The CSUN Career Center’s primary educational goal is to help students successfully transition into a rapidly changing labor market. The rise of the gig economy, technology, and automation makes employers look for skill-based graduates who are adaptable and ready for the digital wave and knowledgeable in hard, digital proficiency, and soft skills. The CSUN Career Center provides services and programs that prepare students to be ready to enter the workforce.

In this Annual Report, we have compiled data points throughout all engagement aspects with both students and employers.
CAREER PROGRAMS

Handshake

CSUN Career Center jobs and internships database platform Handshake makes it easy for students to explore thousands of employment opportunities, track the dates for all the events, attend virtual career fairs, and get personalized career recommendations.

HANDSHAKE USERS

Undergraduate:

New Users 2019 - 2020: 12,916
Current Total Users: 14,818

Alumni:

New Users 2019 - 2020: 5,095
Current Total Users: 10,317

Graduate:

New Users 2019 - 2020: 714
Current Total Users: 919

Handshake NEW USERS: 18,725
Handshake TOTAL USERS: 26,054

HANDSHAKE SELF-REPORTED DEMOGRAPHICS

Chicanx/Latinx: 39%
White/European: 27%
Asian/Asian American: 20%
Middle Eastern/North African: 5.5%
Black/African-American/African: 5%
Pacific Islander: 1%
Native American/Alaskan Native: 0.2%
Decline to State: 2%
WORKPLACE CONNECTIONS & READINESS
CAREER PROGRAMS

Handshake College Users

- Business & Economics: 7,756 Users
- Social & Behavioral Sciences: 4,513 Users
- Health & Human Development: 3,594 Users
- Engineering & Computer Science: 3,056 Users
- Arts, Media, & Communication: 3,033 Users
- Science & Mathematics: 1,377 Users
- Humanities: 1,114 Users
- Tseng College: 633 Users
- Education: 479 Users

Male Percentage: 55%
Female Percentage: 45%

Handshake has generated a 31% increase in jobs posted from the previous year. This increase can be attributed to the employer's ability to post to multiple schools without a service charge.

NEW COMPANIES REGISTERED: 5,425
TOTAL INDUSTRIES REGISTERED: 61
NEW EMPLOYER CONTACTS REGISTERED: 6,913
TOTAL EMPLOYER CONTACTS: 32,553
TOTAL COMPANIES REGISTERED: 23,024
WORKPLACE CONNECTIONS & READINESS

CAREER PROGRAMS

TOP 10 INDUSTRIES WHERE STUDENTS APPLIED FOR JOBS

1. Higher Education
2. Movies, TV, Music
3. Accounting
4. Advertising, PR & Marketing
5. Government, State, Federal
6. Internet & Software
7. Healthcare
8. Non-Profit
9. Other
10. Insurance

TOTAL JOB APPLICATIONS IN HANDSHAKE

Undergraduate: 30,107
Graduate: 3,292
Alumni: 18,652

Total Resumes Uploaded in Handshake: 15,672
Total Internships & Experiential Learning Applications in Handshake: 19,077
Total On-Campus Employment Applications in Handshake: 13,549
  • Non-federal Work Study: 8,954
  • Federal Work Study: 4,595

Total Federal Work Study Job Applications in Handshake: 4,734
Total Tseng College Job Applications: 228
WORKPLACE CONNECTIONS & READINESS

CAREER EVENTS

FALL 2019

Steam Career Day
- Number of Students: 564
- Number of Organizations: 39

Graduate & Professional School Info-Day
- Number of Students: 196
- Number of Organizations: 73

Fall Career Fair
- Number of Students: 528
- Number of Organizations: 94

Public Safety, Law, Corrections & Security career Expo
- Number of Students: 110
- Number of Organizations: 21

TOTAL:
- Total Number of Students in Fall 2019: 1,398
- Total Number of Organizations in Fall 2019: 227

SPRING 2020

Tech Fest:
- Number of Students: 627
- Number of Organizations: 37

Spring Job Fair:
- Number of Students: 985
- Number of Organizations: 112

CSUN Virtual Fair:
- Number of Students: 879
- Number of Organizations: 103

TOTAL:
- Total Number of Students in Fall 2019: 2,491
- Total Number of Organizations in Fall 2019: 252

INTERPRETATION --> More students attended virtual job fairs during COVID-19, even though there were fewer events during the SPRING semester.
CAREER PROGRAMS

CareerLink

csun.edu/careerlink

CAREERLINK PROGRAM

CareerLink helps you to find jobs and internships, research academic programs, discover occupations, and plan for your future.

GROWTH OF TOTAL USERS

CareerLink Total Users in 2018-2019: 6,235
CareerLink Total Users in 2019-2020: 10,722
CareerLink New Users Gain: 4,487
CareerLink Total Users: 10,722

With 10,722 users, we saw roughly a 72% increase in the number of CareerLink users for the fiscal year 2019-2020 compared to the previous year’s user data. This large jump in activity was most likely a result of three factors: the additional marketing that took place when we launched the rebranding of Pathways as CareerLink, an increase in awareness among faculty and staff due to the CareerLink Expo and Handshake being housed within CareerLink.
Compared to 2018-2019, it is clear that more CSUN students and alumni and faculty, and staff used CareerLink during the 2019-2020 fiscal year.

**CAREERLINK ACADEMIC LEVEL USERS**

**Seniors:**
- 2018-2019: 1,371
- 2019-2020: 3,307

**Freshmen:**
- 2018-2019: 1,277
- 2019-2020: 2,548

**Juniors:**
- 2018-2019: 799
- 2019-2020: 2,403

**Sophomores**
- 2018-2019: 488
- 2019-2020: 1,135

**Grads & Alumni**
- 2018-2019: 331
- 2019-2020: 1,066

**Faculty/Staff**
- 2018-2019: 214
- 2019-2020: 428

**O*NET INTEREST PROFILER**

Administrations: 1,485

**DEVICES USED**

Desktop: 83.7%
Mobile: 14.2%
Tablet: 2%
CAREER PROGRAMS

TOP 10 MAJORS USING CAREERLINK

1. Psychology (B.A.): 698 Users
2. Cinema & Television Arts (B.A.): 441 Users
3. Criminology & Justice Studies (B.A.): 428 Users
4. Exploratory/Undeclared (None): 402 Users
5. Sociology (B.A.): 402 Users
7. Computer Science (B.S.): 351 Users
8. Kinesiology (B.S.): 341 Users
9. Business Administration (B.S.): 283 Users
10. Marketing (B.S.): 277 Users

We were able to determine that Psychology majors are using CareerLink the most compared to other academic programs at CSUN. It is not surprising that Psychology majors have the largest usage number. The Career Center staff have provided a presentation to Psychology majors where various resources are highlighted. We can conclude that Psychology students have likely returned to CareerLink over the years due to these presentations.
SELF-EXPLORATION, ADVISEMENT

CAREER COUNSELING & ADVISEMENT

CAREER EDUCATION PRESENTATIONS

Total Presentations: 131 and 4,054 Students attended
Total U-100 Classes 70 and 1,748 attended

COVID-19 led to the implementation of 15 virtual sessions.

U-100 CLASSES

Strengths-Based Learning: 55%
Choosing Majors & Careers: 20%
Orientation: 15%
Personal Traits: 10%

ONE-ON-ONE COUNSELING

Total Sessions: 756 and 469 Students attended

DROP-INS PEER EDUCATORS / COUNSELORS

Total Sessions: 1107 sessions and 894 Students attended

Fall 2019 focused on group career education due to a high number of faculty requests. Saw COVID-19 impact on spring 2020 participation but numbers grew significantly by June 2020.
SELF-EXPLORATION, ADVISEMENT

CAREER COUNSELING & ADVISEMENT

COUNSELING & ADVISING / EAB NAVIGATE

Total Sessions: 1,863
Total Students: 1,363

DEMOGRAPHICS

Seniors: 58%
Sophomore: 14%
Grads: 12%
Juniors: 10%
Freshman: 6%

COLLEGES

Social & Behavioral Sciences: 22%
Health & Human Development: 20%
Mike Curb College of Arts, Media, & Communication: 16%
Business & Economics: 14%
Humanities: 9%
Engineering & Computer Science: 9%
Science & Mathematics: 6%
Education: 3%
EXPL: 1%
SELF-EXPLORATION, ADVISEMENT

CAREER COUNSELING & ADVISEMENT

PEER EDUCATOR PROGRAM

Orientation to Career Exploration Sessions: 10
Students that attended: 250

EOP CAREER PROGRAM

Student Meeting: 452

Successful in helping more than 50% of exploratory students in select groups commit to majors.

ASSESSMENT INVENTORIES ADMINISTRATIONS

Myers-Briggs Inventory Administrations: 82

The Myers-Briggs Company (Elevate) newly implemented and increased counseling retention.
MBTI Step I, Form M: 21
MBTI Step II, Form Q: 1
Strong Interest Inventory Profile Report: 60

Clifton Strengths: 1,872 (High Impact Program).
CAREER RESOURCES, WORKPLACE CONNECTIONS & READINESS

CAREER READINESS

MATTY’S CLOSET
The closet closed operations the week of March 9th, 2020.

Matty’s Closet Total Attendees: 325

Could distinguish between professional and non-professional attire: 88%
Agreed that they feel more confident: 89%
Felt comfortable with their drop-in session at Matty’s closet: 93%
Mentioned that Peer/Staff were how they heard about the resource: 54%
Would recommend Matty’s Closet to a friend: 97%
Interested in workshops that relate to professional attire and how it relates to success: 93%
WORKPLACE CONNECTIONS & READINESS

CAREER READINESS

RESUMAKEOVER

Stated they had learned at least one strategy to create an effective resume: 97%

Learned appropriate use of format styles: 41%

Learned how to tailor a resume to a position: 34%

Learned to create action statements: 23%

Felt more confident tailoring their resumes to specify job descriptions: 62%

CLASS LEVEL

Freshman: 28%

Sophomore: 15%

Junior: 36%

Senior: 14%

Graduate: 7%

ON-CAMPUS STUDENT EMPLOYMENT

How to Find a Job on Campus Series:

- Basics to finding a Job on-Campus Workshop (Collaboration with USU and Work Study)
- Application Process
- Job Fair (25 departments each semester)
WORKPLACE CONNECTIONS & READINESS

NETWORKING EVENTS

ON-CAMPUS INTERVIEWS

Companies Conducted Interviews: 13
Scheduled Interviews: 30
Students Interviewed: 372

INFORMATION SESSIONS

Total Companies: 15
Info-Sessions Held: 18
Students Attended: 587

EMPLOYER WORKSHOPS

Workshops/Exams: 4
Attendees: 113
READINESS

EXPERIENTIAL LEARNING

• Average hourly wage has remained flat as well as and average earnings per student.
• Due to COVID-19, only surveyed in the spring.
• Average hours per week decreased dramatically.
• Dramatic increase in total earnings.
• Remarkably, our CSUN students contributed to the economy’s growth by $6,118 through part-time waged positions in 2019-2020.

SURVEY

Survey Respondents: 2,546
Paid Career Related Positions: 477
Unpaid Career Related Positions: 207

Average Hours Per Week: 13
Average Weeks Worked: 28.6

Total Earning: $6,118,000
Average Earnings Per Student: $9173
Average Hourly Wage: $15.25
CAREER RESOURCES & DIRECTION

MULTIMEDIA CAREER EDUCATION

SOCIAL MEDIA FOLLOWERS

LinkedIn: 1,344
Facebook: 2,805
Twitter: 2,355
Instagram: 1,892
Youtube: 537

Total Followers: 8,933
Total Posts: 423

Our Social Media’s purpose was to educate, teach, and inspire any student through engaging, fresh, and eye-catching visual content.

Monday: Motivational
Tuesday: Digital Literacy/Soft-Skills
Wednesday: Counseling & Advisement
Thursday: Career Articles
Friday: Videos Tutorials/TED, ect.
Weekends: Miscellaneous (Events & other marketing).

WEBSITE

June: 4,504
July: 6,009
August: 4,604
September: 5,717
October: 4,492
November: 2,877
December: 2,675
January: 4,006
February: 4,781
March: 2,021
April: 1,471
May: 1,783

Total Annual Visits: 44,940

There was a significant decrease in the number of visitors since the beginning of COVID-19. There are different causes for these changes. Moving to online learning and the anxiety over COVID-19 may have directed students to seek out other resources. A new webpage layout could have disoriented users that were not accustomed to the navigation.
CAREER RESOURCES & DIRECTION

MULTIMEDIA CAREER EDUCATION

PRODUCTS READY!

Mobile App: (iOS & Android, Services, Events, Cinthy, Multimedia Learning)
AR App: Career Center AR, Strengths AR
VR: Oculus Quest. Soft Skills - Emotional Intelligence

SPRING 2020 PROGRAMS CANCELLED DUE TO COVID-19

Cancelled Job Fairs:
Public Law and Safety
Education Expo

Cancelled On-Campus Interviews
Los Angeles Unified School District- 03/16/20
The City of Los Angeles- Department of Transportation- 03/24/20
Great American Group- 03/30/20
Los Angeles Department of Water and Power-04/01/20
Los Angeles Department of Water and Power-04/02/20
Los Angeles Unified School District- 04/06/20
Los Angeles Unified School District- 04/20/20
Los Angeles Unified School District- 05/04/20
Los Angeles Unified School District- 05/11/20
Los Angeles Unified School District- 06/01/20
Los Angeles Unified School District- 06/08/20
Los Angeles Unified School District- 06/15/20
Los Angeles Unified School District- 06/22/20

Cancelled Information Sessions
Due to COVID-19
US Secret Service- 03/26/20
Los Angeles Police Department- 04/01/20
Entertainment Partners- 04/02/20
University of Redlands- 04/07/20
John Hopkins School of Nursing- 04/15/20

Career Readiness:
Mocktail Party: Business Etiquette Event
A Day in The Life: Round Table Event
Past and Present Alumni Event
Zombie Apocalypse (Canceled due to fires)
Collaboration with Campus Safety and Cross Divisional Programing Marketing Committee
JCPenney Matty’s Event (Canceled due to fires)
Collaboration with USU and Student Housing

Career Education:
Africana Studies Career Pathways Strengths Presentation
5 Classroom sessions
2019-2020 DEMOGRAPHICS

STUDENT USAGE (IR & SELF-REPORTED DATA)

CareerLink:

Total Student Users Reporting: 9,353 reported out of 9,872
Gender:
Female = 6,181 - 63%
Male = 3,675 - 37%
N = 16/0.2%

American Indian/Alaska Native: 9/0.09%
Asian/Asian American: 1,270/13%
Black/African American: 633/6%
Hispanic/Latino: 5,428/55%
White: 1,710/17%
Two or More/Other: 289/3%
Native Hawaiian/Other Pacific Island: 14/0.1%
Middle Eastern/North African: n/a

Handshake (Self-Reported Data)

Total Student Users Reporting: 1,310 reported of 10,887
Gender:
Female = 417 - 66%
Male = 216 - 34%

American Indian/Alaska Native: 3/0.2%
Asian/Asian American: 265/20%
Black/African American: 63/5%
Hispanic/Latino: 510/39%
White: 356/27%
Two or More/Other: 27/2%
Native Hawaiian/Other Pacific Island: 13/1%
Middle Eastern/North African: 73/6%

Counseling & Drop-Ins (EAB Navigate)

Total Student Users Reporting: 1,542 reported of 1,830
Gender:
Fem = 1,160 - 63%
Malalee = 668 - 37%
N = 2/0.1%

American Indian/Alaska Native: 1/0.06%
Asian/Asian American: 33/2%
Black/African American: 108/7%
Hispanic/Latino: 1,056/68%
White: 290/19%
Two or More/Other: 54/4%
Native Hawaiian/Other Pacific Island: n/a
Middle Eastern/North African: n/a

Matty’s Closet

Total Student Users Reporting: 205 reported of 216
Gender:
Female = 124 - 57%
Male = 92 - 43%

American Indian/Alaska Native: 1/0.5%
Asian/Asian American: 30/15%
Black/African American: 14/7%
Hispanic/Latino: 122/60%
White: 25/12%
Two or More/Other: 13/6%
Native Hawaiian/Other Pacific Island: n/a
Middle Eastern/North African: n/a
2019-2020 DEMOGRAPHICS

STUDENT USAGE (IR & SELF-REPORTED DATA)

Average Usage/Overall

Gender:
Female = 62%
Male = 38% (Matty’s Closet Higher)
N= 0.1%

American Indian/Alaska Native: 0.21%
Asian/Asian American: 12.5% (Higher for Handshake; Lower for EAB)
Black/African American: 6%
Hispanic/Latino: 56%
White: 19%
Two or More/Other: 4%
Native Hawaiian/Other Pacific Island: (0.3%) May be represented in Asian American Data
Middle Eastern/North African: (6%) May be represented in White Data
LIFE ISN’T ABOUT FINDING YOURSELF.
LIFE IS ABOUT CREATING YOURSELF.
- George Bernard Shaw