



Dear UCSB Parents,

School is back in session! And as always, Career Services is here to assist students in identifying and fulfilling their career goals. This summer was exciting for our department. We launched a new career education program, hired new staff, expanded grace periods for recently graduated Gauchos, and waived fees for career assessments. All of these changes reflect our commitment to providing

the best possible services and resources to help students translate their college experience to life beyond UCSB. I'm excited to share what've been up to.

Our department helps students to not only obtain jobs and internships and gain admittance into graduate and professional programs, but to develop the aptitudes and knowledge needed to be successful in the years beyond UCSB. Because career development is a four year process, we encourage students to visit us early and often.



The work we engage in has an impact. As you can see, we deliver a comprehensive array of educational programs, resources, and experiences that enable us to instill lifelong commitment to career and professional development. We participate thoughtfully with key on- and off-campus constituents to provide the tools, connections, and information to create communities in which all students have the opportunity to succeed.

Below are a few department highlights that illustrate the impact our office made this year:

- Dedicated to becoming a point of distinction on campus was demonstrated by career counselor Brittany Manzer being presented with the Sarah Miller McCune Award for exemplary service to the Department of Communication.
- Devoted to sharing the impact of our services on student learning, we concluded a year-long analysis into the benefits gained through the career counseling process. Results indicated that 80% of students felt more confident in their ability to discover career options related to their interests as a consequence of appointments with our professional counseling staff.
- Committed to providing engagement opportunities between students and hiring employers, the Spring Career Fair was held in a new location, the Event Center (also known as the Thunderdome). This new venue allowed us to accommodate more employers (114) and students (1036) in a spectacular one day event.
- We experienced a significant increase in the number of students who visited our building. The Career Resource Room, our resource library, computer lab and hub of student activity, saw an astounding 53% increase in student traffic from the previous year.
- Awarded six \$1500 internship scholarships demonstrating a commitment to providing equitable student access to experiential learning opportunities. The Scholarship Program helps offset financial hardships associated with unpaid internships and aligns with campus initiatives to provide support for first-generation and low-income, transfer and undocumented students.

As you can see, last year was a banner year but we're not done just yet. In this edition of Career Alliance, I will also highlight some future initiatives and what's on the horizon at Career Services. 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

## Workshops & Recruiting Events

We have lots of opportunities for your students to learn how to write dynamic professional documents, interview successfully, network with professionals, and engage with graduate and professional schools and hiring employers. Please encourage your student to view our Fall Quarter 2015 Workshop and Event Calendar and circle the workshops and events they'd like to attend. This quarter is highlighted by the Fall Career Fair. This one day event will bring over 120 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 recruiting events I especially want you to know about and share with your student:

### Fall Career & Internship Fair: Wednesday, October 14

All students are welcome and will host employers from a variety of industries, including non-profit, education, technology, health, environmental, the sciences, business, marketing & sales, and much more.

<http://career.sa.ucsb.edu/career-fairs/2015-fall-career-internship-fair>

### Graduate & Professional School Day- Thursday, 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.sa.ucsb.edu/career-fairs/2015-graduate-professional-schools-day>



UCSB Alumni often return to our career fairs as emissaries for the companies that hired them. Their goal; recruit more UCSB students.

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.



## Getting the Best ROI for Your College Investment

How can your son or daughter get the best return on your investment in their college education—a good job and launch into their first career?

Good grades and the right major are important blocks in the foundation of finding a job after graduation. There are, however, other steps students can take to increase their value to potential employers.

- **Do an internship.** Maybe the most important thing a student can do is find an internship—get real work experience in the field. Many employers look within their own internship programs when they need to fill entry-level positions.

That means, if a student does a good job while in an internship, he or she may get a job offer from that organization. And, while an internship could be the foot-in-the-door that a new grad needs, it also gives a student a realistic look at the prospective job, company, and career.

- **Visit Career Services.** Our surveys demonstrate that tapping into the resources offered in our department can increase the likelihood of getting a job offer.

While our career counselors won't "place" a student in a job, they teach a student the skills that will help them find their way onto and up

the career ladder. They teach students how to put together winning resumes and cover letters, how to interview successfully, and how to dress professionally. They critique resumes, practice interview techniques, and field job listings.

Plus, our career counselors and employer relations team know the employers that hire on their college campuses—they work with them on a regular basis—and can put a student in touch with the organizations looking for new hires.

- **Start the job-search process early.**

- Find the right major and start to plot a career path during the freshman year.
- Start exploring internship opportunities. What's better than an internship the summer after junior year? Multiple internships. Freshmen and sophomores may find internships too.
- Get ready to be recruited in the fall. Employers do many of their on-campus interviews—for internships and entry-level positions—in the fall. And while employers interview in the spring, it's best to be an early bird.

## On The Horizon For 2015-2016:

- Provide free career assessments. All students will have access to the MBTI, SII, Focus 2, and StrengthsQuest at no cost to them.
- Extend grace period permitting recent graduates access to our services free of charge for up to one year.
- Launch new career education program, GPS (Gauchos Paths to Success), to provide students with a framework to understand the career development process, discover exciting internship and job opportunities, gain valuable experience, and position themselves for success beyond UCSB.
- Implement an employer engagement strategy focusing on growing job sectors that results in new and expanded full-time and internship opportunities for undergraduate and graduate students.
- Reinforce commitment to student career learning outcomes by growing our assessment efforts to include evaluation of all workshops, events, and programs.

**W**e are located in the heart of campus next to the Humanities & Social Science building and adjacent to Stroke

Tower and the University Center. Our facility include a Career Resources library filled with both digital and hard-copy career-related information, a 18-unit computer lab with high-speed internet access and



career-related software, 10 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.

## A Parents' Guide to Career Development

By Thomas J. Denham. Courtesy of the [National Association of Colleges and Employers](#).

The most valuable things parents can do to help a student with career planning are:

- Listen
- Be open to ideas
- Help your student find information

**Here are eight more things you can do to help:**

### 1. Encourage your child to visit the career center (and you go too!)

Next time you visit campus, drop into the career services office and pick up a business card from one of the career counselors. When your son or daughter is feeling anxious about his/her future, offer the card and say, "Please call this person. He (or she) can help you."

Many students use their first semester to "settle into" college life, and so the spring semester of the freshman year is the optimal time to start using career center services. Ask your student (in an off-handed way), "Have you visited the career center?" If you hear, "You only go there when you are a senior," then it's time to reassure him/her that meeting with a career counselor can take place at any point—and should take place frequently—throughout a college career.

Many centers offer a full range of career development and job-search help, including:

- Mock interviews
- A network of alumni willing to talk about their jobs and careers
- A library of books (including an online library of information) on a wide range of careers
- Workshops on writing resumes and cover letters
- A recruiting program
- Individual advising

### 2. Advise your student to write a resume

Writing a resume can be a "reality test" and can help a student identify weak areas that require improvement. Suggest that your student get sample resumes from the career center.

You can review resume drafts for grammar, spelling, and content, but recommend that the final product be critiqued by a career center professional.

### 3. Challenge your student to become "occupationally literate."

Ask: "Do you have any ideas about what you might want to do when you graduate?"

If your student seems unsure, you can talk about personal qualities you see as talents and strengths. You can also recommend:

- Taking a "self-assessment inventory," such as the Myers-Briggs Type Indicator

- Talking to favorite faculty members
- Researching a variety of interesting career fields and employers

A career decision should be a process and not a one-time, last-minute event.

### 4. Emphasize the importance of internships

The career center will not "place" your child in a job at graduation. Colleges grant degrees, but not job guarantees, so having relevant experience in this competitive job market is critical.

Your son or daughter can sample career options by completing internships and experimenting with summer employment opportunities or volunteer work.

Why an internship?

- Employers are interested in communication, problem-solving, and administrative skills, which can be developed through internships.
- Employers look for experience on a student's resume and often hire from within their own internship programs.
- Having a high GPA is not enough.
- A strong letter of recommendation from an internship supervisor may tip the scale of an important interview in their favor.

### 5. Encourage extracurricular involvement

Part of experiencing college life is to be involved and active outside the classroom. Interpersonal and leadership skills—qualities valued by future employers—are often developed in extracurricular activities.

### 6. Help your student to stay up-to-date with current events

Employers will expect students to know what is happening around them. Buy your student a subscription to *The New York Times* or *The Wall Street Journal*.

### 7. Teach the value of networking

Introduce your student to people who have the careers/jobs that are of interest. Suggest your son or daughter contact people in your personal and professional networks for information on summer jobs. Encourage your child to "shadow" someone in the workplace to increase awareness of interesting career fields.

### 8. Help the career center

Call your campus career center when you have a summer, part-time, or full-time job opening. The staff will help you find a hard-working student. If your company hires interns, have the internships listed in the career center. Join the campus career center's career advisory network and use your "real world" experience to advise students of their career options.