college. My experiences meeting with Monica were invaluable as she provided me constant guidance and support. She encouraged me to join various campus organizations in order to learn about different medical fields. Monica also provided constructive criticism to improve my resume and provided useful tips for a successful interview. Lastly, Monica always emphasized the importance of maintaining my mental and physical health, which I realized is necessary to become a successful student. I have grown into a well-rounded individual by having Monica as a mentor and counselor.

~STEPHANIE

Thank you for helping me to revise my application essay! I received a job offer and will work as a math teacher this summer. I am very excited to have this chance to teach and practice. Thank you so much for helping me make this happen.

~YINXUAN

Thank you, Eric, for your assistance in drafting my statement of purpose for Graduate Studies at the American University in Cairo. It is with great pleasure that I announce that I have been offered full admission to the Master of Global Affairs Program, in addition to being awarded with the Ryoichi Sasakawa Young Leaders Fellowship. Thank you again for all of your help and encouragement.

~LOLA

Your guidance has been extremely helpful and I feel like I’m more prepared to tackle this next academic goal. I appreciate you being so quick to help me make connections on campus and in the community.

~RIPLEY

Molly, I want to let you know that I got into the UCDC program, and I will go to D.C. for Fall 2017. It has been a sheer pleasure working with you and I really appreciate all your help!

~HOLLY
Our mission is to equip undergraduate and graduate students and recent alumni with the tools, competencies, experiences, and confidence to prepare for and achieve success. Our team of career educators helps to define what success looks like for each student they work with, regardless of major or year in school. By providing guidance and programming on self, occupational and major exploration, professional skill development, job and internship search, salary negotiation, graduate school application, and networking, we empower students to develop a career action plan enabling them to clarify their career goals and turn them into reality.

**WORKSHOPS**

<table>
<thead>
<tr>
<th># of Workshops</th>
<th>Student Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUMMER 26</td>
<td>SUMMER 625</td>
</tr>
<tr>
<td>FALL 33</td>
<td>FALL 847</td>
</tr>
<tr>
<td>WINTER 38</td>
<td>WINTER 716</td>
</tr>
<tr>
<td>SPRING 682</td>
<td>TOTAL 2870</td>
</tr>
</tbody>
</table>

**Workshop Topics**

- Exploring Majors & Careers
- Resumes & Cover Letters
- Keys to Interview Success
- Effective Job Search Strategies
- Are You LinkedIn?
- Networking 101
- Get Experience to Get the Job

**STUDENT ADVISING APPOINTMENTS**

**Top Appointment Topics**

- Resume/Cover Letter/CV
- Career Direction
- Post-Grad Job Search
- Get Experience/Internships
- Graduate School
- Major Exploration
- Interview Strategies

**Individual Appointments**

- 3302

**Drop-In Appointments**

- 2582

**RECRUITMENT EVENT ATTENDANCE**

**FALL CAREER & INTERNSHIP FAIR**

- 112 Employers
- 1537 Students

**WINTER CAREER & INTERNSHIP FAIR**

- 53 Employers
- 918 Students

**SPRING CAREER & INTERNSHIP FAIR**

- 88 Employers
- 941 Students

**LAST CHANCE JOB FAIR**

- 28 Employers
- 205 Students
Media MAYhem consisted of over 25 career chats, workshop, and educational events for students interested in the entertainment, broadcasting, social media, journalism and visual art industries throughout the month of May.

**PROGRAM STATISTICS**

**Topics Covered**
- How to Advertise Your Arts & Media Skills to Employers
- Let’s Talk About Television
- Ready for Radio?
- Careers in Entertainment, Media, and Sports
- Storytelling in Advertising
- Entry Level Hollywood
- Entering Entertainment

**Average Student Attendance per Event**

23.2

**Media MAYhem Participants STRONGLY AGREED:**
- 57% Have New Career Options
- 64% Gained Strategies to Be Successful in Their Career
- 71% Developed an Action Plan for Obtaining a Career After Graduation
EMPLOYER ENGAGEMENT

Facilitating connections and opening the doors of opportunity is at the core of our employer engagement initiatives. The Employer Relations team is dedicated to delivering high-quality customer service, personalized to the unique recruiting needs of each employer. In doing so, our team attracts regional and national employers to career fairs, on-campus interviews, industry forums, and networking events. By pursuing and establishing relationships with new and existing employers, we are committed to providing UCSB undergraduate and graduate students with a wide range of internship and career opportunities.

EMPLOYER ENGAGEMENT STRATEGY

The primary objective of our Employer Engagement Strategy is to increase the number and quality of employers interacting with campus therefore enhancing career opportunities available to students. We accomplished this by facilitating connections and managing relationships between internal and external parties, enabling our office to market programs, services, and student talent and, as a result, enhancing the quality and quantity of career opportunities, both full-time and internships, available to the UCSB student and alumni community.

Our strategy focused on expanding employer connections and employment opportunities in the following regions: **54% in Southern California** (LA County, Orange County, San Diego County, Inland Empire, & SB County), **31% in Northern California** (Bay Area & Sacramento), and **15% outside California**.

Strategy Results:

- Employers reached: **327**
- Employers with little to no involvement at UCSB: **86**

New Corporate Partner: NATIONAL GEOSPATIAL-INTELLIGENCE AGENCY

NEW CONNECTIONS

Employers:

- PLAYSTATION
- FATHOM
- LUCASFILM
- GOLDMAN SACHS
- SKETCHERS
- BUZZFEED
- TICKETMASTER

Industries:

- GOVERNMENT
- AEROSPACE/DEFENSE
- EDUCATION
- NON-PROFIT
- AUTOMOTIVE
- FINANCIAL SERVICES
- ARTS & MEDIA

INTERVIEWS

On-Campus Interview Program:

- **1191** employers
- **706** students
- **77** interviews

OTHER RECRUITMENT EVENTS

- **FINANCE NIGHT**
- **STEM RESEARCH MIXERS**
- **LAW SCHOOL MIXER**
- **HELPING EXPERIENCE MIXER**
- **JOB & INTERNSHIP MIXER**
- **NETWORKING 101 FOR ENGINEERS**
- **LGBTQ CAREER MIXER**
- **GRADUATE STUDENT MIXER**
PROMOTING DIVERSITY

Career Services recognizes that students may identify with multiple and diverse populations, and many have unique considerations in their career- and work-related decisions. As a result, our career educators are dedicated to actively supporting these students in achieving the career readiness competencies necessary to be competitive in the workplace. Our commitment to providing career education, programs, and services to all students – regardless of ethnicity, race, gender, sexual orientation, citizenship, or other protected status – motivates us to expand and develop specialized events and programs, serve on committees, provide outreach to student organizations, and collaborate with departments across campus to ensure all students have an equal chance to reach their career objectives.

SUPPORTING UNDOCUMENTED STUDENTS

Undocumented Student Career Guide
A career guide specific for the undocumented student population highlighting steps for continual growth and professional development, including various ways to get experience and how to utilize that experience moving forward into industry or graduate school.

Dream Scholar Career Development Series
A development series for undocumented students to gain career readiness competencies in the following areas:

- CAREER EXPLORATION & PLANNING
- LEADERSHIP
- PUBLIC SPEAKING
- ALUMNI ENGAGEMENT

INDUSTRY LEADERSHIP

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)

National Association of Colleges & Employers (NACE)
CONFEREE PARTICIPANT
CONFERENCE WORKSHOP PRESENTER

Santa Barbara Chamber of Commerce

United Way of Santa Barbara County
DEPARTMENT REPRESENTATIVE

Goleta Valley Chamber of Commerce

National Career Development Association (NCDA)
CONFEREE PARTICIPANT

Santa Barbara Partners in Education
PARTICIPANT

UC Graduate Student Career Counselors Network

Graduate Career Consortium
CONFERENCE PARTICIPANT

Mountain Pacific Association of Colleges & Employers (MPACE)
BOARD OF DIRECTORS
CONFEREE PARTICIPANT
CONFERENCE PRESENTER
CONFERENCE SPONSOR

Professional Women’s Association (PWA)
CONFEREE PARTICIPANT
CONFERENCE PRESENTER

IN COLLABORATION WITH:

UCSB UNDOCUMENTED STUDENT SERVICES
The success of our office throughout the 2016–2017 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.

**Diamond Circle**

**US MARINES**

**YARDI**

**Platinum Level**

**APPFOLIO**

**CITY YEAR**

**CONTINENTAL**

**ENTERPRISE**

**FORESTERS FINANCIAL**

**PAYJUNCTION**

**PROCORE**

**Gold Level**

**NORTHROP GRUMMAN**

**PEACE CORPS**

**TARGET**

**TEACH FOR AMERICA**

**CHARITABLE DONORS**

MS. COLBY M. KURTZ

MR. DARRELL M. YOUNG

MS. AMY GOLDBERG DAY

MR. ANDREW L. BENNETT

MR. ANDREW J. RAWLS

MR. JEFFREY T. FREDERICKSON

MS. KRISTEN J. CHIN

MR. ALAN J. CHUANG

MS. LISA J. BURNS

MR. JEFFREY V. JIMENEZ