

USC University of
Southern California

Executive Summary

USC Career Center

USC Student Affairs

2016

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Welcome from the Executive Director



The mission of the USC Career Center remains to “enhance career development through partnerships and innovative technology in preparation for global career aspirations.”

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 it is carried out more poignantly 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 "USC Career Pathfinder" to offer career advising for all undergraduate students in a coordinated, technology-supported, high-touch, and progressive fashion. The plan creates an undergraduate student experience that is unique to USC and leads undergraduate students to explore options, complete internships, and 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 Career Pathfinder process 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 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 cultural centers, first-generation programs, and international 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

Impressions of the Career Center

“This past summer has been one of the most exciting, fulfilling and inspiring summers of my life. I strode through the corridors of City Hall, sat in conference rooms with big oak tables and looming high ceilings, analyzed policy documents and spoke to countless individuals about the immense influence of civil engineering projects in the city of Los Angeles. As the intern to the Public Works Director for LA City Council District 14, I was able to participate in numerous improvements to public infrastructure. **Dream Dollars** made the possibility of a summer of wonder and learning a reality for me.”

- *Elise, Class of 2017*

“All of my job leads were a direct result of **On-Campus Recruiting (OCR)**, and I could not be more pleased with the company I ended up at. I am very grateful for the opportunities that OCR provided.”

- *Madeline, Class of 2015*



“[My **First-Generation College** mentor] asked me about what things I needed help with, and she made sure to take into consideration my experiences in the process.”

- *First-Generation College Student Mentee*

"Had a record breaking turnout at our booth. Many students were interested in full-time positions and internships. I personally ran out of business cards and bios and have over 20 interviews with solid candidates for the next couple of weeks to conduct. Great turn out. Would like to continue to [participate in] this **career fair**."

- *New York Life/ NYLIFE Securities LLC*

“Thank you [**Career Center**] for all of your help. Providing feedback on my current situation, brainstorming strategies for networking long distance, and discovering the several valuable resources was amazing. You have been very helpful.”

- *Edgar, Class of 2017*

“As a first-year PhD student, I was not aware of the many career paths and opportunities available to me after completing my degree. At the **5th Annual USC Beyond the PhD and Postdoctoral Career Conference**, I heard from individuals who were further along in their careers in industry as well as academia, and [I] received invaluable advice on what to focus my time on. I am definitely eager to attend the next conference and learn more about the various paths I can take to work at my dream job!”

- *Joycelyn, PhD Candidate*



Internship Overview

Internship Week 2016

Over the course of eight days, 112 employers participated in 16 panels which included topics on careers in entertainment, gaming, IT and software programming, and sustainability. A sample of this year's employers includes: AT&T, Belkin International Inc., Warner Bros. Records, The Kraft Heinz Company, Cope Health Solutions, and many more. 949 students participated this year by networking with employers and directly submitting their resumes to the employers.

2016 Global Fellows International Internship Program

17 organizations hosted 26 USC students for internships. For the past sixteen summers, the USC Career Center has sent over 364 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 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 students with their transition, the 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. They enthusiastically report that they return to campus with a new view on globalization and culture.

2016 First-Generation College Student Mentor Program

This year 30 students and 30 mentors participated in the First-Generation College Student Mentor Program. Constantly increasing in popularity, the Career Center's first-generation mentor program allows students to experience the world of work 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 mentors and the Career Center staff. The USC Career Center hosts monthly events, such as a networking mixer, a mock career fair, and an etiquette dinner.

First-Generation Scholarship Program

In collaboration with our mentorship program and campus partners, we continued the Scholarship opportunity for first-generation students seeking to gain hands-on work experience during the summer. This year, five students were selected through a competitive selection process. This initiative supported exceptional undergraduate students with \$2,000 scholarships. Each student gained insights into a career field and enhanced their professionalism.

Internship-Net

The Career Center is a part of the Internship-Net (iNet), the global network listserv for Internship Professionals in education, business and the non-profit sector. Over 2,500 internships were posted in 2015-2016 through iNet. Duke, Georgetown, Harvard, MIT, NYU, Northwestern, Penn, Stanford, Rice and Yale are some of the signature schools that belong to iNet.

Employer Relations & Research Overview

New Initiatives

The Employer Relations & Research team collaborated with school-based career services offices and professionals across the campus to encourage and foster a University-wide model for providing career services to all USC students. A web presence was created that references all the school-based career services offices and major recruiting events for convenient access by employers. An internal directory of all University career services professionals for employer inquiries and referrals was also created, as well as a master recruitment calendar to coordinate recruiting event dates and collaboration across campus. The Career Center hosted the first Open House for new employers and campus partners to meet and share about the different ways employers can recruit at USC holistically. 15 organizations attended the Open House, and the event was well received by our campus colleagues.

Recruitment Trends

More employers are opting to recruit in the fall for both internships and full-time entry-level positions. For example, the large accounting and consulting firms, as well as investment banks are recruiting in the fall. Employers are targeting lower classmen before and during the fall recruitment season. For example, North Western Mutual hosted a summer Sophomore Leadership Conference to attract more candidates in the fall recruitment season. Also, more employers are choosing to interview offsite at their offices rather than participate in our On-Campus Recruiting (OCR) program. For some, this is due to distance and limited recruitment resources (e.g., Gap). For others, they perceive that it is more effective to interview offsite than on campus (e.g., Google). Interestingly, with career fairs, more employers participated in the Spring 2016 Career Fair than the Fall 2015 Career Fair. 206 employers registered for the Spring 2016 Career Fair, and 182 registered for the Fall 2015 Career Fair.

Graduate Schools Fair

This was the second year the Career Center hosted the Graduate Schools Fair. Student participation increased three-fold this year compared to last year. More than double the number of graduate schools attended the fair compared to 2014. The Career Center will continue to market and reach out to new graduate schools and students to increase the visibility of this fair.

On-Campus Recruiting (OCR) Data

	2013-2014	2014-2015	2015-2016
Student Participants	3,263	3,368	3,053
Resumes Submitted	17,160	19,216	15,589
Student Interviews	4,234	5,578	5,263
Employer Participants	289	294	260
Interview Rooms Reserved	812	895	888
Resume Collections	56	37	36
Information Sessions	137	137	142

Student and Alumni Career Programs and Advising Overview

Generational and Affinity Career Programming

The USC Career Center hosted eight career events for USC's generational alumni groups and affinity groups serving 1,270 alumni. Partnerships were made with the Young Alumni Council, the Second Decade Society, Encore Alumni, the Lambda Alumni Association, the Society of Trojan Women, the USC Women's Conference planning committee and the USC Real Estate Network through live and live-streamed events. Topics included Marshall School of Business faculty-moderated panels entitled "She-E-O Inspirations from Women Entrepreneurs" and "Getting Hired in the "C" Suite." The Career Center also hosted the 12th Annual "Jump Start your Job Search" event for December 2015, May 2016 and August 2016 graduates. The Alumni Association's Real Estate affinity group visited the Metro Headquarters and received a keynote address from the CEO regarding the link amongst careers, transportation trends and the Los Angeles County real estate market. 450 USC alumnae were hosted during the 8th Annual USC Women's Conference discussing the connection between successful leadership and emotional intelligence.

Online Alumni & Veteran Career Fair

On May 25th, the USC Career Center led a partnership with seven PAC-12 universities hosting the first PAC-12 Online Alumni & Veterans Career Fair. This new, innovative event connected 1,501 candidates from 36 states, 12 countries, and 5 continents to an elite group of employers. Candidates communicated via web chats with 126 company representatives from 49 companies in numerous industries within a four-hour period. Alumni and Veteran candidates conducted a total of 2,763 web chats with employers. The feedback was positive and candidates liked the ease of connecting with a recruiter and the availability of multiple lines, unlike a live career fair where you can only be in one place at one time. Employers also liked the ability to chat with multiple candidates at the same time. Employer participants included Space X, The Walt Disney Company, Sony, IBM, NBC Universal, Mattel, USC Provost HR, Accenture, Amazon, Coca-Cola, PWC, Booz Allen Hamilton, Amgen, Peace Corps and the United States Secret Service.

Beyond the PhD and Postdoctoral Career Conference

The Career Center hosted the 5th annual Beyond the PhD and Postdoctoral Career Conference on March 9th. This event was successfully executed with the support of committed campus partners, including USC Graduate School, USC Postdoctoral Affairs, USC Postdoctoral Association, USC Graduate Student Government and USC Viterbi Graduate Student Association. The 2016 conference welcomed two new campus partners: USC Dornsife College of Letters Arts and Sciences and USC Marshall School of Business. The conference engaged over 300 PhD students, postdoctoral scholars, faculty and senior administrators bringing new vision to their careers in academia and industry. The conference panelists and keynote speakers facilitated workshops and roundtable discussions with organizations that actively recruit PhD graduates.

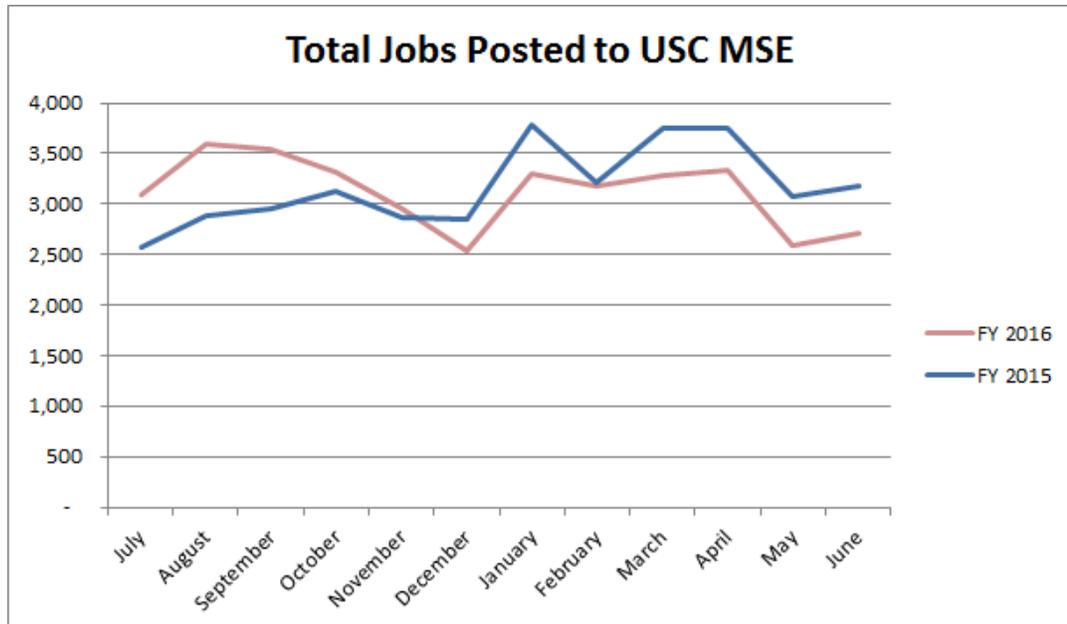
2015-2016 Career Advising & Counseling and Events

	2014	2015	2016
Scheduled Appointments	3,271	3,255	2,586
Walk-Ins	5,394	5,432	3,924
Workshops & Events	8,907	9,370	12,410

Information Technology & Communications Overview

Multi-School Environment (MSE)

In 2015-2016, 37,456 opportunities were shared across the eight members of the Multi-School Environment (MSE). MSE schools include Annenberg, Cinematic Arts, Marshall, Ostrow, Price, Rossier, and Viterbi in addition to the Career Center. Iovine and Young Academy for Arts, Technology and the Business of Innovation joined the MSE in Summer 2016.



Online Resources and *Career Center Weekly*

The Career Center has many online resources that aid our students to explore various career opportunities and network with professionals across all industries. Through Vault.com, students can explore industry guides and gain insights on companies, industries, and careers around the globe. Students also can get a glimpse of “a day in the life” of industry professionals and explore different career paths. Another helpful online resource is Candid Careers, which provides video clips of USC alumni being interviewed about their career paths in diverse industries and positions. Students can also view many different company videos in preparation for their OCR interviews through Candid Careers. Over 550,000 visits were made on careers.usc.edu, many of which continued on to connectSC. There were also 700,000 visits to connectSC, which is a 1.3% increase from 2014-2015.

The *Career Center Weekly* is circulated to 40,000 undergraduate and graduate students every Monday. Upcoming events and programs, Trojan Talks, OCR interviews, and other opportunities, including scholarships and diversity resources, are shared with the USC community in the *Career Center Weekly*.

Career Center Usage by School

Profiled here are on-campus recruiting interviews and career counseling meetings 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 four schools: Marshall, Viterbi, Dornsife, and Annenberg often comprise the majority of those who take advantage of the Career Center's services.

2015-2016 Career Center Usage by School

	On-Campus Recruiting Interviews	Career Advising & Counseling (Scheduled & Walk-Ins)
Marshall	2,095 (40%)	1,806 (28%)
Viterbi	432 (8%)	1,395 (21%)
Dornsife	609 (11%)	1,565(24%)
Annenberg	81 (2%)	372 (6%)
All Other	2,046 (39%)	1,372 (21%)
TOTAL	5,263	6,510

Career Center Usage by Class Standing

Profiled here are on-campus interviews, scheduled career counseling appointments, and walk-in career counseling visits by class standing. 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 the Career Center's services.

2015-2016 Career Center Usage by Class Standing

	On-Campus Recruiting Interviews	Scheduled Counseling	Walk-In Counseling
Seniors	3,210 (61%)	865 (33%)	1,025 (26%)
Juniors	861 (16%)	468 (18%)	867 (22%)
Sophomores	100 (2%)	215 (8%)	413 (11%)
Freshmen	15 (0.3%)	43 (2%)	66 (2%)
Graduate	452 (8.5%)	496 (19%)	1,351 (34%)
Doctorate	8 (0.2%)	110 (4%)	93 (2%)
Other/Alumni	617 (12%)	389 (15%)	109 (3%)
TOTAL	5,263	2,586	3,924

Conclusion: 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 Career Center continues to coordinate and collaborate with school-based career services operations throughout USC. This collaboration extends beyond career services offices and includes academic departments, school-based student affairs offices and academic advising through undergraduate programs. We work closely with departments and services that support the post-graduation plans of Trojans.

2. Engage academic advisors through the USC Career Center Certification Program. The USC Career Center continues to partner with academic advisors and student affairs professionals to discuss how students can connect their academic learning with career-related goals. This was accomplished through the in-service certification workshops. Academic advisors, and other members of the USC community, can view the workshops and sign up online to attend at <http://careers.usc.edu/undergradplan#inservice>.

3. Collect and analyze post-graduation outcomes for undergraduates. One of the measures of USC's success is where our students work and what our students do after graduation. Collecting and analyzing the post-graduation employment outcomes for undergraduates is an increasingly important metric for universities nationwide. To increase the response rates and better streamline the data collection process, we contracted with 12Twenty, a leading vendor in First-Destination Survey collection. Along with the Career Center, Marshall, Viterbi, Dornsife, and Annenberg will use 12Twenty to survey their graduating seniors in Spring 2017. Through this collaboration, similar to the MSE, the Career Center will provide a unified message to and process for all graduating students about the importance and ease of completing their First-Destination Surveys. The collected data will increase the value of our students' degrees as we accurately capture their employment success and raise USC's profile.

4. Integrate graduate and professional school resources into the Provost's initiative for the Undergraduate Plan for a Career. Graduate and professional school resources are currently managed through the Pre-Professional (Pre-Graduate, Pre-Health, Pre-Law) office in Dornsife College. The USC Career Pathfinder was created and integrated into the dashboard within the career tab for academic advisors on the academic advisement database. Within the scope of the four-year plan, we added resources or access to existing resources for academic advisors directing students interested in graduate and professional school pursuits. We have also included graduate and professional school information within our Career Access Resource Library (CARL) for students at http://careers.usc.edu/carl/shorturl.php?url_id=33105.

2016 Platinum Partners



Mission of the USC Career Center

Enhance career development through partnerships and innovative technology in preparation for global career aspirations.