2020-2021 was a year of challenges and opportunities to grow. CSUN students reached out for virtual career advising and networking events in record numbers demonstrating their resilience.

Our staff demonstrated its commitment to inclusive practices through the formation of an Inclusion and Anti-racism Workgroup, the launch of the Micro-Internship program, and the enhancement of our Faculty-Staff Newsletter.

Our annual report indicates the work that revolved around our department priorities and the NACE Career Competencies.
MISSION & PRIORITIES

The CSUN Career Center assists students in clarifying life and career goals, preparing for the transition from graduation to employment and/or graduate school, and learning the principles of lifelong career management.

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 mean 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.

Career Center 2020-2021 Priorities. Build upon high impact services to engage students in hybrid services; Improve our data analysis and share our impact on student success through the lens of the NACE Career Readiness Competencies; Create mutually beneficial partnerships with our campus and community constituents; Address systemic Diversity, Equity, Inclusion, and Anti-racism challenges and equity gaps in programming both internally and externally; and Analyze budget & funding sources.

CSUN Division of Student Affairs Priorities:

2. Enrollment Management, Retention, and Advocacy
3. Maximizing Financial Resources
4. Staff Development and Wellbeing
5. Student Learning and Development
6. Technology Advancement

NACE Competencies with Selected Outcomes

Our department outcomes and annual Career Center priorities are framed through CSUN campus priorities and the NACE Career Competencies.

NACE COMPETENCIES

1. CAREER & SELF-DEVELOPMENT
   • Peer Educator Program: 98% of Drop-in Career Advising participants demonstrated they could identify the next steps in the career planning process.
   • Strengths-based Career Program: 67% of students participating in a Strengths lesson identified that they felt more confident about planning for their career, and 64% felt more motivated to achieve their career goals.

2. COMMUNICATION
   • Career Events: 63% of students participating in employer networking events reported enhancing verbal communication abilities in a networking setting.
NACE COMPETENCIES

3. CRITICAL THINKING

- **CareerLink**: The support during COVID and the How to Choose A Major were two of the most popular resources visited in 2020-2021.

- **Career Counseling**: 949 individual counseling sessions were held helping students to make decisions based upon self-knowledge and inclusive reasoning.

4. EQUITY & INCLUSION

- **Diversity and Inclusion**: Formulated an Inclusion and Anti-Racism Work Group within the Career Center that facilitated 3 professional development sessions.

- **Veterans Resource Center**: 98% of LinkedIn workshop participants reported they were able to improve their profile page.

5. LEADERSHIP

- Five Peer Educators used innovative thinking to create and facilitate effective presentations on Choosing Majors for 18 Freshman Seminar courses and Resume workshops for 18 student groups and organizations.

6. PROFESSIONALISM

- **Career Readiness**: 77% of students participating in career events reported being able to develop plans for their futures as a result of attending participation.

7. TEAMWORK

- **Career Presentations**: 127 Virtual Presentations were facilitated for 3,247 students, engaging each student in large and small group career exploration activities.

8. TECHNOLOGY

- **Website**: Redesigned website with new navigation site. The website heatmaps and data collected indicate that students quickly identified and actively responded to relevant information on our website, YouTube, and mobile applications. They prioritized, took steps, identified appropriate technology to use while navigating our services and programs.

- **CareerLink**: 2,161 Candid Career informational interview videos were accessed to help students understand the world of work and career options.
2020-2021 DEMOGRAPHICS
STUDENT USAGE (IR & SELF-REPORTED DATA)

<table>
<thead>
<tr>
<th>Class Level</th>
<th>CareerLink Usage</th>
<th>Handshake Usage</th>
<th>Total Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>19.65%</td>
<td>2.96%</td>
<td></td>
</tr>
<tr>
<td>Sophomore</td>
<td>9.97%</td>
<td>7.2%</td>
<td></td>
</tr>
<tr>
<td>Junior</td>
<td>21.19%</td>
<td>12.41%</td>
<td></td>
</tr>
<tr>
<td>Senior</td>
<td>34.2%</td>
<td>33.68%</td>
<td></td>
</tr>
<tr>
<td>Graduate</td>
<td>12.28%</td>
<td>5.27%</td>
<td></td>
</tr>
<tr>
<td>Blank</td>
<td>2.71%</td>
<td>38.48%</td>
<td></td>
</tr>
</tbody>
</table>

55% Male
45% Female
## 2020-2021 Demographics

### Student Usage (IR & Self-Reported Data)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>CareerLink</th>
<th>Counseling / EAB</th>
<th>Handshake</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>5.46%</td>
<td>3.53%</td>
<td>6.48%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.1%</td>
<td>0.25%</td>
<td></td>
</tr>
<tr>
<td>Asian American</td>
<td>11.96%</td>
<td>11.35%</td>
<td>19.43%</td>
</tr>
<tr>
<td>Latino/a</td>
<td>54.99%</td>
<td>60.58%</td>
<td>44.71%</td>
</tr>
<tr>
<td>Multi-Race</td>
<td>2.94%</td>
<td></td>
<td>1.84%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>0.15%</td>
<td>0.87%</td>
<td></td>
</tr>
<tr>
<td>Unknown</td>
<td>4.26%</td>
<td>5.21%</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>4.26%</td>
<td>17.33%</td>
<td>22.67%</td>
</tr>
<tr>
<td>Blank</td>
<td>2.97%</td>
<td></td>
<td>0.15%</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>5.6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CareerLink Correction
White: 31.33%**

**Percentages are unique to each program.**
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.

**Current Total Users** 16,257

**Users 2019-2020** 10,317

**Added 2020-2021** +5,944

**TOTAL USERS** 33,501

**NEW USERS** 7,551

**SELF-REPORTED DEMOGRAPHICS**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicanx/Latinx</td>
<td>41%</td>
</tr>
<tr>
<td>White/European</td>
<td>26%</td>
</tr>
<tr>
<td>Asian/Asian American</td>
<td>20%</td>
</tr>
<tr>
<td>Middle Eastern/North African</td>
<td>6%</td>
</tr>
<tr>
<td>Black/African-American/African</td>
<td>6%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>1%</td>
</tr>
<tr>
<td>Native American/Alaskan Native</td>
<td>0%</td>
</tr>
<tr>
<td>Decline to state</td>
<td>0%</td>
</tr>
</tbody>
</table>

Undergraduate = 74%
Graduate = 6%
Alumni = 20%.

The percentage of new alumni dropped from previous years.
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.

- **COMPANIES REGISTERED**: 16,889
- **NEW COMPANIES REGISTERED**: 2,282
- **TOTAL INDUSTRIES REGISTERED**: 70
- **NEW EMPLOYER CONTACTS REGISTERED**: 9,620
- **TOTAL EMPLOYER CONTACTS**: 42,125
CAREER PROGRAMS
WORKPLACE CONNECTIONS & READINESS

Internet & Software
Accounting
Higher Education
Healthcare
Advertising, PR & Marketing
Movies, TV, Music
Government, State, Federal
Construction
Electronic & Computer Hardware
Non-Profit - Other

TOP 10 INDUSTRIES WHERE STUDENTS APPLIED FOR JOBS

- 4,105 Internet & Software
- 4,062 Accounting
- 2,958 Higher Education
- 1,972 Healthcare
- 1,862 Advertising, PR & Marketing
- 1,769 Movies, TV, Music
- 1,282 Government, State, Federal
- 1,059 Construction
- 1,044 Electronic & Computer Hardware
- 971 Non-Profit - Other

TOTAL JOB APPLICATIONS: 35,711
UNDERGRADUATE: 15,598
GRADUATE: 2,584
ALUMINI: 17,439

TOTAL RESUMES UPLOADED: 22,377
TOTAL INTERNSHIPS & EXPERIENTIAL LEARNING APPLICATIONS: 16,420
NON- FEDERAL WORK STUDY JOB APPLICATIONS: 780
FEDERAL WORK STUDY: 658
NON- FEDERAL WORK STUDY: 2,122
ON-CAMPUS EMPLOYMENT APPLICATIONS: 2,780
FEDERAL WORK STUDY: 335
TSENG COLLEGE JOB APPLICATIONS: 4,105

TOTAL JOB APPLICATIONS: 35,711
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GRADUATE: 2,584
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FEDERAL WORK STUDY: 335
TSENG COLLEGE JOB APPLICATIONS: 4,105
CAREER PROGRAMS
WORKPLACE CONNECTIONS & READINESS

EMPLOYMENT DEVELOPMENT
(OPPORTUNITIES CREATED FOR STUDENTS)

33,809
JOBS & INTERNSHIP
POSITIONS POSTED

28,857
FULL-TIME
JOBS POSTED

4,982
PART-TIME
JOBS POSTED

8,754
INTERNSHIPS & EXPERIENTIAL
LEARNING OPPORTUNITIES
POSTED

208
ON-CAMPUS
JOBS POSTED

112
NON-FEDERAL WORK
STUDY JOBS POSTED

96
FEDERAL WORK STUDY
JOBS POSTED
### CAREER VIRTUAL EVENTS  
**WORKPLACE CONNECTIONS & READINESS**

#### FALL 2020

<table>
<thead>
<tr>
<th>Event</th>
<th>Number of Students</th>
<th>Number of Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>STEAM CAREER DAY</td>
<td>352</td>
<td>30</td>
</tr>
<tr>
<td>GRADUATE &amp; PROFESSIONAL SCHOOL INFO-DAY</td>
<td>111</td>
<td>58</td>
</tr>
<tr>
<td>FALL CAREER FAIR</td>
<td>209</td>
<td>37</td>
</tr>
<tr>
<td>HEALTH, WELLNESS &amp; SOCIAL SERVICES CAREER FAIR</td>
<td>52</td>
<td>10</td>
</tr>
<tr>
<td>NAVIGATE A VIRTUAL FAIR</td>
<td>76</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>800</strong></td>
<td><strong>135</strong></td>
</tr>
</tbody>
</table>

#### SPRING 2021

<table>
<thead>
<tr>
<th>Event</th>
<th>Number of Students</th>
<th>Number of Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>TECH FEST</td>
<td>234</td>
<td>16</td>
</tr>
<tr>
<td>SPRING CAREER FAIR - DAY 1</td>
<td>204</td>
<td>39</td>
</tr>
<tr>
<td>SPRING CAREER FAIR - DAY 2</td>
<td>84</td>
<td>10</td>
</tr>
<tr>
<td>EDUCATION EXPO</td>
<td>89</td>
<td>35</td>
</tr>
<tr>
<td>RECENT GRAD &amp; ALUMNI JOB FAIR</td>
<td>134</td>
<td>52</td>
</tr>
<tr>
<td>NAVIGATE A VIRTUAL JOB FAIR</td>
<td>72</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>817</strong></td>
<td><strong>152</strong></td>
</tr>
</tbody>
</table>

**All events were virtual due to COVID.**
CareerLink helps you to find jobs and internships, research academic programs, discover occupations, and plan for your future.

The number of Unique Users in CareerLink for 2020-2021 was 7,219.

This is a 33% decline from last year. When making a month-to-month comparison of the last two years, one can see the impact of the pandemic on CareerLink engagement.
CAREER PROGRAMS
SELF-EXPLORATION, ADVISEMENT, CAREER RESOURCES, DIRECTION

Due to the vast number of online courses during the pandemic, CareerLink expected to see considerable usage in 2020-2021. Nevertheless, the usage hasn’t been as high as expected. All student affairs programs have experienced a drop in participation due to the pandemic, including CareerLink.

In addition, it is critical to remember that for the vast majority of CSUN students, CareerLink is not required or linked to academic coursework. CareerLink engagement depends on a student’s career development motivation, and in times like this, when many CSUN students are in survival mode, it can be challenging to prioritize career development.

Seniors (2,463) continue to lead the way with the highest engagement numbers. These data points demonstrate students’ success and persistence.
This data shows that most people were using CareerLink for career exploration.
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.
CAREER PROGRAMS
SELF-EXPLORATION, ADVISEMENT, CAREER RESOURCES, DIRECTION

CareerLink
csun.edu/careerlink

A popular section in CareerLink offers help with job search preparation.
- There were 624 resumes written by students
- 182 developed a cover letter
- 115 students prepare for an interview
- 100 students learn job search strategies

In Candid Career, 2,161 videos of informational interviews were viewed. CSUN students seem to be very interested in this resource.

Suggestions to address the drop in usage numbers in the future:
- CSUN students should be made aware of CareerLink.
- Include CareerLink in the curriculum.
- Student leaders, faculty, and administration should be aware of CareerLink.

624
RESUMES WRITTEN BY STUDENTS

182
COVER LETTER WRITTEN BY STUDENTS

115
STUDENTS PREPARED FOR INTERVIEWS

100
LEARNED JOB SEARCH STRATEGIES

2,161
INFORMATIONAL INTERVIEWS VIDEOS VIEWED
COUNSELING & ADVISEMENT
SELF-EXPLORATION, ADVISEMENT

CAREER EDUCATION PRESENTATIONS

127 PRESENTATIONS
3,247 STUDENTS

57 U-100 CLASSES
1,494 STUDENTS

Freshman Seminar U-100 Career Lesson Topics

- 545 students participated in Strengths-based Career Planning
- 531 students participated in Choosing Majors and Careers
- 418 students participated in Self-Guided Orientation to Career Planning

STRENGTHS-BASED LEARNING: 39%
CHOOSING MAJORS & CAREERS: 32%
SELF-GUIDED: 29%

ONE-ON-ONE COUNSELING

949 SESSIONS
664 STUDENTS

DROP-INS
PEER EDUCATORS
316 SESSIONS

ONE-IN-ONE EOP COUNSELING
127 SESSIONS
COUNSELING & ADVISEMENT

SELF-EXPLORATION, ADVISEMENT

COUNSELING & ADVISING / EAB NAVIGATE

949 SESSIONS

DEMOGRAPHICS

- 26% SENIORS
- 24% SOPHOMORE
- 22% FRESHMAN
- 21% JUNIORS
- 7% GRADUATE

COLLEGES

- Social and Behavioral Sciences: 26%
- Health and Human Development: 9%
- Mike Curb College of Arts, Media, & Communication: 16%
- Humanities: 17%
- Engineering and Computer Science: 14%
- Science & Mathematics: 14%
- Education: 5%
- Business & Economics: 1%

CSUN CAREER CENTER
ANNUAL REPORT | 2020-2021
**COUNSELING & ADVISEMENT**

**SELF-EXPLORATION, ADVISEMENT**

**PEER EDUCATOR PROGRAM**

**DROP-IN CAREER ADVISING**

316

SESSIONS

**EOP CAREER PROGRAM**

443

STUDENT MEETINGS

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

**ASSESSMENT INVENTORIES ADMINISTRATIONS**

33

MYERS-BRIGGS

INVENTORY ADMINISTRATIONS

169

CLIFTONSTRENGTHS

High impact program.

50

STRONG INTEREST INVENTORY

*Due to employer revenue losses, courses requesting strengths sessions were provided with self-selection methods rather than taking the Gallup StrengthsFinder instrument to identify their strengths themes.*
MATTY’S CLOSET

For safety reasons, Matty’s Closet was closed during the pandemic. However, we continued to receive generous donations from alumni and community partners.

NETWORKING EVENTS

DEMOGRAPHICS

FALL 2020  SPRING 2021

- Seniors: 35
- Juniors: 7
- Freshmen: 7
- Grad & Alumni: 2
- Sophomores: 1

INFORMATION SESSIONS

- 6 INFO-SESSIONS HELD
- 156 STUDENTS ATTENDED

ON-CAMPUS INTERVIEWS & EMPLOYER WORKSHOPS

None were scheduled due to COVID-19
CSUN’s Career Lab was designed to facilitate cutting-edge technology and micro-learning elements for students to navigate better career resources, services, events, and career learning elements to prepare them for the world of work.

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

Student use of the Career Center’s website became one of the most crucial online tools during COVID-19.

The website reminded students the Career Center was available online. The multimedia team started brainstorming alternative solutions for the future.
MULTIMEDIA CAREER EDUCATION
CAREER RESOURCES & DIRECTION

WEBSITE

It was essential to use the Home Page to link students to more resources. Students had access to two quick-response zoom rooms during the week and a drop-in zoom room for more specialized help. Students felt more connected to the department and easily found resources thanks to these virtual rooms.

These implementations resulted in more users visiting the Career Center website.

Website Goals:

• Keeping students informed during the pandemic
• Direct students to available resources and online services
• Keep students, faculty, and staff informed about events and programs

MOBILE APPLICATIONS GOALS

Technology is already changing people’s lives every day, and the Career Center is prepared to help them overcome these challenges. The Career Interactive and Immersive Lab went into planning, designing, and developing two mobile applications.

Mobile Applications Goals:

• Provide students with information regarding events/job fairs, career trends, tips, and other resources
• Raise awareness of Career Center resources
• Using notifications, let students know when services change or events are happening

Download the Mobile Apps!