



Director's Note



College students today have hundreds of social media "friends" but have trouble communicating in person - they talk with their thumbs! As I'm sure you've heard by now, many employers complain that college graduates arrive technologically and academically astute, but lack the necessary "soft skills" to be successful in the workplace.

In a recent blog post, NACE states that "the career readiness of col-

lege graduates is an important issue in higher education, in the labor market, and in the public arena. Yet, up until now, 'career readiness' has been undefined, making it difficult for leaders in higher education, work force development, and public policy to work together effectively to ensure the career readiness of today's graduates."

To address this, the National Association of Colleges and Employers (NACE) created the Career Readiness Task Force, comprised of college career services and HR/staffing professionals. The task force developed a framework: Career Readiness Competencies Initiative. NACE launched this new initiative to help ensure today's college graduates have the right combination of knowledge, skills, and practical experience to successfully enter the job market.

The NACE task force, based on extensive research among employers, identified seven competencies associated with career readiness:

- ◆ critical thinking/problem solving
- ◆ oral/written communications
- ◆ teamwork/collaboration
- ◆ information technology application
- ◆ leadership
- ◆ professionalism/work ethic, and
- ◆ career management

About us

Career Services helps students and recent graduates identify and fulfill their career aspirations. We serve as the bridge between their college experience and employment or graduate school, helping them apply what they have learned. By providing comprehensive resources, programs, and counseling on major and career exploration, internships, employment, and graduate school, we assist students and recent graduates to make informed career decisions, connect with employers, gain admission to graduate and professional programs, and attain their life goals.



Fortunately, our professional career counseling staff is well versed in helping Gauchos develop the career readiness skills and competencies identified by NACE. We plan to take these seven competencies and develop ways to successfully implement innovative career readiness initiatives on a campus-wide basis. In the coming months, we will be developing a strategic plan to engage key stakeholders including employers, faculty, and staff to help us to develop these core competencies among our students. Specifically, we will:

- ◆ Pilot a career education program designed to help students gain experience and make connections with professionals in a number of different industries
- ◆ Develop consistent messaging on the topic of career readiness across campus, and
- ◆ Market this information in presentations to faculty/staff, in the classroom, on social media, and in one-on-one advising with students.

Our goal is to guarantee to our stakeholders that our office is committed to ensuring that UCSB students are on track to become career ready.

We're committed to ensuring that future Career Alliance newsletters contain relevant and timely information to help you stay informed with everything happening at Career so that you can best guide and advocate for your student. Please take a moment to complete our survey. I encourage you to take a moment now to fill it out.

[Career Alliance Survey](#)

Thanks in advance!

Ignacio Gallardo
Director, Career Services

Workshops and Recruiting Events

Among the many workshops, information sessions, and special events Career Services holds each quarter, the Spring Career and Internship Fair is the largest recruiting event, giving students the opportunity to meet employers face-to-face. Last spring, we accommodated 114 employers and 1,036 students attended. This year, the Spring Fair will be a two-day event: Day 1 will host organizations seeking Science, Technology, & Engineering Majors and Day 2 will host organizations seeking all majors. The event will take place in Corwin Pavilion and will include employers such as Microsoft, Apple, County of Santa Barbara, Enterprise, Oracle America, City Year, Yelp, Fox, Walt Disney, Foresters Financial Services, Northrop Grumman Corporation, Young's Market, Yardi, Teach for America, and many more.



Spring Career and Internship Fair

Date/Time: Wednesday, April 13, 2016 for STEM Majors

AND Thursday, April 14, 2016 for ALL Majors

General Admission: 11:00am – 2:00pm

Early Admission Pass ONLY: 10:00am – 11:00am

Location: Corwin Pavilion (East end of UCen)

Event info and FAQs: [Spring Career and Internship Fair](#)

Workshop: How to Impress Recruiters at the Interview:

Hosted by Young's Market Co.

Date/Time: Wednesday, April 13th 6:00-7:00pm

Location: Career Services, Room 1109

Learn just what recruiters are looking for in an interview! Cynthia Leu, recruiter from Young's Market Company, will provide tips about how to be successful at any interview and let you know what recruiters expect out of you during the interview process. She will discuss how to prepare, how to impress, and how to show off your best qualifications. She'll also provide information about the awesome employment opportunities at Young's Market Company.



Departmental Updates and New Resources

Career Services has recently hired new staff members who support students' individual interests. Maddie Foster is the STEM Career Counselor helping students interested in the STEM field discover career paths and explore experiential opportunities. Maddie graduated from Florida State University with her Master's in Career Counseling in 2014. She works closely with STEM departments to develop programming to provide opportunities for students to network and connect with industry professionals and alumni.



Maddie Foster, STEM Coordinator/Career Counselor

Career Services has also created a new position, in order to further assist the needs of our graduate students. Lana Smith-Hale is our Graduate Student Consultant, here to help graduate students with any career-related matters including career exploration, the job search process, CV/resume help, interviewing, and negotiation strategies. Lana also hosts different workshops for graduate students such as networking, discussing transferable goals, and how to do a non-academic job search. Lana holds her drop-in hours in the Student Resource Building (SRB), Room 1216.



Lana Smith-Hale, Graduate Career Consultant

More Departmental Updates and New Resources

Career Services now offers a grace period to recent UCSB graduates, permitting them access to our services free of charge for up to one year. Students are able to set up individual appointments, take assessments, use drop-in hours, access GauchoLink, and attend workshops and recruiting events during their one year grace period. We also offer phone and Skype appointments to students who are not living local after graduation.

We also offer a new online assessment through Gallup entitled StrengthsQuest™ to help Gauchos develop their strengths and identify five of their natural talents. StrengthsQuest™ relates to positive psy-

chology and theories of student development to help your student gain insight to areas of potential and reflect on the things they naturally do best. According to Gallup, Inc. Copyright © 2010, research has found that employees who have the opportunity to use their strengths are six times as likely to be engaged in their work and more than three times as likely to report having an excellent quality of life than employees who don't get to focus on what they do best. If StrengthsQuest™ sounds like it would be helpful to your student, encourage them to stop by our Career Resource Room and meet with a Career peer to sign up for the assessment.

Did You Know?

Have an urgent career question? – Come visit the Career Resource Room!

It is never too late to get students started on career planning. Finding a career path may seem overwhelming, but Career Services offers many resources to guide students in the direction they want to go. We concluded a year-long analysis into the benefits gained through the career counseling process and 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. A great place to get started is in our Career Resources room – the hub of Career Services. Here, we hold drop-in hours where students can speak one-on-one with our career counselors.

Mock Interviews – Next step in helping you land the job!

One particular resource we would like to highlight in this issue of the newsletter is our mock interview. A mock interview is an opportunity for your student to practice his/her interview skills with a career counselor and get feedback on their performance. Your student can use this 30-minute mock interview to prepare for an interview for employment or for graduate school and eliminate any pre-interview jitters. If a student has a real interview coming up, we suggest they bring hard copies of the job posting and their resume to the mock interview so we can better assist their specific needs. Students may also choose to dress professionally for the mock interview in order to make the experience more realistic. We know how stressful the interviewing process can be for students, that's why we encourage Gauchos to come in to Career Services to set up an individual appointment for a mock interview.



NACE Article

Employers: Verbal Communication Most Important Candidate Skill

When asked to assess candidate skills/qualities, employers rated verbal communication skills the most important, according to NACE's *Job Outlook 2016* report.

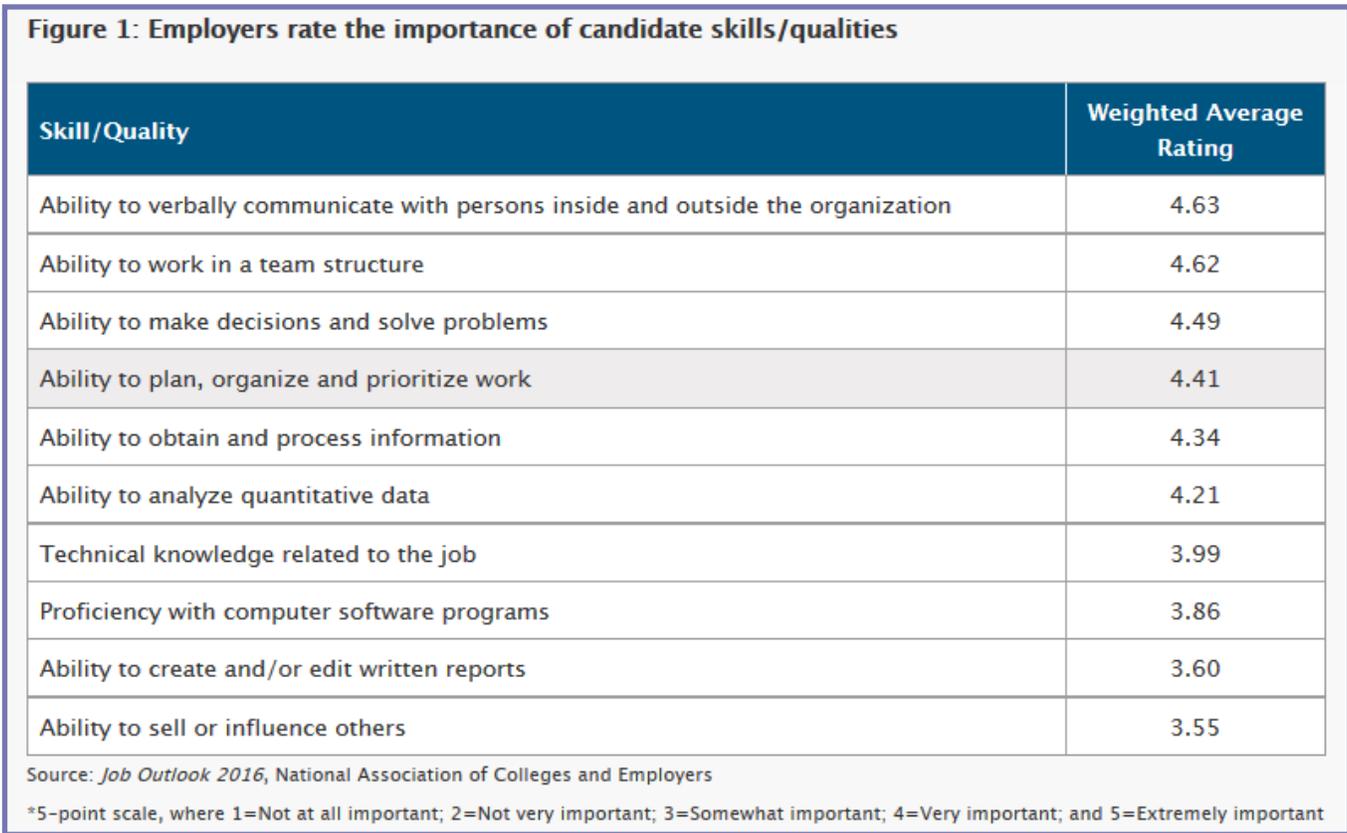
Employers rated verbal communication skills (4.63 on a five-point scale) highest this year, above teamwork (4.62) and the ability to make decisions and solve problems (4.49), the two skills that tied for the top spot last year.

The remainder of the list has not changed at all in terms of order compared to last year. The one difference this year is that more of the skills/qualities were rated just below 4.0 ("very important") than last year. Just two skills/qualities were rated below 4.0 last year—ability to create and/or edit written reports and the ability to sell or influence others.

While those two remain at the bottom of this year's list, they are joined by technical knowledge related to the job and proficiency with computer software programs with ratings under 4.0.

The *Job Outlook 2016* survey was conducted from August 5, 2015, through September 13, 2015, among NACE employer members. A total of 201 NACE employer members participated in the survey—a 20.1 percent response rate.

Results of the annual Job Outlook survey—especially employer insight into the skills they seek in new college graduate job candidates—served as one of the foundation pieces upon which NACE constructed its [Career Readiness Competencies](#).



Family Advice/Tips

Help Your New Grad Find a Job

As parents of graduates facing a tough job market, what can you do to assist your son or daughter in transitioning from the secure world of classes and residence halls to the unknown reality of what lies ahead? Here are some suggestions:

◆ **Ask how you can help.**

Your son or daughter may have specific ideas about ways you can assist. Your editing skills may be the second pair of eyes needed to critique a resume; your managerial skills could be useful as a mock interviewer; your research skills might uncover some new job leads. Think about how your role as something other than mom or dad could be helpful. But don't be pushy: Let your new grad take the lead.

◆ **Suggest a visit to the campus career center.**

The campus career center provides a wealth of job-search resources—job postings, career fairs, resume assistance, and career counseling, just to name a few. Make sure your son or daughter is aware of the office. If your new grad isn't near his or her alma mater, suggest that he/she call the career services offices at local colleges and ask if help is available.

◆ **Offer networking contacts.**

Networking is one of the most effective ways to find a job. With your child's permission, talk to your co-workers about your son or daughter's job search. Discuss it with neighbors and friends. You never know who may know of a job opportunity.

◆ **Be ready to hear new ideas.**

Your new grad may mention attending graduate school or raise a new career goal. Listen to new ideas with an open mind, making positive suggestions when appropriate. Ask open-ended questions to show your son or daughter that you're interested—and the answers will help your new grad think through the new ideas.

◆ **Provide a sounding board when frustrations overflow.**

The nightly news about unemployment is stressful. Imagine trying to complete your studies and conduct a job search, too. If your child calls to talk, but really needs to vent, listen. Sometimes the best thing you can say is nothing at all.

◆ **Give an early graduation present with the job search in mind.**

Don't wait until May to say congratulations. Now is a great time to give a graduation present that will be used during the job search and first year on the job. Looking for ideas? Interview suits,

briefcases, portfolios, and memory sticks are great gifts for the new grad.

◆ **Reassure your new grad that a tough job market is temporary.**

The ebb and flow of the economy is constant, and brighter days lie ahead. You've likely experienced similar ups and downs. Convey your experience to your new grad.

◆ **Look and listen for signs of depression.**

If your son or daughter talks about skipping class, exhaustion, or loss of appetite, he or she might need some help. If your student is still on campus, contact appropriate campus representatives (residence life offices, counseling centers, and so forth) for help.

◆ **Remind your new grad that you are proud of his or her accomplishments.**

A sour economy should not take away the success of earning a college degree. Be sure your son or daughter knows that you are proud of this achievement. Send a card or make a phone call to specifically convey this message.

by Kelli Robinson. Courtesy of the [National Association of Colleges and Employers](#).

