Job Development Report
Fiscal Year
2011-2012

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careercenter.sjsu.edu

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Mission Statement

The Career Center promotes professionalism by providing the tools to guide students in making career planning decisions. We satisfy the needs of the employment community and complement the academic curriculum. Our high-touch customer service approach motivates, educates, and empowers students by giving them access to:

- Customized consulting services and programs
- Job and internship opportunities
- A network of industry professionals and alumni

Vision Statement

Integral to the SJSU educational experience, the Career Center is the University's key link to the employment community and Silicon Valley's first choice of diverse and talented student applicants. In collaboration with our employer, community, and campus partners, we apply our career expertise to ignite students' passions and potential in the journey toward career fulfillment.
Executive Summary

The unemployment rate is gradually declining. The unemployment rate in Silicon Valley is within alignment of the national rate.

The San Jose State University (SJSU) Career Center has developed and implemented a strategic plan for job development and job creation. It incorporates the private, non-profit/community, and government sector. The foundation of the job development plan has been created and an infrastructure is in place that will allow the SJSU Career Center to access large numbers of employers through various channels.

In comparison to FY2010-11, the SJSU Career Center has experienced a spike in job fair attendance by employers (+44%) and employer representatives (+41%). We have also increased the attendance of job seekers at our recruitment events (+5%). Referral of community and outside job fairs has been infused to our marketing strategy, resulting in an additional 302 employers (+165%) made available to SJSU job seekers.

Employer job postings have increased. Internship, part-time, seasonal and temporary job openings have increased significantly (+31%). The majority of job postings related to internship, part-time, seasonal, and temporary employment were in the College of Applied Science and Arts (21.76%), followed by job postings made available to all majors (17.13%), then the College of Business (14.92%). The majority of job postings for full-time employment was for the College of Business (21.66%), followed by the College of Applied Science and Arts (21.56%), and then job postings made available to all majors (14.22%).

Paid part-time, seasonal, temporary, and internship positions averaged an over $14/hr wage offering, internships averaged approximately $16/hr. This may be due to the recent tech boom, which is expected to increase the total average wage.

Over 13,000 job openings were developed and coordinated through the SJSU Career Center with an approximate total available income of over $132,000,000.00 unique job postings have increased by 53%.

In a July, 2012 poll of 1k+ SJSU students who utilized the Career Center, 59.3% of students obtained employment in FY2011-12. The poll carries a 2.98% margin of error, with a 95% confidence interval.

The SJSU Career Center can state with a 95% confidence level that in FY2011-12, approximately 10,418 students who utilized Career Center Services obtained employment, +/- 2.98%. This means that the total number of students who utilized Career Center services, who obtained employment in FY2011-12, is between 9,898 and 10,941.

On the front-end or initial phase of job development, the most notable or prominent request by employers from small and medium businesses have been technical talent as well as marketing/advertising and sales with an emphasis in social media. Large Silicon Valley tech companies and start-ups have increased their presence and recruitment efforts on campus. Continued gradual growth in employment of college talent is expected with a continued demand placed on technical talent and marketing. Government and non-profit hiring continue to be affected by the economy; however, we foresee support from the Federal government to help grow the number of available internships in these sectors with emphasis in online security, financial regulation, and veteran affairs.

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PURPOSE AND OVERVIEW

The San Jose State University (SJSU) Career Center specializes in college recruitment and preparing student and alumni job seekers for professional careers. This report summarizes 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. The SJSU Career Center analyzes jobs most often obtained by college students: part-time, seasonal, temporary, and internship opportunities; it also includes some 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/creation, information and statistics pertaining to recruitment events, statistics of job availability, wage offering, available income and a general employment development forecast.

ECONOMIC LANDSCAPE

Over the past twelve months, unemployment has been steadily decreasing on all levels: national, state and county. The state unemployment rate continues to remain higher than the national rate while the local unemployment rate has begun to mirror the national trend.

**National**
The national unemployment rate has decreased from **9.1%** in June 2011 to **8.2%** in June 2012, a **.9% decrease**. If unemployment were to continue to decline at this rate, the national unemployment rate will drop to approximately **7.3% by June, 2013**.

**State**
The state unemployment rate has declined from an astounding **11.9%** in June 2011 to **10.7%(P)** in June 2012, a **1.2% decrease**. If unemployment were to continue to decline at this same rate, we can expect to see the state unemployment rate drop to approximately **9.6% by June, 2013**.

**Local**
The local unemployment rate of Santa Clara County, home to Silicon Valley, has decreased from **10.1%** in June 2011 to the most recent available rate of **8.2% in May 2012**, a **1.9% decrease**. If the unemployment rate were to continue to decline at this same rate, the local unemployment rate will drop to approximately **6.3% by June, 2013**.
Employment recruitment on campus and online reflect the same trends we’re seeing at local, state, and national levels. The SJSU Career Center has experienced a significant increase in the number of job opportunities made available by employers in our official SJSU job board, SpartaJobs and through employment recruitment events. The trend remained stable the past 12 months and we are optimistic that we will continue to see a steady and strong recruitment effort of SJSU talent next fiscal year.

**OUTREACH AND SOCIAL MEDIA PLAN FOR JOB DEVELOPMENT/CREATION (PRIVATE, NON-PROFIT, AND GOVERNMENT SECTORS)**

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 the private, non-profit, and government sectors. Through collaboration, the SJSU Career Center has greater reach to develop and create jobs in Silicon Valley. We utilize our partnerships to attract and identify employer referrals, resources, expertise, information, and job leads. By working strategically in collaboration with the various sectors, we are better equipped to help job seekers find a meaningful job opportunity while helping industry find the talent necessary for sustainability and growth.

**Private Sector**

The SJSU Career Center understands that the majority of jobs created are by small and medium size businesses. Silicon Valley is a hub for innovation--
Through various business incubator programs and local resources, start-ups have greater access to capital, technology, and talent. These ingredients help stimulate job growth.

The SJSU Career Center has incorporated various outreach and marketing tactics to businesses. The annual job development plan leverages the potential of these companies to help generate entry-level jobs with an emphasis on internship development.

The SJSU Career Center has utilized and leveraged resources to develop and create jobs in Silicon Valley through tools and relationships developed from various coalitions and organizations that have access to many private-sector businesses, with an emphasis on small and medium sized companies. We have connected with private sector businesses through the Silicon Valley Business Journal, Internbound, San Jose/Silicon Valley Chamber of Commerce, Every Circle, and Hiring Frenzy. Through these outlets, we develop relationships with large numbers of employers and are able to connect them with the resources necessary to fill open positions and to use financial capital to create new jobs for current students or recent graduates.

**Non-profit/Community Sector**

The university values its partnerships with non-profit and community organizations. We develop and maintain a diverse collection of organizational partners in Silicon Valley; these partners support the university in accessing large groups of employers, and they provide complimentary services to help meet student needs.

The SJSU Career Center has fostered strong partnerships with various community organizations that connect the university to private and non-profit sector businesses; some of these valued partners are Silicon Valley Leadership Group (SVLG), Business Owner Space (BOS), Bay Area Coalition for Employment Development (BACED), SJSU Alumni Association, Connect!/NOVA, Rainbow Chamber of Commerce, College Day, and the Silicon Valley College Career Connection (SVC3). Through these partnerships, we gained greater access to decision makers from small, medium, and large businesses.

The Silicon Valley Leadership group was influential in working with the SJSU Career Center in designing and piloting a model internship development prototype for current and potential members.

Business Owner Space (BOS) refers small businesses and entrepreneurs to the SJSU Career Center for job creation consulting and provides us with access to networking events and business opportunities. Through the BOS sponsored business-to-business (B2B) networking event FestivALL, we gained access to and met 100+ small and medium business representatives in one night.
The Bay Area Coalition for Employment Development (BACED) is a major workforce development coalition that consists of approximately 50+ job developers and employment specialists. Its membership represents various workforce development agencies and shares job development and employment counseling best-practices. BACED hosts professional development opportunities related to workforce and economic development via the annual Workforce Development Summit (WDS) and during monthly meetings. We’ve accessed 50+ non-profit/community focused employers through the BACED network in San Jose and San Francisco. The SJSU career center utilizes the networks, contacts, expertise, and resources of BACED partners to help market SJSU students collaboratively.

The SJSU Alumni Association holds a membership of over 11,000 graduates, many of whom are working professionals. Working alumni have been influential in recruiting from SJSU; our partnership with the SJSU Alumni Association has resulted in recruiter referrals to the SJSU Career Center and additional jobs have been developed as a result.

The Rainbow Chamber of Commerce has assisted SJSU in accessing business owners and representatives in Silicon Valley who are members of the LGBT community. Accessing chambers like the Rainbow Chamber of Commerce ensures we diversify our pool of business partners to ensure we have a mix base of employers, including those who support populations of protected classes under the Equal Employment Opportunity Commission (EEOC) and the Department of Fair Employment and Housing (DFHE).

**Government Sector**

Government relations and partnerships help the SJSU Career Center access large pools of businesses by providing admittance to events that attract business owners and company representatives. A strong job development plan incorporates government partners and officials.

The SJSU Career Center has developed partnerships with an array of government departments and officials: City of San Jose (Office of Mayor Chuck Reed), District 1: Council-member Pete Constant, District 2: Council-member Ash Kalra, District 3: Council-member Sam Liccardo, District 4: Council-member Kansen Chu, District 5: Council-member Javier Campos, District 7: Vice Mayor Madison Nguyen, District 8: Council-member Rose Herrera, District 9: Council-member Donald Rocha, Disability Advisory Commission (DAC), Human Rights Commission (HRC), and the Office of Economic Development (OED), Workforce Investment Boards (WIBs): Work2Future (W2F) and NOVA/Connect!, Department of Rehabilitation (DOR), Employment Development Department (EDD), and the Veteran’s Administration (VA).
Our growing partnership with the City of San Jose has resulted in hundreds of face-to-face interactions with local businesses and has provided the SJSU Career Center exposure to thousands of companies and business representatives. Our partnership with Work2Future and the City of San Jose provided the SJSU Career Center with the opportunity to be a featured guest on KDOW 1220AM, the Wall Street Business Network’s Business on the Edge talk show, a local radio talk-show targeting business owners, professionals, and entrepreneurs. We also gained admission and tabling at FestiveALL, one of the largest B2B networking events in Silicon Valley that hosted 2,000+ business representatives.

The San Jose City Council and the Mayor’s Office keep the SJSU Career Center aware of local business events and market our services to the business community.

The local Workforce Investment Boards (WIBs), W2F and NOVA/Connect! have been influential in helping us gain access to a large number of employers through their networks and already existing job development infrastructures. These partnerships can assist us in leveraging each other’s strengths and resources via grant writing collaborations and partnerships. Since the WIBs services are open to the general public, employer connection events developed by the WIBs are accessible to SJSU students. Partnering with the WIBs expands employment services and employer connection events for SJSU students and alumni.

We maintain close relationships with the Department of Rehabilitation (DOR) and the Veteran’s Administration (VA). Growing these partnerships has resulted in an expansion of services and access to employers for students with disabilities and veterans. These partnerships help ensure we provide appropriate services for protected populations under the Equal Employment Opportunity Commission (EEOC) and the California Department of Fair Employment and Housing (DFEH). This also ensures access to knowledgeable professionals in the field who can respond and answer employer questions specific to these populations.
The SJSU Career Center job development strategy concentrates on professional groups to access several employers at one time versus focusing on one employer at a time. However, as the chart above shows, there are some employers we outreach to directly and vice versa. After the three foundations of non-profit/community organizations, business associations/chambers, and government entities and elected officials are established, the flow then evolves from a simplex system of communication, resources, and information sharing to a duplex system, permitting and promoting resources and leads to come in as well as out. Our unique approach to job development earned us a segment on ABC Channel 7 News with TV anchor Cheryl Jennings.

Social Media

Social media is a current and expanding trend, gaining new users and increasing utilization each year. The SJSU Career Center’s job development plan understands the value in utilizing social media and incorporates it into its
marketing strategy. LinkedIn, Twitter, Facebook, and blogging are utilized to increase marketing efforts while branding the SJSU Career Center services to the business community.

Our Twitter account gained over 500 followers in its first five months, attracting approximately 100 new businesses and professionals monthly. We will continue to incorporate social media in our B2B marketing and explore further fusion of sites like LinkedIn.

**JOB FAIRS, FORUMS, AND OTHER RECRUITMENT EVENTS**

The SJSU Career Center hosts several targeted fairs each semester. Job fairs allow an initial introduction of students and employers. This helps employers market open positions and attract a talent pool to serve as a pipeline for entry-level employment.

**SJSU Career Center Job Fairs**

- **Accounting and Finance Internship Fair, 09/16/2011**
  (34 employers, 115 recruiters, 286 students)
  
  **Employer Demographics:**
  
  o 74.6% Business sector
  o 15.3% Government
  o 3.4% Non-Profit
  o 1.7% Technical
  o 0% Education
  o 5.1% Other Sectors

- **Fall Job and Internship Fair 2011, 10/04/2011**
  (132 employers, 470 recruiters, 2156 students)
  
  **Employer Demographics:**
  
  o 42.7% Business sector
  o 37.5% Technical
  o 5.2% Government
  o 5.2% Non-Profit
  o 2.1% Education
  o 7.3% Other Sectors

- **EXPO 2012, 03/08/2012**
  (121 employers, 445 recruiters, 2200 students)
  
  **Employer Demographics:**
  
  o 50.3% Business sector
  o 26.8% Technical
  o 7.4% Government
  o 6.7% Non-Profit
  o 70% Education
  o 8.1% Other Sectors
• Last Chance Fair (Non-technical), 04/10/2012
  (39 employers, 72 recruiters, 285 students)
  
  Employer Demographics:
  o 57.6% Business sector
  o 18.2%  Non-Profit
  o 9.1%  Government
  o 6.1%  Technical
  o 3%  Education
  o 6.1%  Other Sectors

• Last Chance Fair (Technical), 04/11/2012
  (29 employers, 70 recruiters, 275 students)
  
  Employer Demographics:
  o 61.3%  Technical
  o 22.6%  Business sector
  o 16.1%  Government
  o 0%  Non-Profit
  o 0%  Education
  o 0%  Other Sectors

Forums

• Non-Profit/Public Service Forum, 03/14/2012
  (29 employers, 65 representatives, 175 students)

Other (Drop-in Interviews/Information Sessions)

• 05/02/2012
  o Drop-In Interviews (Coach)
  o (2 employers, 4 representatives, 34 students)

• 04/26/2012
  o Open Interviews Event
  o (3 employers, 5 representatives, 55 students)

• 02/16/2012
  o Drop-In Interviews (Securitas & Crowne Plaza Hotel)
  o (2 employers, 2 representatives, 35 students)

• 12/01/2011
  o Drop-In Interviews (Aerotek)
  o (1 employers, 2 representatives, 96 students)

• 10/13/2011
  o Drop-In Interviews (Crowne Plaza Inn & Extreme Learning)
  o (2 employers, 2 representatives, 31 students)

• Information Sessions
  o (28 employers: 47% increase, 1,215 students: 108% increase)
Over 1,250 recruiters or representatives visited the campus through the SJSU Career Center in FY’11-12 compared to 888 in FY’10-11, a 41% increase.

Figures based on attendance at various SJSU recruitment events coordinated by the Career Center. The figures do not reflect any recruitment related events sponsored by groups or departments outside the Career Center.

The FY2011-12 job fairs provided SJSU students face-to-face interaction with 394 employers compared to 274 employers in FY2010-11,’ a 43.8% increase and 1,252 employer representatives in FY2011-12 compared to 888 employer representatives in FY2010-11, a 41% increase.

We are experiencing an increase in both the number of employers attending job fairs and the number of recruiters. This is a healthy sign that the economy is improving and employers are interested again in growing and expanding their workforce.

From FY2009-10 to FY2010-11, we experienced a decline in the number of students served at employer recruitment events, totaling an approximate 5% reduction. However, from FY2010-11 to FY2011-12, we were able to make up that reduction and experienced a 5% increase, taking us back to the number of students served at employer recruitment events as FY2009-10.’

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


Through community partnerships, the SJSU Career Center provided student job seekers access to face-to-face introductions with 302 employers outside official SJSU job fairs, in comparison to 114 employers in FY2010-11, a 165% increase. FY2010-11 was the first year the SJSU Career Center began developing an official job development plan and strategy that incorporated community and government relations. The first 12 months consisted of building a strong foundation and infrastructure to permit job development/creation. As a result, SJSU students and alumni have greater access to job opportunities and employer representatives.

SJSU student job seekers had access to 308 more employers from official SJSU job fairs and public/community job fairs combined in FY2011-12 in comparison to FY2010-11, a 79.4% increase.

JOB DEVELOPMENT RESULTS BY COLLEGE

The SJSU Career Center develops and markets 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 percentiles listed express how many of the total number of job postings were targeted to majors in the corresponding college.

Overall, SpartaJobs housed 10,646 postings, a 53% increase over FY2010-11. Some postings offer multiple job openings. The total number of openings totaled 13,001.

Internship, Part-time, Seasonal/Temporary Employment

The College of Applied Science and Arts leads with 21.76% of the total job postings. When posting a job on SpartaJobs, the official SJSU job database, employers have the option to select specific majors; the following break-down shows the results of those selections.
The College of Applied Science and Arts leads with the greatest number of internship, part-time, or seasonal job postings in SpartaJobs, the official SJSU Job database, with 21.76%. Many of these job postings were seeking students in Social Work.

Figures based on total number of job postings in the official SJSU database, SpartaJobs.
College of Applied Science & Arts (21.76% 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 Business (14.92% of available jobs)
Accounting and Finance, Management Information Systems, Marketing and Decision Sciences, Organization and Management

College of Education (10.43% of available jobs)
Child and Adolescent Development, Communicative Disorders and Sciences, Counselor Education, Educational Leadership, Elementary Education, Secondary Education, Special Education

College of Engineering (9.92% 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 Humanities & the Arts (9.54% 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 Social Sciences (9.05% 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 Science (7.24% of available jobs)
Biological Sciences, Chemistry, Computer Science, Geology, Mathematics, Meteorology, Moss Landing Marine Labs, Physics and Astronomy
The SJSU Career Center’s job board SpartaJobs tracks available job opportunities by college. **The College of Applied Science and Arts had the greatest number of job listings for part-time, seasonal, temporary, or internship opportunities with 21.76% of the pie, an over 4% lead, with approximately 46% of those job postings identifying “Social Work” as the concentration of interest.** This college may have had the greatest number of job opportunities because many of the majors in that college require students to obtain an internship as part of their degree. This may generate a greater number of opportunities being marketed to this population.

**Full-time Employment**

The **College of Business leads with 22.88%** of the total job postings. When posting a job on SpartaJobs, the official SJSU job database, employers have the option to select specific majors; the following break-down shows the result of those selections.

[fig 4.2]

![Available Job Openings by College](chart)

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

**College of Business (21.66% of available jobs)**
Accounting and Finance, Management Information Systems, Marketing and Decision Sciences, Organization and Management

**College of Applied Science & Arts (21.56% 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 (13.90% 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 Education (7.72% of available jobs)**
Child and Adolescent Development, Communicative Disorders and Sciences, Counselor Education, Educational Leadership, Elementary Education, Secondary Education, Special Education

**College of Social Sciences (7.44% 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 (7.28% 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 Science (6.23% of available jobs)**
Biological Sciences, Chemistry, Computer Science, Geology, Mathematics, Meteorology, Moss Landing Marine Labs, Physics and Astronomy

**WAGE AND SALARY OFFERING**

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, work weeks, weekly hours, and annual income for part-time, seasonal/temporary and internship opportunities.
### Break Down of Available Income FY 11/12

<table>
<thead>
<tr>
<th></th>
<th>Part-time</th>
<th>Seasonal/Temporary</th>
<th>Internships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Hourly Wage</td>
<td>$14.51</td>
<td>$14.17</td>
<td>$16.04</td>
</tr>
<tr>
<td>Average Number of Work Weeks</td>
<td>48</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>Average Weekly Hours</td>
<td>20</td>
<td>32</td>
<td>24</td>
</tr>
<tr>
<td>Average Annual Income</td>
<td>$13,929.60</td>
<td>$5,441.28</td>
<td>$6,929.28</td>
</tr>
<tr>
<td>Number of Openings</td>
<td>6429</td>
<td>1823</td>
<td>4749</td>
</tr>
<tr>
<td>Available Income</td>
<td>$89,553,398</td>
<td>$9,919,453</td>
<td>$32,907,151</td>
</tr>
<tr>
<td><strong>Total Openings</strong></td>
<td><strong>13,001</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Available Income</strong></td>
<td><strong>$132,380,003</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 response rate: part-time: 57% of postings that listed wage information, Seasonal: 52% of postings that listed wage information, Internship: 35% of postings that listed wage information.

Through SpartaJobs, the official SJSU job database, the **SJSU Career Center developed and created 13,001 jobs in FY2011-12**, totaling an **estimated available income of $132,380,003.00**.
FY2011-12 attracted **13,001 available job openings** that were posted by employers into SpartaJobs, the official SJSU job database. **3,085 more job openings** in comparison to FY2010-11, an **increase of 31%**.

Figures based on total number of job postings in the official SJSU database, SpartaJobs.
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 response rate: part-time: 57% of postings that listed wage information, Seasonal: 52% of postings that listed wage information, Internship: 33% of postings that listed wage information.

FY2011-12 SpartaJobs postings show an estimated available income of approximately $132,380,003.00, an over $20,000,000 increase over FY2010-11, an increase of 20% in available income.
Each year, employers register with the SJSU Career Center for recruitment purposes. The chart above shows a comparison of the increase in employer registration from FY2010-11’ to FY2011-12.’

In FY2011-12, the SJSU Career Center registered 2,198 new employers to recruit SJSU talent; this figure reflects a 15% increase from 1,914 employers in FY2010-11.’

**Placement**

In a July, 2012 poll of 1k+ SJSU students who utilized the Career Center, 59.3% of students obtained employment in FY2011-12. The poll carries a 2.98% margin of error, with a 95% confidence interval.

The SJSU Career Center can state with a 95% confidence level that in FY2011-12, approximately 10,418 students who utilized Career Center Services obtained employment, +/- 2.98%. This means that the total number of students who utilized Career Center services, who obtained employment in FY2011-12, is between 9,898 and 10,941.

The SJSU Career Center can state with a 95% confidence level that approximately 10,734 of the students it served in FY2011-12 received financial aid, +/- 2.98%. This means that the total number of students who utilized Career Center services, who received financial aid is between 10,211 and 11,257.

*Figures based on total number of job postings in the official SJSU database, SpartaJobs.*
The SJSU Career Center can state with a 95% confidence level that **59.9% of students who obtained employment**, who utilized Career Center services, **received financial aid**, +/- 2.96%.

In a sample of 1,029 SJSU students who utilized Career Center services, a total of **357 students** who receive financial aid reported having obtained employment in FY2011-12. Of this figure, the total **reported earnings combined** were **$2,139,891**. with an **average income of $5,994 per student**.

The SJSU Career Center can state with a 95% confidence level that approximately **6,240 students who obtained employment**, who utilized Career Center services, **received financial aid**, +/- 2.96%. This means that the total number of students who utilized Career Center services, who received financial aid and obtained employment in FY2011-12 is **between 6,055 and 6,425**.

**FINANCIAL AID/FEDERAL REPORTING**

Verifiable Hires: 399  
Verified Income: $2,189,882.00

The SJSU Career Center can state with a 95% confidence level that in FY2011-12, **approximately 6,658 students who obtained employment on a part-time, internship, summer/seasonal, temporary or contract basis**, +/- 2.93%. This means that the total number of students who utilized Career Center services, who obtained employment in FY2011-12 in one of the above mentioned classifications is between **6,144 and 7,172**.

**CLOSING**

The local job market for college recruitment has grown significantly in the past 12 months. On the front-end or initial phase of job development, the most notable or prominent request by employers from small and medium businesses have been technical talent as well as marketing/advertising and sales with an emphasis in social media. Large Silicon Valley tech companies and start-ups have increased their presence and recruitment efforts on campus. Continued gradual growth in employment of college talent is expected with a continued demand placed on technical talent and marketing. Government and non-profit hiring continue to be affected by the economy; however, we foresee support from the Federal government to help grow the number of available internships in these sectors with emphasis in online security, financial regulation, and veteran affairs.
SUMMARY OF STATISTICAL REPORTING

- **Placement/Employment Rate:**
  - 59.3%

- **Estimated Number of Placements:**
  - 10,418

- **New Employers:**
  - 2,198 new employers (15% increase)

- **Available Job Openings (part-time, seasonal/temp, internship):**
  - 13,001 (31% increase)

- **Unique Job Postings**
  - 10,646 (53% increase)

- **Available Hourly Income (part-time, seasonal/temp, internship):**
  - $132,380,003.00 (20% increase)

- **Average Wage (part-time, seasonal/temp, internship):**
  - PT: $14.51/hr
  - Seasonal: $14.17/hr
  - Intern: $16.04/hr

- **Available Jobs by College (part-time, seasonal/temp/internship):**
  1) College of Applied Science: 21.76
  2) Job open to ALL majors: 17.13%
  3) College of Business: 14.92
  4) College of Education: 10.43%
  5) College of Engineering: 9.92%
  6) College of Humanities and Arts: 9.54%
  7) College of Social Science: 9.05%
  8) College of Science: 7.24%

- **Available Jobs by College (full-time career positions):**
  1) College of Business: 21.66%
  2) College of Applied Science and Arts: 21.56%
  3) Jobs open to ALL majors: 14.22%
  4) College of Engineering: 13.90%
  5) College of Education: 7.72%
  6) College of Social Science: 7.44%
  7) College of Humanities and Arts: 7.28%
  8) College of Science: 6.23%

Please contact Daniel Newell, Job Development and Marketing Specialist with any questions or comments about this report at 408.924.6028 or Daniel.newell@sjsu.edu.