

USC University of
Southern California

Career Center
Executive Summary

USC Student Affairs

2014

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Welcome from the Executive Director



The mission of the USC Career Center remains: "... to provide exceptional career services to all members of the Trojan Family."

The USC Career Center, and indeed the delivery of career development, is no longer confined by a central location or by physical confines. The career success of Trojans is now facilitated throughout the USC community. In part this is accomplished through partnerships and collaborations, but more poignantly it is carried out by integrating career development throughout a student's experience.

With a commitment to the career plans and professional development of all undergraduates the University of Southern California has created the "Undergraduate Plan for a Career" to offer career advising for all undergraduate students in a coordinated, technology-supported, high-touch, and progressive fashion.

The initiative is sponsored by the president and provost and supported by the deans of USC's schools. The plan creates an undergraduate student experience that is unique to USC and leads undergraduate students to explore options, complete internships, consider after-graduation plans such as employment, fellowships, and professional or graduate school options. Regardless of major, all students have access to the most current and accessible building blocks for their post-USC launch.

The Undergraduate Plan for a Career is accomplished through enhanced connections between students and the four groups that primarily support career planning and student mentoring – faculty, academic advisors, career counselors and alumni. The entire USC community of central and school-based career services together with academic advisors, faculty members and alumni become the purveyors of the program.

USC has uniquely transformed the approach to career development from an office which a student may, or may not, visit to an integrated approach within the undergraduate student experience.

The USC Career Center plays the critical role in initiating and implementing career-related centralized technologies, imparting best practices in career services university-wide, offers a certificate in career planning and resources to all academic advisors, works closely with faculty as they guide student career choices, and has created the tools and capacities which serve as a bridge between Trojan alumni and current students.

In effect, the USC Career Center has removed its walls, opened its doors, taken off our roof, and has embraced and fully supports the entire USC community as we, together, make sure that every Trojan is launched and succeeds in his or her professional pursuits.

Carl Martellino, Executive Director

Student Impressions of Career Services



Explore @ 4 – A panel of industry experts addresses students

“I can proudly say that the Diversity Networking Mixer was the first step to establishing the connection I have with the company I am more than happily working and growing at now. I have also been able to come back and recruit at the 2014 Diversity Networking Mixer. I’m very fortunate I had the chance to go, and thankful the Diversity Networking Mixer gave me the opportunity to work where I am today.”
Dexter Garner Class of '13

“Beyond the PhD has given me opportunities to not only grow as a doctoral candidate, but as a professional. It continues to inspire me with new perspectives and ideas, but more importantly, challenges me to be active in my development as a world changer here at USC.”

Damian Wang, Keck School

“Coming from a small, rural town in the Midwest I never expected to find myself in China. In both my internship and my adventures outside of work I found myself pushing my comfort zone and learning so much because of it. Before this experience I never thought I could handle living abroad but after learning to adapt to China I feel like the world is open to me.”

James Ettinger, Business Administration (Shanghai), Class of 2014



Internship Week 2014 – Students receiving internship advice directly from employers



Spring Career Fair 2014 - Students waiting to share their resume with an employer

“Never having to leave campus and getting a job offer before the end of Fall semester my senior year was unbelievable. But, I’m not sure who was more happy, me - or my parents.”

Chris Lee '14, Dornsife

Internship Team Overview

Internship Week 2014

Over the course of 4 days, **68** companies participated in **8** panels which included topics such as careers in entrepreneurship, social media and fundraising. A sample of this year's employers includes: the I Have a Dream Foundation Los Angeles, The Red Cross, Tom's Shoes, Paramount Pictures, USC Institute for Creative Technologies, and many more. Over **500** students attend this year and they were not only able to network with employers, they were also able to directly submit their resumes to these employers.

2014 Global Fellows International Internship Program

This year, **17** organizations hosted **22** USC students for internships. For the past fourteen summers, the USC Career Center has sent over **300** students to live and work in Asia for an eight week cultural and professional internship experience with the generous funding from the Freeman Foundation. Undergraduate students, from all majors, were selected from a competitive application pool and interview process in order to work with directly with Asian organizations. To assist with student transition, the USC Career Center holds three pre-departure events including an orientation, cross-cultural training, and a send-off reception. This one-of-a-kind experience continues to educate Trojans on multiple levels about international business, history, and politics and return to campus with a new view on globalization and culture.

First-Generation College Student Mentor Program

This year **32** students participated in the First-Generation College Student Mentor Program. Constantly increasing in popularity, the Career Center's first-generation mentor program provides real world exposure to the working world through a mentorship focusing on professional and career development. Students are paired with USC alumni who also were first-generation college students. These mentors guide students as they explore the concerns or challenges they face as a first-generation college student at USC. Student mentees obtain professional development and career direction while gaining support and connectivity from their mentor and Career Center staff. Over **40%** of mentees secured an internship, fellowship or leadership position after completion of this unique program.



First-gen Mentor and Mentee having fun in the photo booth at the end of the year celebration.

Employer Relations Overview

The USC Career Center provides a wide range of recruiting options for employers including; career fairs, campus interviews, employer-hosted information sessions, and special events. On the student side, the connectSC portal is student's primary career management tool. ConnectSC also serves as an important tool for employers to implement their recruitment strategy; from scheduling interviews, registering for career fairs, and posting jobs & internships.

As always, the number and variety of organizations visiting USC and actively participating in On-Campus recruiting (OCR) is strongly influenced by the job market and the local & national economies. Since the recession of 2007-2008 we are seeing a positive trend of more opportunities being offered to USC students through both our connectSC job listings and companies participating in OCR.

On-Campus Recruiting Data

Students

	2012	2013	2014
Signed OCR Contracts	5,689	6,677	6,698
Participated in OCR	3,808	4,119	3,263
Total Resumes submitted	23,426	23,527	17,160
Total Student Interviews	5,271	5,435	4,234
Unique Interviews	1,949	2,118	1,752
Student No-Shows	43	48	21

Employers

	2012	2013	2014
Total Employers Participating	259	272	289
Number of Rooms Reserved	799	794	812
Number of Rooms Used	641	635	690
Number of Resume Collections	36	61	56
Number of Company Info Sessions	109	119	137

Career Counseling Overview

Although social media outlets and strategies for virtually engaging students are tremendously popular topics, the Career Center is seeing no decrease in student's interest in meeting in-person, and 1-on-1, with career counselors. Additionally, live events that connect students with employers for the purpose of engaging in useful and timely career development information are always tremendously popular.

Career Counseling Event Highlights

Worldwide LinkedIn Career Management Webinar

In September of 2013 the USC Career Center and USC Alumni Association partnered with LinkedIn to host a global alumni webinar entitled "Truths About the Changing World of Hiring." Official LinkedIn Ambassador and nationwide speaker Lindsey Pollak provided a keynote address regarding current national recruiting and hiring trends. This worldwide webinar also included a moderated panel of executive level human resources professionals from a wide range of internationally based organizations including Blizzard Entertainment, Google, PwC, and many more. Nearly 1,000 alumni and friends from **41** states and **14** countries around the world, including a watch party hosted by the USC Alumni Association on campus participated.

Explore@4

The Explore@4 panel series connects students with top professionals and USC alumni from various career fields in a fun and interactive setting. For the 2014 academic year, there were **14** Explore@4 events with a total of **1,077** attendees. Topics included Careers in Technology for Non-Techies, Language Careers, Econ & Math Careers, Health Careers without and MD, Career for Foodies, Writing Careers, Music Industry, Social Entrepreneurship, Real Estate, Sports, Fashion and many more.

4th Annual Alumni Career Fair

In March of 2014, the USC Career Center and USC Alumni Association collaborated to host the fourth Annual Multi-University Alumni Career Fair with our event partner MyWorkster. A total of **117** local, national, and international employers from diverse organizations including the University of Southern California, Colliers International, HBO, Medtronic, PwC, and Zillow participated in the fair. **682** USC alumni and soon-to-be grads attended in addition to **400+** alumni from **31** partnering universities across the country. Prior to the alumni career fair, the Career Center hosted a "How to Succeed at the Alumni Career Fair" webinar to support our alumni's success during the fair. The webinar was viewed by **325** participants prior to the career fair. **91%** of the alumni reported that they were happy they attended the event and **91%** of the employers expressed interest in attending the event next year.

Career Counseling Student Traffic (cumulative)

	2013	2014
Scheduled (45 min.) Appts.	3,355	3,271
Walk-in (15 min.) Appts.	4,998	5,394
Workshops & events	8,687	8,907

Information Technology & Communications Overview

In 2012, we re-launched connectSC under a new software platform, which extended the capabilities for students, employers, alumni, and staff. The new connectSC not only allows students to perform their core job and internship search, but also offers the ability to schedule counseling appointments, access specially licensed resources and learning tools.

In addition to these improvements, this new tool allowed us to begin a campus wide effort to unify the career development platform, yet still allow the individual schools to self-brand and maintain their unique relationship with their constituents. Currently, in addition to our own “connectSC” platform, the other unique MSE brands at USC are: Marshall Career Source, Viterbi Career Gateway, Annenberg Career Link, PriceNet, connectRossier and Ostrow Career Net. We are currently in discussions to bring aboard the School of Cinematic Arts and the School of Social Work for the fall of 2015. Called the USC Multi-School Environment (MSE), this unique collaboration began in 2013 with initial partnerships with the Marshall School of Business, Viterbi School of Engineering, and Annenberg School for Communication and Journalism.

During the first full year of the MSE, connectSC postings increased 40% (21,184 to 29,657)

Alongside the MSE, we have partnered with the Office of the Provost and the Vice Provost for Undergraduate Programs to integrate the university’s academic advising database with connectSC. This groundbreaking initiative enables the university to track both a student’s academic progress and their career development. As students meet with their career counselors and academic advisors, they will be able to track their own activities and see at a glance how well they are considering their future growth. With connectSC as the hub, students and staff will also be able to enter information about internships, summer work, fellowships, scholarships, athletic, and foreign studies so we can glean even greater insights as to how our students are preparing for their next stage of life.

Career Center Usage by School

Profiled here are: On-Campus recruiting interviews, Scheduled career counseling appointments, and Walk-in career counseling visits. The data presented are cumulative for each area. Although we offer our services to students from every school, the data show that students from 3 schools; Marshall, Viterbi, and Annenberg, often comprise the majority of those who take advantage of our services.

2014 On-Campus Recruiting Interviews: 4,234

	Marshall	::	3,124	/	74%
	Viterbi	::	474	/	11%
	Annenberg	::	73	/	2%
	All Other	::	563	/	13%

2014 Scheduled Career Counseling Appointments: 3,271

	Marshall	::	673	/	21%
	Viterbi	::	466	/	14%
	Dornsife	::	328	/	10%
	Annenberg	::	297	/	9%
	All Other	::	1,507	/	46%

2014 Walk-in Counseling Traffic: 5,394 total

	Marshall	::	1,385	/	26%
	Viterbi	::	1,523	/	28%
	Dornsife	::	691	/	13%
	Annenberg	::	331	/	6%
	All Other	::	1,464	/	27%

Career Center Usage by Class Standing

Profiled here are: On-Campus interviews, Scheduled career counseling appointments, Walk-in career counseling visits, and. The data presented are cumulative for each area. As is consistent with Career Centers across the country at our benchmark schools, we find that juniors and seniors are often the primary consumer of our services.

2014 On-Campus Recruiting Interviews: 4,234

	Seniors	::	1,858 / 44%
	Juniors	::	1,653 / 39%
	Sophomores	::	490 / 11%
	Freshmen	::	77 / 2%
	Graduate	::	156 / 4%
	Alumni	::	0

2014 Scheduled Career Counseling Appointments: 3,271

	Seniors	::	778 / 24%
	Juniors	::	774 / 24%
	Sophomores	::	388 / 12%
	Freshmen	::	258 / 8%
	Graduate	::	574 / 17%
	Alumni	::	499 / 15%

2014 Walk-in Counseling Traffic: 5,394 total

	Seniors	::	1,183 / 22%
	Juniors	::	994 / 18%
	Sophomores	::	696 / 13%
	Freshmen	::	496 / 9%
	Graduate	::	1,842 / 34%
	Alumni	::	183 / 4%

Conclusion: The Career Center's 2014 – 2017 Strategic Initiatives

Presented here are the four *Strategic Initiatives* identified in the USC Student Affairs Strategic Plan as critical for the Career Center moving forward in order to provide exceptional career development services for USC students and alumni.

1. Expand coordination and collaboration with all career services operations throughout the university. The reputation of an institution of higher learning is built on its track record of ensuring that graduates are competitive in the job market and/or post-graduation academic pursuit. Fundamental to a successful program are the collaborative efforts that guide students toward post-graduation opportunities. All USC schools and departments will be encouraged to utilize a number of available technological tools focused on the career development process.

2. Engage academic advisors through the USC Career Center Certification Program. Advisors are critical to students' academic progress. They fulfill an ideal role in guiding students and assisting in launching their career paths. The Career Center Certification Program includes specific skills geared toward identifying options for career opportunities. All academic advisors will be encouraged to enroll in the Certification Program.

3. Collect and analyze post-graduation outcomes for undergraduates. The university is committed to assisting students following graduation, whether they choose to apply for employment or enroll in graduate studies. Through enhanced coordination, collaboration, and partnerships, the Career Development Center will conduct broader post-graduation data and analyze such data to advise students of post-graduation options.

4. Integrate graduate and professional school resources into the Provost's initiative for the Undergraduate Plan for a Career. Graduate level pursuits are often interwoven into students' career aspirations. Increasingly in today's society, advanced degrees are necessary for broadening career options. Graduate and professional school resources will be expanded in conjunction with the Provost's initiative for the Undergraduate Plan for a Career.

Thank you to our 2014 Platinum Partners



Mission of the USC Career Center

To provide exceptional career services to all members of the Trojan Family
