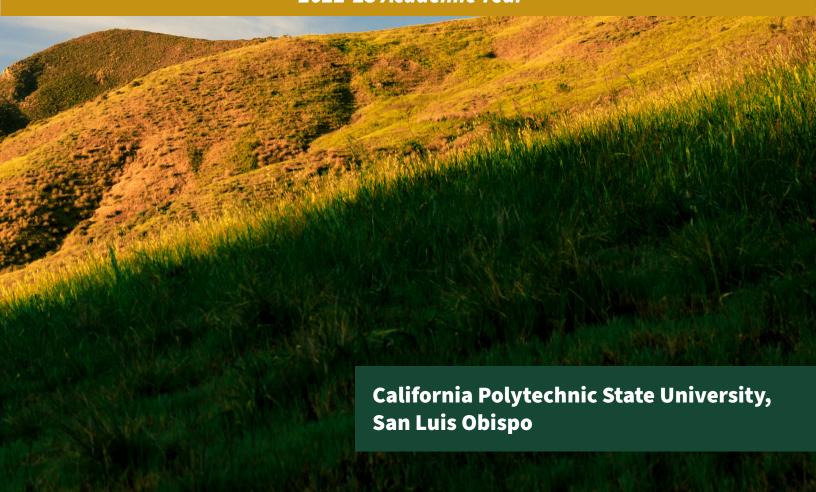


# CAREER SERVICES

Annual Report
2022-23 Academic Year



# THE YEAR IN REVIEW AND LOOKING AHEAD

#### A Message from the Executive Director

Cal Poly Career Services is deeply committed to our mission of empowering students to achieve a lifetime of meaningful career success by engaging with Cal Poly's vibrant network. In 2022-23, we focused on centering our core values in how we fulfill our mission. Here are a few examples:

We fostered students' personal and professional growth at our inaugural Transfer Career Day event. This highly impactful event prepared incoming transfer students for their internship search and upcoming career fairs, and helped them develop a sense of belonging at Cal Poly.

Our commitment to diversity, equity and inclusion (DEI) was reflected in our programming, partnerships and practices (see Pages 9-10). We are proud of our efforts, yet we recognize that DEI work is never complete. We will continue growing, learning and taking steps to foster a community of inclusion and belonging.

Our meaningful *connections* with partners within the Cal Poly community (see Page 7) allowed us to reach students at all stages of their college journey, from prospective students through alumni, provide holistic career development support.

Our value of *innovation* led us to reintroduce our longstanding Emerging Markets program as an "Industry Spotlight," launch a new digital resume review service and identify ways to deliver services more efficiently.

The year to come will present new challenges and opportunities for Career Services, and our values will continue to guide us and keep us steady.

Looking ahead, with the rapid emergence of generative artificial intelligence (AI), our team is working diligently to keep ahead of the curve to support students in ethically leveraging AI tools for career exploration and their job search. We are also proactively addressing an uncertain job market by diversifying the industries that students are exposed to. Specifically, in the coming year, we plan to highlight government careers through our Industry Spotlight program. Additionally, we are piloting a virtual Graduate and Professional School Fair to expand our support for students interested in pursuing graduate studies. Continually adapting our programs and services to meet the evolving needs of students requires time and effort. However, it is also exciting and pushes us to continue our own growth and learning alongside the students we serve.

As Cal Poly's enrollment grows and continues to become more diverse, the Career Services team will continue to lean into the strong partnerships we have cultivated. Collaborating with faculty, staff, alumni, employers and others allows us to expand the career possibilities that students are introduced to and build relationships that will help them clarify and attain their career goals. Collaboration also helps us amplify and scale our efforts by connecting with students where they are, such as in classrooms, identity-based centers and student organizations.

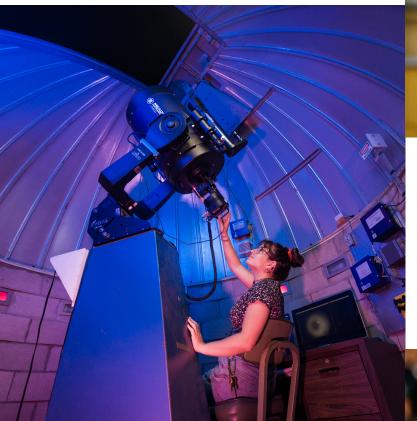
On behalf of the entire Career Services team, I extend our sincerest gratitude to our partners within the Cal Poly community and beyond. You, too, are career educators, and we couldn't do this work without you.

Amie Hammond, Ed.D. **Executive Director Career Services** 



# OUR MISSION

Career Services empowers Cal Poly students to achieve a lifetime of meaningful career success by engaging with Cal Poly's vibrant network.



# **OUR VISION**

Career Services shapes innovative, ethical and culturally competent graduates to advance the economic and collective welfare of our global society.

# OUR CORE VALUES

- Connections
- · Personal and Professional Growth
- Innovation
- · Diversity, Equity and Inclusion



# SERVICES OVERVIEW



#### **CAREER FAIRS**

Career Services hosts a Fall Career Fair, Winter Career Fair and Spring Career Fair annually, plus numerous specialized and virtual fairs throughout the academic year to provide students with direct access to job and internship opportunities.

#### **EDUCATIONAL CAREER PROGRAMS**

Workshops, panels, and club and classroom presentations help students explore careers and develop professional skills, such as resume writing, interview techniques, job search strategies, networking, changing majors and salary negotiations. Workshops are interactive and often feature industry and alumni speakers.

#### **MUSTANGJOBS**

Through Mustang JOBS powered by Handshake, students can apply to jobs, internships and co-ops in locations nationwide, as well as local part-time and on-campus jobs. Additionally, students can learn about and sign up for career fairs, workshops and career counseling appointments.

#### CAREER COUNSELING

Our career counselors help students achieve success and obtain meaningful careers after graduation. Freshman Focus Team counselors assist first-time freshmen with clarifying majors and developing career plans. College specialist career counselors liaise with the six academic colleges and support students from their second year through graduation. All career counselors offer scheduled appointments as well as targeted programming for their designated student populations.



# ON-CAMPUS INTERVIEWS AND INFORMATION SESSIONS

Students can interview with employers who visit campus through our on-campus interview program. They can also learn about a company's opportunities, hiring process and culture via company information sessions. Some companies choose to engage in these programs on campus, while others conduct these recruiting strategies virtually.



#### **CAREER CURRICULUM**

Career Services offers career curriculum delivered via Canvas modules that faculty can embed in their courses. Each module is designed to be delivered asynchronously and includes several components such as readings, videos and activities, which can be customized to meet instructors' needs.



#### **CAL POLY CAREER CONNECTIONS**

Career Connections serves as Cal Poly's exclusive networking and mentoring platform for students and alumni. To date, there are over 10,000 registered users.



#### PROFESSIONAL CLOTHING CLOSET

Career Services provides students with free, high-quality, gently used work clothes to create a memorable first impression at career fairs and interviews.



#### CAREER SERVICES ADVISORY COUNCIL

This council comprised of industry leaders meets twice a year and provides insight to Career Services about current economic and business trends, skills needed by new college graduates, internship programs, employer development strategies and marketing to today's college graduates.



#### **ALUMNI SERVICES**

Recent graduates retain full access to Career Services for one year post-graduation. Beyond that, they may utilize one complimentary career counseling approintment annually, plus access all other services.

#### PRIVATE INTERVIEW ROOMS

Rooms are available by reservation for students who need a quiet, professional space to participate in a virtual interview.

#### **INDUSTRY SPOTLIGHT**

The Industry Spotlight program connects students to trending and emerging job markets by offering panels, speakers, online resources and other educational opportunities.



# STUDENT ENGAGEMENT

#### 38,023 TOTAL STUDENT CONTACTS IN 2022-23

16,484 unique student contacts (76% of all students)

(Includes appointments, workshops, career fairs, on-campus interviews, resume books and select online resources.)

#### CAREER COUNSELING AND EDUCATION

- Conducted **4,371** individual student appointments.
- Delivered over 400 educational programs\* serving 15,874 attendees.
- **Engaged 98%** of first-time freshmen through appointments, workshops and events.
- Supported students via in-person and virtual modalities.
- Shared 41 career-focused Canvas modules with faculty, reaching over 1,600 students.

\*Includes workshops, panels, club presentations and class presentations.

# CAREER FAIRS



#### **HOSTED 12 CAREER FAIRS**

**Computing Career Fair** 

**Fall Career Fair** 

**Graphic Communication Career Fair** 

**CAFES Connections: Fall Networking Event** 

**Winter Career Fair** 

**Architecture and Environmental Design Career Fair** 

**Packaging and Graphic Communication Career Fair** 

**Teacher Job Fair** 

**Spring Career Fair (featuring a special zone for Local Employers on day 2)** 

Virtual fairs in fall, winter and spring quarters

Attended by **7,907** students

Over **1,000** companies participated

**8,505** fulltime positions and **9,077** internships offered

# CAMPUS COLLABORATIONS AND OUTREACH

Students' career development spans their entire college experience and takes place both in and out of the classroom. Career Services works closely with many campus partners and external partners, such as alumni and employers, to intentionally integrate career development into students' academic and cocurricular experiences.

## IN 2022-23, CAREER SERVICES PARTNERED WITH 150+ FACULTY AND COLLABORATED WITH OR SUPPORTED MANY CAMPUS DEPARTMENTS AND ENTITIES INCLUDING:

**Admissions** 

AmeriCorps/College Corps

**Associated Students, Inc.** 

**Athletics** 

**Bailey College of Science and Math Advising** 

**Black Academic Excellence Center** 

**CAED Advising Center** 

**California Cybersecurity Institute** 

**Cal Poly Strawberry Center** 

**Cal Poly Scholars** 

**Campus Green Team** 

**Campus Health and Wellbeing** 

**Center for Innovation and Entrepreneurship** 

**Center for Military Connected Students** 

**Center for Service in Action** 

College of Agriculture, Food, and Environmental

**Sciences** 

**College of Architecture and Environmental Design** 

**College of Engineering** 

**College of Liberal Arts** 

**College of Science and Mathematics Commencement** 

**Corporate Engagement and Innovation** 

**Disability Resource Center** 

**Dream Center** 

**Educational Opportunity Program** 

**Engineering Student Services** 

**Extended Education** 

Financial Aid

**Fraternity and Sorority Life** 

**Institutional Research** 

**Inter Housing Council** 

**International Center** 

**Multicultural Engineering Program** 

**Mustang Success Center** 

**New Student and Transition Programs** 

Office of Academic Programs and Planning

Office of the President

**Orfalea College of Business Career Readiness Center** 

**Orfalea College of Business Student Center** 

**Parent and Family Programs** 

**Quarter Plus** 

**School of Education** 

**Student Diversity & Belonging** 

**Sustainability Team** 

**Transfer Center** 

**TRIO Achievers** 

**University Advising** 

**University Development and Alumni Engagement** 

**University Housing** 

# **ALUMNI ENGAGEMENT**

As part of the Cal Poly community, alumni play a vital role in supporting students' careers through mentorship, networking, hiring and knowledge sharing. In 2022-23, Career Services engaged around 6,000\* unique alumni.

#### WAYS THAT ALUMNI ENGAGED WITH CAREER SERVICES

- · Posted a job.
- Recruited at a career fair.
- Attended or supported a Career Services event (e.g., networking mixers, industry panels.)
- Participated in Cal Poly Career Connections.
- Utilized our services as a job seeker.

\*2022-23 engagement number decreased from 2021-22 due to the exclusion of alumni with MustangJOBS accounts who are not employers. Many graduates retain a MustangJOBS account after graduation but may not actively use it. We believe that excluding this data point provides a more accurate representation of alumni who actively engage with Career Services.

# AMBASSADORS



Career Services student ambassadors help with outreach and service delivery, increasing our visibility and reach on campus. In 2022-23, our team of six ambassadors:

- · Actively promoted Career Services programs and resources to students, faculty and clubs.
- Conducted 375 resume and cover letter consultations for peers.
- Launched a new digital resume and cover letter review program, providing feedback on over 300 documents.
- Hosted or cohosted 35 workshops for residence halls, cultural clubs and other groups.
- Contributed to Career Services' initiatives, including social media outreach; Professional Clothing Closet; and diversity, equity and inclusion programming.
- Filmed informational videos for incoming students, employers and others.

# COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

The Career Services team is deeply committed to fostering a community of belonging and inclusion at Cal Poly and preparing students to contribute to and thrive in a diverse workforce. Diversity, equity and inclusion (DEI) are part of our core values, and we are intentional about using DEI as a lens for how we approach our work.



Student + Employer Diversity Networking Event, Spring 2023

#### HIGHLIGHTS OF OUR 2022-23 DIVERSITY, EQUITY AND INCLUSION EFFORTS:

Hosted a "Student + Employer Diversity Networking Event" featuring a panel and mixer. The event was attended by 65 students from historically underrepresented backgrounds and 35 employers.

Supported the career readiness of over 100 transfer students at the inaugural **Transfer Career Day** event, supported by all academic colleges and the Transfer Center.

Offered a new virtual employer training called "Employer Best Practices for Recruiting and Retaining Diverse Talent" based on our DEI Employer Toolkit.

Launched a year-round initiative to celebrate **Heritage Months** by offering tailored programming and featuring alumni and professionals on Instagram.

Provided 450 students with business attire at no cost through our **Professional Clothing Closet.** 

Facilitated quarterly Career Services staff meetings focused on DEI to promote learning and advance departmental DEI initiatives.

Funded six Career Services staff members to attend a social justice-focused national conference, College Student Educators International (ACPA).

Delivered 57 targeted presentations/programs for diversity-related clubs and classes, reaching over 1,800 underrepresented students.

Awarded \$4,800 to campus clubs and organizations through our **Diversity Funding Committee** to support diversity-related events.

A portion of the fees from our Career Partners program is used to support many of the initiatives listed above. We would like to thank our partners for their commitment to Cal Poly and the role they play in advancing Career Services' DEI efforts.





Diversity-related departments and organizations Career Services supported in 2022-23 through programming, outreach, resources, and other collaborations:

- Black Academic Excellence Center
- CLA Underrepresentd Students Network
- Cal Poly Scholars
- Center for Military-Connected Students
- Creating Opportunities for Representative Engagement
   (CORE) Disability Ally Workgroup
- Dream Center
- Educational Opportunity Program
- International Center
- Latinx Business Student Association
- Latinx Initiatives
- Louis Stokes Alliance for Minority Participation in STEM (LSAMP)
- Multicultural Engineering Program
- Multicultural Scholars Program
- Transfer Center
- National Society of Black Engineers
- Office of University Diversity and Inclusion
- Pride Center
- Society of Hispanic Professional Engineers
- TRIO Achievers
- The Women's Network
- Women in Business

# STUDENT SPOTLIGHTS

## **ELISA HORTA**

FOURTH YEAR (CLASS OF '23)
MECHANICAL ENGINEERING MAJOR

As a junior and senior, I attended Cal Poly's in-person career fairs to search for internships and full-time jobs. Career Services does a great job of gathering many employers from a variety of fields. I enjoyed talking with representatives about their opportunities in a more authentic way than just applying online. You can pick up much more about a company by conversing with them than you can on their website. I met my future boss at Cal Poly's Winter Career Fair. I walked up to Rohde & Schwarz's booth and talked with the representatives about their opportunities. After our talk, they moved me onto the next step of the interview process. I was accepted into their Graduate Development Program, which will prepare me to be either a sales engineer or an application engineer. Rohde & Schwarz is flexible, supportive, diverse, and has competitive compensation. I am excited to begin my new job and have so much appreciation for the Career Services team for helping me along the way. Career advisors



were always available to review my resume and cover letter when I was applying for jobs or attending career fairs. Career goals and interests can change, and it is so nice to have someone to talk to who is dedicated to supporting your goals as they adapt through college.



**BOLI**FIFTH YEAR (CLASS OF '23)
ARCHITECTURE MAJOR

Cal Poly Career Services has been a lighthouse in my challenging journey as an international student navigating the job market in the U.S. Their expert guidance, unwavering support and extensive resources played a pivotal role in opening doors to interviews with top architectural design firms.

Career counselors offered invaluable counsel and preparation strategies, helping me approach each interview with confidence and poise. In addition, their personalized advice honed my skills, ensuring I could articulate my ideas and vision effectively, an essential component in the world of architectural design.

With Career Services' help, I landed my dream job at Stantec, a milestone I'm incredibly proud of and grateful for. The journey was certainly not easy; there were moments of self-doubt and uncertainty. However, the unwavering encouragement from the Career Services team kept me motivated and focused on my goals. Their commitment to helping students like me succeed is commendable, and I am thrilled to have been part of this journey with them.

## **MAXWELL PEPPERDINE**

FOURTH YEAR (CLASS OF '23)
ENVIRONMENTAL MANAGEMENT AND PROTECTION MAJOR

The Cal Poly Career Services team was instrumental in helping me navigate various professional and educational pathways throughout my time at Cal Poly. During the course of my junior year, they provided lots of support in researching, applying to and preparing for interviews for multiple summer internship positions. Whether it was getting advice about where I could find positions, formatting resumes and cover letters, or making sure these documents were effectively tailored to the company and position, someone was always eager and readily available to help out.

Throughout fall quarter I worked closely with the Career Services team to navigate the application process for graduate programs. I attended a statement of purpose workshop, got help with researching and finding the right

programs for me, and received lots of feedback on my application documents. Ultimately, I got into all three programs I applied to and will be attending my dream school and program next fall, when I'll begin pursuing a Master of Environmental Science and Management degree at UCSB's Bren School. I can't express enough how thankful I am for all the help I've received from the entire Career Services team.



## **ALONDRA LOBOS**

FIRST YEAR (CLASS OF '26)
INDUSTRIAL TECHNOLOGY AND PACKAGING MAJOR

As a first-year and first-generation student, I had a lot of questions regarding college. Through Career Services, I got help to change my major and found a major that best fits me. I had countless appointments with my career counselor on the Freshman Focus Team. She, along with other staff, was always supportive and went above and beyond for me. Career Services has been very helpful and is a resource I will continue to use and recommend to others.





**EDWIN MADRID** 

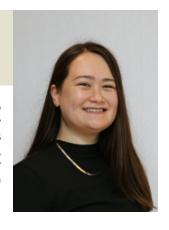
FOURTH YEAR (CLASS OF '23)
POLITICAL SCIENCE MAJOR, LAW AND SOCIETY MINOR

The staff at Career Services has helped me in my career building in a myriad of ways. My resume was looked at and tailored for specific internships that I had applied for. The Career Services team also helped edit and offer suggestions for different essay prompts. Applying for different competitive internships can be stressful, but my career counselor helped me stay calm with services such as mock interviews. Thanks to the assistance of the staff at Career Services I was able to land my internship. This past fall quarter, I had the chance to travel to our nation's capital and be a congressional intern, working in the House of Representatives.

## **SARAH ELLWEIN**

FOURTH YEAR (CLASS OF '23) MATHEMATICS MAJOR

Career Services played a pivotal role in elevating my professional presence, helping me land my internship position at Lawrence Livermore National Laboratory. I appreciate Career Service's support toward my journey into the professional space. I commend counselor Wolf-Dodson's exceptional approachability; her guidance has been invaluable, particularly in navigating interviews and elevating my resume. I highly recommend that anyone, regardless of their career stage, take the opportunity to schedule an appointment with Career Services. Whether you're starting your resume or seeking to improve it, their expertise is a valuable asset that can truly make a difference.





**GREG FLORES** 

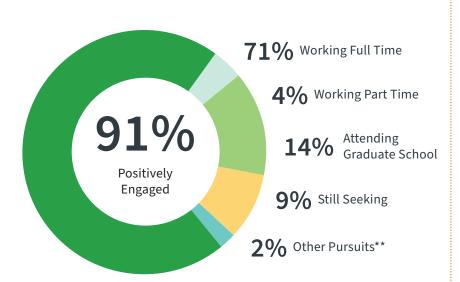
FOURTH YEAR (CLASS OF '23) SPANISH MAJOR

Career Services has greatly helped me with moving closer and closer to my career goals. When needing to write about myself, I knew exactly who I was, but it was just so hard to put it into words. With their help, I was able to create a great cover letter describing who I am, what I have done and the goals I have for the future, along with a resume that doesn't have too much or too little. Their patience and thoughtful tips helped me get the ball rolling, and thanks to their help and the confidence they helped me obtain, I will be beginning the Multiple Subject Teaching Credential Program and the Spanish Authorization for Bilingual Educators program in the upcoming school year!

# GRADUATE STATUS REPORT

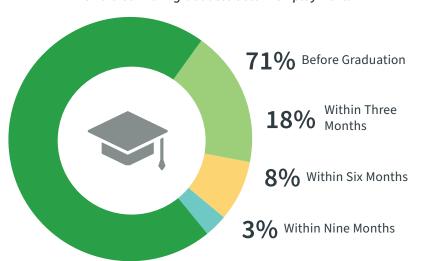
This information is excerpted from the 2021-22 Cal Poly Status Report, released in summer 2023. Data is based on 2,232 student responses collected within nine months of graduation; 42% overall response rate. For a detailed breakdown by college and major, go to: careerservices.calpoly.edu/gsr.

# **Graduate Outcomes**



## **Employment Timeline**

When did our 2022 graduates obtain employment?



## **Starting Median Salary**



## Sample of Top Selected Graduate Schools













UC San Diego



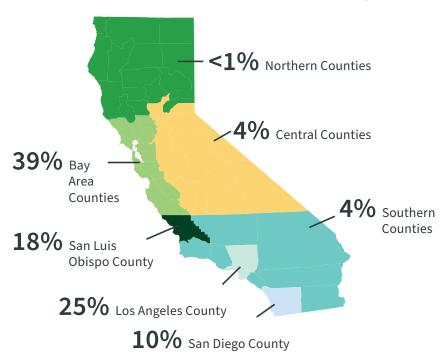
## **Major-Related Jobs**



#### California Jobs



## California Employment by Region



## **Top States**



California



**2** Washington



Texas



4 Colorado



New York



Illinois





Oregon





Arizona



Massachusetts



 $oldsymbol{10}$  Florida

## **Top International** Locations



**1** United Kingdom



**2** Spain



**3** France



4 Denmark



5 Italy



**6** Japan



**7** Paraguay



**8** St. Kitts

## **Top Employers**

Deloitte.



































































# 2022-23 CAREER PARTNERS

Our Career Partners program is designed to help companies and organizations enhance their brand presence and visibility on campus. The Career Services team works closely with our partners to maximize their recruiting strategies to connect them with Cal Poly talent. We would like to acknowledge the following organizations for participation as a Career Partner in 2022-23:

## **PLATINUM**





























### GOLD































## SILVER





Deloitte.











# TESTIMONIALS

## **FACULTY**

Thank you so much to Career Services for taking the time to come to my class and share your resources and wisdom with my students. I just finished grading their written responses to what they heard, and it's evident that you made a huge impact on them. Universally they mentioned how relieved they were to hear that success can be defined by each individual, and that it's rarely a straight line. They also loved the tools for researching what they could do with their major and the practical advice on preparing for job fairs.

- Lecturer Sada Andrews, Political Science

I really appreciate Career Services and the career counselors on your staff. When I invited a career counselor in to speak to my intro classes she was approachable, fun and interactive. She presented content at a great level for my students. I am really thankful for Career Services and appreciate how much value you and your staff add to Cal Poly's academic programs.

- Professor Chip Appel, Natural Resources Management and Environmental Sciences



#### **PARENT**

I expected Cal Poly to provide a compelling education for my daughter, but I had no idea how many rich offerings Career Services had. From the moment students step on campus through graduation, they have an incredible array of programs and services to aid them in their career pursuits.

- Renee Fogelberg, M.D., Cal Poly Parent

## **EMPLOYER**

Career Services is clearly dedicated to preparing students for successful interactions with employers, while also fostering strong, fruitful relationships with industry to ensure Cal Poly students are highly sought after.

- Lynda Tesillo, Design Group Leader and Senior Mechanical Engineer, Lawrence Livermore National Laboratory

Cal Poly Career Services is always working toward providing exemplary engagement opportunities between students and companies. They listen to the feedback from students and companies and then take action based on that feedback, which I think is unique and sets them apart from other schools we work with. We have benefited from the top-notch fairs and individualized events Cal Poly Career Services does, and we can't wait to meet more awesome Cal Poly students when we're back on campus!

- Leana LeLevier-Joseph, Recruiting Manager, Green Hills Software



# 2022-23 CAREER SERVICES TEAM

#### EMPLOYER SERVICES



From left: Erika Wagner, Soukita Thipsouvanh, Michelle Brown, Homero Barragan, Melinda McCann, Lauren Platte, Taylor Law

#### **COUNSELORS**



From left: Jade Moreno, Jordan Wolf-Dodson, Travis Raynaud, Evie Kriegbaum, Monica Contreras-Suarez, Tammy Martin

## **CONTACT US:**

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805-756-2501
careerservices@calpoly.edu

#### EADERSHIP AND OPERATIONS



From left: Emily Jenson, Amie Hammond, Megan Massey

# CAREER SERVICES

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