2021-2022 was a year of recovery and continued advancements in the areas of data-based storytelling and inclusive practices. Our staff demonstrated its ongoing commitment to student success initiatives by launching programs such as the From Here to Career: Career Readiness Program and the grand re-opening of Matty’s Closet, a basic needs program.

Additionally, we significantly strengthened campus and employer partnerships. As we came out of the shadow of the pandemic, we successfully transitioned some of our events back to in-person formats in the spring semester. Our dedication and passionate work illustrate our commitment to helping students persist, graduate, and transition successfully to the world of work.

Our annual report indicates the work that revolved around the university and divisional missions, and the National Association for Colleges and Employers (NACE) Career Readiness 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 life-long 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 2021-2022 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

Career Readiness is the attainment and demonstration of competencies that prepare you for a successful transition into the workplace. Here are the most crucial competencies in today’s labor market: Career Competencies Handout.

1. CAREER & SELF-DEVELOPMENT
Proactively develop oneself and one’s career through continual personal and professional learning, awareness of one’s strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one’s organization.

• 8,586 new Handshake users learned how to enhance their ability to network and establish relationships.
• 178 Educational Opportunity Program (EOP) students participated in one-on-one career counseling to develop plans and goals for their futures.

2. COMMUNICATION
Communication Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.
NACE COMPETENCIES

- 23 CSUN campus student employees participated in From Here to Career and reported they developed skills in asking appropriate questions for specific information from supervisors.

3. CRITICAL THINKING
Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.

- 540 students participated in drop-in career advising and learned to gather and analyze data on workplace trends to make career-related decisions.
- 40% of the 9,177 CareerLink users were first-time freshmen and accessed self-discovery instruments used to make academic decisions.

4. EQUITY & INCLUSION
Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in anti-racist practices that actively challenge the systems, structures, and policies of racism.

- 450 students registered with Parker Dewey to obtain paid internships with local and global organizations.

5. LEADERSHIP
Recognize and capitalize on personal and team strengths to achieve organizational goals.

- 9 career peer educators and mentors participated in weekly training and served as role models to others by approaching tasks with confidence and a positive attitude.

6. RESPONSIBILITY & JUDGEMENT (PROFESSIONALISM)
Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.

- 935 students total participated in Fall and Spring Internship Weeks and learned to use social media to understand how to maintain a positive personal brand in alignment with personal career values.

7. TEAMWORK
Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.

- 535 Transfer Seminar students employed personal strengths, knowledge, and talents to complement those of others during their Networking 101 workshops.

8. TECHNOLOGY
Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.

- 377 students provided feedback on the Career Center Mobile app, indicating that the App answered their questions, and their favorite features were the ease of finding information.
2021-2022 DEMOGRAPHICS

STUDENT USAGE (IR & SELF-REPORTED DATA)

**Matty’s Closet was closed in the fall of 2021 due to the pandemic and re-opened in the spring of 2022.**

![CareerLink](csun.edu/careerlink)  ![Handshake]  ![Counseling/EAB]  ![EOP Career Program]

<table>
<thead>
<tr>
<th>Total Users</th>
<th>New Users</th>
<th>Total Users</th>
<th>New Users</th>
<th>Total Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>33,353</td>
<td>9,177</td>
<td>49,699</td>
<td>8,586</td>
<td>842</td>
</tr>
</tbody>
</table>

**CLASS LEVEL**

<table>
<thead>
<tr>
<th>Class Level</th>
<th>CareerLink</th>
<th>Handshake</th>
<th>Counseling/EAB</th>
<th>EOP Career Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>18.78%</td>
<td>7.89%</td>
<td>8.4%</td>
<td>21.52%</td>
</tr>
<tr>
<td>Sophomore</td>
<td>8.52%</td>
<td>5.88%</td>
<td>10.61%</td>
<td>18.99%</td>
</tr>
<tr>
<td>Junior</td>
<td>25.64%</td>
<td>21.19%</td>
<td>27.41%</td>
<td>25.32%</td>
</tr>
<tr>
<td>Senior</td>
<td>34.11%</td>
<td>54.13%</td>
<td>44.49%</td>
<td>32.91%</td>
</tr>
<tr>
<td>Graduate</td>
<td>9.9%</td>
<td>10.14%</td>
<td>8.54%</td>
<td>1.27%</td>
</tr>
<tr>
<td>Blank</td>
<td>3.05%</td>
<td>0.77%</td>
<td>0.55%</td>
<td>-</td>
</tr>
</tbody>
</table>
2021-2022 DEMOGRAPHICS

STUDENT USAGE (IR & SELF-REPORTED DATA)

GENDER

59%
FEMALE

55%
FEMALE

57%
FEMALE

72%
FEMALE

38%
MALE

44%
MALE

42%
MALE

28%
MALE

3%
BLANK

1%
BLANK

1%
BLANK
# 2020-2021 Demographics

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

### Ethnicity

<table>
<thead>
<tr>
<th>Category</th>
<th>CareerLink</th>
<th>Handshake</th>
<th>Counseling / EAB</th>
<th>EOP Career Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>5.47%</td>
<td>5.25%</td>
<td>5.65%</td>
<td>2.53%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.03%</td>
<td>0.05%</td>
<td>0.14%</td>
<td></td>
</tr>
<tr>
<td>Asian American</td>
<td>9.59%</td>
<td>11.09%</td>
<td>8.82%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Latino/a</td>
<td>52.19%</td>
<td>49.69%</td>
<td>50.83%</td>
<td>86.08%</td>
</tr>
<tr>
<td>Multi-Race</td>
<td>2.84%</td>
<td>2.63%</td>
<td>1.79%</td>
<td>1.27%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>0.07%</td>
<td></td>
<td>0.12%</td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>5.49%</td>
<td>4.9%</td>
<td>7.99%</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>17.34%</td>
<td>20.87%</td>
<td>19.42%</td>
<td>1.27%</td>
</tr>
<tr>
<td>Unknown</td>
<td>3.05%</td>
<td>4.63%</td>
<td>0.55%</td>
<td>5.06%</td>
</tr>
</tbody>
</table>

**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.

- **Undergraduate**
  - Current Total Users: 14,818
  - 2019-2020: 992
  - 2020-2021: +6,680
  - Added 2021-2022: 17,063

- **Alumni**
  - Current Total Users: 10,317
  - 2019-2020: 5,944
  - 2020-2021: +806
  - Added 2021-2022: 1,889

- **Graduate**
  - Current Total Users: 515
  - 2019-2020: 919
  - 2020-2021: +455

- **Percentage**
  - Undergraduate: 78%
  - Alumni: 9%
  - Graduate: 5%
COMPANIES REGISTERED .......... 21,249
NEW COMPANIES REGISTERED .......... 3,975
TOTAL INDUSTRIES REGISTERED .......... 72
NEW EMPLOYER CONTACTS REGISTERED .......... 12,377
TOTAL EMPLOYER CONTACTS .......... 54,570
CAREER PROGRAMS
WORKPLACE CONNECTIONS & READINESS

- Higher Education
- Internet & Software
- Accounting
- Movies, TV, Music
- Healthcare
- Advertising, PR & Marketing
- Government - Local, State & Federal
- Non-Profit - Other
- Automotive
- Aerospace

58,999 TOTAL JOB APPLICATIONS

28,938 UNDERGRADUATE
8,808 GRADUATE
21,253 ALUMNI

12,038 TOTAL RESUMES UPLOADED
23,544 TOTAL INTERNSHIPS & EXPERIENTIAL LEARNING APPLICATIONS

14,342 ON-CAMPUS EMPLOYMENT APPLICATIONS

12,351 NON- FEDERAL WORK STUDY
1,991 FEDERAL WORK STUDY

2,006 FEDERAL WORK STUDY JOB APPLICATIONS
433 TSENG COLLEGE JOB APPLICATIONS
# Employment Development

(Opportunities Created for Students)

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs &amp; Internship Positions Posted</td>
<td>52,895</td>
</tr>
<tr>
<td>Full-Time Positions Posted</td>
<td>45,629</td>
</tr>
<tr>
<td>Part-Time Positions Posted</td>
<td>7,261</td>
</tr>
<tr>
<td>Internships &amp; Experiential Learning Opportunities Posted</td>
<td>12,321</td>
</tr>
<tr>
<td>On-Campus Jobs Posted</td>
<td>329</td>
</tr>
<tr>
<td>Non-Federal Work Study Jobs Posted</td>
<td>192</td>
</tr>
<tr>
<td>Federal Work Study Jobs Posted</td>
<td>137</td>
</tr>
</tbody>
</table>
### CAREER VIRTUAL EVENTS

**WORKPLACE CONNECTIONS & READINESS**

#### FALL 2021

<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>359</td>
<td>29</td>
</tr>
<tr>
<td>Graduate &amp; Professional School Info-Day</td>
<td>99</td>
<td>37</td>
</tr>
<tr>
<td>Fall Career Fair</td>
<td>247</td>
<td>66</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>705</strong></td>
<td><strong>132</strong></td>
</tr>
</tbody>
</table>

#### SPRING 2022

<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>233</td>
<td>33</td>
</tr>
<tr>
<td>Spring Career Fair</td>
<td>228</td>
<td>51</td>
</tr>
<tr>
<td>Education Expo</td>
<td>61</td>
<td>49</td>
</tr>
<tr>
<td>Recent Grad &amp; Alumni Job Fair</td>
<td>157</td>
<td>41</td>
</tr>
<tr>
<td>Navigate A Virtual Job Fair</td>
<td>221</td>
<td>52</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>900</strong></td>
<td><strong>226</strong></td>
</tr>
</tbody>
</table>
CAREER PROGRAMS
SELF-EXPLORATION, ADVISEMENT, CAREER RESOURCES, DIRECTION

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

GROWTH OF TOTAL USERS

The CareerLink team experienced a significant increase of **27% in the number of unique CareerLink users** during the fiscal year 2021-2022, with **9,177 users** accessing the platform.

According to institutional research, there were 35,953 students enrolled at CSUN in 2021-2022, and over **25% (approximately 9,077)** used CareerLink during this period.
When looking at the Academic Level data for all students enrolled at CSUN for FY 21/22, we found that 40.4% of freshmen, 24.6% of sophomores, 23.3% of juniors, 21.5% of seniors, and 19.2% of graduate students used CareerLink.

The high engagement rate of first-year students can be attributed to CareerLink’s integration with U100, with approximately 1,500 students enrolled.

Interestingly, sophomores, who have historically shown lower engagement levels, had a higher engagement percentage than juniors and seniors, despite the significantly higher number of juniors and seniors at CSUN (i.e., 3,724 sophomores, 10,366 juniors, and 12,985 seniors).

These insights can help us tailor our services to meet the needs of different academic levels better.
CAREER PROGRAMS
SELF-EXPLORATION, ADVISEMENT, CAREER RESOURCES, DIRECTION

O*NET INTEREST PROFILER ADMINISTRATIONS

This data shows that most people were using CareerLink for career exploration.

DEVICES USED

76.45% DESKTOP

23.55% MOBILE/TABLET
Psychology remains the top-performing major for CareerLink student engagement, while CTVA, Criminology & Justice Studies, Exploratory, Computer Science, Sociology, and Child and Adolescent Development consistently appear in the top 10. Art, Mechanical Engineering, and Early State Destination (a program) are newcomers but noteworthy for their high engagement rates.
During the 2021-2022 fiscal year, CareerLink had 9,177 users accessing career resources.

Of those users, 1,564 identified their interests by taking the ONET interest profiler.

There were 2,346 visits to the self-knowledge section, where students could learn more about their interests and strengths.

U-100 students had a unique opportunity to explore CareerLink and learn how to find and investigate academic programs, careers, and other resources to support their decision-making process.

For FY 21/22, CareerLink had a total of 19,818 visits.
COUNSELING & ADVISEMENT
SELF-EXPLORATION, ADVISEMENT

CAREER COUNSELING & ADVISING

664 UNIQUE STUDENTS
SCHEDULED SESSIONS

989

664

ONE-ON-ONE COUNSELING

449 SESSIONS

Primary reasons for 1-on1 counseling
• Career exploration
• Career planning
• Change/declare major/minor
• Internship planning
• Job search

DROP-INS
ADVISING SESSIONS

540 SESSIONS

Primary reasons for Drop-in Advising:
• Resume/cover letter
• Personal statement
• Major advising
• Job search

EOP CAREER PROGRAM

178 STUDENT MEETINGS

Successful in helping more than 50% of exploratory students in select groups commit to majors.
NETWORKING EVENTS
CAREER RESOURCES, WORKPLACE CONNECTIONS & READINESS

INFORMATION SESSIONS

- 9 COMPANIES
- 11 INFO-SESSIONS HELD
- 9 COMPANIES
- 11 INFO-SESSIONS HELD
- 191 STUDENTS ATTENDED

ON-CAMPUS INTERVIEWS

- 4 COMPANIES CONDUCTED INTERVIEWS
- 8 SCHEDULED INTERVIEWS
- 47 STUDENTS INTERVIEWED

EMPLOYER WORKSHOPS

- 4 WORKSHOPS / EXAMS
- 113 ATTENDEES

DEMOGRAPHICS

- Freshmen: 9
- Sophomores: 10
- Juniors: 28
- Seniors: 128
- Grads & Alumni: 16

- 57% FEMALE
- 42% MALE
- 1% BLANK
## INFO-SESSIONS

### CAREER RESOURCES, WORKPLACE CONNECTIONS & READINESS

### FALL 2021

<table>
<thead>
<tr>
<th>Event</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUTTERFLY EFFECTS</td>
<td>13</td>
</tr>
<tr>
<td>PHILLIPS GRADUATE INSTITUTE OF CAMPBELLSVILLE UNIVERSITY</td>
<td>13</td>
</tr>
<tr>
<td>LOS ANGELES POLICE DEPARTMENT</td>
<td>33</td>
</tr>
<tr>
<td>E &amp; J GALLO WINERY</td>
<td>19</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>78</strong></td>
</tr>
</tbody>
</table>

### SPRING 2022

<table>
<thead>
<tr>
<th>Event</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMMPACT BIO</td>
<td>5</td>
</tr>
<tr>
<td>NAVSEA CIVILIAN WORKFORCE</td>
<td>43</td>
</tr>
<tr>
<td>PHILLIPS GRADUATE INSTITUTE OF CAMPBELLSVILLE UNIVERSITY</td>
<td>7</td>
</tr>
<tr>
<td>COPE HEALTH SOLUTIONS</td>
<td>16</td>
</tr>
<tr>
<td>USC COLLEGE ADVISING CORPS</td>
<td>21</td>
</tr>
<tr>
<td>PHILLIPS GRADUATE INSTITUTE OF CAMPBELLSVILLE UNIVERSITY</td>
<td>6</td>
</tr>
<tr>
<td>CA SCHOOL OF PROFESSIONAL PSYCHOLOGY @ ALLIENT INTL.</td>
<td>14</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>112</strong></td>
</tr>
</tbody>
</table>
Our Social Media’s purpose was to educate, teach, and inspire any student through engaging and fresh visual content.

Internship Week was a resounding success, with a remarkable turnout of students attending the event on Zoom and through our Livestream and later views on our YouTube channel.

We are delighted to report that the event received an overwhelmingly positive response from students.

Moreover, the Livestream and YouTube channels generated significant interest and engagement, indicating a strong interest in the internship program.
MULTIMEDIA CAREER EDUCATION

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.

The Career Center’s website emerged as a critical resource for students during the pandemic, serving as a reminder that our services were still available online.

To improve the user experience of our website, we implemented several changes to the Home Page, focusing on enhancing the accessibility and ease of use of our resources. These changes included redesigning the layout, reorganizing the content, and streamlining the navigation to make it quicker and more intuitive for users to find what they need. The result was a more user-friendly and efficient Home Page that offers seamless access to our resources.

As a result of these implementations, we observed a significant increase in traffic to our website.
MULTIMEDIA CAREER EDUCATION
CAREER RESOURCES & DIRECTION

CAREER MOBILE APPS

CSUNCAREER APP

<table>
<thead>
<tr>
<th>Platform</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS</td>
<td>455</td>
</tr>
<tr>
<td>Android</td>
<td>75</td>
</tr>
</tbody>
</table>

CSUNCAREER AR APP

<table>
<thead>
<tr>
<th>Platform</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS</td>
<td>99</td>
</tr>
<tr>
<td>Android</td>
<td>15</td>
</tr>
</tbody>
</table>

UX RESEARCH STUDY:
377 STUDENTS PARTICIPATED

90% Most users reported a highly satisfactory experience with our services.

92% The app proved exceptionally engaging and exciting, as confirmed by users.

96% Users reported that the apps helped them better understand the Career Center’s function.

Download the Mobile Apps!
REFLECTIONS ON OUR ASSESSMENT PROCESS THIS YEAR

The CSUN Career Center gathers quantitative and qualitative data annually across all our in-person and online programs and services. In our mission to contribute to the university’s student success metrics, we strive to understand how students engage with our services. Our goal in our data-gathering is to improve our resources and to be responsive to each student’s unique career needs. Additionally, we carefully analyze our engagement with the campus community and employers to increase academic and career opportunities for all students. As we discover inequities and service gaps, we make macro and micro shifts in our work. This is our commitment to the students of CSUN, our university partners, and the Los Angeles community.

WHAT WENT WELL?

Dedicated time and space for data analysis.

• Monthly report forms. We launched the use of Qualtrics forms to collect monthly and annual assessment information and survey results from the Career Center team. The reports included fields to college user metrics and to complete a SWOT analysis of their data. We found that the Qualtrics forms did not enhance the staff workflow. Therefore, we moved to an Adobe Sign format, providing the flexibility our staff needed.

• Monthly report time. We held monthly report discussions and training at our bi-weekly staff meetings. We also held time in our Outlook calendars to complete monthly reports and analyses of student experiences with our services.

WHAT CAN WE DO BETTER?

Telling the story of our data.

• Analyzing disaggregated data. We are disaggregating more data points but are still growing in the best practices for understanding our users’ needs. Our best practice is to focus on one program’s data in our staff meetings and then have group discussions to analyze the data points.

NEXT STEPS:

• Share annual report results internally and externally
• Incorporate feedback into planning

2022-2023 ASSESSMENT PLANS:

• Establish 3 Divisional assessment goals with plans
• Focus on assessment skills that support diversity, equity, and inclusion practices
• Training on data analysis at staff meetings
• Survey data and analysis embedded in monthly reports
• Gather first destination data from employers
CSUN EMPLOYMENT & WORKFORCE DATA RESOURCES

CalStatePays
Student Employment, Institutional Research
Student Outcomes Associated with Employment, Institutional Research
CSU Labor Markets Outcomes Dashboard