

NOTES FROM THE DIRECTOR

It's hard to believe that spring is upon us and the final quarter of the year is about to begin. If your student is a senior and graduating in June, do they have an action plan for after graduation? Spring quarter can be a difficult time for students who are nearing graduation yet have not yet taken steps towards preparing for their future. Each year around this time, students walk through our doors and say, "I'm graduating soon and I don't know what I'm going to do! Help!" My heart goes out to each student in this situation. Despite our pleas for them to visit Career Services early and often, unfortunately, many students postpone being proactive in planning for life after college. And while it might be too late for obtaining an internship, participating in student organizations, or



volunteering in the community, there is still time to get a crash course in career and professional development in order to develop an emergency career action plan.

As always, Career is here to help. In this edition of the Career Alliance, I've included some steps your student can take to get career-ready in time for graduation - and your student needs to take action today. Aside from these helpful tips, we have a full schedule of events and workshops with plenty of opportunities for your student to develop the professional skills they'll need to conduct a successful job search. We also have plenty of opportunities for your student to engage with employers coming to campus looking to hire Gauchos and meet their recruiting goals.

Warmest regards,
Ignacio Gallardo
Director

How to Create an Emergency Career Action Plan

If your student is finishing their college career and has yet to make a decision about what they are going to do after graduation, now is their time to act! While it may be too late to gain practical experience in an internship, get leadership experience in a student organization, or make significant improvements to their GPA, there is still time to create an *Emergency Career Action Plan* to develop viable strategies for deciding what's next after UCSB (that does NOT include moving back home and sleeping on the couch).

Here are **TEN TIPS** your student should follow to create an Emergency Career Action Plan and prepare for life after college:

Update Their Gaucholink account

Many students fail to update their year-in-school status in their account profile and as a result aren't privy to all the job opportunities available to them. Also, now is a good time to delete old resumes and cover letters and replace them with new, updated professional documents.

Professional Documents

Speaking of updated professional documents, students should visit our office to get their resumes and cover letters reviewed. Career Services offers 10-minute drop-in appointments that don't require advance scheduling. On April 9, we'll be hosting Resume+, our quarterly resume critiquing event. Over a dozen HR professionals will be on hand to provide real-world resume advice. This is another terrific opportunity for students to get feedback on their professional documents.

Interview Preparation Services

As the old saying goes, practice makes perfect. This certainly holds true for interviewing for a job or graduate school. Students should be able to clearly articulate how their skills, abilities, internships, community service, leadership, and education translates to the position they are seeking or their graduate school plans. Students should attend an interview workshop as well as schedule a mock interview with a career counselor to hone their skills and learn the art of successful interviewing.

On-Campus Interview Program

Employers from all over come to campus to recruit Gauchos. This is an amazing opportunity for your student to interview with high-profile employers right here on campus! The recruiting calendar begins early in the quarter with short deadlines for resume submission. Your student is encouraged to visit our website to familiarize themselves with our eligibility requirements and no-show policies. For more information, please visit: <http://career.sa.ucsb.edu/students/job-search/campus-interview>.

Career Fairs

While these events can lead to job offers, more importantly, they help students expand their network of contacts and learn more about employers and the positions they have available. Savvy follow up after these events is critical in gaining a competitive edge in securing interviews and landing a job offer. Students should learn how to work a career fair by reviewing the useful tips on our website: <http://career.sa.ucsb.edu/career-fairs/how-work-career-fair>.

Events

Spring Career Fair- April 16-17, 2014

This is UCSB's largest recruiting event of the year with over 100 employers anticipated to come to campus. Day 1 is geared for students interested in the sciences, research, computer/information technology, environmental, and engineering industries. Day 2 will focus on employers hiring in the business management, sales, marketing, education, government, finance, banking, communication, and media/publishing fields. Employers already registered for this event include: 20th Century Fox, AT&T, Grassroots Campaigns, Microsoft, Progressive Insurance, Oracle, Target, Los Angeles Unified School District, and many more. For a full list of participating employers, please visit: <http://goo.gl/m1pzZc>. Both days are open to ALL students regardless of major.



Employment References

Sooner or later, students are going to need to provide evidence of their skills and experience. Students should think about which professors or supervisors they should select for employment references that give them the best advantage. Most importantly, students should ask these references for their permission to list their name and contact information, and should also provide their references with copies of resume and job description.

Create a LinkedIn Profile

LinkedIn is the world's largest online professional network with over 277 million users. Students should consider developing a professional online presence by creating a LinkedIn profile. LinkedIn makes it easy to research companies and industries, explore job opportunities, manage professional contacts, and join shared interest groups and professional associations. Career Services offers workshops to help students develop and leverage their profile.

Professional Job Search Paraphernalia

Sometimes it's the little things that can make all the difference in a successful job search. While preparing their professional documents, students should print them on high quality resume paper. In addition, a padfolio can add to a professional image while also serving as a practical place to store extra copies of resumes, cover letters, and business cards.

Dress Professionally

Given that first impressions can greatly influence a hiring decision, the manner in which a student presents himself or herself during an interview can make a big difference in their ability to advance further into the interviewing process. Students should make an investment in a suit and always present themselves in a neat, well-groomed, professional manner during job interviews.

Business Etiquette

Etiquette is a set of unwritten rules that apply to social situations, professional workplaces, and relationships. In the business world, good business etiquette means that one acts professionally and exercises proper manners when engaging with others professionally. Good business etiquette is a valuable skill-set that can help students stand out from others, enhance their chances at success, and help land that dream job. All students should perfect a firm handshake without breaking fingers, and remember to send a thank you note or email after every interview. Following up with the employer 1-2 weeks is considered a professional courtesy. A true Gaucho smiles, is friendly at all times, and comports himself or herself with dignity and class.

Senior Crash Course – April 24, 2014

In a single afternoon, students can learn about job search, resume writing, interview skills, options for a gap year experience, using LinkedIn, and hear from recent graduates about their path post-college. This is packaged especially for graduating seniors.

"Careers in..." Series- All quarter long

This series of employer panels gives students the opportunity to learn from industry experts in a variety of different fields. Students will benefit from useful advice while getting the opportunity to network with local professionals. This year, our panels include career experts in fashion & advertising, technical environmental, social services & non-profits among others - as well as information regarding corporate training programs.

For a list of all spring quarter workshops and events, please visit: <http://career.sa.ucsb.edu/career-services-calendar>.

Welcome New Assistant Director

John Coate has joined Career Services in the role of Assistant Director/Coordinator, Graduate Student Services, effective March 3, 2014. John comes to UCSB with more than fourteen years of experience in career counseling college students, including twelve years at UCLA. With a M.S. in Counseling, substantial management experience, and depth and breadth of understanding of the unique issues of graduate students, John will bring even greater strength to the existing team at Career Services.

In regard to his new role, John says, "Having done undergraduate work at UCSB, I am especially thrilled about returning to this outstanding institution and further developing career services and resources that are cutting edge and highly applicable to this unique population of graduate students. In this day and age there is a wider range of career possibilities than ever for Masters and PhD

students, both inside and outside of academia. But with this comes the need, often, for help in navigating this reality, and I'm very excited and honored to be a part of this service at UCSB."

John brings the combination of counseling skills and management experience we need for this position. In addition, John shares Career Services' commitment - and has the ability - to help UCSB students identify how they want to contribute to the workforce and then to strategize to achieve those goals."



What Gauchos Do After Graduation

The campus recently released the 2013 Graduating Senior Survey Summary Report prepared by **UCSB Institutional Research, Planning, and Assessment**: <http://bap.ucsb.edu/IR/index.html>. The survey was administered in May 2013 to undergraduate seniors who had declared candidacy for graduation that June. Of the 3420 survey invitees, 1182 students responded for a response rate of 35%. The results of this survey provide a snapshot of what students plan to do after graduation and help to guide our service delivery and resource allocation decisions as we move forward. Below is a synopsis of the key findings as well as a link to the full Summary Report.

Key Findings:

- ◆ The principal activity named by the highest proportion of 2013 graduating seniors was full-time paid employment (53%), followed by full-time graduate school (22%). Other principal activities of note were part-time employment, doing volunteer work with organizations such as the Peace Corps, taking time off to travel, and completing additional undergraduate coursework.
- ◆ Whether a principal or secondary activity, 70% of respondents indicated they planned to work full-time upon graduating from UCSB. This is a significant shift from 2011, when only 63% of respondents planned to work full-time upon graduation.
- ◆ Among respondents who planned to work full-time, 37% had already accepted or been offered a position at the time of the survey, and 48% were actively searching. The rest (15%) planned to begin their job search after graduation.
- ◆ Of those who planned to work full-time and had already been offered a position, a large majority (82%) had

found a position related to their undergraduate major. The state of California stands to be the main beneficiary of these new members of the workforce, as 87% of those who have been offered positions plan to work in California.

- ◆ Top occupational fields for the class of 2013 include Finance/Banking/Accounting, Education, Sales & Marketing, Science/Research, Engineering, Medicine/Healthcare, and Business Management.
- ◆ 85% of respondents felt that UCSB had adequately prepared them for the job market, and 80% felt that UCSB had adequately prepared them for the specific position they planned to have after graduation.
- ◆ Career Services had been utilized by about 84% of respondents. Specific services that received the highest satisfaction ratings were Career Assessment Testing, Career Resource Room Drop-In Appointments, and Career Presentations (workshops, panels, etc.).
- ◆ Thirty-three percent of respondents planned to pursue additional education within a year of graduating from UCSB, with 24% intending to pursue a graduate or professional degree. Overall, 88% plan to pursue more education at some point in the future.
- ◆ Compared with 2011, a significantly smaller proportion of 2013 seniors planned to pursue any further education.

You can access the full Summary Report by visiting the **UCSB Institutional Research, Planning, & Assessment website**: <http://bap.ucsb.edu/IR/index.html> and selecting 2013 Graduating Seniors Survey.