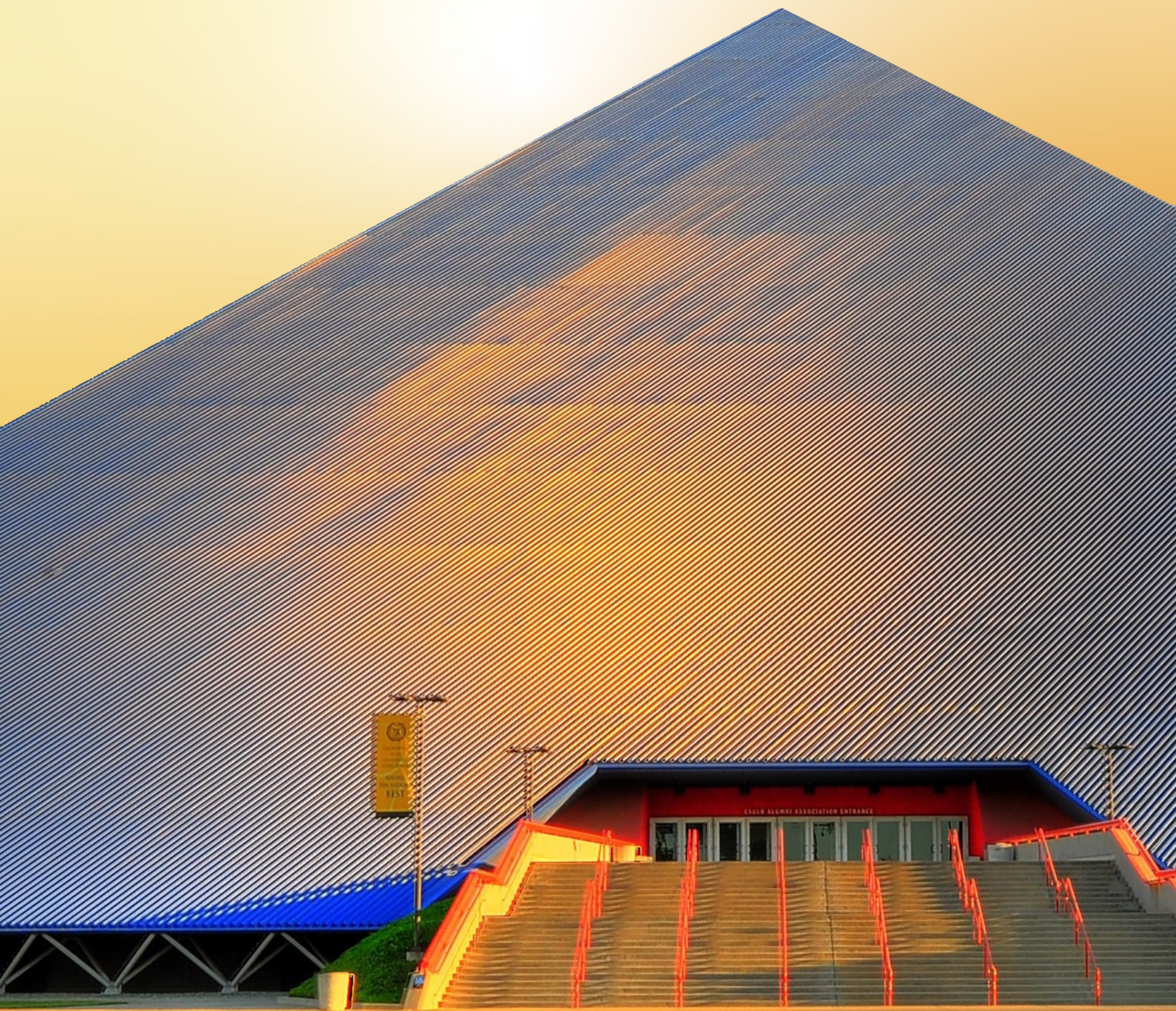


CAREER DEVELOPMENT CENTER
ANNUAL REPORT
2020 - 2021



CALIFORNIA STATE UNIVERSITY, LONG BEACH



NOTE FROM THE DIRECTOR

This year the Career Development Center focused on mentorship, virtual experiential learning, and dialogue about the intersection of identity and career. We created opportunities for mentorship and relationship building for students who were greatly limited in opportunities for networking. When the local and national economy was suffering from high unemployment and lack of jobs, we created new ways for students to gain experience virtually. While the country continued to face and address racism and inequity, we created space for dialogue around identity and career development.

It should be no surprise that as all of our services were offered virtually, we saw a huge increase in usage of online Career Tools such as Big Interview (interview preparation platform), CandidCareer Videos (career interview database), GoinGlobal (career/ employment resource), and CareerShift (job hunting and career management tool).

Self-care strategies, while always critical in career counseling, were prominent themes in the following events: Women & Career Symposium, Latina Connection Conference, and Career Insights Webinars for Black, LatinX, Asian American & Pacific Islander, Native American, and LGBTQ students.

This academic year we look forward to providing our services in a hybrid capacity, flexing between in person and virtual in real time to meet student, employer, and community needs. It is my pleasure to share some of the highlights of the last year with our campus and community. We thank you for your partnership and collaboration because we have not done this work alone, but alongside you in service of CSULB students.

Go Beach!

Erin Booth-Caro
Director, Career Development Center

CAREER DEVELOPMENT CENTER

VISION

Develop a holistic approach to career education that enables all students to thrive in the workforce of the future.

MISSION

The CSULB Career Development Center empowers students to become effective leaders of their personal career journeys through career counseling, employer connections, and professional development opportunities. We prepare them to become skilled and productive members of the local, national, and global workforce.

VALUES

Purpose

Driven by meaning and intentionality in our work.

Equity

Committed to serving each member of our campus and community with fairness and dignity.

Collaboration

Working together with students, faculty, staff, community partners, and employers to strengthen the value of career services.

Growth

Continually learning innovative approaches and actively seeking diverse perspectives to guide our work and maximize our impact.



WHAT'S NEW

NEW STAFF/POSITION



Congratulations to **Dee Hyppolite** on her new role as **Recruitment & Events Coordinator**. In her new position, Dee will be coordinating the Career Development Center job fairs as a member of our Employer Engagement Team.

NEW ALUMNI SERVICES

The Career Development Center expanded free services to include Career Event & Online Job Board Access for CSULB alumni with a degree award date beyond 12 months (annual sign-up needed).

Access includes:

- CareerLINK Jobs
- GoinGlobal
- Big Interview
- Salary Calculator
- CareerShift
- CandidCareer
- Beyond B School
- Workshops /Webinars
- Employer Information Sessions
- Job Fairs



We also offer Career Counseling Services for CSULB alumni beyond 12 months for a \$150 annual fee:

- Includes Career Event & Online Job Board Access
- Career Counseling – Includes 5 individual appointments with a Career Counselor

Visit <https://careers.csulb.edu/alumni> to sign up.

NEW INSIGHTS:

Who is Utilizing Career Services?

As part of Data Fellows for 2020-2021, The Career Development Center had the opportunity to collect data on the entering Fall 2015 cohort of freshmen and transfer students and their utilization of career services. We looked at Fall 2015 to Spring 2020 semesters to learn which CSULB students access career services and in what ways throughout their college experience. Here are some of our findings of Career Development Center student usage:

First Generation Student Status and Pell Eligibility

CDC users were representative of the 2015 cohort population for both First Generation Student Status and Pell Eligibility

- 52%** of CDC users were First Generation; **50%** of the cohort population were First Generation

- 60%** or more of CDC users were Pell Eligible; **59%** of the cohort population were Pell Eligible

Class Level

- Freshman (**17%**) and Seniors (**18%**) are the highest percentage of users of CDC Services

Male/Female

- Females attend career counseling and career education workshops/webinars in higher numbers than males.

- Males attend recruitment events (job fairs and on-campus interviews) in higher numbers than females.

Ethnicity/Race

- Hispanic or Latino/ Black or African American/ Asian students are utilizing career services at similar rates.

- White students are the smallest percentage of CDC users by ethnicity/race.

Fall 2015 Cohort: First Semester Career Development Center Student Users

Ethnicity/Race	CDC Users	2015 Cohort Total Number Enrolled	% of CDC Users by Ethnicity/Race
American Indian or Alaska Native	<=10*	<=10*	15.3%*
Hispanic or Latino	426	3194	13.3%
Asian	247	1846	13.3%
Black or African American	39	314	12.4%
Visa-Non US	66	514	12.1%
Native Hawaiian or Pacific Islander	<=10*	<=10*	10.5%*
Two or more race	41	425	9.6%
Unknown	26	275	9.4%
White	125	1505	8.3%

* Please note: Race/Ethnicity are FERPA protected fields.

ACCOMPLISHMENTS

EXPANDING MENTORSHIP OPPORTUNITIES

In partnership with Alumni Engagement we launched Beach Nexus, a social networking and mentorship platform, to increase student and alumni mentorship relationships as well as create a strong alumni community.



Flash Mentoring

Over 380 student-initiated flash mentor connections through the Beach Nexus networking website.

Spring Mentoring Program

93% of mentee survey respondents would recommend this program to their classmates.

“Talking to someone that has graduated, has work experience, and has been in our shoes recently was helpful for planning towards the future.”

- Kristen

Biomedical Engineering

90% of mentors plan to continue to be a mentor in future semesters.

“The Beach Nexus program is very rewarding. There is nothing more satisfying than helping other fellow CSULB colleagues plan and reach their goals. I am so grateful to be a part of the CSULB community through Beach Nexus.”

- Mentor, Cesar Olguin

M.A. Educational Technology Leadership

2,912 Total Users

762 Users with Connections

115

Student and Mentor Pairs for Beach Nexus Spring Mentoring Program 2021

VIRTUAL WORK EXPERIENCE PROGRAMS

Real-World Experience Week, a four-part virtual workshop series that provided students with hands-on experience problem-solving through real-world scenarios from known companies.

Real-World Experience Week Events:

- Target Case Study Competition
- Real-World Experience Using Forage
- MindSumo Innovative Challenge
- Life at GUESS & Marketing Competition

85

Students Participated
in Real World
Experience Week

“I really appreciate the opportunity to gain experience in a little less than an hour. For someone whose resume is a little more bare than others, it was an exciting way to learn.”

“I like the fact that Forage is a virtual database with virtual program scenarios. I also like how when you complete each program, they're meritable skills you can show to different companies.”

IDENTITY & CAREERS

Career Insights Webinar Series for Native American, LatinX, LGBTQ, AAPI, and Black students aligned with CSULB Cultural Heritage Month programming.

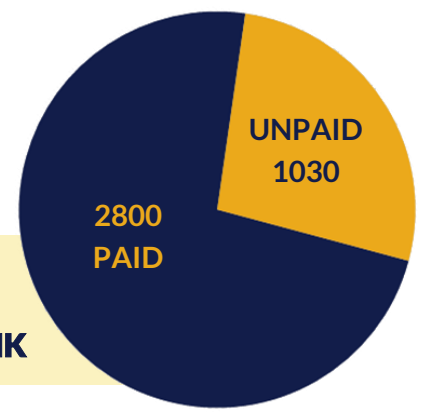
Career Insights provided students an opportunity to:

- 1) Recognize career information and resources that support career development in alignment with ethnic and racial identity.
- 2) Analyze industry, company, and professionals' approach to Anti-Black, Anti-Racist, Diversity, Equity, and Inclusion approaches in the workforce.
- 3) Evaluate career information and advice pertaining to professionalism, first generation experiences, and/or industry knowledge.

“Believe in myself, advocate for myself and communities around me, and deconstruct limitations to who I think I am and what I'm capable of doing.”

“I really enjoyed the discussion about imposter syndrome as I have definitely struggled with it myself, so it is good to know that there are many people, including professionals, who struggle with this syndrome.”

INCREASING ACCESS TO INTERNSHIPS



TOTAL OF **3830** INTERNSHIPS LISTED ON **CAREERLINK**

INTERNSHIP ESSAY CONTEST

One student intern in each of the colleges are selected to receive a scholarship. The intern essay submissions were quite impressive and allow students to reflect on their professional growth and development through their internship experience. This was the 39th anniversary of the scholarship program.



2020 Internship Essay Contest Winners, pictured from top left to bottom right:

- Sean Low - College of Engineering, Pacific Advanced Civil Engineering
- Melissa Valencia Damian - College of Business, Riviera Advisors Inc
- Meghan Orr - College of Health & Human Services, YMCA Community Schools in Long Beach
- Christian Carrillo - College of Liberal Arts, Chapman House Rehab
- Ngan “Kim” Vo - College of the Arts, CSULB ASI Communication
- Kayla Vondran - College of Natural Science & Mathematics, WellCare Acupuncture
- Samuel Sassoon - College of Education, Los Angeles Harbor College
- Jeanna Trammell - CDC Internship Coordinator
- Erin Booth-Caro - CDC Director

MANUEL PÉREZ INTERNSHIP SUCCESS SCHOLARSHIP

This was the second year that 5 interns were identified to receive the Manuel Pérez Internship Success Scholarship! See our impressive intern scholarship recipients and their internship locations.

Recipient's Name	Major	Organization	Location
Edgar Limon	Anthropology	Natromble Archaeology	Grand Canyon Parashant, AZ
Stephen Bridges	English Rhetoric & Composition	Funds for Veterans/ Professional Writing	Allen, TX (remote)
Queena Hoang	Nursing	CSULB Center of Community & Health for Latino & Minority	Long Beach, CA
Meaghan Navarro	Kinesiology Fitness	The Phoenix (Substance or Alcohol Abuse)	Santa Ana, CA
Sogol Gharaei	International Studies	International Center for Religion & Diplomacy	Washington D.C.

Awarded to unpaid summer interns in the non-profit or government sectors.

2020 CAREER READINESS & INTERNSHIP WEEK

The week-long event consisted of **4 webinars** and **2 employer events** with a total of **547 attendees**. Programming was created to give students alternative opportunities to gain experience in response to COVID-19 hiring trends.

Topics included:

- Search & Prepare for Internships
- Identify & Market Transferable Skills
- Virtual Professional Networking
- Employer & Student Real Talk for Internships
- Entertainment industry Spotlight
- Micro-Internships: Gaining Real World Experience

Students learned about:

Online Career Tools: *“I loved how informative the webinar was and [it was] great to learn about Career Shift.”*

Micro-Internship: *This was very helpful and informative, a creative solution or today’s current limitations with the pandemic.”*

Interview Preparation: *“One piece of advice that I’ll take from this event is to know several examples of how I am qualified as well as its (the job) responsibilities.”*

Organizations that participated in the week's events included



ENTERTAINMENT LAB



IMPACT OF CAREER SERVICES

27,291
CareerLINK Active
Student/Alumni Users

20,892
Employers on
CareerLINK

9,564
Jobs Posted on
CareerLINK (Full-Time,
Internship, Part-Time)

6,733
Career Education
Attendees (Workshops,
Classroom Presentations,
Industry Spotlights)

3,214
Career Counseling/
Advising Sessions

1,547
Student Recruitment
Event Attendees (Job
Fairs & Employer
Information Sessions)

85
Student On-Campus
Interviews (OCI)

JOB FAIRS

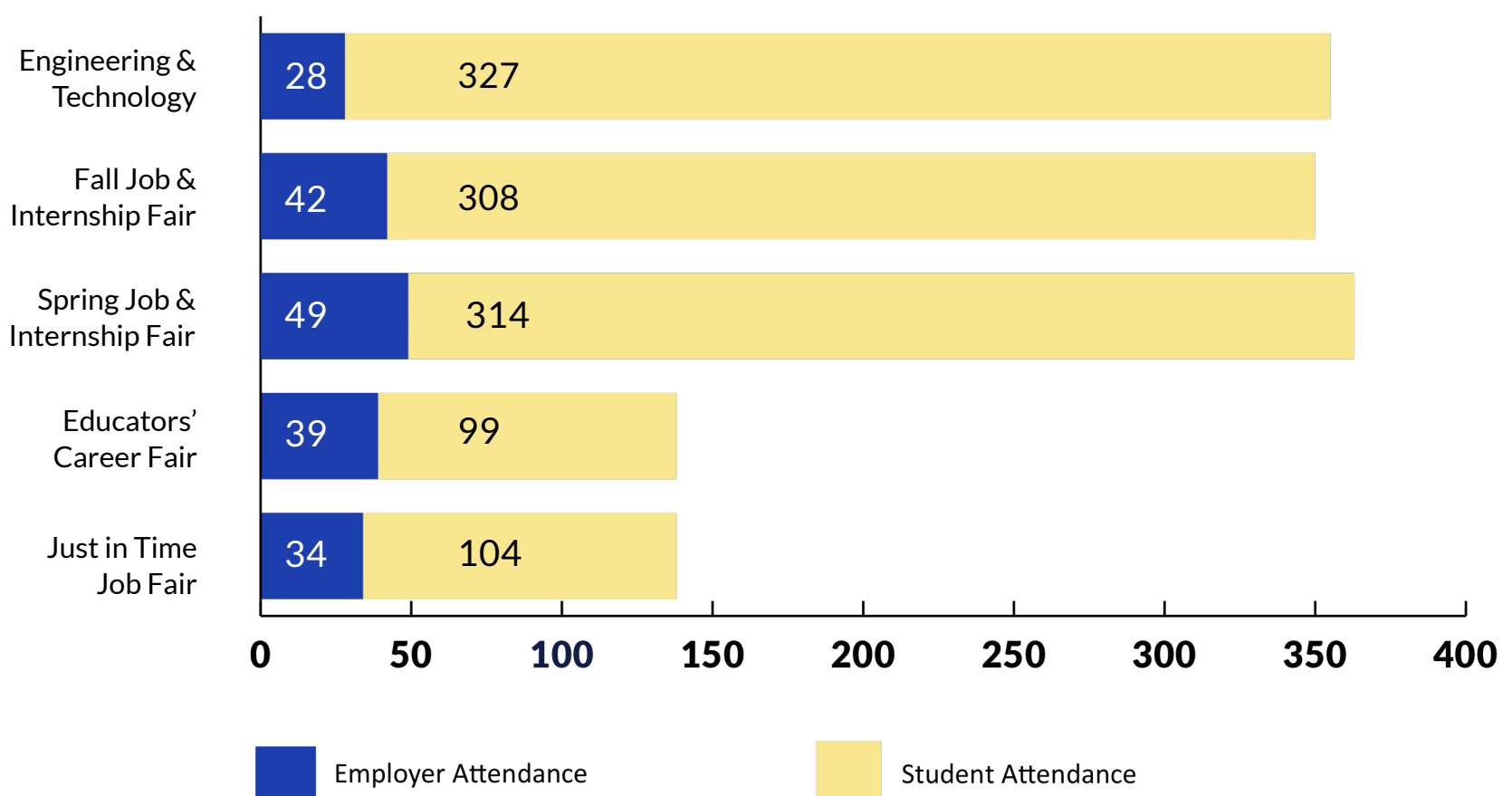
In a survey taken by employers that attended a CSULB job fair, **69%** said the job fair is their most effective method of recruitment!

"CSULB staff were very helpful in guiding students about how the job fair worked in the online format and how to engage with employers."

"The fair had many great companies and great representatives to speak to. They were very insightful and clear about the expectations the company has for new employees."

"Loved the virtual career fair! Great platform. You should continue to do this in the future"

VIRTUAL JOB & INTERNSHIP FAIRS EMPLOYER AND STUDENT ATTENDANCE



INDUSTRY SPEAKER SERIES

Professionals representing various industries shared their journey, learning and advice. Here is our Industry Speaker Series student attendance:

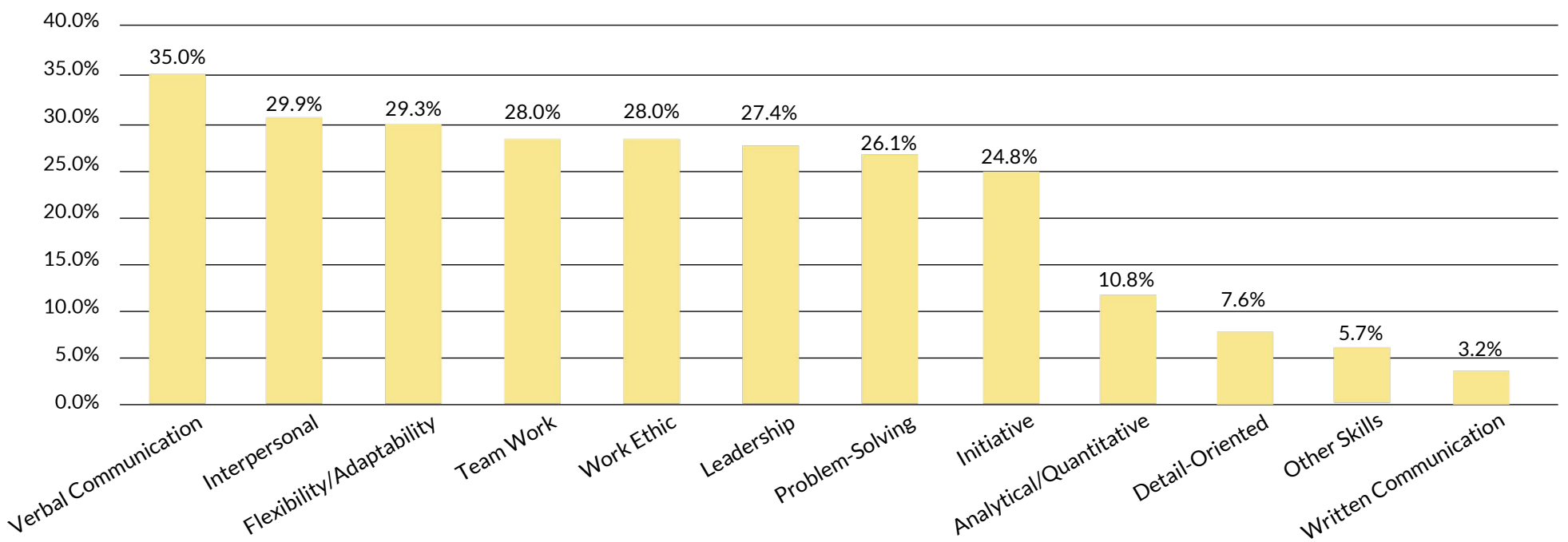


TOP SKILLS RANKED BY EMPLOYERS

The 157 employers recruiting at CSULB’s 2020-2021 job fairs identified the top skills* they seek in candidates: **Verbal Communication, Interpersonal Skills, and Flexibility/Adaptability**. For comparison, Work Ethic, Interpersonal Skills, and Teamwork were ranked as the top 3 skills during the previous year.

*Skills based on National Association of Colleges & Employers (NACE) Core Competencies

2020-2021 Career Fair Employers: Top Skills They Look For in Candidates



CAREER COURSE

- Engaged 7 companies to present to students
- Implemented flipped classroom and **“Real Talk” DEI component**
- Hosted virtual site visit with **Epson** (9 staff)
- 28 out of 38 students (**74%**) received verified internships by June 1st
- **4.83/5.00** – student rating of overall effectiveness of the instructors in this course

“I loved the interactivity throughout the entire course.”

“It was my favorite course this entire semester.”

“I liked how Bert & Michelle adapted well to the virtual environment and gave us space to communicate to them and each other.”

Graduate Business Career Services is a partnership between the Career Development Center and College of Business. While there were many challenges this year engaging with students and employers due to our virtual environment brought on by the pandemic, students greatly appreciated the support they received in the Graduate Business Career Course. On the last day of class the students all turned on their cameras to show thank you signs in appreciation.



WORKABILITY IV

WorkAbility IV is a partnership between CSULB and the California Department of Rehabilitation. It brings together experts in accessibility and accommodations from the Bob Murphy Access Center with career counselors from the Career Development Center to assist students with disabilities in finding gainful employment that aligns with their academic majors.

There were **107 students** served this year with **34 placed in employment** consistent with their individualized plan.

We want to highlight one of our employer partners, the U.S Department of Veterans Affairs, that hired 4 WAIV students this year and is currently interviewing several more students.

VA



U.S. Department
of Veterans Affairs



THANK YOU 2020-2021 CAREER DEVELOPMENT CENTER PARTNERS
FOR YOUR CONTRIBUTIONS TO SUPPORT PROFESSIONAL
DEVELOPMENT ACTIVITIES OF LONG BEACH STATE STUDENTS.

#HireLongBeachState

