Dear UCSB Families,

Happy New Year! I hope you enjoyed the holidays and had a chance to talk with your student about their future plans and life after UCSB. For most students, these years in college are meant to be spent exploring possibilities so don’t feel too concerned if their response surprises you. Each day provides an opportunity to develop new knowledge, learn a skill, and expand their network of friends and contacts.

Career Services provides career and professional development options to supplement the world-class education your student is receiving at UCSB. Our primary goals at Career Services is to empower all students to explore their career options, make informed decisions about their futures, and ultimately to help them achieve their life’s passion, whatever that might look like. We strongly believe that students who understand and actively engage in the career development process go on to be successful professionals in whatever endeavors they pursue. As a matter of fact, I can point to research that shows students who actively engage in the career development process tend to have a stronger sense of purpose, have higher levels of satisfaction in their chosen careers, are less stressed (minimizing physical and emotional health issues), are better equipped to cope with changes in job status, and make better life decisions that help them achieve personal goals consistent with their core values. Similar studies show that young people who graduate without a career action plan are more likely to experience long-term disadvantage by having higher levels of unemployment, lower incomes, and an increased chance of finding themselves in an employment situation inconsistent with their values and with fewer opportunities for advancement. These are not situations we want any Gaucho to find themselves in.

Once again we’ve put together an extensive calendar of events and workshops for students to gain the best competitive advantage. Here’s what I’d particularly like for you to know about:

Liberal Arts Advantage Career Conference
Friday, January 22, 2016
Today, as much as ever, liberal arts students have skills and knowledge that are prized by employers. However, many students are often unsure about what they want to do for a career, and how to discuss their qualifications with employers. Career Services is excited to host the second annual Liberal Arts Advantage Career Conference in collaboration with the Division of Humanities & Fine Arts and the Alumni Association. This event is aimed at current students in the humanities and liberal arts and will provide an opportunity to engage in conversations, learn about career paths, develop professionally, and network with alumni and other students. For more info, please visit: http://career.sa.ucsb.edu/laacc

Winter Career & Internship Fair
Thursday, January 28, 2016
This big recruiting event is open to all students regardless of grade level or major. We’ve got an impressive list of over 55 employers registered as well as several workshops designed at helping students prepare for making the most of this opportunity. Registered employers include: California State Auditor, City Year, Lockheed Martin, Los Angeles Probation Department, Oracle America, Inc., Foresters Financial, Truven Health Analytics, United Way, Verizon Wireless, Federal Deposit Insurance Corporation, Intel, Yardi Systems, Yelp, and many more. Click here for a full list of employers.

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

Please remind your student that career planning shouldn’t wait until their senior year and encourage them to make investment in their future a priority. Early preparation and taking advantage of all the resources offered through Career Service can make all the difference. We’re here to support your student as they embark on 2016.

Warmest regards,

Ignacio Gallardo
Director, Career Services
**College Hiring to Increase 11 Percent**

**Job Outlook 2016: National Association of Colleges & Employers (NACE)**

Great news coming out of our primary professional association, NACE. The hiring outlook for college graduates continues to improve as employers plan to hire 11 percent more new college graduates from the Class of 2016 for their U.S. operations than they did from the Class of 2015, according to results of NACE’s Job Outlook 2016 survey.

This is a slight bump up from spring 2015 when employers responding to the Job Outlook 2015 Spring Update survey indicated an end-of-year hiring increase of almost 10 percent for Class of 2015 graduates. (See Figure 1.)

Almost 42 percent of those that are decreasing their numbers cited one main factor—lower oil prices. The drop in oil prices has had a particularly negative impact on the oil and gas industry as a whole.

In this report, the projected hiring decrease for the oil and gas industry is 57.9 percent. Furthermore, the preliminary average starting salary for petroleum engineers—published in NACE’s Fall 2015 Salary Survey report—reflects a drop of approximately $14,000 from the salary reported for Class of 2014 petroleum engineering graduates in the Spring 2015 Salary Survey report.

Overall, there are other reasons for employers decreasing their hires, such as reduced company growth and budgets, and company restructuring/reorganization.

Company growth was also cited by respondents increasing their hiring numbers, but in a positive manner. Organizations that are increasing their hiring numbers also noted the importance of college hiring in building their talent pipelines, and increasing college hires to help offset upcoming retirements.

Those that expect to maintain their hiring numbers now represent the largest group of respondents since the 2010-11 recruiting year. According to these respondents, their plans to hold their college hiring steady, rather than pointing to a problem, reflect steady and consistent growth within their companies; high retention of new college graduates, which offsets the need to increase their hiring numbers; and successful planning for a specific number of college hires each year, which negates the need to adjust the numbers at this time.

The perception of the job market among employers is also climbing. This year, 42 percent of employers that participated in the survey characterized the job market for Class of 2016 graduates as very good or excellent. Just two years ago, only 18 percent of responding employers had the same lofty view of the job market for Class of 2014 graduates.

While the overall increase in U.S. college hiring shows positive movement and the perception of the job market is encouraging, the individual hiring plans of respondents shows more caution on the part of employers. (See Figure 2.)

The group of respondents with plans to increase their hiring numbers has dropped from 46.4 percent of last year’s respondents to slightly more than 40 percent this year. Those respondents indicating plans to maintain their hiring numbers remains nearly unchanged this year compared to last year. However, the group planning to decrease their individual hiring numbers has risen from 7.7 percent of respondents last year to more than 13 percent this year.
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.

2015 Year in Review:

The 2014-2015 academic year was tremendous defined by ground-breaking collaboration and capped by the passing of a student fee referendum. Our departmental highlights below show that we also received feedback from students regarding how our services impacted them, expanded our reach to more diverse populations, and sought to provide much-needed additional service to graduate students. Through all of these efforts, we remained focused on providing top-notch services to all of our constituents.

The work we engage in has an impact. As you can see in our Annual Report, 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.

I would like to sincerely thank all of you, the generous parents and family members, 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. Click here to view the entire 2014-2015 Annual Report.

These are a few department highlights that illustrate the impact our office made last year:

- Our dedication to becoming a point of distinction on campus is demonstrated by 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 fostering a campus community that is both diverse and inclusive, our office served on the UC President’s Taskforce to support and raise awareness regarding the evolving and significant career readiness needs of lesbian, gay, bisexual and transgender students across the UC system.
- With a pledge to advance focused graduate student initiatives, we introduced the Graduate Student Success Series in collaboration with the Graduate Division. This series of workshops and career education programs targeted Masters and Ph.D. students with the goal of providing specialized preparation for academic and non-academic careers.
- In support of applied learning, our office developed the Internship Toolkit, a resource designed to help internship providers and students strengthen their internship experience by recording and formalizing components of the pre-professional experience.
- Committed to providing engagement opportunities between students and hiring employers, the Spring Career Fair was held in a new location which allowed for a record number of students and employers.
- Dedicated to contributing to the profession, our staff attended and presented at regional and national conferences, served on local and national committees and sponsored professional associations.

New Career Counselor & Coordinator of Student Experiences

Career Services is excited to welcome our newest team member, Amanda Asquith, in the role of Career Counselor/Student Experience Coordinator. Amanda received her B.S. in History from UCLA, and two master’s degrees, one in History from Boston College and the second in Counselor Education from California Lutheran University. She brings strong career development and academic experience, including having worked at the UCLA Career Center, Cal State Channel Island’s Career Development Services and Academic Advising department, and Cal Lutheran’s Department of Learning and Teaching.

In addition to bringing value to our team of career counselors, Amanda will also coordinate the enhancement and expansion of our department’s resources, programming, and services in regard to student experiences. This will include sourcing and promoting new and ongoing student experiential opportunities on- and off-campus (internship programs, experiential education, etc.), and outreach to and consult with constituents offering these opportunities.

Learn more about Amanda on LinkedIn: https://www.linkedin.com/in/amanda-asquith-m-a-m-s-4a301967
Ten Ideas to Support Your Student’s Professional Success

Talk with your student about the whole Gauchos experience
Ask your student about the skills she or he is gaining inside and outside the classroom. Help explore connections between learning and career goals. Discuss the meaning of a UC research & liberal arts learning experience. The more that you and your student discuss the meaning of a college education, the more easily learning will be applied to life. Consider using the Career Services for Every Class Level to create discussion (http://career.ucsb.edu/sites/career.sa.ucsb.edu/files/docs/handouts/Career%20Services%20for%20Every%20Class%20Level_0.pdf)

Encourage civic engagement experiences
Santa Barbara is a community full of opportunities to support the arts, tutor young students, participate in elections, provide encouragement to the homeless, research environmental concerns… the list is really quite endless. Remind your student that active citizenship is important too.

Be patient as the decision to major in one academic area comes and goes
In most cases, the declaration of major doesn’t need to occur until sophomore year. Until then, encourage your student to explore a wide range of academic majors and to conduct good research with regard to the courses in a particular major. Often it is the course descriptions that help clarify one major over another. Keep in mind, a major rarely dictates a job; and vice versa, a job rarely requires a specific major.

Help identify professional skills
College students often do not consider the actual skills that employers want. Students may be thinking in terms of general education requirements, requirements in their major, and possibly a minor, and what they need to do to graduate. They often miss the connections between what they are doing in college and what they will need to do once they graduate, especially regarding those courses outside of their major.

Empasize the importance of experiential education
The best way to figure out what field to pursue is to get hands-on experience in the form of internships, volunteer work, part-time jobs, or research practice. Also, employers are going to want to see it on your student’s resume if they’re going to be competitive for future positions.

Let us know about internship or job opportunities
Career Services manages GauchoLink, UCSB’s exclusive job & internship database, which connects students with internships and entry level employment. Do you have an opportunity you believe would suit a Gauchos student? We would love to know!

Prepare to navigate the next transition
Often the biggest transition in life is the one from college to employment or graduate school. Professional clothing may need to be purchased; a brand new kind of budget outlined; referrals and ideas generated. While your support is important, it is helpful to have realistic conversations with your student about what he or she may expect from you. Often these are difficult conversations; however, once they are started and details of what can and cannot be expected from one another are communicated clearly, your relationship during the transition will be much more solid.

Join the Alumni Association
Your membership can support many vital alumni and student programs, including regional events, student scholarships and loans, career panels, study nights, and alumni communications. Parents can play an important role in providing career and graduate school mentoring to current students.

Attend Parent & Family Weekend
This weekend is held in the fall and provides the opportunity to enjoy the campus through staff and faculty presentations. Our office hosts opportunities to learn about choosing a major, the importance of internships, and helping your students be successful at UCSB. You will have a chance to spend time with college administration and staff, meet other Gauchos parents, and spend valuable time with your student. Keep an eye on the events calendar for dates- http://www.ia.ucsb.edu/ParentsFamilyWeekend/

Remember this is your student’s experience
You may possess strong values, worldly knowledge, and impressive successes, but your student is a separate human being. As such, they must be able to learn how to take responsibility for their own decisions—that necessity officially started when first year orientation came to a close.