

Contents

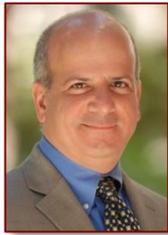
-  Welcome from Executive Director Martellino
-  Student Impressions of Career Services
-  Internship Team Overview
-  Employer Relations Overview
-  Career Counseling Overview
-  Information Technology & Communications Overview
-  Career Center Usage by School
-  Career Center Usage by Class Standing
-  Conclusion: The Career Center's 2014 – 2017 Strategic Initiatives

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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

“The Diversity Networking Mixer was one of the best programs I have ever attended at USC! The Career Center helped me prepare by reviewing my résumé and practicing what I was going to say so I would feel more comfortable approaching employers. Best of all, I now have a great job and I can't thank the USC Career Center enough! Thank you! Thank You!”
Jenny Wang, Class of '16

"Beyond the PhD was amazing, period. I felt the sense of comradery and purpose that I had been looking for on campus. Thank you to the Career Center for organizing this unbelievable event."
Ryan Corey, Viterbi School of Engineering

“I thought that because I was an international student finding a job in America would be very difficult. Although I had a lot to learn, the Career Center helped me every step of the way; from getting my résumé and cover letter looking great to finding a great internship and full-time job using connectSC. I can't say enough good things about the Career Center.”
Otwa Razdic, Class of '15



Internship Week – Students receiving internship advice directly from employers



Spring Career Fair - 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 2015

Over the course of **8** days, **85** companies participated in 14 panels which included topics such as careers in entertainment, gaming, IT and software programming, and sustainability. A sample of this year's employers includes: ABC, Irvine Company, Miramax, Operation HOPE, USC Institute for Creative Technologies, and many more. Over 650 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.

2015 Global Fellows International Internship Program

This year, **15** organizations hosted **24** USC students for internships. (42% were first-generation college students.) For the past fifteen summers, the USC Career Center has sent over 338 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 directly with Asian organizations including: Burberry Asia Limited, Hang Lung Properties Limited, National Taiwan University Office of International Affairs and Tatung Technology. 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 once-in-a-lifetime 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.

2015 First-Generation College Student Mentor Program

This year **33** students and **33** mentors 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. The USC Career Center hosts monthly events including: a networking mixer, a mock career fair and an Etiquette Dinner. Over 40% of mentees secured an internship, fellowship or leadership position after completion of this unique program.



2015 First-gen Mentors and Mentees learning and having fun at the end of the year etiquette dinner.

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 (Fall '14 & Spring '15)

Students

	2013	2014	2015
Signed OCR Contracts	13,354	13,552	13,784
Participated in OCR	4,119	3,263	4,386
Total Resumes submitted	23,527	17,160	23,888
Total Student Interviews	5,435	4,234	6,004
Unique Interviews	2,118	1,752	2,219
Student No-Shows	48	21	19

Employers

	2013	2014	2015
Total Employers Participating	272	289	302
Number of Rooms Reserved	794	812	820
Number of Rooms Used	635	690	704
Number of Resume Collections	61	56	42
Number of Company Info Sessions	119	137	146

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

World Wide Live Stream Career Events for Alumni

On October 28, 2014 the Career Center, USC Alumni Association and the Society of Trojan Women hosted the first ever USC livestream career event, "Negotiating for Women" featuring USC Alumna, author and negotiating expert Dr. Yasmin Davidds. Nearly 140 women were at the live event and there were an additional 550 USC alumnae watching the event live from around the world. On November 18, 2014 a second livestream event, "Secrets to Scoring a Promotion" attracted nearly 140 young alumni attended the live event and it was viewed live by nearly 1000 alumni worldwide. Twitter handles were created for each event and virtual attendees tweeted their questions. All events are archived on the USC YouTube site and in connectSC for alumni to access 24/7.

Explore@4

For '14-'15 the Career Center partnered with 15 student organizations and numerous faculty and alumni moderators to conduct 14 Explore@4 events that had a total of 670 attendees. Topics included Corporate Finance, Rotation & Leadership Development Programs, Government, Investment Banking, Economics, Film & TV Production, Consulting, Social Impact Careers, Health Careers without an MD, Researchers in Industry, Design Careers, International/Multinational Firms, Performance Arts, and Working in a Start-Up. Panels featured 65 representatives from diverse organizations ranging from Center Theater Group to Kaiser Permanente to Booz Allen Hamilton to the County of Los Angeles to Mattel.

5th Annual Alumni Career Fair

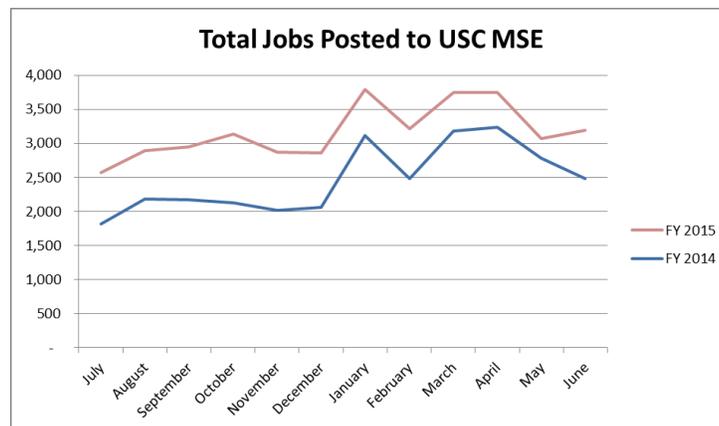
On March 19, 2015, the USC Career Center and USC Alumni Association collaborated to host the fifth Annual Multi-University Alumni Career Fair with our event partner MyWorkster. A total of 105 local, national, and internationally employers from diverse organizations including the Space X, Hulu, University of Southern California, HBO, PwC, the Walt Disney Company and Zillow participated in the fair. 551 USC alumni and soon-to-be grads attended in addition to 300 + alumni from over 21 universities across the country. 100% of the employers surveyed reported they were happy to attend the fair and 92% of alumni surveyed reported they were happy with the fair. Prior to the alumni career fair, the Career Center hosted a live webinar on March 16, 2015 entitled "How to Succeed at the Alumni Career Fair." This webinar helped prepare alumni for the fair and was viewed by 299 alumni.

Career Counseling Student Traffic (cumulative)

	2014	2015
Scheduled (45 min.) Appts.	3,271	3,255
Walk-in (15 min.) Appts.	5,394	5,432
Workshops & events	8,907	9,370

Information Technology & Communications Overview

In 2014-2015, our Multi-School Environment (MSE) again broke our prior records, with an impressive 28% year-over-year increase in jobs posted. The 38,000 opportunities were shared across the eight members of the MSE: connectSC, Annenberg, Cinematic Arts, Marshall, Ostrow, Price, Rossier, and Viterbi. Schools which were members of the MSE in the prior year saw their school-specific job postings jump by 76-113%.



Nearly 600,000 visitors came to careers.usc.edu, many of whom continued on to connectSC. Our integration of calendaring and job postings data with the public site both enriches the user experience and informs potential students and families of the opportunities available at USC.

This structured and deliberate deployment of career services online has led the way for an expansion of other Software as a Service (SaaS) deployments within USC Student Affairs. Our integration with Undergraduate Academic Advising highlights both the immediate benefits of seeing academic and career development information together, and the potential for deep insights to student achievement by bringing in even more data sources in coming years.

Finally, the USC Career Center is recognized by departments across campus as being on the cutting edge for measuring student outcomes, largely by our successful implementation of iPad-based kiosk check-ins. With a single swipe, we record not only the number of attendees at our events, but can run statistical reports on everything from degree program to class year to student demographic breakdowns. This information will guide us as we determine our future offerings and approaches to career development.

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.

2015 On-Campus Recruiting Interviews: 6,004

	Marshall	::	4,143 / 69%
	Viterbi	::	720 / 12%
	Annenberg	::	300 / 5%
	All Other	::	841 / 14%

2015 Scheduled Career Counseling Appointments: 3,255

	Marshall	::	716 / 22%
	Viterbi	::	456 / 14%
	Dornsife	::	358 / 11%
	Annenberg	::	260 / 8%
	All Other	::	1,465 / 45%

2015 Walk-in Counseling Traffic: 5,432 total

	Marshall	::	1,630 / 30%
	Viterbi	::	1,304 / 24%
	Dornsife	::	652 / 12%
	Annenberg	::	163 / 3%
	All Other	::	1,683 / 31%

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.

2015 On-Campus Recruiting Interviews: 6,004

	Seniors	::	2,702 / 45%
	Juniors	::	2,402 / 40%
	Sophomores	::	540 / 9%
	Freshmen	::	120 / 2%
	Graduate	::	240 / 4%
	Alumni	::	0

2015 Scheduled Career Counseling Appointments: 3,255

	Seniors	::	975 / 30 %
	Juniors	::	684 / 21%
	Sophomores	::	456 / 14%
	Freshmen	::	163 / 5%
	Graduate	::	586 / 18%
	Alumni	::	391 / 12%

2015 Walk-in Counseling Traffic: 5,432 total

	Seniors	::	1,195 / 22%
	Juniors	::	1,086 / 20 %
	Sophomores	::	598 / 11%
	Freshmen	::	326 / 6%
	Graduate	::	2,010 / 37%
	Alumni	::	217 / 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.
