FALL 2020-2021 CAREER CENTER IMPACT REPORT
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ABOUT THE SJSU CAREER CENTER

The SJSU Career Center is a centralized campus department charged with the mission of inspiring, empowering, and connecting the nearly 37,000 Spartans (undergraduate and graduate level students), educators (faculty/staff), and employers to build the workforce of the future.

In order to meet this mission, the center is composed of a team of 17 professional staff members who provide career education, counseling/coaching, job development, job and internship opportunities, and career/employment events.

Our vision is that every Spartan emerges career ready and equipped for lifelong career success. Since we are a bridge between university and the workforce, we also serve several customers in addition to students which include: employers, faculty & staff, alumni, and investors. (The Career Center is a partially self-funded operation.)

The goal of the Career Center Impact Report is to provide an overview of our strategic goals and outcomes for the 2020-2021 Academic Year. Recommendations for future programs and services, as well as the impact on our services and operations from the unforeseen challenges of a global pandemic, remote learning and working, and economic downturn will also be reviewed.
## Outcomes Snapshot

**Students Served Through Career Center Services Fall 2020 - Spring 2021**

<table>
<thead>
<tr>
<th>Key Service Area</th>
<th>Total # of Students Served</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1:1 Career Counseling/Coaching</strong></td>
<td>2,348</td>
</tr>
<tr>
<td><strong>Career Education &amp; Professional Development</strong></td>
<td>10,211</td>
</tr>
<tr>
<td>- Canvas Career Modules</td>
<td>2,567</td>
</tr>
<tr>
<td>- 144 Classroom Presentations</td>
<td>4,809</td>
</tr>
<tr>
<td>- 117 Career Center Workshops/Webinars</td>
<td>1,306</td>
</tr>
<tr>
<td>- 37 Career Education Events (Career Panels, Conferences, Bootcamps)</td>
<td>1,529</td>
</tr>
<tr>
<td><strong>Employer Connections &amp; Job/Internship Opportunities</strong></td>
<td>5,152</td>
</tr>
<tr>
<td>- 13 Virtual Job/Internship Fairs</td>
<td>2,798</td>
</tr>
<tr>
<td>- 13 Employer Panels</td>
<td>595</td>
</tr>
<tr>
<td>- 20 Information Sessions</td>
<td>1,759</td>
</tr>
<tr>
<td>- 17,060 Internships and 55,455 Jobs posted for July 1, 2020 - June 30, 2021</td>
<td>(~64% of students)</td>
</tr>
<tr>
<td>- 21,159 Unique SJSU Handshake Logins (Job/Internship Database)</td>
<td>(~64% of students)</td>
</tr>
</tbody>
</table>

Nearly 65% of students have logged in to SJSU Handshake seeking jobs or internships.
**STUDENT ENGAGEMENT SNAPSHOT**

With what college is your major affiliated?

<table>
<thead>
<tr>
<th>College</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undeclared (no major selected)</td>
<td>3.4%</td>
</tr>
<tr>
<td>College of Health and Human Sciences</td>
<td>7.8%</td>
</tr>
<tr>
<td>College of Business</td>
<td>17.87%</td>
</tr>
<tr>
<td>College of Education</td>
<td>5.82%</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>38.72%</td>
</tr>
<tr>
<td>College of Humanities and the Arts</td>
<td>5.25%</td>
</tr>
<tr>
<td>College of Science</td>
<td>9.79%</td>
</tr>
<tr>
<td>College of Social Science</td>
<td>11.35%</td>
</tr>
</tbody>
</table>

What is your year in college?

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshmen (0-30 credits)</td>
<td>15.6%</td>
</tr>
<tr>
<td>Sophomore (30-60 credits)</td>
<td>5.25%</td>
</tr>
<tr>
<td>Junior (60-90 credits)</td>
<td>19.29%</td>
</tr>
<tr>
<td>Senior (90+ credits)</td>
<td>23.69%</td>
</tr>
<tr>
<td>Masters</td>
<td>36.17%</td>
</tr>
<tr>
<td>Doctorate</td>
<td>0%</td>
</tr>
</tbody>
</table>

*For career events not including job fairs; attendees by college and class level (N = 705 survey responses)*

**For college-specific events, see Appendix**

*About the SJSU Career Center*
## College-Specific Data

Student demographic data per college can be provided upon request.

<table>
<thead>
<tr>
<th>College</th>
<th>Appointments</th>
<th>Handshake Logins</th>
<th>Job Fair Attendance</th>
<th>Classroom Presentations</th>
<th>No. of students served in classroom presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>474</td>
<td>5,123</td>
<td>1,214</td>
<td>44</td>
<td>1,694</td>
</tr>
<tr>
<td>Education</td>
<td>117</td>
<td>667</td>
<td>85</td>
<td>18</td>
<td>375</td>
</tr>
<tr>
<td>Engineering</td>
<td>374</td>
<td>5,845</td>
<td>2,412</td>
<td>20</td>
<td>1,235</td>
</tr>
<tr>
<td>Health and Human Sciences</td>
<td>404</td>
<td>1,942</td>
<td>483</td>
<td>27</td>
<td>888</td>
</tr>
<tr>
<td>Humanities and the Arts</td>
<td>130</td>
<td>1,711</td>
<td>120</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>Professional and Global Education</td>
<td>--</td>
<td>--</td>
<td>132</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Science</td>
<td>191</td>
<td>2,365</td>
<td>864</td>
<td>16</td>
<td>293</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>427</td>
<td>3,506</td>
<td>525</td>
<td>15</td>
<td>309</td>
</tr>
<tr>
<td>Other</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>3</td>
<td>--</td>
</tr>
</tbody>
</table>

*About the SJSU Career Center*
CAREER FAIR ATTENDANCE BY ETHNICITY

Fall 2020

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian/Asian American</td>
<td>77</td>
</tr>
<tr>
<td>Black or African American</td>
<td>337</td>
</tr>
<tr>
<td>Latino(a)</td>
<td>15</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>12</td>
</tr>
<tr>
<td>Prefer Not to Answer</td>
<td>2</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>282</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>1886</td>
</tr>
</tbody>
</table>

Spring 2021

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian/Asian American</td>
<td>102</td>
</tr>
<tr>
<td>Black or African American</td>
<td>457</td>
</tr>
<tr>
<td>Latino(a)</td>
<td>12</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>4</td>
</tr>
<tr>
<td>Prefer Not to Answer</td>
<td>9</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>268</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>2,094</td>
</tr>
</tbody>
</table>
Central to our mission is offering all students access to career education, counseling/coaching, and employer connections that support their career readiness and foster career mobility. Career Mobility is a concept in which an individual is able to design a meaningful career that is satisfying and provides economic growth. The National Alumni Career Mobility Survey & Index, an annual 5 and 10-year post graduation report (Career Leadership Collective, 2019), shows that alumni who had received support from career services during their education reported higher levels of satisfaction and positive affinity for their institutions in the following areas: Career Pathway Preparation, Career Satisfaction, Community Engagement, and Economic Mobility.

Survey results also identified Four High Impact Career Mobility Practices which are incorporated into our goals:

1. Embedded career education into curriculum
2. Access to professional career counseling/coaching
3. Participation in internships (related to career of interest)
4. Access to employers for mentoring and industry-specific career advice

GOAL 1: Next Generation Career Center (Met HICMP 1-4)
The Career Center is viewed as an innovative, responsive, and strategic solution to the needs of its customers. Students engage in career preparation throughout their time at SJSU.

GOAL 2: Enterprise Learning Capacity (Met HICMP 1)
Scale career-readiness learning capacity to empower all Spartans.

GOAL 3: Career-Ready Campus (Met HICMP 1, 2, 4)
Embed career-readiness culture, practices, and capacity throughout campus.

GOAL 4: Global Recruiting Destination (Met HICMP 3 and 4)
Develop recruiting relationships with employers in growing industries and maintain our longstanding employer partnerships, practices, and capacity throughout campus.

GOAL 5: Diversity, Inclusion, and Belonging (Met HICMP 2 and 4)
SJSU is a prime destination for the development and recruiting of under-represented candidates.

The next section of this report will address how we’ve aligned our strategic goals to ensure that we are preparing students for the future of work.
GOAL 1: NEXT-GEN CAREER CENTER

- **Customer Engagement**: Student engagement, employer outreach, college liaison areas
- **Customer Driven Strategy & Assessment**: Surveys and learning outcomes, advisory boards
- **Department Performance & Capacity**: Fill vacancies, professional development, streamline operational processes

**KP1 1: Overall Student Satisfaction**

*Net Promoter Score for both student and employer services is 50% or higher (PARTIALLY MET)*

- NPS Career Education (workshops/webinars and classroom presentations): **68.99** (MET)
- NPS for Career Education Events (career panels, conferences, bootcamps): **40.73**
- NPS Employer Events (career fairs, tech talks/info sessions) **Students: 17.38, Employers: 23.27**

**KP1 2: Overall Student Reach**

*All students receive Handshake accounts when matriculated (MET)*

- Handshake unique logins completed by 65% of students: **21,159**
GOAL 2: ENTERPRISE CAREER LEARNING CAPACITY

• Standard Career Readiness Curriculum: 80% standard / 20% customized by career pathway) model
• Digital Learning Environment & Tools: Career apps & Canvas Career Modules
• Hybrid Mentoring, Coaching, Counseling Model: Train the Trainers, Student Ambassadors

KP1 1: Access to Career Readiness Curriculum
Core curriculum and career coaching/counseling reach 40% or more of the student body: 11,027 - 34% (NEARLY MET)

- Career Counseling & Coaching (virtual 1:1 unique appointments):
- Career Learning Environment:
  - Classroom presentations (curricular): 144 in-class webinars, 261 presentations, 4,809 students served
  - Standard Webinars (co-curricular): 117 workshops, 1,306 students served
  - Canvas Career Modules (curricular & co-curricular): 2,567 students served
- Top 3 workshop topics: Resume/Cover Letter, Career Center Overview, Internship & Job Search

Learning Outcomes (For top 3 career topics)

Explore Careers:
- I can name at least two career paths to further explore: 90% agree/strongly agree
- I can identify resources to help with my career exploration: 98% agree/strongly agree
- I would recommend this workshop to another student: 94% agree/strongly agree

Resume/Cover Letter:
- I can describe my strengths, skills, accomplishments, and goals in writing: 93% agree/strongly agree
- I am more confident that I can build a strong resume or profile: 97% agree/strongly agree
- I would recommend this workshop to another student: 99% agree/strongly agree

Internship & Job Search:
- I am more confident that I can find an internship or job in my field of interest: 92% agree/strongly agree
- I have identified the next steps to take in my career preparation: 96% agree/strongly agree
- I would recommend this workshop to another student: 97% agree/strongly agree

KP1 2: Scaling Career Readiness Resources via Career Apps
Unique users/logins for Focus2 (self-assessment), Handshake (internships/jobs), VMock (resumes uploaded) will reach 50% or more of the student body: 27,390 (83%) (MET)

- Completion of Focus2 assessment: 2,543
- Unique Handshake logins: 21,159
- Number of VMock users: 3,745; Resumes uploaded: 10,417 (equivalent to individual resume critiques!)
# GOAL 3: CAREER-READY CAMPUS

- **Integrate Career Education into Curriculum**: Classroom presentations, Canvas modules
- **Partner with FYE & NSFP**: Share resources and services with students and parents at all onboarding points
- **Train the Trainer**: Workshops for faculty, staff, peer advisors
- **Mentoring Program (SJSU²)**: Formal mentor program, affinity groups, social capital

### KP1 1: Transition Appointments to Spartan Connect (EAB)
*Align with campus advising goals (MET)*

- Successfully transitioned to EAB in Fall 2020
  - Virtual 1-1 career counseling/coaching appointments:
  - Top 3 Appointment Topics: Resume/Cover Letter, Internship & Job Search, Exploring Career Options
  - 2,348 students served

### KP1 2: Integrate Career Education into Curriculum

- Classroom Presentations + Canvas Modules reach 25% of student body:
  - 26% of student body served (MET)
  - Classroom Presentations (curricular): 144 in-class webinars, 261 presentations, 4,809 students served
  - Standard Webinars (co-curricular): 117 workshops, 1,306 students served
  - Canvas Career Modules (curricular & co-curricular): 2,567 students served
  - 8,679 students served

### KP1 3: Students Have Access to Career Mentoring
*Mentoring Platform (700 mentors, 400 mentee Quick Connections, 3 groups) (MET)*

- Total number of mentees (students): 4,435 mentees
- Total number of mentors (professionals & alumni): 1,773 mentors
- Mentoring groups: employer, affinity, or industry

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*Career Center Goals & Outcomes*
Knowledge, skills and experience are all very important things when trying to land a job but as a college student I had so many questions that I needed answers to. The whole experience was great, and [my mentor] was amazing.

My advice is don’t be afraid to ask all the questions you have. This is the best opportunity for you to learn from someone who already went through the same and most likely had the same questions you have now.”

- Mina Kalamir
PMM Student Mentee, Spring 2020

I think it’s a great idea and great resource - the kind of thing I wish I had taken more advantage of when I was at SJSU!”

- Todd Anderson, ‘91
Senior Consultant
GOAL 4: GLOBAL RECRUITING DESTINATION

- Increase Opportunities for Integrating Employers in Career Education Programs: Exploration panels, mentoring, skills building
- Employer Partnership Events: 174 students served
- Monetize New Digital Employer Services

<table>
<thead>
<tr>
<th>KP1 1: Host 12 Career Fairs (by Career Pathway) (MET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Total number of fairs held: 13</td>
</tr>
<tr>
<td>• Total number of students attended: 2,798, see Appendix for breakdown by fair</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KP1 2: Host 16 Employer Information Sessions (MET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Total number of information sessions held: 20</td>
</tr>
<tr>
<td>• Total number of employers participated: 20</td>
</tr>
<tr>
<td>• Total number of students attended: 595</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KP1 3: Maintain Minimum Revenue Generation of $100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Career Center operational budget (MET)</td>
</tr>
</tbody>
</table>
Employers who hosted an information session during 2020 - 2021:

- PwC
- Management Leadership for Tomorrow (MLT)
- Cisco
- Texas Instruments
- Kiewit
- Whiting Turner
- New Relic
- Google
- First Republic Bank
- KongBasile Consulting
- Cadence
- VMware
- Haskell
- Cepheid
- Rocketship Public Schools
- Behavior Frontiers
- BlackHawk Network

We have had such great success hiring at SJSU!

121 opportunities (53 jobs and 68 internships) posted for SJSU students on Handshake

- Andrea Rodriguez
  University Relations Talent Program Manager

Recruiting through the San Jose State University (SJSU) Career Center has become our primary, go-to choice for a recruiting avenue.

The staff is always very friendly and willing to assist us in trying to fill our recruitment needs... we have also found that the SJSU applicants we hire usually fit in well within our company and demonstrate strong job performance.”

- David Potts
  Vice President, Human Resources & Administration
GOAL 5: DIVERSITY, INCLUSION & BELONGING (DIBs)

Develop a DE&I Talent Hub: Establish partnerships with cultural success centers, clubs, and student organizations to channel opportunities and increase awareness/engagement of diverse student populations (MET)

KP1 1: Specialized Career Counseling & Education Programs
- Veterans Career Readiness Program (semester-long career workshop series)
- Hands-on Networking Panel with Chincanx/Latinx Alumni
- Black Professionals Virtual Career Panel
- Career Center Workshop (Overview of Services for the Guardian Scholars Program)
- Train the Trainer for the Spartan East Side Promise Program

KP1 2: Collecting Data by Demographics (For Events/Services)
- Appointments, job fair attendance*, career education event attendance, SJSU Handshake usage (*see pg. 5 for job fair attendance by demographic)

"It is challenging to land a job as a freshman and moreover as an international student because most of the jobs require work-study eligibility. But if you can utilize the Career Center and Handshake, you can definitely be successful against all odds. The career counselors are extremely helpful. I remember emailing my career counselor back and forth in every step of the application process, and I can never thank her enough for mentoring me. My one last advice would be: When it comes to career, it is never too early to start, so start now!"

- Umama Oishi
  First-Year International Student
  Pursing B.S. Electrical Engineering
RECOMMENDATIONS FOR THE FUTURE

Despite some of the challenges experienced as a result of the unprecedented events in the last 18 months, we saw some positive outcomes as well. In the spirit of innovation and designing our way through the unknown,

**we successfully transitioned our services and programs to a virtual and highly personable experience. In particular, we received high customer satisfaction ratings (NPS scores) for virtual 1:1 career coaching, employer engagement events, and career education.**

Our team and the students we serve developed new technical skills and mastered Zoom presentations, meetings, and managing virtual teams and projects. Many also experienced benefits of not commuting including increased time with family and rethinking priorities. It is clear that hybrid work is here to stay, and career services must be able to continue to offer services in various modalities.

Recommendations for the future include:

- **Required career advising and planning**: Transition from opt-in career engagement model to institutional priority that all students follow a career action plan from Year 1 to Graduation
- **Extend services to new graduates**: Continue to offer one year post-graduation as transition to work may take more time in an ever-changing economy
- **Focus on equity and access for our underrepresented students**: Collaborate with employer partners to invest in transformational, skills-building, and social capital building experiences
- **Co-curricular modules and 21st Century skills building**: Collaborate with academic partners to integrate career education modules into Area E (Human Understanding & Development) and UNVS (1 unit) courses to ensure all students have access to career development education and opportunities
INITIAL CAREER OUTCOMES FOR NEW GRADS, AY 2019-2020

The annual First Destination Survey is sent to all new graduates through the SJSU Handshake system and kept open for students to respond up to six months post-graduation. The following detailed reports are available:

- Career Outcomes Report (All Colleges)
- Starting Salaries
- Top Employers and Industries
- Top Job Functions and Sample Titles
- Graduate and Professional Schools

<table>
<thead>
<tr>
<th>College</th>
<th>No. of Surveys Sent</th>
<th>Responses</th>
<th>Overall Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>2,342</td>
<td>624</td>
<td>26.6%</td>
</tr>
<tr>
<td>All Other Colleges</td>
<td>11,982</td>
<td>2,869</td>
<td>23.9%</td>
</tr>
</tbody>
</table>

Average Annual Salary

- College of Business: $72,347
- All Other Colleges: $78,808
Initial Career Outcomes for New Grads, AY 2019-2020
42% of 2019-2020 new College of Business grads who secured employment found their job from SJSU Handshake, or job/internship fairs or on-campus interviews hosted by the Career Center.

**By Industries**

- Accounting: 97
- Internet & Software: 37
- Electronic & Computer Hardware: 26
- Retail Stores: 18
- Computer Networking: 17
- Manufacturing: 15
- Transporation & Logistics: 14
- Government - Local, State & Federal: 13
- Commercial Banking & Credit: 11
- Healthcare: 11

**By Job Functions**

- Accounting: 102
- Sales: 36
- Human Resources: 21
- Information Technology: 21
- Customer/Technical Support: 19
- Marketing - General: 18
- Finance: 17
- Business Development: 16
- Data & Analytics: 15
- General Management: 14
ALL OTHER COLLEGES - TOP 10 RESPONSES

By Employers

Amazon: 39
San Jose State University: 21
City of San Jose: 17
Cisco: 12
IBM: 10
County of Santa Clara: 10
Stanford Healthcare: 8
Western Digital: 7
Apple: 7
Valley Water: 6

By Majors

Library and Information Sciences: 159
Software Engineering: 104
Psychology: 51
Computer Engineering: 47
Civil Engineering: 40
Computer Science: 39
Public Health: 38
Communication Studies: 34
Mechanical Engineering: 34
Electrical Engineering: 33
Initial Career Outcomes for New Grads, AY 2019-2020
For additional information or questions regarding this report, please contact:

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