

# USC Career Center 2021 Executive Summary



CAREER CENTER



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## Welcome from the Associate Vice Provost for Student Affairs, Career Services

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Carl Martellino,  
Associate Vice  
Provost for Student  
Affairs, Career  
Services

The USC Career Center continues to “to support the diverse aspirations, identities, and experiences of Trojans as they seek professional opportunities.”

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

With a commitment to the career plans and professional development of all of our students, career development at USC is robust and delivered through the collective impact and cutting-edge technologies led by the central USC Career Center and supported by school-based career services. This includes our China Career Services operation that extends our global reach for employment and networking opportunities.

Career resources are coordinated, supported by cutting-edge technology and Artificial Intelligence. Students are provided tools to explore options, complete internships, and consider after-graduation plans, such as employment, fellowships, and graduate school options. Regardless of major, all students have

access to the most current and accessible building blocks for their post-USC launch.

The process is accomplished through enhanced connections between students and the four groups that primarily support career planning and student mentoring – faculty, academic advisors, career advisors, 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 career development at USC. Students can connect with alumni and alumni with alumni for professional networking through our enhanced, online Trojan Network.

The USC Career Center plays a strategic role in initiating and implementing career-related centralized technologies, imparting best practices in career services university-wide, and 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 capacities which serve as a bridge between Trojan alumni and all current students – graduate and undergraduate. The Career Center provides specialized programming and resources for diverse and defined student populations often in coordination with other programs and offices, including Student Equity and Inclusion Programs (SEIP), first-generation programs, and international students.

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

## Impressions of the Career Center

"[The career fair] was a great way to interact with different companies and recruiters. I feel this [online] format is definitely better than the in-person career fairs, as students get to meet more employers and maximize their time at the career fair.

– Saket Venkatesh, Class of 2022

"We met some great candidates and students [at the career fair that] we would consider hiring now and also pipelining in the future."

– Easterseals Southern California

"I like that [the virtual environment] makes me more comfortable talking to people in the industry. [The recruiter] provided me with helpful information and resources."

– Andrea Cardenas, Class of 2021



The Career Center helped me with my resume and provided guidance as far as where to look for job opportunities and when to start applying. I also attended a few career fairs, and one of them actually led to my employment at the Los Angeles Homeless Services Authority!

- Margaret Turner, Class of 2021

"[The graduate schools fair] was the best of the many virtual fairs I've attended this [past] fall. The platform [Brazen] was excellent. I could also tell that [USC] had done good marketing within and beyond the USC community based on the attendees."

- Johns Hopkins Carey Business School

# Career Engagement Overview

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## Ready, Set, Career!

Ready Set, Career! showcases an interactive course designed for USC students. Students begin this course when entering USC and then again before commencement. The modules meet students at three specific starting points, as first-year students, transfer students, and third/fourth-year students. These features provide relevant materials and resources to help develop their future professional plans. Additionally, the course allows Trojans to learn about the robust tools available, valuable networking opportunities and identify industry trends and potential employers.

## USC Launchpad

In Spring 2021, the USC Launchpad was created specifically for students preparing to transition to the workplace. This online job-readiness program was designed to enhance the skill sets that today's employers seek. In the inaugural cohort, more than 580 participants registered for the course. The program provides students with the practical tools needed to succeed in the workplace.

In this portal, students will find professional career resources and ways to connect with the Trojan Network for alumni mentorship and networking in the USC Launchpad. There are also seven skill boosters that students can complete. When a student completes a module, they receive a co-curricular notation on their transcript as well.

Regarding the Launchpad, President Folt has said, "The USC Career Launchpad program will provide students graduating in

today's complex world with the skills, tools, and connections they need to stand out from the crowd. It will leverage the best of what USC has to offer in both academics and networking to build bridges that lead to fulfilling careers."

## Suit-Up

The USC Career Center hosted a virtual JCPenney Suit-Up event from March 4 – 7. Over 350 current students and recent graduates participated in this exclusive shopping experience. Participants received discounts in addition to 30% off sale prices for apparel, including professional attire, jewelry, and handbags. Other services included free Sephora beauty consultations and 20% discount for a service with a Senior Designer at the JC Penney Salon. In partnership with USC Student Basic Needs and the USC Credit Union, the Career Center successfully secured \$7,500, which granted 50 currently enrolled USC students with a \$150 JCPenney gift card.

## Alumni Career Events

Partnering with key stakeholders on campus, including the USC Alumni Association, Dornsife College of Letters, Arts and Sciences, and Rossier School of Education, the Career Center hosted six virtual events during the academic year.

The Career Center collaborated with USC's Women's Conference and hosted a session, "Flexibility is the New Currency," which included speakers from Google and LinkedIn along with 123 attendees and YouTube views. We also collaborated with the USC Reunion Weekend Programming and hosted an event entitled, "Strategizing

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Your Next Move Post COVID-19,” with ZipRecruiter and Amazon panelists and 50 attendees and YouTube views.

We partnered with the USC Dornsife Alumni Relations department and presented to over 600 alumni during the “Mastering the Basics” Alumni Career Series. The first event, “Mastering the Basics: Writing Impressive Resumes and CVs,” attracted 554 attendees and YouTube views. The second webinar entitled, “Mastering the Basics: Advance Your Career with LinkedIn,” brought in 211 attendees and YouTube views.

We also worked with the Rossier School of Education during their Annual Leadership Month in July. This event, “Navigating the Job Search in Uncertain Times,” drew more than 300 attendees.

### **Trojans to Trojans Networking Day**

The USC Career Center, in partnership with the USC Alumni Association, hosted the worldwide, online, 2<sup>nd</sup> annual Trojans to Trojans Networking Day on April 28. This event engaged recent graduates through interactive webinars and live chat sessions on the Trojan Network platform. Three webinars engaged the Class of 2021 graduates and current students and sessions discussed “Salary Negotiation,” “Transitioning Back to the In-Person Workplace,” and “Successful Strategies in Mentoring and Being Mentored.” These sessions offered the Class of 2021 and students the opportunity to connect with alumni who share their industry and organization knowledge, expertise, and advice in navigating the job market during a pandemic and beyond.

### **VMock’s Smart Resume**

For the 5<sup>th</sup> academic year, the USC Career Center encouraged students to utilize Smart Resume, our Artificial Intelligence-based resume critique platform. This online, machine learning-oriented resource provides customized formatting and bullet-point feedback based on career interests. Smart Resume evaluates each resume, line by line. Each submission receives constructive feedback, suggesting ways to write more competitive resumes based on a cohort of fellow students and alumni with similar career interests. Smart Resume provides students 24/7 access to high-quality resume critiques, allowing the advisors to redirect their time into supporting students with advanced career development-related topics. Incorporating Smart Resume into the Career Center's portfolio of services has slowly shifted the expectation away from the assumption that students need to receive feedback directly from an in-person career advisor.

During the fiscal year 2020-2021, approximately 5,600 unique users engaged with the platform. Smart Resume provided tailored feedback to nearly 19,000 resumes in a 24/7 period with an average resume score increase of 15 points (out of 99 total points).

### **Financial Literacy Conference**

The USC Career Center hosted its second, three-day, virtual Financial Literacy Conference on April 13 – 15, with a total of 393 student and alumni attendees. During the first day, the USC Credit Union presented their session, “DiSCover Your Financial Potential: Budgeting,” which discussed the importance of budgeting, how to calculate budgets, and emergency funds. The USC Credit Union returned on

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the second day to present, "Take Charge of Your Future: Where International Trojans Bank," and covered different banking options and tips about banking in the U.S. as an international student. During the third and final day, the Career Center presented "The Art of Negotiation: Negotiating the Job Offer," which shared tips on answering typical salary questions, identifying what is negotiable, and practical negotiation strategies.

### **Beyond the Ph.D. and Postdoctoral Career Conference**

On March 24, the Career Center hosted the first-ever virtual Beyond the Ph.D. and Postdoctoral Career Conference on its 10<sup>th</sup> anniversary. This conference attracted 123 students and 25 employers. The attendees included students and postdoctoral scholars representing twenty schools across campus. This program offered participants the opportunity to engage and gain valuable insight from the interdisciplinary experiences of 35 Ph.D. and postdoctoral professionals. The conference highlighted a Keynote speaker, a plenary panel discussing "Future Horizons in 2021 and Beyond" and breakout sessions including the following topics, "Intersectionality Beyond the Academy; Diversity, Technology, and Industry; Adjusting to Job Search Strategy during the Pandemic; Postdoctoral Futures; and Options after USC Engineering." The event featured thirteen industry round table discussions featuring Academia, Biotechnology, Consulting, Data Science, Entrepreneurship, Finance, Government Relations, Healthcare, Higher Education Administration, Human-Centered Interaction (UX), Media, Non-Profit, and Pharmaceuticals. Students also engaged in these discussions with Ph.D. employees from organizations, including Activision

Blizzard, Astra Zeneca, Capital Group, Department of Homeland Security, Getty Research Institute, Netflix, and Surflin. This event was in cross-collaboration with the Dornsife College of Letters, Arts and Sciences, Graduate School, Graduate Student Government, Office of Postdoctoral Affairs, Postdoctoral Association, Viterbi Graduate and Professional Programs, Viterbi Graduate Student Association, Programs in Biomedical and Biological Sciences, School of Pharmacy, and the Public Health Science.

### **Elevator Pitch Night with Alumni**

The USC Career Center hosted a virtual Elevator Pitch Night in Fall 2020 and Spring 2021. This event engaged 352 students and 65 alumni to help students practice their elevator pitches in preparation for career fairs.

### **Virtual Career Workshops**

The USC Career Center hosted 84 virtual workshops in FY21, serving 3,007 students in partnership with various campus partners and student organizations. The Career Center responded to 61 campus partner and student requests bringing students career information on Resume and Cover Letter Writing, Job Search Strategies, Career Center Services, Networking, Salary Negotiation, and Assessment interpretations. A sample of these university partnerships included Asian Pacific American Student Services Connections, First Generation Plus Success Center, Improving Dreams, Equality, Access, and Success, Music Industry Program, Residential Education, Research Gateway Scholars, and Thornton School of Music. Career Center signature events included "Strategies to Securing Your Internship or Job in 2021," "Tips from

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Alumni" in partnership with USC London Office, "The New Normal: Working Remotely and Finding Virtual Opportunities," and "The Confident Woman: Command Your Worth in The Workplace." In addition, the Career Center also collaborated with the Office of Los Angeles Mayor Eric Garcetti's International Relations, Policy, & Protocol Office for the first International Career Pathways Speaker Series and career centers from Loyola Marymount University (LMU), University of California Los Angeles (UCLA), and California State University Northridge (CSUN). A

member of the Career Engagement team moderated a discussion with a retired senior Foreign Service officer and international attorney with the United States Department of State on public diplomacy careers. This session focused on encouraging USC and other students of color to pursue global career paths.

# Employer Engagement Overview

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## Fall and Spring Virtual Career Fairs

The Fall 2020 Virtual Two-Day Career Fair, our largest recruitment event of the year, was held on September 16 and 17. The event hosted a wide range of industries from over 100 employers, including Amgen, Eli Lilly and Company, Target, the U.S. Food & Drug Administration, Verizon, Wayfair, and more to recruit from over 2,600 undergraduate and graduate students. Recruiters continued to engage with Trojans at the Spring 2021 Virtual Career Fair, where 72 diverse employers met with over 1,100 students.

## Virtual Graduate Schools Fair

The Career Center hosted its 7<sup>th</sup> Annual Graduate Schools Fair virtually on October 22, which turned out to be the largest fair in this event's history. Over 175 graduate schools from a wide range of academic disciplines shared information with more than 850 students from USC and schools from across the U.S., such as Duke University, Georgetown University, and Loyola Marymount University. Graduate programs represented included: Columbia University, Harvard University, New York University, University of California Berkeley, University of California Los Angeles, University of Pennsylvania, USC and more.

## Career Fest

The Career Center organized its most successful Career Fest in 2021. Almost 60 virtual events were hosted by departments from across the campus from February 1 – 5. The Career Center kicked off the week with its signature event, the Employer Resume Review. Due to the ongoing pandemic, all events were held virtually. Building on the momentum from 2020, the

Career Center partnered again with University Communications to takeover USC's Instagram account—this time for four days (February 2 – 5)—giving Career Fest an extra boost in publicity. USC's Instagram has over 153,000 followers, and each day of the takeover saw between 3,000-4,000 views.

## Virtual Employer Resume Review

The Career Center kicked off Career Fest 2021 with its signature event, the Virtual Employer Resume Review on February 1. The event drew 47 employers and over 300 students. With employers including Boston Consulting Group, Chevron, L'Oréal, and Visa, this year's Virtual Employer Resume Review attracted a diverse group of employers to help prepare students for spring recruiting events.

## Two-Day International Students Virtual Career Fair

On March 30 and 31, the USC Career Center hosted its annual International Students Virtual Career Fair in collaboration with HG Plus, USC China Career Services, and the American Universities' China Association (AUCA). Over 70 employers came each day to recruit our international students. We are pleased provide this support to our international students who continue to seek opportunities in the U.S., around the world, or back in their home countries.

## Recent Graduates and Students Virtual Career Fair

The USC Career Center again hosted the Recent Graduates and Students Virtual Career Fair on April 20 via Brazen, an online career fair platform. The fair attracted more than 700 current students and recent alumni (up to three years out) participants.

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Almost 50 organizations with over 100 representatives recruited candidates for entry-level and experienced positions including Amazon, Enterprise Holdings, Johnson & Johnson, and LRW.

### **Virtual Recruitment Services**

With shelter-in-place orders remaining in effect due to the continued spread of COVID-19, the Career Center utilized virtual engagement strategies to ensure that the momentum of recruiting was maintained for students and employers. The Employer Engagement team utilized online platforms and partnerships to host virtual Trojans Talks and virtual “On-Campus” Recruiting. Advice continued to be provided to students with 36 timely posts on the *Career Center Chronicles* blog.

### **Employer Summer Summit**

Organizations and their recruiters from across the U.S. were invited to the Career Center’s 6<sup>th</sup> Annual Employer Summer Summit on June 23 to learn best practices and gain valuable insight into instilling diversity, equity, and inclusion (DE&I) throughout the recruitment and retention process. Panelists from EY, Guess Inc., Herc Rentals, and NeuroTalent Works discussed their strategies for imparting DE&I throughout their recruitment and retention efforts. Following the panel, over 150 employers and school-based career services colleagues, together with the Career Center team, engaged with the panelists by asking questions to help employees develop a more inclusive recruiting strategy.

### **Post-Graduation/First-Destination Survey**

One of the measures of USC’s success is where our students work and what our students do after graduation. Collecting,

analyzing, and branding the post-graduation employment outcomes, especially for undergraduates, is an increasingly important metric for universities nationwide. Affordability within higher education remains a growing concern among students and their families. The number one reason students (i.e., families) choose to go to college, despite the escalating tuition rates, remains to get a job or further their employment prospects. Thus, our ability to scale and enhance career development, as well as collect and analyze post-graduation outcomes data will give USC greater market position and competitive advantage in the future.

To increase the response rates and better streamline the data collection process, the USC Career Center contracted with 12Twenty, a leading vendor in First-Destination Survey collection in 2016. With the Career Center as the lead, Annenberg, Bovard College, Dornsife, Iovine Young, Marshall (undergraduate), and Viterbi use 12Twenty to survey graduating students. Through this collaboration, we formed a Multi-School Environment (MSE) for university-wide outcomes. The collected data will increase the value of a USC degree as we accurately capture their employment success and raise USC’s profile. We launched the inaugural university-wide survey in Spring 2017 and collected data on 63% of the undergraduates in the Class of 2017, 77% of undergraduates in the Class of 2018, 75% of undergraduates in the Class of 2019, and 72% of undergraduates in the Class of 2020, tripling the data collected before 12Twenty. We also published the Class of 2017-2020 [Post-Graduation Destination Outcomes](#) data of our undergraduates so current and prospective students and families can assess where our Trojans land six months after graduation.

# On-Campus Recruiting (OCR) Data

*\*Numbers do not reflect spring interviews scheduled directly by employers.*

*\*\* Interviews were held virtually during the FY21 academic year, and many were scheduled outside of the OCR program. Organizations also collected resumes through their career portals, decreasing the student participation through OCR.*

	<b>2016- 2017</b>	<b>2017- 2018</b>	<b>2018- 2019</b>	<b>2019- 2020</b>	<b>2020- 2021</b>
<b>Student Participants</b>	3,192	3,845	3,593	3,884	2,116
<b>Resumes Submitted</b>	13,885	13,682	10,523	10,756	4,575**
<b>Student Interviews</b>	5,357	5,620	6,843	6,037*	1,596**
<b>Employer Participants</b>	275	286	282	289	150
<b>Interview Rooms Reserved</b>	823	867	913	661	143*
<b>Resume Collections</b>	33	54	59	82	133

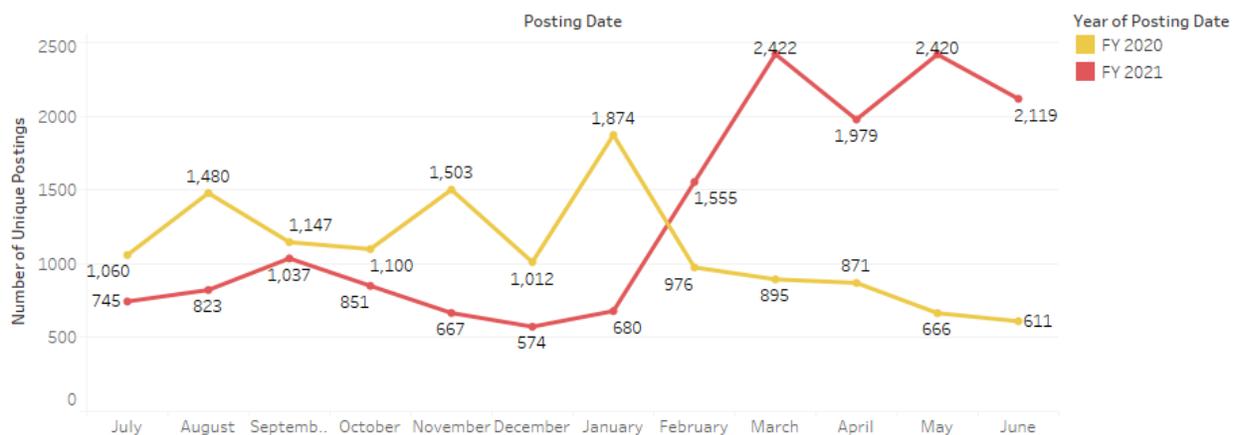
# University-Wide Business Enterprise Systems Overview

Fiscal Year (FY) 2021 was unlike any other year. Our history of embracing technology to assist our students, employers, and staff in career development paid off substantially during the global pandemic. We successfully pivoted to 100% remote work and still provided our excellent standard of customer service. The diverse ecosystem of third - party platforms covered every aspect of our work: from virtual career advising to job postings to career fairs. While job postings globally decreased in FY20, we saw a significant rebound in FY21.

We focused significantly on expanding our implementation of the PeopleGrove platform, which hosts the Trojan Network. The launches of the Social Work, Engineering, and Business hubs have been very successful. We have over 10,000 alumni registered, and our partnership with the Alumni Association continues to allow us to add more alumni as they graduate.

Web visit sessions to PeopleGrove were up 43.6% in FY21: 115,000 vs 80,000 in FY20. At the same time, the user data model in PeopleGrove has elements that have proven to be highly time-consuming due to its complexity. We have worked in close partnership with the developers at PeopleGrove and will see significant changes to the system and reporting in FY22.

Users of the careers.usc.edu website (for informational purposes) were up 11.6% in FY21: 404,000 versus 362,000 in FY20. In addition, the number of unique postings drastically rose between FY20 and FY21. By comparison, in March 2020, the platform managed 895 postings while twelve months later, the total number of unique postings included 2,422. Between accessing the website and connectSC's unique postings, these platforms continue to remain as some of the strongest resources for USC students.



# Internship Engagement Overview

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## Investigate Industries and Internships (i3)

In February, 22 employers from four different industries participated in our signature internship panel and networking series that allows undergraduate students to explore various career options and to help determine what path to choose. A sample of this year's employers included: Edwards Life Sciences, JusticeCorps, Keck Graduate Institute, Lulu and Georgia, Teach For America, The LAGRANT Foundation, and Visa Inc. Along with four student organization co-sponsors, the event included nearly 250 students for the panel session and 240 active participants for networking with employers and exploring opportunities in various fields.

## 2021 Global Fellows International Internship Program

Since 2001, the USC Career Center has provided 475 students with two-month, summer, project-based internships with the generous funding from the Freeman Foundation. For the second year of the global pandemic, the program strategically pivoted from in-person to virtual internships to maintain meaningful, professional development opportunities for students. Departmental funds were used to place 15 students at organizations in partnership with Virtual Internships. In addition to their remote placements, the organization showcased professional development webinars to target both personal and professional growth within the NACE career readiness competencies. Undergraduate students from five academic departments were selected from a competitive application pool of over 70

students to work directly with organizations, including Aureum Hospitality Advisers PTE LTD, Carnaby Fair Limited, Destination Deluxe, EloCare Pte. Ltd., Founders Lair, Sakshi, Shenzhen Yingke, Teach for Green, and Take Me to Korea. Similar to last year's pilot cohort, remote internship supervisors and students reported positive feedback. The organizations appreciated the student's adaptability and resilience. In addition, the students were delighted to familiarize themselves with Asian cultural traditions, principles, and work ethic. This distinct engagement experience continues to offer an immersive practice for the USC community and educate on international business, history, and policy. Students appreciated this opportunity to expand their perspective on Asian culture, practices, and traditions.

## 2020-2021 First-Generation College Student Mentor Program

The USC Career Center has developed first-generation college programming. During the thirteenth year of this mentor program, we launched a virtual, one-on-one mentorship between 116 students and 116 alumni, who participated in a yearlong, structured program. This opportunity gave undergraduate students the chance to experience the world of work and focus on professional development while fostering a relationship with USC alumni who were also first-generation college students. Student mentees receive career guidance, networking advice, and on-going support from their mentors and Career Center staff. As a requirement, the USC Career Center facilitated professional development

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events, including a networking mixer, financial literacy workshops, and an end-of-the-year etiquette dinner.

### **USC Dream Dollars Scholarship Program**

The USC Dream Dollars Scholarship provides a monetary award for USC undergraduate students who secure unpaid summer internships with a non-profit or government organization. This year, we received over 125 applications and awarded 17 students a \$1,500 scholarship, in collaboration with the USC Financial Aid Office. Students gain insights into their career fields of interest through unpaid opportunities that might have otherwise been difficult to participate in without the scholarship. The 2021 recipients successfully secured internships at Breathe Southern California, Bureau of Global Public Affairs – Foreign Press Center, Children’s Hospital LA, Earth Law Center, Rock the Dream, and The Voice of the Specially Abled People.

### **First-Generation Scholarship Program**

The First-Generation Scholarship Program assists first-generation undergraduate students looking to complement their academic coursework by gaining hands-on work experience. First-generation students secure unpaid summer internships with organizations, such as Columbia-WHO Center for Global Mental Health, Novus Think Tank, Office of City Councilmember Paul Krekorian, Seedstages, Venture Law Firm, and Westminster Free Clinic, and receive a \$2,000 scholarship to support them financially and help cover the cost of housing, transportation, and food. This

year, the Career Center reviewed nearly 120 applications for 15 scholarship recipients, in partnership with the USC Financial Aid Office.

### **Diversity Programming**

During the fall semester, the Career Center hosted a virtual Diversity Meet & Greet event, in cooperation with the Cultural Advocacy Centers and 15 student assemblies / organizations. More than 165 students and 26 employers participated in an informal networking session to discuss workplace values, company culture, hiring opportunities, and how employers support interns and employees from underrepresented populations.

Participating organizations included Cornerstone, EY, Guess, HSBC, Moss Adams, ONPrem, Pinterest, Southern California Edison, Takeda, Turner Sports, Verizon, and Wells Fargo. Student organizations that attended included the Asian Pacific American Student Assembly, Black Business Student Association, Black Student Assembly, Brother’s Breaking B.R.E.A.D., First-Generation Student Union, Latino Business Student Association, Norman Topping Student Aid Fund, Pan African Student Association, Queer and Ally Student Assembly, Queers in Engineering, Science, and Technology, QuestBridge, Sisters in Solidarity, Smart Women Securities, and Undergraduate Student Government. This intentional event celebrated our students’ identities, backgrounds, and diversity by meeting with hiring employers with strong equity and inclusion programs at their organization.

### **Diversity Student Focus Group**

Each semester, the USC Career Center hosted a Diversity Student Perspectives

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Discussion for employers along with 12 total student representatives from the following organizations: Black Business Student Association, Society of Hispanic Professional Engineers, and The Women's Network. More than 50 participants from 35 organizations gained additional insight into what diversity, equity, and inclusion means for undergraduate and graduate students seek during career fairs and on-campus recruitment.

### **Diversity, Equity & Inclusion Initiatives**

Last year brought unprecedented challenges, heightened evidence of racial oppression and social justice, and an evolution of how we experience day to day life. In response, the USC Career Center evolved how we deliver our services to the campus community and expanded and recommitted our efforts toward diversity, equity, inclusion, and belonging. As an organization, staff continue to understand and comply with EEO guidelines and adhere to affirmative action principles. Staff regularly update existing resources, presentations, and programs to offer inclusive examples and relevant language for the campus community. We incorporate intentional outreach initiatives to target and connect with diverse student groups and recruit alumni speakers from diverse backgrounds and cultures for career events and programs. The USC Career Center promotes and communicates both on-and off-campus recruiting, networking, and job opportunities to minoritized populations and our campus partners who support these populations directly. We host educational sessions for organizations to listen and learn about diversity, equity, inclusion, and belonging on recruitment and

retention. Ongoing training and resources are provided to continue the process of relearning and unpacking topics such as anti-racism, equity, equity-mindedness, and allyship. The creation of a staff-led task force on diversity, equity, and inclusion was implemented to oversee and evaluate the delivery and commitment to serving communities across USC. We continue to evaluate recent graduate outcomes to determine if underrepresented students are obtaining employment at the same rate of non-minority members. The USC Career Center's commitment to diversity, equity, and inclusion is ongoing and essential to ensure our campus community has accessible, meaningful, and equal opportunities to cultivate their passions.

### **Trojan Network**

Since its inception, the USC Career Center managed the virtual Trojan Network platform to thousands of alums in partnership with the USC Alumni Association. To date, nearly 10,000 alums have volunteered to participate in USC's exclusive professional networking and mentorship platform. Students and alumni can connect with alumni in their industry or geographic location, gain valuable career advice specific to their field, and build professional contacts. This year, students can utilize the platform to connect with one another and search by residential communities. In addition, our connectSC and Handshake job postings have been integrated to the Opportunities section of the site. This platform continues to serve as an integral part of President Folt's Trojan-To-Trojan Initiative (T2T) and allowed the Class of 2021 to collaborate with USC alums worldwide, who are eager to provide career advice and insight.

## USC China Career Services Overview

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USC China Career Services leverages the university's offices in Shanghai, Beijing, and South China to make connections, deepen partnerships throughout the region, and foster relations with employers. By participating in and presenting at conferences, career fairs, and recruiting forums both in-person and online, USC China Career Services provides a variety of workshops, webinars, job opportunities, and networking activities to students and alumni looking for overseas opportunities.

During the COVID-19 pandemic, USC China Career Services collaborated with the USC Career Center and the USC International Offices to organize a wide array of virtual and in-person career development events and programs. These sessions and resources greatly supported the professional development of thousands of USC students seeking career opportunities in China during this challenging time.

### **2020 American Universities' China Association (AUCA) Summer & Fall Virtual Career Events**

In collaboration with 25 prestigious, American universities, USC China Career Services hosted a series of online events in Summer and Fall 2020 to support USC students. Each session offered insight into industrial development trends and career opportunities in China, including four virtual career fairs, a virtual student career development forum, and over 30 virtual employer talks and career workshops.

Sponsored by Bloomberg and the USC Marshall School of Business, the 2020 AUCA Summer & Fall Virtual Career Events

featured over 100 employers from a variety of industries, including artificial intelligence, business, consulting, e-commerce, finance, law, pharmaceuticals, technology, and more. More than 1,300 USC students registered for these events with more than 480 in attendance.

The following awards were received:

- University of Southern California, Extraordinary Contribution University of AUCA Career 5th Year Anniversary
- USC China Career Services, Best China Career Services Award of AUCA 2020 Career Events
- Wenting Wu, Emily Miao, and Pauline Xu were awarded Outstanding Individuals of the AUCA Career Events

### **Fall 2020 USC China Career Services Virtual Career Workshops**

In collaboration with USC offices in Shanghai, Beijing, Hong Kong, and Taiwan, USC China Career Services hosted two virtual career workshops in September. The sessions were open to admitted students, current students, and alumni. More than 280 USC students registered for the two sessions.

Wenting Wu, Director of China Career Services, introduced a variety of career services and events provided by USC China Career Services. The mentors of the USC China Career Mentorship Program, USC alumni, and employment policy experts were invited to the virtual panels and provided insightful advice for USC students.

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## **Fall 2020 USC Asia Pacific Virtual Career Fair**

The Fall 2020 USC Asia Pacific Virtual Career Fair featured leading employers including BOE, Guanghai Education Group, Hilti, HSBC, Kaisa Group, KPMG, L'Oréal, Midea Group, NetEase Games, Nvidia, PayPal, and more. Approximately 450 Trojans registered to connect with employers in a wide range of industries, including consumer goods, education, finance, and technology, all of which were actively recruiting in the Asia Pacific region.

## **Virtual Alumni Panel: Career Exploration and Development in China**

In collaboration with other member universities of the AUCA, USC China Career Services co-hosted two online alumni panels in October and December. USC alumni guest speakers from the finance and IT industries shared their experiences with more than 200 USC students.

## **2020 Francis & Rose Yuen Tech East Asia Virtual Hackathon**

USC China Career Services, in collaboration with University of Chicago Career Advancement, cohosted the Francis & Rose Yuen Tech East Asia Virtual Hackathon on December 16 and 17. The East Asia Hackathon is an intensive competition for students to collaborate and innovate new solutions to a problem using technology. Taking place within 48 hours, this hackathon is a sprint-like event for students to design and develop solutions to a challenge, sponsored by several high-tech companies. It was the third East Asia Hackathon co-hosted by USC and the University of Chicago. The challenge for this year's hackathon was to innovate a solution

that promoted connectivity with friends, family, and neighbors to combat social isolation during the global pandemic and the digitization of business services for the public. After the final presentation, two USC students won the first prize in two different tracks.

## **Winter 2020 USC China Career Services Company Visits in Shanghai**

USC China Career Services arranged company visits to ByteDance and L'Oréal China in Shanghai in December. More than 100 students attended the events. During the office tour, students experienced the real working environment and explored the hiring procedures and open positions from hiring managers. USC alumni from the hosting companies shared their experiences as a new graduate landing a job in China. In addition, students had the opportunity to submit their resumes for internship positions, directly connect with the Human Resources department, and network with alumni and classmates during the coffee chat session.

## **Career Success Workshops with USC International Academy**

Partnering with the USC International Academy, USC China Career Services co-hosted a series of online workshops introducing available career services and resources to current students, USC parents, alumni, and livestream viewers. There were more than 10,000 viewers cumulatively for the workshop series.

## **Spring 2021 AUCA Career Events in Partnership and the USC International Students Career Fair**

USC China Career Services led the AUCA Spring 2021 Career Events and partnered

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with the USC Career Center on the International Students Career Fair. The two-day event featured close to 70 leading employers including ByteDance, L'Oréal, Mars China, Novartis Group China, PwC, Tencent, Unilever, Xiaomi, and more. The fair was open to undergraduate, graduate, and doctoral students, as well as USC alumni, providing a variety of full-time and internship opportunities at top organizations in China. USC China Career Services received more than 1,100 USC student registrations for the series of career events.

### **2020-2021 USC China Mentorship Program**

The USC China Mentorship Program is a one-year program initiated by the USC China Career Services office and supported by USC China Career Ambassador Program. This program aims to prepare USC students for a career in China by connecting them with experienced alumni and senior industry experts.

For the 2020-2021 USC China Career Mentorship Program, mentors from a variety of industries in China shared their knowledge and expertise with the mentees through one-on-one mentoring. The program attracted 31 mentors and more than 50 mentees from different USC schools, degree levels, and graduation years. During the program, USC China Career Services organized a series of virtual and in-person career activities to connect current students with mentors.

### **USC China Career Ambassador Program**

The USC China Career Ambassador Program aims to better engage our students and

promote our services both on campus and in China. Updated in June, the USC China Career Ambassador Program consists of more than 40 current USC students and recent alumni from different schools who work closely with the USC China Career Services Office and are dedicated to providing support to fellow students who are interested in career opportunities in China. An ambassador's role focuses on promoting USC China Career Services to peers and student organizations while assisting with on-campus and virtual career events and programs in China.

### **2021 AUCA Summer Career Fairs**

AUCA Career Fairs are high-quality career events for overseas talent from top U.S. universities. Since 2016, the AUCA has organized over 47 physical and virtual career fairs and career forums all over China, attracting more than 500 employers and 30,000+ students and alumni from over 500 overseas universities. USC China Career Services team has been leading the AUCA Summer 2021 Career Events in collaboration with more than 20 prestigious American universities.

AUCA Summer 2021 Career Events include two in-person career events and student career development forums in Shanghai and Beijing, one virtual career fair, and a variety of virtual employer talks and career workshops.

The AUCA Summer 2021 Career Events will feature 100 leading employers including Bloomberg, HSBC, John Swire & Sons (H.K.) Ltd., KPMG, L'Oréal, NetEase Games, Novartis Group China, P&G, SOHU.com, Tencent, and more. The events are open to undergraduate, graduate, and doctoral students, as well as USC alumni,

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providing a variety of full-time and internship opportunities at top organizations in China.

### **2020-2021 Trojans in China Alumni Career Interview**

Trojans in China Alumni Career Interview was initiated by USC China Career Services and supported by USC China Career Ambassadors. USC alumni from a variety of industries were invited to share their career stories to help current USC students learn about different career paths and gain a better understanding of the working environment in China. In addition, the interview series connected current students with alumni, strengthening the Trojan network globally. Invited interviewees

shared their career stories with leading employers in China including ByteDance, Deloitte, NetEase Games, Tencent, Youhug Media, and more.

### ***USCChinaCareerConnect* Symplicity Instance**

USC China Career Services officially launched *USCChinaCareerConnect* in January. The new portal powered by Symplicity allows USC students and alumni to request career advising appointments and explore jobs and internships opportunities in Asia.

## Career Center Usage by School

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Profiled here are on-campus recruiting interviews and career advising usage by school. The data presented are cumulative for each area. Although we offer our services to students from every school, the data show that students from Marshall, Viterbi, and Dornsife often comprise the majority of those who take advantage of the Career Center's on-campus advising.

*\*\* Interviews were held virtually during the FY21 academic year, and many were scheduled outside of the OCR program*

	<b>**On-Campus Recruiting Interviews</b>	<b>Career Advising &amp; Counseling (Scheduled &amp; Drop-Ins)*</b>
Dornsife	520	1,133
Viterbi	140	745
Marshall	641	584
Annenberg	21	269
Price	44	180
All Other	230	872

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## 2020-2021 Partners

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*Johnson & Johnson*



# Learn about the USC Career Center

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## Mission

To support the diverse aspirations, identities, and experiences of Trojans as they seek professional opportunities.

## Core Values

**K** – Kindness guides our approaches, services, and resources

**I** – Inclusivity impacts the rise of all Trojans  
as we advocate for diversity and equity

**N** – No-One-Size Fits All enables Trojans  
to fully reach their individual pursuits

**D** – Dedication to increasing accessibility  
of digital tools for Trojans worldwide

## Vision

Trojans will discover, develop, and thrive in their unique professional pursuits.