



# CSUN CAREER CENTER ANNUAL REPORT | 2019-2020

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.



WORKPLACE CONNECTIONS & READINESS

# CAREER PROGRAMS



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.

SELF-EXPLORATION, ADVISEMENT, CAREER RESOURCES, WORKPLACE READINESS, DIRECTION

# CAREER PROGRAMS



## 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.

SELF-EXPLORATION, ADVISEMENT, CAREER RESOURCES, WORKPLACE READINESS, DIRECTION

# CAREER PROGRAMS



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%

SELF-EXPLORATION, ADVISEMENT, CAREER RESOURCES, WORKPLACE READINESS, DIRECTION

# 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
6. **Child & Adolescent Development (B.A.):** 382 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 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

### 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

### 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%

### 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 repre-  
sented in White Data



# CSUN

## CAREER CENTER

“ LIFE ISN'T ABOUT FINDING YOURSELF.  
LIFE IS ABOUT CREATING YOURSELF. ”

- George Bernard Shaw

