Empowering All Students to Prepare for and Achieve Success…at UCSB and Beyond.

The 2017-2018 year was another extraordinary year of innovation, positive outcomes, new partnerships, and successful initiatives. We welcomed several new faces to the team who brought great energy and fresh ideas to their work. We opened new doors of possibilities and fostered beneficial connections for students through innovative and exciting programming. Our amazing team of career professionals are truly committed to ensuring all students have equal access to the tools and knowledge to transform their professional aspirations into reality.

Our office prides itself on being an industry leader in our approach to career education. Our career counselors saw over 2500 students in individual appointments and over 3600 in drop-in advising. We hosted more employers and students at our large recruiting events than ever before. Our staff presented at professional conferences, taught workshops and career education courses, and collaborated with faculty and student affairs staff on exciting new projects and initiatives. We provided nine scholarships to under-resourced students to support their internship experiences in the fields of public health, sustainability, law, family services, non-profit, and government.

Our work earned us various acknowledgments. We were nominated for the William J. Villa Service to Students award which recognizes departments that have demonstrated an extraordinary commitment to enhancing the quality of student life. Maya Salmon and Kathy Dunson each earned UCSB’s Citation of Excellence awards for outstanding achievement and service to the university. Leading the way in our profession, our career professionals were awarded scholarships to attend professional trainings and conferences up and down the state.

This past year, we experienced a robust employment market helping students gain access to a wider range of experiences and opportunities. Through the integration of Handshake, our new recruiting software platform, job and internship opportunities for students were at an all-time high. Over 35,000 jobs and internships were posted for undergraduate and graduate students, a staggering increase of 315% from the previous year. This substantial increase is attributable to our impressive employer outreach efforts as well as the deployment of Handshake. Among our many new recruiting connections, the following were most notable: Analysis Group, Bain & Company, California Energy Council, Equinix, Inc, Navigant Consulting, Semler Brossy, Sequoia Equities, Tesla, and Wedgewood.

Our success is the direct result of a dynamic, creative, and cohesive team who truly care about the success of students. There is no doubt that our work has a substantial impact. However, we can’t do this work alone. We are very grateful to our partners across the university. These important partnerships have allowed us to develop an ecosystem that embraces career education as a mission-critical component of the institution. As a result of these relationships, we have positioned ourselves to provide career education beyond the walls of our building. 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, families, and employer partners whose support is essential to our ability to help our students be successful at UCSB and beyond.

With sincere appreciation and gratitude,

Ignacio Gallardo
Director, Career Services

On the Horizon for 2018/2019

→ A professional clothing closet, in collaboration with campus partners, to support under-resourced students with access to professional attire for job search related activities.

→ Our digital engagement initiative, designed to enhance digital communication and student engagement, we’ll implement new technological solutions and processes to help us reach more students.

→ A diversity, equity, & inclusion staff training program to better equip our professional staff with the knowledge, skills, and abilities to positively impact our rapidly growing diverse student population.

→ Focused and intentional programming for first-generation, under-resourced students to support their career readiness needs and better prepare them for high-demand career opportunities.

→ A need-based professional development grant program to provide financial assistance to students, helping make the career exploration and job search process more affordable.

→ A career partners grant program to provide financial assistance to student organizations engaged in career education programming.

→ The launch of a state-of-the-art website featuring resources, tools, and career education information and advice for students and alumni.
Our vision 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**

- Students Attended
- Workshops Offered

260 total workshops
2296 student attendees

**STUDENT ADVISING APPOINTMENTS**

- resume/cover letter/cv
- career direction
- post-grad job search
- get experience/internships
- graduate school
- major exploration
- interview strategies

3617 Drop-In Appointments +10%
2565 Individual Appointments +8%

**RECRUITMENT EVENTS**

- summer
- fall 1094
- winter 636
- spring 369

- Students Attended
- Employer Participants

1617 → 119
1199 → 78
1117 → 109
295 → 37

- fall career + internship fair
- winter career + internship fair
- spring career + internship fair
- end of the year job fair

- on-campus job fair
- graduate + professional school day
- resume+
- finance night
- on-campus job + internship mixer
- graduate student mixers
“I was selected for a fundraising internship and wanted to thank you for your advice and help during the mock interview. Interviews in general have always been something that I’ve struggled with but you were so supportive and helped me calm down. I’m extremely grateful to you for helping me along the process.”

Joy Gursky
Global Studies
Class of 2019
Handshake

Career Services shakes it up! Introducing Handshake, a state-of-the-art recruitment software platform.

TECHNOLOGY EFFORTS

In June of 2017, Career Services adopted a new, dynamic recruitment software platform that enhances how students search for jobs and internships and engage with employers. Handshake is a contemporary job and internship search tool and career planning software platform that connects students with over 200,000 top employers (including 100% of Fortune 500 companies) looking to hire undergraduate and graduate students.

HANDSHAKE ALLOWS STUDENTS TO:

→ Quickly and easily find part-time, on-campus, work-study, or off-campus jobs and internships.
→ Store resumes, cover letters, transcripts, and other professional documents.
→ Strategically promote themselves to employers through a rich, customizable student profile.
→ View a calendar of upcoming events such as professional skill development workshops, on-campus interviews, employers information sessions, and career fairs.
→ Connect with recruiters in a virtual space to learn about job and internship opportunities, company culture, campus visits, and more.

IMPACT OF TECHNOLOGY EFFORTS

With the help of a targeted marketing campaign during the summer and fall of 2017, Handshake’s launch with UCSB students was a huge success. In its first full quarter of implementation, over 10,000 students used the system! This year, over 14,608 students have used Handshake, representing a 7% increase in engagement compared to our previous system.

Most importantly, students engaging with Handshake have far more job and internship opportunities at their fingertips than ever before. Over 35,800 job and internship postings have been listed on Handshake for UCSB students in our first year, representing an increase of over 315% compared to our previous system for the same time period last year.

In addition to the increase in student engagement and job and internship postings, Handshake’s analytics allow Career Services to share relevant job and employer data with academic departments, thereby helping faculty and departmental staff better understand and respond to the professional needs of their students. Overall, Career Services is confident that Handshake will increasingly serve as a catalyst to strengthen the ties between Career Services and academic departments, employers, and students.

BY THE NUMBERS

35,811 job postings approved.
75.51% jobs
20.02% internships
4.47% other
12,929 employers approved.
118 campus entities

35,800 Job Postings
17–18
13000 13400 13800 14200 14600
16–17

+315%
“Thank you for all your help, both personally and professionally. You have played an essential role in allowing me to come to you with my ideas and curiosities. I expect to apply the same strategies I learned from you with my 6th graders in order to allow them to transform into lifelong learners.”

Janet Lopez
Sociology and Black Studies
Class of 2018
Internships

Career Services and the Internship Scholarship Selection Committee are thrilled to present the recipients of the 2018 Internship Scholarship Program and to celebrate the career ambition and accomplishments of these undergraduates as they surpass barriers towards professional success. The program promotes the attainment of professional preparation and provides scholarships of $1,500 to make necessary experiences more accessible by offsetting the financial hardships associated with unpaid internships. The 2018 award recipients for the Career Catalyst and newly created Debbie Fleming Internship awardees took part in impressive summer internship and research positions that expanded their professional network and career opportunities.

CAREER CATALYST AWARD RECIPIENTS

ashley B.A. in Environmental Studies | Research Assistant with the School of Field Studies in Costa Rica

“I have been accepted to the School for Field Studies (a nonprofit organization) to participate in a study on applied research techniques and strategies toward sustainability in Costa Rica...I chose this program because I aspire to one day be a sustainability coordinator and this program trains you for it. I also believe that this study will build off of classes I have already taken...The great thing about doing a field study though is that there is much more hands on application and it prepares you for the real profession. I will be able to use all this information that I have learned and apply it to real life situations which will be beneficial for when I try to get a job. In addition, I hope to gain a more worldly experience since it is abroad.”

arturo B.A. in English & History | Intern with Bet Tzedek Legal Services

“From this experience I hope to gain more knowledge and experience in the field of law, in particular legal services that aid low income individuals. I hope to one day become an attorney and work at work at a nonprofit legal services center like Bet Tzedek where I can help low income individuals obtain legal aid they otherwise would not have. I feel this internship will be very beneficial in helping me meet my stated goal as I will be gaining valuable knowledge and experience in concerns to law. I will learn how to meet the legal needs of low income individuals who one day hope to serve as an attorney...Overall my internship will help me learn more about law and will help prepare me for a career in law.”

yuna B.A. in Sociology | Intern with First 5 California

“I hope to grow in my knowledge and experience in the legal support, or lack thereof, of families and children. My primary career goal is to improve the quality of life of children, but I am still exploring the paths through which I can accomplish this, as I want to find a career that will allow me to make the best use of my skill set and make the biggest difference. Thus, I have two goals for this internship: to find my passion in social and public service and gain practical skills for my future career or to learn that I am better suited for working directly with children and use my new knowledge of legal programs’ development and implementation to better serve them.”

DEBBIE FLEMING INTERN AWARD RECIPIENTS

dami Pre-Biopsychology | Intern with Habitat for Humanity of Southern Santa Barbara County

“The position entails leading groups of volunteers in assisting in the building of three homes in Carpinteria. Additionally, since I expressed interest in public health during my interview, the Habitat Team has generously offered me the opportunity to also work in the social services aspect of the organization which includes making home visits and learning about the family selection process. My career goal is to pursue a Master's in Public Health and given that UCSB currently lacks an undergraduate program in public health, internships remain my best method of gaining insight and experience into the field...Through this internship, I hope to gain insight into the life of service I plan to lead in the future.”

miriam B.A. in Global Studies & Sociology | Intern through the Thailand Public Health Program w/ Thammasat University

“I am interested in participating in the public health internship because I believe the health sector is always going to be an important part of every society regardless of its level of development...From this program, I hope to gain a lot of experience that will aid me in building a solid foundation for possible participation in Peace Corps upon graduation from university. I am confident that the experience of being able to physically participate in solutions to global healthcare challenges will provide me with skills that will go far beyond the classroom walls.”
Graduate students are a unique and highly trained student population on campus. As a result, their career needs are often vast, nuanced, and advanced. We aim to support graduate students to seek careers that fit their needs, values, and interests through a variety of programming and support including: one-to-one career counseling, career mixers, workshops, interview and negotiation support, building employer connections, and enhancing our graduate student’s ability to articulate their skills. We support graduate students in seeking a variety of careers from academia to non-academic positions. From national labs to the non-profit sector, and from government to the corporate world, and every other profession in between, we help our graduate students get their goals actualized.

PARTICIPATION

BY THE NUMBERS

550 career fair attendees.
- 173 PhD students
- 337 master’s students

413 workshop participants.
- 299 attended general career workshops
- 114 attended graduate student career workshops

458 individual appointments.

HIGHLIGHTS

- Received $12,500 from SFAC Award to fund Graduate Career Guide and Career Mixer
- 1st year administering $10,000 through the Graduate Student Internship Fellowship Program, with funding from the GSA fee referendum
- Selected to present at the National Graduate Career Consortium Conference on the Fellowship Program
- First-ever Graduate Career Guide
- Participated in creating content for the ImaginePhD website

collaborations

Graduate Division
National Endowment for Humanities NextGen Grant
Individualized Professional Skills Grant Program
Center for Science and Engineering Partnerships @UCSB
“Thank you for all of your help with my admissions essay to the University of Michigan. I have recently been accepted into their business school and your help with the essay I believe had a lot to do with that.”

Jacqueline Vierra
Communication
Class of 2018
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 INITIATIVE

Our primary objective is to increase the number and quality of employers interacting with campus therefore enhancing career opportunities available to students. We accomplish this by facilitating connections and managing relationships between internal and external parties, enabling our office to market programs, services, and student talent.

Our strategy focuses on expanding employer connections and employment opportunities in the following regions: 55% in Southern California (Los Angeles County, Orange County, San Diego County, Inland Empire, and Santa Barbara County), 30% in Northern California (Bay Area and Sacramento), 15% Outside California.

RESULTS

BY THE NUMBERS

- 249 employers contacted to discuss recruiting approaches at UCSB.
- 108 employers connected with to develop strategic on-campus recruiting plans.
- 71 employer info sessions.
- 15 virtual employer info sessions.

new connections

- Bain & Company
- McKinsey
- Pinterest
- US Bank
- Kaiser Permanente
- California Energy Commission
- Levi’s
- Irvine Company
- Equinix

new corporate partners

- Mulesoft
- US Bank
- Kaiser Permanente
- Amgen
- McKinsey & Co
- National Biosafety & Biocontainment Training Program
- California Energy Commission
- Bain & Company
- Goldman Sachs
- UPS
- Under Armor

participants

- PlanMember
- INVOCA

OTHER EVENTS

- Finance Night
- STEM Research Mixers
- Law School Mixer
- Helping Experiences Mixer
- Research + Internship Night
- Engineering Mixer
- YCombinator Entrepreneur Mixer
- Graduate Student Mixers
- Women in Finance
“Thank you for the wonderful presentations you gave to my classes. I felt like they were getting the most up-to-date information about resumes and cover letters and the different examples you shared helped to make the information tangible and real for them. You created a valuable and meaningful experience.”

Nicole Wardwick
Professor
Writing Program
The Dream Scholar Career Development Program’s goal was to engage students in activities and workshops aimed toward obtaining career readiness. As defined by the National Association of College and Employers, career readiness is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace. These competencies include critical thinking/problem solving, oral/written communication, information technology application, teamwork/collaboration, leadership, professional/work ethic, and career management.

Students who participated in the Undocumented Students Career Development Program:

→ Received personalized career counseling discussing potential career opportunities and create an individual development plan focused on accomplishing those career goals
→ Identified experiences to develop their teamwork and leadership skills
→ Communicated and networked with professionals and alumni in the field of their choice
→ Developed a resume and cover letter, and practiced interviewing skills
→ Explored graduate school and industry opportunities

PROGRAM REQUIREMENTS

Students were required to attend all three quarter monthly events/workshops and complete assignments associated with each monthly theme:

- **October** Program Orientation and Career Exploration
- **November** Leadership
- **December** Informational Interview and Networking
- **January** Experience Strategies
- **February** Application Documents (Resumes and Cover Letters)
- **March** Interviewing
- **April** Alumni Panel/Moving Forward
- **May** Graduate School
- **June** Program Wrap Up

25 student participants
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**
Conference Participant | Member | Scholarship Recipient

**Goleta Valley Chamber of Commerce**
Member

**Graduate Career Consortium**
Conference Presenter | Member

**Mountain Pacific Association of Colleges & Employers**
Conference Participant | Conference Presenter | Conference Sponsor | Member Board of Directors | Conference Committee Co-Chair/Member | Webinar Presenter Scholarship Recipient

**Handshake Users Conference**
Conference Participant

**National Association of Colleges & Employers**
Conference Participant | Member

The success of our office throughout the 2017–2018 school year could not have been possible without the generous support of the employer 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.

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