

CAREER DEVELOPMENT CENTER

ANNUAL REPORT

2021 – 2022

CALIFORNIA STATE UNIVERSITY
LONG BEACH



LETTER FROM THE DIRECTOR

This year the Career Development Center prioritized enhancing technology to increase accessibility to career services, increasing career readiness through campus student employment, and gathering and sharing data to inform campus of employment trends and to assess impact of career services.

We utilized technology to scale and provide equitable access to services and resources and achieved the following:

- Completed a redesign and update of the Career Development Center website for students, employers, families, faculty and staff.
- Launched an Online Career Tools Showcase for faculty and staff to increase program and course career assignments and/or experiences throughout campus.
- Joined C.S.U.L.B.'s Coordinated Care Network through the Beach Connect Career Counseling Care Unit eAdvising Tool.

We enhanced workplace learning where students can gain insights into real-world work environments. Our focus this year led to:

- Newly created tools and trainings for campus student employment supervisors to enhance students' career readiness.

We gathered and shared employment data to inform campus of employment trends and impact of services.

- We collected data from employers who utilized CDC services this past year to learn hiring trends, impact of services, and assess C.S.U.L.B. student employability.

The Career Development Center greatly appreciates your partnership and combined energy in achieving career readiness for all 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 C.S.U.L.B. 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

Welcome New Staff



Amanda Asquith-Caya
Assistant Director
Employer Engagement



Kristal King
Internship
Program Assistant



Heather Rapoza
Internship & Job
Development Specialist



Maryann Nguyen
Employer Engagement Coordinator
Graduate Business Career Services



Andre Rishi
Graduate Business
Career Coordinator



Nikkia Pannell
Program Coordinator
Workability IV



Amanda Torres
Program Assistant
Workability IV

Student Appointments on Beach Connect



In partnership with Academic Advising units and to provide holistic student services and care the Career Development Center joined the Career Counseling Care Unit which includes the College of Liberal Arts Internship Advisor, and the College of Natural Science & Mathematics Health Professions Advising Office to provide access to Career advising and counseling appointments within Beach Connect.

New Website

To increase access and create a sustainable plan for regular updates of information the Career Development Center updated their website and the website URL has changed to

<https://www.csulb.edu/career-development-center>

We encourage you to check out our website for some new features for students, staff and faculty.

PLAN YOUR FUTURE:

A step-by-step guide on how to make students' career dreams a reality

INTEREST & IDENTITY JOB SEARCH RESOURCES:

Job boards that can enhance students' job search based on different affinity groups, industries and populations

FACULTY & STAFF - SUPERVISING STUDENT ASSISTANTS:

Resources to enhance workplace learning for C.S.U.L.B. student assistants

ACCOMPLISHMENTS 2021 – 2022

Provided a Centralized Training Resource for Campus Supervisors of Student Assistants

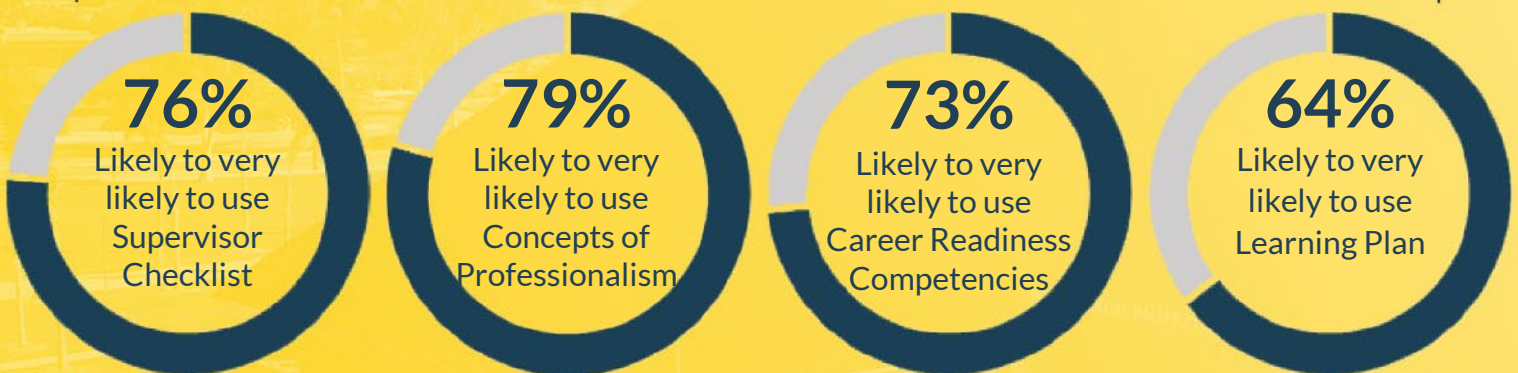


Supervisor Training: Cultivating Successful Student Assistants

63 staff supervisors attended 2 trainings in the month of September.

Survey of 34 respondents:

All respondents indicated met or exceeded expectations



Feedbacks:

"I would definitely incorporate these resources - they will enhance what we already have"

"The workshop promoted a lot of positive ideas to foster ethical and inclusive behaviors that will be useful to students and supervisors. It was interesting and helpful."

Faculty & Staff Trainings:

Online Career Tools Showcase in Fall and Spring

Faculty and staff attended an overview with examples of course and student support through Online Career Tools. Over 55 class assignments created utilizing the tools below.



CAREERLINK the Career Development Center's platform for access to jobs & internships, career education and hiring events



CAREER SHIFT comprehensive job search resource that pulls job and internship postings from multiple online sources and helps you organize your findings



GOINGLOBAL helps students explore job and internship opportunities within and outside of the U.S. and offers country-specific career guides



CANDIDCAREER allows student to learn first-hand about different occupations through prerecorded informational interview videos



BEACH NEXUS CSULB's exclusive mentoring and professional network that allows students to participate in short-term networking and formal mentoring programs



FORAGE offers students virtual experience projects from well-known companies



BIG INTERVIEW is an interview preparation tool with video tutorials and virtual mock interviews tailored by industry and experience level

Career Development Center Presents at the National Conferences:



National Career Development Association (NCDA)

Session Title: Building Strengths: Using Cultural Narratives
as a Foundation for Building Career Resilience

Presenters: Wayne Tokunaga and Rosa Trujillo



National Association of Student Personnel Administration (NASPA)

Session Title: Fostering and Supporting Brave Advocates for
Diversity, Equity, and Inclusion in Career Services

Presenters: Erin Booth-Caro, Bert Rivera, Rosa Trujillo

Beach Nexus: CSULB's Social Networking & Mentorship Platform (Partnership with Alumni Engagement & Career Development Center)

Beach **NEXUS**

121

Spring Mentor
Program Matches

5,443

Total Users

86% Increase

2,325

Mentors

3,118

Mentees

1,620

Users with
Engagements

INCREASING ACCESS TO INTERNSHIPS

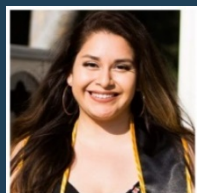
Through increasing internship listings to over 4,000, offering internship scholarships, hosting events for recruitment, and increasing awareness of internship opportunities, students obtaining internships is a top priority of the Career Development Center.

Check out College Job & Internship Feeds that display active CareerLINK postings targeted to each of CSULB's seven colleges as well as additional internship search resources.

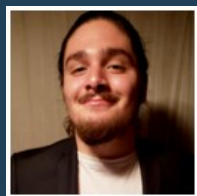
[Job & Internship Search | California State University Long Beach \(csulb.edu\)](https://www.csulb.edu/job-internship-search)

2021 Internship Essay Contest

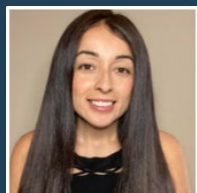
40th Annual Internship Essay Contest Winners



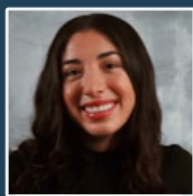
Briana Jacinto



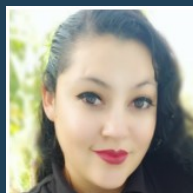
Giovanni Quevedo



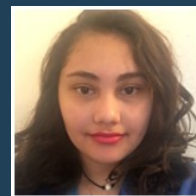
Jessica Grifaldo



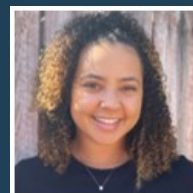
Lizbeth Martinez



Maria Venegas



Marleny Villatoro



Shayla Jordan

Briana Jacinto

College of Health & Human Services



Torrance Memorial

Giovanni Quevedo

College of Engineering

Snap Inc.

Snap Inc.

Jessica Grifaldo

College of Natural Science & Mathematics



University of Nevada, Las Vegas

Lizbeth Martinez

College of Business Administration



Wells Fargo

Maria Venegas

College of Liberal Arts



C.S.U.L.B.
College of Liberal Arts

Marleny Villatoro

College of the Arts



LA Plaza de Cultura y Artes

Shayla Jordan

College of Education



Warren High School

Manuel Pérez Internship Success Scholarship

Career Development Center Presents:



**2022
MANUEL PÉREZ
INTERNSHIP
SUCCESS
SCHOLARSHIP
WINNERS**

Aramis Kerkelyan **Jeremy Hill** **Isabel Rodriguez** **Scott Klein** **Anthony McGinnis**



Aramis Kerkelyan	Mechanical Engineering BS	Naval Surface Warfare Center Port Hueneme, CA
Jeremy Hill	Social Work MSW	C.S.U.L.B. Basic Needs Program Long Beach, CA
Isabel Rodriguez	Counseling Psychology MS	Pathways Community Services Anaheim, CA
Scott Klein	Political Science BA Mgmt Information Systems	Priya Bhat-Patel for City Council Carlsbad, CA
Anthony McGinnis	Marine Biology BS	Dept of Fish & Wildlife, Virginia Tech

Internship Week & Real-World Experience

Internship Week - Fall 2021

There were 293 student participants in the following sessions:

Search & Prepare
for Internships

Alternative
Real-World
Experiences

Identify & Market
Transferable Skills
for Internships

Kohl's Department
Stores Information
Session

Steps for Easier
Networking

Industry Insights:
Hiring Trends

Sherwin-Williams
Information
Session

Employer &
Student Internship
Real Talk

Student Quotes:

"I enjoyed learning about how LinkedIn, CareerShift, and Beach Nexus work. These all seem like options that are definitely options that I will be using."

"This event was helpful to get some real-life experience and where we can start looking for internships!"

"This webinar was very beneficial because I got to get the perspectives of both employees and student interns. This allowed for the entire landscape of interning in today's environment."

Real World Experience Week - Spring 2022

Students gained hands-on experience through real world scenarios from known companies through a virtual experience platform, a case study competition, and a company challenge.

There were 43 student participants who gained experience on their resumes from the sessions below:

February 28: Solving Innovative Challenges Through MindSumo

"This event gave me a chance to challenge myself by solving a problem in a short time and collaborating with my peers effectively."

March 1: Real World Experience Using Forage

"The webinars are very helpful and boosts up the confidence level and urge to take better steps in careers."

"The various online courses mentioned under the Forage are looking very interesting and [I am] eager to work on them."

March 4: Target Case Study Competition

"Great way to put into practice concepts learned in classroom and get feedback from someone that deals with the topic on the daily basis."

IMPACT OF CAREER SERVICES

Careerlink: Providing Career Services, Jobs & Internships

37,111

CareerLINK Student and Alumni Active Users

26,668

Employers on CareerLINK

11,210

Jobs Posted on CareerLINK

—
17% Increase & Over 4,000 Internships

1,699

New Employer Recruiting C.S.U.L.B. Students

120

Recruitment Orientation Employer Attendees

Student & Alumni Career Event Attendance

68

Student Recruitment Events

Employer information Sessions & Job Fairs

2,919

Student Recruitment Event Attendees

—
88% Increase

219

Career Education Events

Workshops/ Webinars, Class & Student Organization Presentations,

5,166

Career Education Event Attendees

Career Counseling/Advising Sessions for Students & Alumni

3,609

Sessions

—
90% of the sessions conducted virtually

280

Student On-Campus Interviews

229%
Increase

4,309

Unique Student Users to Services (not including CareerLINK logins)

Employer Survey Results

The Career Development Center Annual Employer Survey was sent in summer 2022. Some important takeaways from 136 employer participants include:



- 76 employers hired over 370 C.S.U.L.B. students via CDC programs during the 2021-2022 academic year
- Hiring is back up, with over half of employers planning to increase hiring to over 1K college students for the 2022-2023 year
- The positions that employers are most looking to fill are full-time jobs and paid internships
- In-person job fairs continues to remain the most popular way for organizations to source college candidates
- Employers recruit at C.S.U.L.B. due to its geographic location, academic programs and quality of our students

Workability IV Program

Supporting students with disabilities achieve their employment goals. WorkAbility IV is a partnership with Bob Murphy Access Center, Career Development Center and Department of Rehabilitation.

80

Students Receiving Employment Preparation, Internship Support, and Job Development

23

Students placed in employment

14

Successful Closures (Maintain employment for 90 days)

THANK YOU PARTNERS

Thank you 2021 - 2022 Career Development
Center Partners for your contributions to support
professional development activities of
Long Beach State Students.



TOYOTA