Job Development Report

Fiscal Year 2010 – 2011

San Jose State University Career Center

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PURPOSE AND OVERVIEW

The San Jose State University Career Center specializes in college recruitment and prepares student job seekers for their professional careers. This report will summarize the unique trends of college recruitment to provide an overview and glimpse into the job market as it pertains to Silicon Valley’s largest educational institution of professionals. This report analyzes the jobs most often obtained by college students: part-time, seasonal, temporary, and internship opportunities. This report also includes a few general findings for full-time career positions. The following analysis will summarize the local economic landscape, the SJSU Career Center’s approach and strategy to job development, information and statistics pertaining to recruitment events, statistics of job availability, wage offering, available income and a general forecast.

ECONOMIC LANDSCAPE of 2010/2011—A SUMMARY

During the first two quarters of the 2010/2011 FY, unemployment remained the same or grew slightly in CA with an average unemployment rate of 12.47%. The January 2011 unemployment figure dropped to 12.4%, this was the first decrease in CA unemployment since September 2006. According to the Bureau of Labor Statistics (BLS), the unemployment rate in CA decreased again in February 2011 to 12.1% with predictions indicating a continued reduction. NOVA Workforce Development stated that Silicon Valley’s unemployment rate toward the end of quarter three hovered around 10.3% (March, 2011). The employment rate in March 2011 increased by .7% compared to March 2010 (NOVA, March 2011). This may be due in part to the Silicon Valley 150 (SV150), the top 150 public technology related companies. Combined, the SV 150 ranked in the most profitable revenues ever; the San Jose Mercury News states that their profit margins for 2010 have not been seen since the 1999 Dot Com boom. The SV 150 added approximately 1.1 million new jobs world-wide in 2010. It is not sure how many of these jobs were filled locally, but the SJSU Career Center experienced significant growth in employment opportunities, many of which were from technology related companies, including many of the companies that make up the SV 150, such as Applied Materials, Cisco, Juniper, Symantec, and Yahoo!.

Quarter four has shown signs of a more optimistic job climate and the Employment Development Department (EDD) of California stated in June 2011 that the state unemployment rate for May 2011 dropped again to 11.7% compared to 12.4% in May 2010. The SJSU Career Center experienced growth in employer recruitment efforts; this was
reflected in the number of job opportunities made available to SJSU students in SpartaJobs, the SJSU official job database and in employer recruitment table registrations at job fairs.

**EMPLOYER AND JOB DEVELOPMENT ACTIVITIES**

Although we anticipate continued growth in employment, the SJSU Career Center will continue to educate students in how to prepare and adapt to changes in a competitive economy. The SJSU Career Center will continue outreach to employers to create new opportunities and to identify local labor market and recruitment trends. Job development efforts consist of targeted use of social media (Facebook, Twitter, LinkedIn, online forums, Yahoo! groups, Google groups, e-mail blasts, and blogs), phone calls, attending networking events, and partnering with local government agencies, community organizations, and educational institutions to expand our reach.

The Job Development and Marketing Specialist created a job development and marketing strategic plan that includes a timeline, activity tracking, targeted campaigns and outreach, job fairs, and career center team and community involvement to strengthen job development efforts.

The following narrative highlights the events and programs the Career Center developed and implemented to generate a variety of employment opportunities to help students finance their education.

**SJSU Career Center Job Fairs:**

- **Fall ‘10 Job/Internship Fair:**
  (102 employers, 360 recruiters, 2,400 students)
  
  **Employer Demographics:**
  
  - 44% Business sector
  - 27% Technical
  - 17% Government
  - 7% Other Sectors
  - 5% Non-Profit
  - 1% Education

- **Expo ’11 Job/Internship Fair:**
  (100 employers, 359 recruiters, 2,227 students)
  
  **Employer Demographics:**
  
  - 46% Business sector
  - 36% Technical
  - 8% Government

- **Spring ’11 Job/Internship Fair:**
Employer Demographics:
- 59% Business sector
- 18% Technical
- 14% Government
- 9% Education

The ’10-'11 job fairs provided SJSU students face-to-face interaction with 274 employers compared to 237 employers in ’09-'10, a 16% increase and 888 employer representatives in ’10-'11 compared to 813 employer representatives in ’09-'10, a 9% increase.

Other Job Fairs:
SJSU collaborates with various partners to market and coordinate additional job fairs to ensure employer access to SJSU students.

- City of San Jose Summer Youth Job Fair: 23 employers: 32 Recruiters
- Black Association of Scientists and Engineers (BASE) Job Fair (SJSU): 10 employers
- American Society of Civil Engineers (ASCE) Career Fairs (SJSU): 16 employers
- Santa Clara County Office of Education Fair: 30 employers
- California Association for Employment in Education Fair: 20 employers
- TechSkills Technology Conference/Fair = 13 employers

Through university and community partnerships and marketing, the SJSU Career Center provided SJSU students face-to-face interaction with 114 employers outside the official SJSU job fairs.

Employer Educational & Networking Events
- Information Sessions: 19 employers with 584 students
- Employer Panels & Networking Events: 3 panels, 21 employer representatives

The Career Center hosted 19 employer information sessions in ’10-'11 compared to 31 employer information sessions in ’09-'10, a 39% decrease, this may in part be due to employers diversifying recruitment strategies and shifting resources from one recruitment source to another.

The Career Center hosted three panels with 21 employer representatives in ’10-'11 compared to three panels with 15 employer representatives in ’09-'10, a 29% increase.
SpartaJobs Online Job Database
The SJSU Career Center developed 12,967 part-time, seasonal, temporary, and internship opportunities that were listed in SpartaJobs, the SJSU Career Center’s official online job and internship database.

SpartaJobs has added 1,914 new employers to the database who have expressed a current or future need for recruitment in the 2010-2011 academic year, compared to 1,583 new employers in the 2009-2010 academic year, a 21% increase.

Social Media
Students and employers are active social media users. The Career Center has incorporated job development efforts into already existing social media outlets and launched new and extensive social media job development tactics to market SJSU students to employers and vice versa. Tweets were exposed to an audience of over 3,710 users, Facebook status updates were exposed to over 1,500 users. Yahoo! and Google Listserv postings were exposed to over 3,100 users and LinkedIn forum/group postings were exposed to over 120 users.

EMPLOYER OUTREACH

A strategic community partnership approach was created to expand job development efforts to generate the greatest number of job opportunities for SJSU students while developing a greater community presence and awareness of the SJSU Career Center to partners and employers. Leveraging the support of the Bay Area Coalition for Employment Development (BACED), a major workforce development coalition that consists of approximately 50+ job developers and employment specialists representing various workforce development and employment placement agencies, the SJSU career center utilized the networks, contacts, expertise, and resources of these partners to help market SJSU students collaboratively. The SJSU Career Center has created relationships with several organizations and government entities that coordinate recruitment efforts of their own; these institutions have opened their services and marketing scope to SJSU students and are referring their partners and employers to the SJSU Career Center for internship, seasonal, temporary, part-time, and contract job opportunities. These efforts increase and expand the reach of job development and amplify the number of job opportunities and face-to-face employer interactions available to SJSU students. Through partnerships, the SJSU Career Center expanded the reach of job development and marketing which resulted in new employer connections.
To generate long-term growth from community and partner referrals, a job development plan must have a strong foundation; the Job Development and Marketing Specialist developed many relationships within the community and met with 60% of the San Jose City Council members including the vice mayor to promote SJSU recruitment opportunities to the businesses of each council district and to encourage collaboration with the SJSU Career Center. These relationships will serve as foundations to accessing Silicon Valley leaders. Government and community partnerships will assist in providing access to decision makers in all sectors.

The SJSU Career Center has connected with two Workforce Investment Act (WIA) One-Stop Centers: Work 2 Future and Connect!/-Nova to job develop and to connect with local resources. The SJSU Career Center is creating a working relationship with Work 2 Future (W2F), the official City of San Jose WIA One-Stop Center/job placement agency to expand recruitment opportunities for job seekers. W2F serves thousands of businesses annually and has strong relationships with job seekers and employers, including SJSU alumni. Through a SJSU Career Center and W2F partnership, SJSU students have greater access to face-to-face recruitment opportunities with employers. W2F coordinated a summer youth job fair which attracted 23 employers with over 100 available part-time/seasonal jobs. The SJSU Career Center’s city partnership made the development of these jobs to SJSU students possible. A continued and stronger relationship will generate greater employer connections and job availability to SJSU students to help them meet their academic financial obligations. The partnership with W2F has positioned SJSU Career Center to apply for membership with the Business Owner Space (BOS) coalition, a network of organizations that provides low or no-cost services to Silicon Valley businesses. The BOS network has received approximately 250,000 inquiries from businesses since its inception in 2007.

The SJSU Career Center’s outreach and community partnership and awareness strategy has attracted new employers to the SJSU campus and SpartaJobs. The Job Development and Marketing Specialist will continue to network with various coalitions and networks of employers and workforce development professionals to continue developing jobs for SJSU students and to build a stronger community presence while providing support through collaboration to our community.
The SJSU Career Center develops job opportunities in all sectors. The following charts are break-downs of part-time, seasonal/temporary, and internships made available to SJSU students via SpartaJobs, the official SJSU job database. The College of Business led with a 3.82% lead followed by the College of Social Science, the College of Applied Science and Arts, and the College of Engineering which all came in close second.

By identifying the ratios of job opportunities marketed to students of each college/sector, the SJSU Career Center can identify possible trends in local employment demand as it pertains to current and recent college students.

[figure 1.0]

*Data is based on total number of job postings in the official SJSU database, SpartaJobs.*
“The College of Business had the greatest number of job listings, 19.80% of the pie, an almost 4% lead.”

Available Jobs by College
[figure 1.1] (Part-time, Seasonal/Temp, Internship)

The SJSU Career Center’s database, SpartaJobs tracks available job opportunities by college. The College of Business had the greatest number of job listings for part-time, seasonal, temporary, or internship opportunities with 19.80% of the pie, an almost 4% lead. The Colleges of Social Science, Applied Science and Arts and Engineering all came very close to being second in demand, with approximately 15% each.

*The above statistics are approximate

JOB DEVELOPMENT RESULTS BY COLLEGE/INDUSTRY
(Full-time career positions)

The following charts are break-downs of full-time career opportunities made available to SJSU students via SpartaJobs, the official SJSU job database. The College of Applied Science and Arts led with a 5.26% lead followed by the College of Engineering, and the College of Science.

By identifying the job opportunities marketed to students of each college/sector, the SJSU Career Center can identify current trends in local employment demand as it pertains to full-time career
opportunities. Full-time career positions are usually long-term and the demand to fill these jobs provides a glimpse into the needs of the current workforce of Silicon Valley. The following are lists of the majors within each SJSU college and the percentage of available jobs posted by employers to employ students within those majors. The listing of a major within a cluster does not imply that employment demand pertains to that concentration, but rather to the College as a whole.

[figure 1.2]

*Data is based on total number of job postings in the official SJSU database, SpartaJobs.

**College of Applied Science & Arts (27.72% of available jobs)**
Administration of Justice Bureau, Aerospace Studies (Air Force ROTC), Health Professions, Health Science, Hospitality, Recreation & Tourism Management, Journalism and Mass Communications, Justice Studies, Kinesiology, Library and Information Science, Military Science (Army ROTC), Nursing, Nutrition, Food Science, and Packaging, Occupational Therapy, Social Work

**College of Engineering (22.46% of available jobs)**
Aviation and Technology, Chemical and Materials Engineering, Civil and Environmental Engineering, Computer Engineering, Electrical Engineering, General Engineering, Industrial and Systems Engineering, Mechanical and Aerospace Engineering
College of Science (12.04% of available jobs)
Biological Sciences, Chemistry, Computer Science, Geology, Mathematics, Meteorology, Moss Landing Marine Labs, Physics and Astronomy

College of Business (10.21% of available jobs)
Accounting and Finance, Management Information Systems, Marketing and Decision Sciences, Organization and Management

College of Social Sciences (8.36% of available jobs)
African American Studies, Anthropology, Communication Studies, Economics, Environmental Studies, Geography, History, Mexican American Studies, Political Science, Psychology, Social Science, Sociology, Urban and Regional Planning

College of Humanities & the Arts (7.93% of available jobs)
Art and Design, English and Comparative Literature, Humanities, Linguistics and Language Development, Music and Dance, Philosophy, Television, Radio, Film and Theatre, World Languages & Literatures

College of Education (7.88% of available jobs)
Child and Adolescent Development, Communicative Disorders and Sciences, Counselor Education, Educational Leadership, Elementary Education, Secondary Education, Special Education

“…locally, the greatest number of job postings pertained to careers in health, engineering, and science.”
Available Jobs by College
(Full-time Career Positions)

These ratios should serve as a general representation of recruitment because colleges may offer alternative recruitment strategies and may work with employers directly and provide job placement or recruitment assistance outside of the SJSU Career Center. Each college is encouraged to work in collaboration with the SJSU Career Center and to market available jobs via SpartaJobs, the official SJSU job database.

The chart shows that locally, the greatest number of job postings pertained to careers in health, engineering and science. The SJSU Career Center’s database, SpartaJobs tracks available job opportunities based on desired college. **The College of Applied Science & Arts had the greatest number of job listings for full-time career opportunities with 27.72% of the pie, an over 5% lead.** The Employment Specialist/ liaison to the College of Applied Science & Arts states that this may be due to diversification of majors within the college (i.e. Health Professions, Hospitality, Advertising, Military Science, etc.). **The College of Engineering and the College of Science followed next with 22.46% and 12.04% of the available jobs.**
The SJSU Career Center tracks the average wage offered to student job seekers. The following break-down is a summary of the average initial wage offering for part-time, seasonal/temporary and internship opportunities.

The chart suggests that over 50% of part-time, seasonal/temporary or internship job postings offer SJSU students $14+ an hour; this suggests that businesses are prepared to pay for and compete for SJSU talent, including internships. The vast majority of job postings listed higher than minimum wage offerings.
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College students have greater access to jobs that pay more than minimum wage. The average part-time, seasonal/temporary or internship job posting pays almost twice the salary than an entry-level minimum wage job.

Wage Offering:
- **Part-time:**
  - Average: $15.05
  - Median: $13.00
- **Seasonal/Temporary:**
  - Average: $16.04
  - Median: $15
- **Internship:**
  - Average: $15.59
  - Median: $15
"The SJSU Career Center developed a total of 12,967 job opportunities with approximately $142,322,099 of available income!"

The SJSU Career Center calculated the average hourly wage, annual work weeks, and weekly hours to estimate a general idea of the total income made available to SJSU students via the official SJSU job database, SpartaJobs. The SJSU Career Center developed a total of 12,967 job opportunities with approximately $142,322,099 of available income.

The local job market for college recruitment has grown significantly in the past 12 months. The SJSU Career Center predicts a continued gradual increase in the demand for skilled labor. Many part-time, seasonal/temporary, and internship positions often become permanent full-time jobs. Since these classifications are often used for on-boarding to long-term full-time employment, the SJSU Career Center anticipates a bright outlook for the future of the local job market in Silicon Valley.

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<th>Break Down of Income</th>
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<tr>
<td><strong>Part-time</strong></td>
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<td>Average Hourly Wage</td>
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*Data is based on information collected from employers who listed offering wage from the official SJSU database, SpartaJobs. Of the employers who listed wage information, the above chart is based on the following samples: part-time: 60% of postings listed wage information, Seasonal: 46% of postings listed wage information, Internship: 35% of postings listed wage information.*
SUMMARY OF STATISTICAL REPORTING

The SJSU Career Center recently obtained the capability to identify and track each individual job opening developed. The figures within this report are derived from employer’s job postings from the SJSU job database, SpartaJobs.

- **New Employers:**
  - 1,914 new employers, 21% increase.

- **Available Job Openings:**
  - 12,967

- **Available Hourly Income (PT, seasonal/temp, internship):**
  - $142,322,099

- **Average Wage (PT, seasonal/temp, internship):**
  - PT: $15.05/hr
  - Seasonal: $16.04/hr
  - Intern: $15.59/hr

- **Median Wage:**
  - PT: $13.00/hr
  - Seasonal: $15.00/hr
  - Intern: $15.00/hr

- **Available Jobs by College (PT, seasonal/temp/internship):**
  - 1) College of Business: 19.8%
  - 2) College of Social Science: 15.98%
  - 3) College of Applied Science & Arts: 15.61%
  - 4) College of Engineering: 15.26%
  - 5) College of Humanities: 11.29%
  - 6) College of Science: 10.45%
  - 7) College of Education: 8.48%
  - 8) All Majors: 3.14%

- **Available Jobs by College (full-time career positions):**
  - 1) College of Applied Science & Arts: 27.72%
  - 2) College of Engineering: 22.46%
  - 3) College of Science: 12.04%
  - 4) College of Business: 10.21%
  - 5) College of Social Science: 8.36%
  - 6) College of Humanities & the Arts: 7.93%
  - 7) College of Education: 7.88%
  - 8) All Majors: 3.41%

“...the SJSU Career Center anticipates a bright outlook for the future of the local job market in Silicon Valley.”

Forward questions/comments to Daniel Newell, Job Development and Marketing Specialist at daniel.newell@sjsu.edu or 408.924.6028