



Annual Report

2018-2019



UC SANTA BARBARA
Career Services

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Director's Note

Empowering All Students to Prepare for and Achieve Success...at UCSB and Beyond.

At UCSB Career Services, our mission is built on student success. We strive to educate and empower students to make informed decisions about their futures. We achieve this through creating strategic initiatives, facilitating connections with the employment community, and leading with our hearts to support students as they prepare for their transition from college to life beyond UCSB. Students who transition to life after UCSB with confidence and purpose is our greatest measure of success. The 2018-2019 year was marked by extraordinary achievement and dynamic initiatives. Through our work, we helped open doors to new possibilities fostered by beneficial connections for students through innovative and exciting programming. Our amazing team of career professionals are genuinely committed to ensuring all students have equal access to the tools and knowledge to transform their professional aspirations into reality. We take pride in being an industry leader in our approach to career education. Our career educators met with over 3,000 students in individual appointments—an increase of 20% from the previous year—and over 3,500 students in drop-in advising. We had record attendance by both employers and students at our large recruiting events. Our staff presented at professional conferences, taught workshops and career education courses, and collaborated with faculty and student affairs staff on exciting new projects and initiatives. All of our work is done with UCSB students and their potential at heart.

Our work resulted in a number of achievements:

- For the third consecutive year, our department was nominated for the **William J. Villa Service to Students** award which recognizes departments that have demonstrated an extraordinary commitment to enhancing the quality of student life.
- In order to help students expand their networks, we initiated the **Gaucha Job Shadow Program**. Through this program, students were matched with companies in various industries across the state for a unique opportunity to observe, learn, and gain an inside perspective as young professionals.
- To address the financial hardship students experience in accessing professional attire, our office launched the **Career Clothing Closet** in collaboration with the Office of Financial Aid and Scholarships, Educational Opportunity Program, Healthy Campus Network, and other campus partners. As a result of this

initiative, 685 students received over 1,500 articles of professional clothing for use at networking events, job or internship interviews, and career fairs.

- Committed to the profession of student affairs, our career counselor Carol Huang co-authored a chapter titled *Uplifting Counter-Narratives: The Experiences of Women of Color Student Affairs Professionals Teaching in White Classrooms* in the book "No Ways Tired: The Journey for Professionals of Color in Student Affairs." Carol also published an entry in the "Journal of Women and Gender in Higher Education" titled *It's A Double-Edged Sword: A Collaborative Autoethnography of Women of Color Higher Education and Student Affairs Administrators Who Teach in the College Classroom*.
- By leveraging technology to scale career engagement, we strive to create a **Digital Career Information Experience** for all UCSB students and recent alumni by leveraging available technology to allow for 24/7 access to career information. Significant development work was performed toward the launch of a state-of-the-art Career Services website, along with enhanced email communication, for implementation in the upcoming year.
- Our **employer engagement initiative** has resulted in new corporate sponsors and employer partnerships that have expanded career opportunities for all students.

Given our mission to educate and empower all UCSB students and recent alumni to achieve success in work and life, we continue to adapt and create new ways to help our students secure a meaningful first job, explore graduate school options or pursue other post-graduate opportunities, while also developing the career readiness skills to navigate future career transitions. In the coming years, we plan to enhance our attention on first-generation college students, intentionally embed diversity, equity, and inclusion into our departmental culture, and enhance inclusive excellence practices in all our programs and services.

There is no doubt that our success lies squarely with an extraordinary team of career professionals who make student success their #1 priority. Leveraging important partnerships is the key to creating a campus environment that supports career education as a mission-critical component of the institution.

We are very grateful to our partners across the university who believe and support our mission and vision. It's important to recognize our generous donors,

Director's Note

families, and employer partners whose support is essential to our ability to help our students achieve their goals. Finally, we are also overwhelmingly grateful for the support and confidence placed on our office by undergraduate and graduate students.

With sincere appreciation and gratitude,



A handwritten signature in black ink that reads "Ignacio Gallardo". The script is fluid and cursive.

Ignacio Gallardo
Director, Career Services

On the Horizon for 2019/2020

- Enhancements to our **digital engagement initiative** will result in the implementation of new technological solutions and processes to help us reach more students and scale our service.
- **A diversity, equity, & inclusion staff training program** to better equip our professional staff with the knowledge, skills, and abilities to positively impact our rapidly growing diverse student population.
- Focused and intentional programming for **first-generation, under-resourced students** to support their career readiness needs and better prepare them for high-demand career opportunities.
- The launch of a **state-of-the-art website** featuring resources, tools, and career education information and advice for students and alumni.

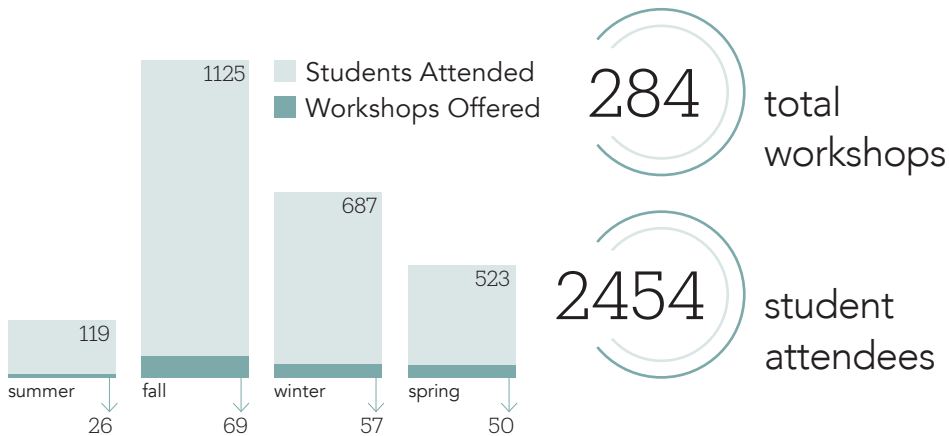


Career Education + Counseling

Our mission is to equip undergraduate and graduate students, as well as recent alumni, with the tools, competencies, experiences, and confidence to prepare for and achieve their career aspirations. Providing ongoing guidance and programming on self-assessment, occupational

and major exploration, experiential opportunities, job and internship search, professional skill development, and graduate school our team of career educators empower students to develop a career action plan enabling them to clarify their career goals and turn them into reality.

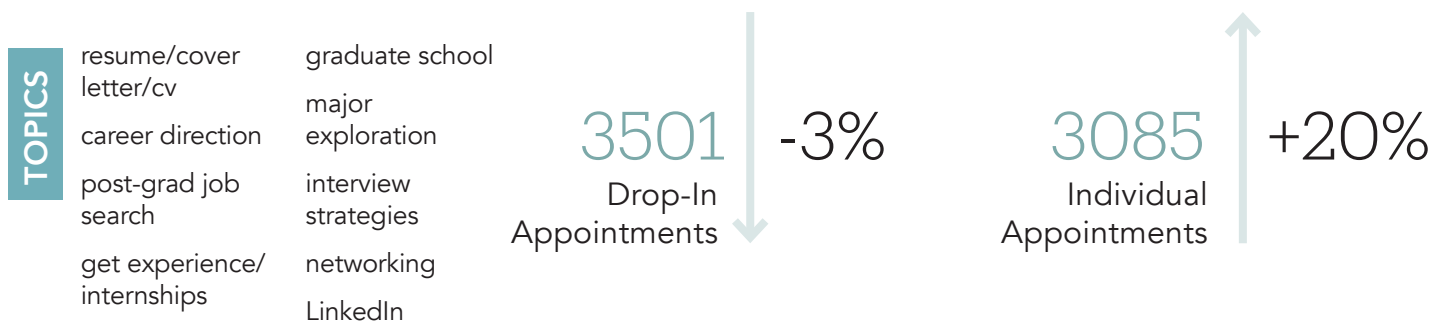
WORKSHOPS



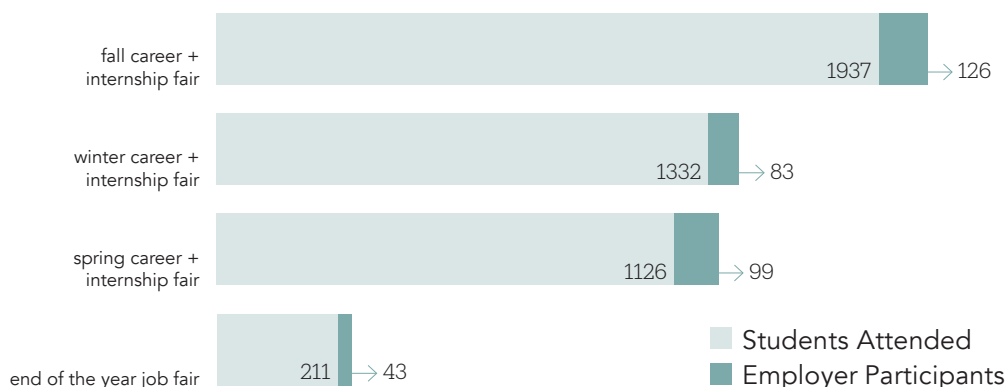
TOPICS

Careers in Climate Change
So You Want to be a Researcher?
Careers in Mental Health
Strategies for International Students
Internships 101
Careers in Digital Design & Marketing
Acing the Non-Academic Job Interview
Biotech Entrepreneur Boot Camp
I Didn't Get an Internship, Now What?
Working, Teaching, and Interning Abroad
Financial Literacy

STUDENT ADVISING APPOINTMENTS



RECRUITMENT EVENTS



OTHER EVENTS

on-campus job fair
graduate + professional school day
resume+
finance night
on-campus job + internship mixer
graduate student mixers

"I'm not sure if you'll remember, but I came in a couple weeks ago asking for interview advice because I was applying for a research associate job... in MCDB. I just wanted to let you know that I am very proud to say I got the job! I'm extremely excited about this position, and I just wanted to thank you for all your help and advice this year. It was really great to have you on my side."

Biochemistry-Molecular Biology major
Class of 2018



Internship Scholarship Program

Career Services and the Internship Scholarship Selection Committee are thrilled to present the recipients of the 2018 Internship Scholarship Program and to celebrate the career ambition and accomplishments of these undergraduates as they surpass barriers towards professional success. The program promotes the attainment of professional preparation and provides scholarships

of \$1,500 to make necessary experiences more accessible by offsetting the financial hardships associated with unpaid internships. The 2018 award recipients for the Career Catalyst and newly created Debbie Fleming Internship awardees took part in impressive summer internship and research positions that expanded their professional network and career opportunities.

CAREER CATALYST AWARD RECIPIENTS

 natalie B.A., English | Intern with The Tracy Press

"I will be interning at a newspaper company called The Tracy Press. The editor of the paper is in the process of designing an extremely specific program based on my interests in editing and writing...When I came across this opportunity to interview for this position, I knew it was exactly the internship I had been searching for. I am passionate about communications and the written word and I could see myself striving to have a career in journalism in the future and this internship helps me to become one step closer to that goal."

 anita B.S., Environmental Studies | Intern with the NOVA Editorial Office

"My chosen career path of science communication is something I've been pursuing since starting my environmental studies degree here at UCSB...I see this internship as getting my foot in the door at a major institution I'd love to work at after graduation, and a chance to learn true industry practice. Furthermore, it's a chance to tangibly see how my career plans fit within my lifestyle, and to help me decide if this is ultimately the type of work I'd like to do."

 stephanie B.A., Sociology, Feminist Studies | Intern with Chambers Law Firm

"Upon graduation, I plan to attend law school and work in an International Social Justice sector of law to help others. Specifically, I hope to pursue youth policy...Overall, my experiences in this internship will advance and support my future goals by providing me the opportunity to gain personal connections, offer unique leadership opportunities, discover new interests, and seek new challenges."

 joy B.A., Global Studies/French | Intern with Théâtre de l'Opprimé, Paris, France

"As a Global Studies major aiming to go into fundraising for an international nonprofit organization, having experience with the strategic aspect of individual donor solicitation is vital. I have had experience working directly with lower level donors, writing grant applications, and even drafting fundraising plans, but I have yet to experience strategizing major donor solicitation and cultivation...being able to demonstrate that I have previously represented a major nonprofit to high-scale donors will give me a competitive edge."

DEBBIE FLEMING INTERN AWARD RECIPIENTS

 lizabeth B.A., Biology, College of Creative Studies | UCEAP Field Research Program Participant in Mexico

"It is essential for me to gain international research experience during my undergraduate career, so I can develop strategies to deal with similar situations once in graduate school. The program will give me exposure to each step of the raw research process, which is rare to obtain in a traditional UC setting...This will allow me to be a step closer to establishing my research career and being at the forefront of research and conservation efforts in the Latin American region."

 brianna B.S., Biopsychology | UCEAP Field Research Program in Thailand

"I am interested in participating in the public health internship because I believe the health sector is always going to be an important part of every society regardless of its level of development...From this program, I hope to gain a lot of experience that will aid me in building a solid foundation for possible participation in Peace Corps upon graduation from university. I am confident that the experience of being able to physically participate in solutions to global healthcare challenges will provide me with skills that will go far beyond the classroom walls."

Gaucha Job Shadow Program

The Gaucha Job Shadow Program pairs students with professionals in California in areas such as Santa Barbara, Los Angeles, Orange County and the Bay Area for an opportunity to spend a half-day or one full day in the workplace during Spring Break. This involves shadowing a professional through a normal day's activities and

may include informational interviews, a tour of the facility, and participation in actual workplace projects. This experience is a great way for students to get an insider's view of a position and an organization while gaining professional skills to get career ready and expand their network.

PARTICIPANTS

BY THE NUMBERS

44 students participated in the Gaucha Job Shadow Program.



GAUCHO
JOB SHADOW
PROGRAM

employers/locations:

Appfolio, Goleta

California Energy Commission, Sacramento

Continental, Carpinteria

Helios Interactive, San Francisco

HoyleCohen, San Diego

MSR Communications, San Francisco

Oracle, Santa Monica

Yardi Systems, Santa Barbara

ZPower, Camarillo

HIGHLIGHTS

28 students attending were eligible for scholarships from financial aid

100% of students strongly agreed or agreed that they enjoyed the job shadow experience and learned a lot

83.8% of employers strongly agreed or agreed that generally the job shadows went well and they plan on taking part next year

"Earlier this week I found out I will be working as a marketing intern for a market research/advising firm...! I was so excited when I heard back. I couldn't have landed this job without all the tips and resources that you provided during our appointment."

Communication major
Class of 2019



Serving Graduate Students

Graduate students are a unique and highly trained student population on campus. As a result, their career needs are often vast, nuanced, and advanced. We aim to support graduate students to seek careers that fit their needs, values, and interests through a variety of programming and support including: one-to-one career counseling, career mixers, workshops, interview and negotiation support, building employer

connections, and enhancing our graduate student's ability to articulate their skills. We support graduate students in seeking a variety of careers from academia to non-academic positions. From national labs to the non-profit sector, and from government to the corporate world, and every other profession in between, we help our graduate students get their goals actualized.

PARTICIPATION

BY THE NUMBERS

550 career fair attendees.

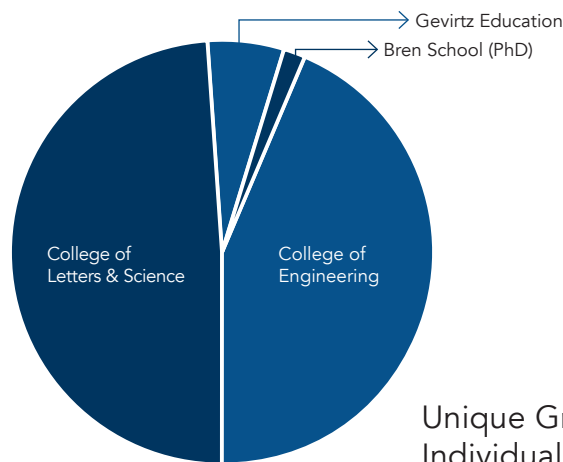
173 PhD students

337 master's students

413 workshop participants.

299 attended general career workshops

114 attended graduate student career workshops



Unique Grad Count for Individual Appointments

458 individual appointments.

HIGHLIGHTS

- Presented at Graduate Career Consortium, the national graduate student career and professional development conference, on the success of developing the Graduate Student Internship Fellowship (GSIF) program
- Created UCSB's graduate student Individual Development Plan which is currently being piloted with various programs and departments on campus
- Led the third annual Graduate Career Mixer which involved 17 employers who met with over 70 students to discuss jobs, internships, and networking opportunities
- Co-organized the regional Graduate Career Consortium conference at UCSB
- Led the third cohort of the Graduate Student Internship Fellowship (GSIF) program awarding 6 graduate students \$2,000 for summer 2019 internships with funding from GSA and the Graduate Division
- Co-created the Individualized Professional Skills (IPS) grant by partnering with CSEP & graduate division to create funds for students seeking professional development or career training opportunities. In it's pilot year, over \$40,000 has been awarded to graduate students and postdocs



Graduate Division

Center for Science and Engineering Partnerships @UCSB

Graduate Faculty & Departments across campus

Graduate Program Advisors

"I wanted to let you know that I got an email today telling me that I've been invited for a phone interview for the position at Tufts! My jaw definitely dropped when I read the email. I wanted to thank you for being so helpful with critiquing my resume and cover letter. You really challenged my thinking and helped to push me out of my comfort zone, and I don't think I would have made it to a phone interview if it wasn't for your help."

Sociology major
Class of 2018



Employer Engagement

Facilitating connections and opening the doors of opportunity is at the core of our employer engagement initiatives. Our primary objective is to increase the number and quality of employers interacting with campus therefore enhancing career opportunities available to students. We accomplish this by facilitating connections and managing relationships between internal and external parties, enabling our office to market programs, services, and student talent.

Our strategy focused on expanding employer connections and employment opportunities in the following regions: 44% in Southern California (Los Angeles County, Orange County, San Diego County, Inland Empire, and Santa Barbara County), 39% in Northern California (Bay Area and Sacramento), 17% Outside California. During the 18-19 academic year, our team contacted 184 new employers to discuss recruiting strategies resulting in 82 strategic recruiting conversations.

INNOVATIVE WAYS TO CONNECT STUDENTS TO EMPLOYERS

In addition to our traditional engagement activities such as career fairs, industry forums, on-campus interviews, and networking events, the Employer Relations team piloted two new programs: **The Gaucho Job Shadow Program** and **the Gaucho Site Visit Program**. Each program gave students the opportunity to visit a company location, learn from professionals, be exposed to a new industry, and

expand their professional network. The programs allowed employers to build a stronger brand awareness among students as well as introduce them to their industry and job functions. Additionally, the Employer Relations team collaborated with the Office of Financial Aid and Scholarships to award funding to financially needy students participating in the Gaucho Job Shadow Program.

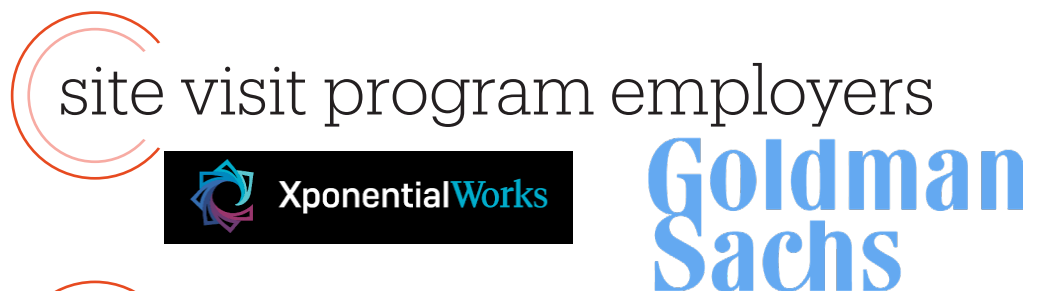
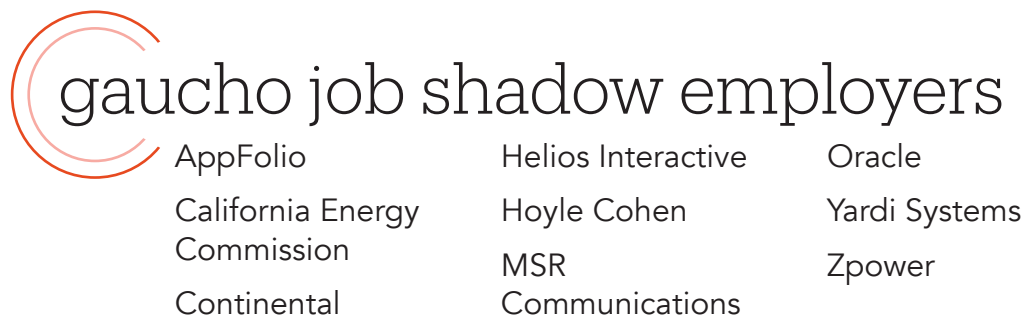
RESULTS

BY THE NUMBERS

44 students participated in the Gaucho Job Shadow Program.

29 students participated in the Gaucho Site Visit Program.

28 students received a \$250 scholarship to offset costs associated with the Gaucho Job Shadow Program.



"I would like to let you know that I became a full[-time] employee and the company offered me \$65K/year. I am also helping our Japanese customers too. I want to tell you because you helped me a lot, so I like to report my big news."

Global Studies major
Class of 2018



Promoting Diversity + Inclusion

CAREER CLOTHING CLOSET

The Career Clothing Closet is a collaborative initiative between Career Services, Office of Financial Aid & Scholarships, Healthy Campus Network, and Educational Opportunity Program. The program coordinates several professional clothing drives and then hosts quarterly "pop up" events, where all UCSB students can pick out free professional attire to use for job or internship interviews, career fairs, and networking events. The program was created to address the

reported financial hardship faced by a significant number of UCSB students and their need to access professional attire. The program was very successful this year with over 1500 items of clothing distributed to about 685 students. 60% of the students served were high-need (in the lowest "Pell-eligible" range of expected family contribution from financial aid application) while 72% of the students served were eligible for need-based financial aid.

PARTICIPATION

BY THE NUMBERS

214 students in Fall 2018

412 articles of clothing distributed

260 students in Winter 2019

605 articles of clothing distributed

211 students in Spring 2019

496 articles of clothing distributed

685 student participants in 2018-19

1,513 articles of clothing distributed in 2018-19



COLLABORATORS



UC SANTA BARBARA
Office of Financial Aid
& Scholarships

UNIVERSITY
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Healthy Campus
Network

UC SANTA BARBARA
Career Services

GPS Newsletters

INDUSTRY-SPECIFIC NEWSLETTER PILOT A SUCCESS

Career Services' mission is to promote students' successful transition into post-graduate opportunities. Our career readiness efforts include career education, programming, and counseling. Gaucho Paths to Success (GPS) is a department effort toward this end, preparing students for professional development and career readiness in industry-specific areas (see chart at right for areas). We piloted industry-specific newsletters in fall 2018 to serve as a key promotional and educational tool for GPS. Students targeted were those who showed an inclination to one or more of the GPS career areas, using major, industry and career interest data from their Handshake profile, a tool available to UCSB students to search for jobs and internships, and interact with employers. Our operational objective is for students to receive tailored digital communications about industry knowledge and opportunities. Newsletters included educational career articles, workshops and events, and recently posted jobs and internships related to the student's interests. A satisfaction survey was sent to each newsletter

group in winter quarter. The overall response rate to the survey was 634 participants. Respondents shared positive feelings about being better informed about industry knowledge, opportunities, and events related to their career interests; on a Likert Scale where 1 is Strongly Disagree and 5 is Strongly Agree, 80% of respondents scored 3 or above in the rating of the newsletters. These results are promising and consistent with our operational objective. In reviewing our data analytics emails to students, we found that our industry-specific newsletter emails' open rate surpassed our general emails', indicating that students are more apt to read emails pertaining to their specific career interests. Moving forward, Career Services will introduce a newsletter opt-in feature which will enable students to select the industry area(s) for which they would like regular communication. We will continue to monitor the newsletter open and click rates on a quarterly basis to review the areas of each newsletter that students responded to favorably and work to enhance other topic areas.

WHAT STUDENTS SAY:

"I truly appreciate these emails and have taken advantage of a few opportunities."

"I appreciate the job offer and research opportunity alerts — that is how I got both of my current positions!"

GPS NEWSLETTERS

BY THE NUMBERS

Newsletter Type & # of Emails Sent	Approx. # of Recipients	Email Open Rate
Business & Entrepreneurship (6)	4,200	43%
Communications & Arts (7)	2,400	36%
Education & Human Services (7)	2,600	44%
Engineering & Tech. (16)	2,000	43%
Law & Government (5)	3,200	46%
Science & Health (2)	1,100	63%

Industry Leadership

We contribute to the profession by attending and presenting at conferences, serving as ambassadors, partaking in special interest groups and professional associations, and participating on committees.

California Internship & Work Experience Association

Member

Career Service Institute

Conference Participant

Goleta Valley Chamber of Commerce

Member

Graduate Career Consortium

Conference Presenter | Member

Job Developer Symposium

Conference Participant

Mountain Pacific Association of Colleges & Employers

Conference Participant | Conference Presenter | Member | Committee Member

National Association of Student Personnel Administrators

Conference Participant | Member | Mentor (NUFP)
Program Reviewer for Multicultural Institute

National Association of Colleges & Employers

Conference Participant | Member

National Career Development Association

Conference Participant | Conference Presenter | Member

Professional Women's Association

Conference Participant

Santa Barbara Chamber of Commerce

Member

Transfer Student Advisory Committee

Committee Member

United Way of Santa Barbara County

Department Representative

Partners + Charitable Donors

The success of our office throughout the 2018–2019 school year could not have been possible without the generous support of the employer partners and donors listed below. We sincerely appreciate all of the parents, alumni, and friends for your commitment and dedication to supporting our vision and mission.

PARTNERS

Continental

US Marines

Yardi Diamond Circle ↑

AppFolio

City Year

Enterprise

Invoca

Northrop Grumman

PlanMember

Procore

Teach for America Platinum Level ↑

National Geospatial-Intelligence Agency Gold Level ↑

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Ms. Deborah A. Fleming

Sarah B. Colnic

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