



Dear UCSB Parents,
We're on the brink of launching into the new academic year and soon students will arrive to campus in throngs. As always, Career Services is here to assist students in fulfilling their career goals. This quarter, we've got a variety of opportunities lined up to help students translate their college experience to life beyond UCSB.

In this newsletter, I'll highlight some of the events and workshops we'll be offering. And while you might be thinking: "School is just starting. Isn't a little early to be thinking about this stuff?", I can assure you, it's never too early to starting thinking and planning for the future. We're also noticing that more employers are starting their recruiting efforts earlier in order to compete for the best talent. We encourage all students to visit us early and often so they can be well positioned for success!

Encourage your student to view our Fall Quarter 2014 Workshop and Event Calendar and circle the ones they'd



like to attend. Aside from our general choosing a major and professional skill development workshops, this quarter we will once again be hosting the Fall Career Fair. This 2-day event will bring over 100 companies to campus providing an amazing opportunity for your student to connect with recruiting employers. We will also be offering a number of applying to graduate school workshops and exam strategy sessions as well as admissions panels aimed at helping your student understand every aspect of applying to graduate school. As you can see, there is something for everyone at Career regardless of future goals.

Here are the events I especially want you to know about and share with your student:



Fall Career Fair Day 1: All Majors- Wed., October 22

All students are welcome to this fair that will host employers from a variety of industries, including the non-profit sector. Whether your student is majoring in History, Communication, Economics, or Film & Media Studies, this event will provide opportunities available for all students.

<http://career.ucsb.edu/career-fairs/fall-career-fair>

Fall Career Fair Day 2: Science, Tech, & Engineering- Thurs., October 23

Students studying in the College of Engineering, sciences, or seeking a job using their technical skills should focus their attention on this event.

<http://career.ucsb.edu/career-fairs/fall-career-fair>

Graduate & Professional School Day- Wed., November 5

If your student plans to enroll in a graduate or professional school program, this is a terrific opportunity for them to meet informally with graduate program admissions officers from over 100 schools in a lively outdoor event. All academic fields of study and most professions are represented including health, business, education, communications, psychology, engineering and others.

<http://career.ucsb.edu/career-fairs/graduate-and-professional-school-day>

You can be an enormous resource in helping your student take ownership of their careers.

You are sending your student to college not

just to gain a valuable education and but also to prepare themselves to launch successful careers, lead enriching lives and become good citizens. Like most parents, I'm sure you would love your student to have landed a career or have been accepted to graduate school by the time they graduate. In order to accomplish this, we hope you will encourage your student to make our department a regular part of their UCSB experience.

I welcome your calls to discuss the possibilities available to your students: (805) 893-4412. Thank you for aligning with us to support your students in preparing for their futures.

Warmest regards,
Ignacio Gallardo
Director, Career Services

About Career

We are located in the heart of campus next to the Humanities & Social Science building and adjacent to Storke Tower and the University Center. Our facility includes a Career Resources library filled with both digital and hard-copy career-related information, a 24-unit computer lab with high-speed internet access and career-related software, 13 individual interview rooms, and a large classroom used for numerous workshops and employer information sessions each quarter. The entire staff is dedicated to helping students, in one way or another, to identify and fulfill their career goals.



Career Services LinkedIn Group for Parents

I invite you to connect with Career Services and other parents of UCSB students on LinkedIn. My intention in opening the group 'UCSB Career Parent Alliance' was to create a virtual space for parents of UCSB students to connect and engage in career-related discussions with other parents. It's also a great place to post/share relevant news articles and other information that might be helpful to other parents in encouraging their students to take ownership of their careers. If you don't

already have a LinkedIn account, you can register for free at www.linkedin.com. Once you're logged in select 'Groups' under the 'Interests' tab in the menu across the top and search for 'UCSB Career Parent Alliance'.



10 Tips for College Success

At Career Services, we're dedicated to helping students achieve success, whatever that might look like for them. Whether your student is just starting out or finishing up their academic career, these tips should prove handy in achieving success at UCSB.

1. Take control

For most students, arriving to UCSB is likely to be a big transition. The most striking difference between college and high school is that at college there's no one there to stand over you and tell you what to do. Getting to class, doing the homework, getting your papers in on time—all of these are things students are going to have to get done without a parent or teacher to motivate them. So encourage your student to step up and take responsibility for their education.

2. Audition professors

Many entering students think they should just take the "standard first-year academic plan" their adviser hands them and be done with it. But a far better idea is to go to the first class or two and assess the professor. Students should ask themselves: *Is the material presented clearly and forcefully? Does the class have a clear point? Is the professor at least moderately engaging? Is this someone I feel I can learn from?* If the answer to any of these questions is "no," drop the class and find another. The key to academic success is being engaged in the classroom.

3. Get to class

Most students think they can miss a couple classes and still do pretty well in the course. But missing 1-2 classes can easily lead to 4-5. Students might think: "No problem, I'll just get the notes." But miss five classes and (if the course has 20-25 meetings) students have missed 20 percent of the content. This can do major damage to GPAs come midterm and finals time.

4. Adjust attention span

Students used to getting content in short, entertaining blasts: one- to three-minute YouTube videos, hyper-abbreviated text messages, and 140-character tweets. But UCSB professors are thinking in terms of a 50-minute lecture, divided into perhaps two or three segments. It's a good idea to retrain attention spans to process long—very long, it will seem—pieces of information while not zoning out for extended periods of time.

5. Study; don't just "study"

Although it seems obvious, most students don't realize that at college most of the work is done outside the classroom. It's too easy to quickly get behind in a class. Rule of thumb: one hour of lecture, two hours of preparation. As soon as the quarter starts, encourage your student to identify a quiet place and schedule quality study time. It's important to also remind them not to count study-related activities as actual studying: copying over notes, listening to the lecture again, and "getting acquainted" with study groups are all fine activities, but they don't count as studying.

6. Connect with your professor (or TA)

The single most underutilized resource at college is the office hour. Students might not realize it, but professors are required to be in their office 2-4 hours a week to meet with students and help them with the course. Student will do better on tests and papers if they've had a chance to ask about things they're confused about, and, with luck, received some insider information from the professor about what's going to be on the midterm or what chapters to focus on for the final.

7. Choose major carefully

There's tremendous pressure for students to declare a major right away. Unless your student is 100 percent, positively, without

10 Tips continued

a doubt sure about what they want to study, hold off. A much better idea is to take a few courses—some introductory, some advanced—and then see what academic area interests them the most. And don't encourage double or triple major unless there's some academic reason to do so. Spreading too thinly over various majors and minors could actually inhibit your student's ability to maintain a high overall GPA.

8. Pursue your passion

UCSB ranks as one of the top academic institutions in the country (and world!) offering amazing courses by Nobel Prize winning faculty. But amidst all the general education requirements, prerequisites, and must-do's for the major, it's easy for students to forget what their intellectual interests, gifts, and passion were in the first place. Each quarter, students should take at least one course in something they're good at and really interested in. The joy of doing something they enjoy—and doing it well—will go a long way to making up for all the unpleasant things they'll have to do at college.

9. Take care of self

With everything that students have going on, it's easy to forget to take care of oneself. It's important to take time to work out at the RecCen, participate in intramural sports, run on the beach, or ascend the climbing wall several times a week. Eating balanced, nutritional meals (including plenty of fruits and vegetables), will keep the mind sharp and firing on all cylinders. And it's no secret that students tend to skimp on sleep in order to make time for friends or studying. Research shows that 75% of students don't sleep enough to feel rested the next day, which severely impedes their ability to focus and pay attention in class.

10. Get involved outside of the classroom

Employers frequently tell us that, although GPA is important, the most qualified students are those that have been involved in at least two to three non-academic pursuits that complement their top-notch education. There are hundreds of ways students can get involved: volunteer through the Community Affairs Board, participate in clubs through the Office of Student Life, attend an event offered by the Multicultural Center, or play intramural sports.

Notes From The Director

The national financial crisis of 2008 has had a lasting effect on the career services landscape, making it more challenging for graduates to land jobs and for students to obtain internships. Each student population – undergraduates, master's and doctoral students – experiences those challenges differently. Career Services is proactively working towards developing unique ways to meet these challenges for each of our student populations.

One perception we'd like to see changed is that students do not need career services until they're close to graduation and need a job. A large part of our work with students involves the exploration of self, the world of work and understanding career paths. Our counselors help students discover who they are and who they want to become, by talking to them about their interests, values, skills and passions. To be successful, students must follow their curiosity, be comfortable with uncertainty, take calculated actions and risks, and extend themselves. Our objective is to leverage the resources on and off campus to help them do just that.

We feel that it is our job to help students think about their careers differently and help them consider how their distinctive skills are transferable to different career paths, whether they are considering non-faculty positions in higher

education, careers in industry, non-profits or government. We have the responsibility to not only provide guidance and resources to students, but also to network on their behalf and bring more recruiters from various sectors to UCSB.

With this in mind, and in line with our current strategic plan, our future goal is to create a pre-professional career education program designed to support students' professional interests and professional development needs, with the vision of building a comprehensive pathway

to help students attain career discovery, opportunities, and advancement. Through career guidance, specialized workshops & events, skill development opportunities, and hands-on experience, students will have the opportunity to supplement their first-rate education with the necessary professional skills to transition successfully to industry or graduate school.

We're excited about this new direction and strongly believe it will be helpful in providing students with a clear path to success after college. I'll share more in the upcoming months as they develop. In the meantime, feel free to contact me directly if you have any questions about this innovative program.



Career Services Annual Report 2013-2014

I am pleased to provide you with the 2013-2014 Annual Report for Career Services at UC Santa Barbara. It has been yet another incredible year for our team, with a number of accomplishments and innovations. It was truly a year of change and transition highlighted by the completion of a two-year organizational development plan. This plan resulted in the hiring of a new Associate Director, Emily White, a new Assistant Director and Coordinator of Graduate Student Services, John Coate, and new professional counseling and administrative team members.

We had several team members receive awards and acknowledgements for their extraordinary work on campus or in the local community. Career counselor Monica Ballon-Kalinowski received the Outstanding Service Award for her involvement as Curriculum Co-Chair for Leadership Santa Barbara County. Our senior artist was acknowledged with the Unsung Hero Award by UCSB's Professional Women's Association. The Staff Citation of Excellence Award was given to Molly Steen in celebration of her outstanding achievements and dedication to the university. Lastly, the department was honored with a nomination for the William J. Villa Service to Students Departmental Award. I am really proud of each staff member for their determined commitment to serving students.

Here are just a few of the highlights that convey the impact our office has had on and off campus:

With 81% of the graduating class employed and 27% enrolled in graduate school within twelve months of graduation (versus 68% for graduates nationwide - NACE), it is quite evident that our office's commitment to career and professional development is having a substantial impact on students.

With a pledge to develop focused initiatives targeting the career development needs of liberal arts/humanities, transfer, and international students, our team created focused programs and workshops, developed strategic marketing efforts, collaborated with academic courses, and provided new online resources for these populations.

The newly formed Career Assessment Team (CAT) participated in extensive assessment & evaluation training offered by the Division of Student Affairs. CAT's first assessment initiative examined the

impact of career counseling appointments on student confidence and ability to develop a follow up action plan.

Strategic efforts with the Alumni Association, the Office of International Students & Scholars, and the Educational Opportunity Program has resulted in stronger partnerships, staff collaborations, joint programming, and employer development opportunities all of which directly benefited our student population.

Committed to innovative technology, our office made a number of enhancements that helped make it easier for students to access career-related information online, link to our office on social media, and connect virtually with employers.

In support of experiential education, our office streamlined our Internship Certificate Program, developed new resources and policies around unpaid for

students and employers, and created an internship collaborative with on-campus and UC-wide counterparts. Most notably, we established the inaugural Internship Scholarship to support students pursuing unpaid internships.

I would like to sincerely thank all the generous donors and partners (faculty, staff, parents, alumni and employers) for your commitment and dedication to our vision and mission. Your support has enabled us to broaden our impact and reflect the values of Student Affairs at UC Santa Barbara - scholarship, leadership, and citizenship. Looking ahead, our team is enthusiastic about working diligently and resourcefully to positively affect the futures of UCSB students in all their endeavors.



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