



Dear UCSB Parents,
I hope you enjoyed the holidays and had an opportunity to ask your student about life at UCSB and future plans. 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 students are receiving at UCSB. Our primary goals at Career Services are 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 in whatever 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 Gauchos to find themselves in.

Our office also engages in many initiatives and programs to assist employers in connecting with current students for recruitment purposes. Our office goes to great lengths to build strong working relationships with employers in order to assist them with developing strategic recruiting plans on campus. We also engage with our professional associations to boost the profile of UCSB students and the campus across the country, further highlighting the value of recruiting at UCSB. While our office has achieved much success in this regard, we're committed to expanding our efforts and bringing more internship and employment opportunities to campus in the upcoming year.

As always, we have a jam-packed calendar of events and workshops lined up for winter quarter as well as a brand new event that I would like to share with you:



Liberal Arts Advantage Career Conference, Saturday, January 24, 2015
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 first ever 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.ucsb.edu/laacc>



Winter Career Fair, Thursday, January 29, 2015

This big recruiting event is open to all students regardless of grade level or major. Our impressive list of employers registered to attend includes: **Adobe**

Systems, Amazon.com, California State Auditor, Oracle, Enterprise Holdings, Verizon Wireless, Citrix Systems, Intel, Macy's, Microsoft, Northwestern Mutual, Yelp, among others. (For a full list of participants). We'll also have several workshops and events in advance designed to help students prepare for making the most of this opportunity.

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

Please remind your student that career planning shouldn't wait until their senior year, and encourage them to make an 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 2015.

Warmest regards,
Ignacio Gallardo
Director, Career Services

Career Services Internship Scholarship Program 2014-2015



In order to make professional field training more accessible to undergraduates and offset potential financial hardships associated with unpaid summer internships, Career Services proudly offers \$1,500 scholarships. Our Internship Scholarship Program is designed to promote career exploration, skill development, and preparation for the job market through internships that complement academic field knowledge.

Students in all majors are encouraged to apply to application deadlines in May. To learn more about eligibility, please contact Brittany Manzer, Internship Development Coordinator, at [Brittany Manzer](mailto:Brittany.Manzer@sa.ucsb.edu), Internship Development Coordinator, at [Brittany Manzer](mailto:Brittany.Manzer@sa.ucsb.edu), Internship Development Coordinator, at Brittany.Manzer@sa.ucsb.edu or visit: <http://career.ucsb.edu/internships/scholarship>.

Career Services offers THREE scholarships:

- **Micael Kemp Award:** One \$1,500 scholarship award designated for first-generation college students
- **Deb Artz Award:** One \$1,500 scholarship award designated for transfer students
- **Dennis Nord Award:** One \$1,500 scholarship award designated for undocumented students

10 Ideas to Support Your Student's Professional Success

Talk with your student about the whole Gaucho 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.

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 endless. Remind your student that active citizenship is as important as scholarship.

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, pre-requisites 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.

Stress 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 experience on your student's résumé 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 and internship database, which connects students with internships and entry level employment. Do you have one you believe would suit a Gaucho 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 student be successful at UCSB. You will have a chance to spend time with college administration and staff, meet other Gaucho 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 child is a separate human being. As such, he or she must

be able to learn how to take responsibility for his or her own decisions—a necessity that officially started when first year orientation came to a close.

Encourage Your Student to Take Risks



There come times in every student's life when they're faced with a choice that involves risk. Perhaps they want to change majors, move out of the residence halls, take on a new leadership role with a student organization, begin a new relationship, or volunteer in the community.

Creatively, students may be faced with a choice of doing what they know is marketable or going out on a limb with their own vision. Risk, by nature, is scary. It's uncertain and unpredictable. It involves heading off into uncharted territory.

They might lose their life savings or lose face. They risk criticism and humiliation, or having to pick up the pieces and start all over again. They're giving up what they know for what might be. The rewards can be great, but so can the cost.

College is the time to push their parameters and test their limits.

Taking risks:

- gives students an opportunity to explore their talents, interests, abilities and dreams.
- teaches students about setting clear goals and following through.
- allows students to feel powerful and proactive, making things happen rather than waiting for them to happen to them.
- opens students up to new ideas, skills, opportunities and experiences.
- allows students to grow and discover new things about themselves and the world, to develop their strengths and talents.
- allows students to conquer their fears.

About Career

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.

2013-2014 Student Services Highlights:

- **2611** students participated in drop-in career counseling in our Career Resource Room and **1394** students scheduled individual appointments to explore majors, careers, internships, and graduate school options
- **88** professional skill building workshops were offered with 1830 students in attendance
- **846** career assessments were interpreted helping students discover and understand their interests, strengths, preferences, personality traits, and values
- **52** student organizations partnered with Career Services to help promote our programs and services to the student body
- **237** students participated in 4 career planning courses offer throughout the year

The Skills/Qualities Employers Seek in Graduates

Figure 1: Attributes employers seek on a candidate's resume



Source: Job Outlook 2015, National Association of Colleges and Employers

2013-2014 Employer Services Highlights:

- **8** career events connected students with employers and graduate program recruiters
- **447** employers attended career fairs with **3478** students in attendance
- **93** employers held **1352** interviews through our On-Campus Interview Program
- **84** information sessions were held by employers and graduate program recruiters

Serving the Profession

The Career Services staff contributes to the profession by attending and presenting at conferences, serving as ambassadors, partaking in special interest groups, sponsoring professional associations, and participating on committees in various organizations including the following:

- National Association of Colleges & Employers (NACE)
- Mountain Association of Colleges & Employers (MPACE)
- National Career Development Association (NCDA)
- California Internship & Work Experience Association (CIWEA)