San Jose State University Career Center’s Student Advisory Group
Employment and Workforce Opinions of Knowledgeable Students (EWOKS)
Quarterly Meeting
SJSU Engineering building Rm# 285-287
September 11, 2015

Attendance:

Edwin Lee, Masters student in Computer Science
Samantha Lee, Society for Human Resource Management (SHRM)
Mia Guevarra, Akbayan
Michael E Lee, Student and entrepreneur, CyberSpark
Michael Ching, Marketing Association
Michelle Li, AIESEC
Alex Richards, SJSU Student Involvement
Lori Salazar, SJSU Student Involvement
Vy Nguyen, Spartan Toastmasters
Martin Reyes, Christian Assembly
William Chan, Computer Science student
Brent Villalobos, AIESEC
Kyle Linayao, Delta Sigma Pi
Emily Holland, Management Information Systems Association (MISA)
John Salangsang, SJSU Career Center
Nellie Rochon-Ellis, SJSU Career Center
Irma Guardado, SJSU Career Center
Keith Lewis, SJSU Career Center
Phuc Tran, Pre-Pharmacy club

Introductions & Explanation of EWOKS

Career Center Talk: John Salangsang, Internship Specialist (SJSU Career Center)
- Career Center Highlights:
  o 16,513 unique students engaged
  o 3,058 individual appointments and drop-ins
  o 234 educational workshops and presentations
  o 6,386 students participating in presentations
  o 8 job fairs hosted with 512 organizations attended
  o 3,068 newly registered employers
  o 99% satisfaction
- Feedback/Solutions:
  o Career Center strengths: helpful in developing career plans, finding a job and networking. SpartaJobs and career fairs are also helpful.
○ Areas for improvement: diversifying opportunities, awareness of the career center, and approachability and accessibility.
○ Some students are in niche fields where employer connections may not come from Career Center (ex. nursing students work more with their departments for employer connections)
○ Job fair should be better marketed and be more welcoming to other majors.

- Solutions:
  ○ Diversifying employer outreach: increased partnerships with the external community, marketing & communications intern (employer focused), nonprofit & government job fair.
  ○ Diversifying student outreach: liaisons fully staffed, increased faculty collaborations, collaborations on campus, drop-in help in the student success centers, increased tabling, target marketing (ex: emails), more casual events (ex: Fall in Love with Your Major).
  ○ Job fairs: diversified employer outreach, better marketing, created web pages, new undergrad hour in technical job fair, simpler name for job fairs to be less intimidating, new program calendar online with links about the events.
  ○ Student success stories: report by Caroline Schopf and Thuha Cao of SHRM, showed that 75% of the 303 students who answered their survey, would more likely use the career center resources if they read/saw student success stories. Also, of the 303 students surveyed, 59% of the students used the career center and 41% were unaware.
  ○ Open floor ideas/discussion:
    - More resources for students, like Big Interview or other software tools
    - A good resource for those looking for international opportunities is GoinGlobal
    - Location of Career Center not a simple decision to make, more of a decision by SJSU’s administration
    - Interests in bringing back entrepreneur club
    - How to have better partnerships, even with greek life – table at Fire at the Fountain
    - Communicate with parents to promote career center services
    - Hosting a networking event with alumni during Homecoming week
    - List all employers and job opportunities available during a job fair for students who were unable to attend – possibly place on website and let students know via email to check
    - Follow up with employers and students after the job fair
    - Work with the international department to help international students find internships which is already being done
    - Provide business card templates, and/or find a vendor to make business card for students, this can encourage students to network
    - Possibly promote www.camcard.com which allows individuals to scan business cards and have a digital card already loaded
- Create Facebook Group Page for students to engage more students and let students share their thoughts and other helpful information all in one place
- Workshops about fraudulent employers
- Have orientation leaders bring students to see tour of Career Center
- Glass Door approach, help students research employers and read what others have to say about them
- Table outside of the job fair for students to see
- Table at different locations like an information booth
- Virtual Job Fairs/Events a possibility in the future, mainly tech employers that might be interested
- Create an app for SpartaJobs, though it’s already made by Symplicity, still needs to be further refined

**Student Leader Presentation #1 - Michelle Li & Brent Villalobos, AIESEC**
- Strive to achieve peace and fulfillment toward humankind's potential
- Believe that leadership is the fundamental solution
- Place confidence in youth, and enable young people to develop their leadership through learning from practical experiences in challenging environments through cross-cultural exchange
- Youth2Business Forum: aims to bridge young people and business leaders together for a dialogue and discussion on youth issues -- Thursday, November 19, 2015 - 12 PM to 3 PM - Student Union Ballroom

**Student Leader Presentation #2 – Kyle Linaya, Vice-President of Delta Sigma Pi**
- Co-Ed business fraternity
- Focus on Professionalism, Community Service, Brotherhood
- Provides Career Development, internship and networking opportunities
- Career Fair: Monday, October 5, 2015 - 10 AM to 2 PM - Student Union Ballroom

**Closing Announcements:**
- Updates on EWOKS web page coming soon