Annual Report 2013-14

Jobs & Internship Initiative (JII)

- **Unit:** Career Services
- **Program Description:** The Jobs & Internship initiative was approved and funded through Student Success, Excellence and Technology Fees (SSETF). This program was designed to increase the number of job and internship opportunities currently available to students and provide on-line educational development resources that can assist students with the job and internship search process.
- **Purpose:** Ensure SJSU students are better positioned to compete for job & internship positions by increasing student awareness of the importance of internships; increasing access to employment opportunities; and providing resources to help students best present their strengths and abilities.

**OUTCOMES:**

1. **Job and Internship Opportunities**
   - **SSETF Outcome:** Career Center provided students with timely access to on-line job postings.
     Measure: 20% increase in job postings/openings for career, pre-career (co-op, internship, and summer), local part-time, on-campus and Work Study jobs.
     Measure 2: 10% increase of job and internship placements
   - **SSETF Deliverable:** Career Center increased job openings from 53,151 to 75,347. This represented a 42% increase in job openings compared to a baseline of average job openings for 2012-2013. Career Center has exceeded the proposed outcomes and measures thus far. The following shows a breakdown of job posting types:
   - **Future Goals:**
     - Continue to see an increase in job postings/openings for career, pre-career (co-op, internship, and summer), local part-time, on-campus and Work Study jobs.
     - Offer new opportunities to connect with employers by offering 12 Drop-in Interviews days.
     - Coordinate a Non-Profit and Public Services Job & Internship Forum.
     - Increase SpartaJobs student registration by 10% as a result of the Internship Awareness campaign.

2. **Emerging Markets**
   - **SSF Outcome:** Career Center will research new emerging job markets, creating additional employment opportunities for students.
     Measure: Research and identify six new emerging job markets, distributing market information and creating new jobs.
   - **SSF Deliverable:** Career Center developed the following emerging markets: Social Media, BioTech, Energy Management, 3D Printing, Health Care, and Green Industry. The criteria established to evaluate the emerging markets will be based on potential growth (fact), does it impact a broad base of majors (fit) and does it support the mission of SJSU and Career Center.
     - Coordinated and delivered BioTech Panel in Fall 13 (69 attendees) and Energy Management Panel (52 attendees) in Spring 14
     - Conducted in-depth research on Social Media and Health Care
Future Goals:

- Develop emerging market section on career center website
- Coordinate and deliver a Social Media Panel in Fall 14
- Conduct in-depth research on a minimum of one more identified emerging market

Online Resources

- **SSETF Outcome:** Career Center provided students with access to on-line search resources to assist the job search process.
- **Measure:** Provide access to three on-line resources that will assist students with the job search process.
- **SSETF Deliverable:** Career Center provided access to the following on-line resources to assist students with the job search process. Career Center exceeded the proposed outcomes and measures for this area.

1. **Going Global** – Career Center offered “Going Global” to the campus community, assisting students explore international opportunities. This resource provided country specific career and employment information, including world-wide internships and job postings, employer listings, corporate profiles and cultural advice. There were 6,178 views this academic year, students showing greatest interest in job postings (4,489), international topics (1,091) and country topics (261).
2. **BrainShark** - Career Center purchased this tool to develop short videos that addressed career topics that could be viewed on mobile devices. There were 554 views of the developed videos provided through this new resource. “Spartan’s Guide to Picking a Major @ SJSU” was the most popular with 252 views.
3. **Online Chat (Comm 100)** - Career Center offered daily (Monday through Friday) one hour chat sessions for SJSU students, alumni, and community to get quick answers to their career-related questions. In 2013/2014 the Career Center served 136 through the new online chat forum.
4. **Virtual Workshops (WebEx)** – the Career Center offered new virtual workshops focused on job and internship search for 2013/2014. **Landing & Succeeding in Your Ideal Internship** (Fall 13 -69 views/Spring 14- 52 views); **Launching Your Job & Internship Search** (Fall 13 -66 views/Spring 14- 80 views)

*Vault Guides were reviewed and evaluated as a new resource but decision was not to purchase and implement for 13/14

Future Goals:

- Continue to offer and monitor above resources
- **Career Spots** - Career center offers "Video Spots" as a means to prepare students for their careers. Students will able to access 10 new videos on how to find a job, internship or co-op.