

2018

USC Career Center Executive Summary

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Welcome from the Executive Director



The objective of the USC Career Center remains to “enhance career development through partnerships, connections, community, and innovative technology in preparation for global career aspirations.”

The USC Career Center, and indeed the delivery of career development, is no longer confined by a central location or by physical confines. The career success of Trojans is now facilitated throughout the USC community. In part this is accomplished through partnerships and collaborations, but it is carried out more poignantly by integrating career development throughout a student’s experience at USC.

With a commitment to the career plans and professional development of all of our students, career development at USC is robust and delivered through the collective impact and cutting-edge technologies led by the central USC Career Center and supported by school-based career services. And, this year, a new China Career Services office was launched extending our global reach for employment and networking opportunities.

Career resources and services are coordinated, technology-supported, high-touch, and current. Students are provided the tools to explore options, complete internships, and consider after-graduation plans, such as employment, fellowships, and professional or graduate school options. Regardless of major, all students have access to the most current and accessible building blocks for their post-USC launch.

The process is accomplished through enhanced connections between students and the four groups that primarily support career planning and student mentoring – faculty, academic advisors, career counselors and alumni. The entire USC community of central and school-based career services, together with academic advisors, faculty members, and alumni become the purveyors of career development at USC.

The USC Career Center plays the critical role in initiating and implementing career-related centralized technologies, imparting best practices in career services university-wide, offers a certificate in career planning and resources to all academic advisors, works closely with faculty as they guide student career choices, and has created the tools and capacities which serve as a bridge between Trojan alumni and all current students – graduate and undergraduate. The Career Center provides specialized programming and resources for diverse and defined student populations often in coordination with other programs and offices, including Cultural Centers, first-generation programs, and international students.

In effect, the USC Career Center has removed its walls, opened its doors, taken off our roof, and has embraced and fully supports the entire USC community as we, together, make sure that every Trojan is launched and succeeds in his or her professional pursuits.

Carl Martellino
Executive Director

Impressions of the Career Center

"I already got an internship through the Entertainment and Digital Media i3 event! It helped me network with employers and solidified my internship for this fall."

- Anonymous Student



"It was great to hear from the leaders of each of the schools' career centers. I gained a lot of information about how we can get more involved, and we are excited to partner in the coming years!"

- The Walt Disney Company

"We met a lot of really smart students with impressive backgrounds. We are very excited to continue the partnership with USC and their students and alumni."

- Geotab

"The panelists at the conference further inspired me to be entrepreneurial about my career. The networking opportunities at this year's conference were also fruitful for me; one panelist introduced me to a book editor who will be publishing my research-based children's book! There is no other event at USC that matches Beyond the PhD's practical, honest, and broad career support."

- Chelsea M.E. Johnson, PhD Candidate



"I learned so much from my mentor, and I think he greatly impacted my life. I received so much help and guidance, it really made me feel comfortable being a first-gen and low-income student here. I think my relationship with my mentor was really strong and will, hopefully, continue to be."

- L. Nguyen, Mechanical Engineering Major, Class of 2020

Employer Relations and Research Overview



USC China Career Services

Among U.S. universities, USC attracts the second largest number of international students—with the majority (48% in 2017–2018) from China. USC opened China Career Services, part of the USC Career Center and Office for Strategic and Global Initiatives, in Shanghai in Spring 2018. Our mission is to provide best-in-class career services to students and alumni who are well prepared to enter the Chinese workforce, thanks to USC's deep and longstanding partnerships throughout the region which fosters strong connections to highly-regarded employers. Led by Wenting Wu, Director of Employer Relations and China Career Services, USC China Career Services leverages the university's longstanding offices in Shanghai, Beijing and South China— as well as the many members of our alumni community, parents, faculty, and other key stakeholders in China— to make meaningful connections. These offerings in China augment our unparalleled on-campus and online resources.

Fall and Spring Career Fairs

The Fall 2017 Career Fair, our largest recruitment event of the year, hosted over 200 employers from a wide range of industries, including Accenture, Adobe, Johnson & Johnson, and Sony, to recruit from approximately 5,500 students. Close to 15% of the fair employers sponsored employment visas for our international students. Recruiters continued to engage with Trojans at the Spring 2018 Career Fair, where 148 diverse employers met with over 2,600 students.

International Career Fair

On April 18, 2018, the USC Career Center hosted the inaugural Diversity in Action International Career Fair in collaboration with HG Plus and other USC partners. Approximately 50 employers from a wide range of industries came to recruit our international students. In light of the current immigration climate and changes in policy, we provided additional support to our international students who continue to strive and seek opportunities in the U.S. as well as their home countries.

Graduate Schools Fair

The Career Center hosted its 4th Annual Graduate Schools Fair on October 19, 2017. 137 graduate schools from a wide range of programs shared information with close to 2,000 students from USC and select local schools, such as Pomona College, Claremont McKenna College, and Loyola Marymount University. Graduate programs represented included: Columbia, Duke, Harvard, NYU, UC Berkeley, UCLA, and USC.

Employer Resume Review

The USC Career Center kicked off Career Fest 2018 with its signature event, the Employer Resume Review on January 29, 2018. The event drew over 250 students and over 20 employers. From the CIA, Nike, and Target, this year's Employer Resume Review attracted the most diverse group of employers in the event's history.

Summer Employer Networking Event

Employers from across Southern California were invited to the Career Center's 4th semi-annual Summer Employer Networking Event on June 28, 2018. School-based career services staff members, together with the Career Center team, shared key insights on best recruiting practices at USC. Employers were impressed by the range and complexity of tools and resources available to them. Amgen, Bain & Co., Northrop Grumman, The Walt Disney Company, and Wells Fargo were among the 55 employers that attended the event.

On-Campus Recruiting (OCR) Data

	2013- 2014	2014- 2015	2015- 2016	2016- 2017	2017- 2018
Student Participants	3,263	3,368	3,053	3,192	3,845
Resumes Submitted	17,160	19,216	15,589	13,885	13,682
Student Interviews	4,234	5,578	5,263	5,357	5,620
Employer Participants	289	294	260	275	286
Interview Rooms Reserved	812	895	888	823	867
Resume Collections	56	37	36	33	54
Information Sessions	137	137	142	153	155

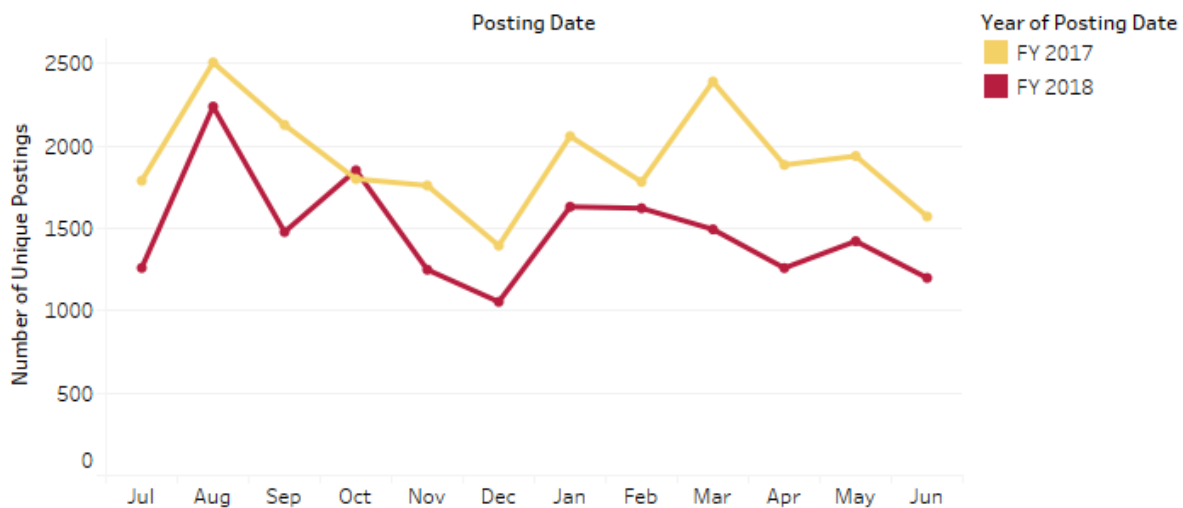
Information Technology and Communications Overview

Our Multi-School Environment continues to deliver thousands of unique opportunities directly to USC students, nearly 26,000 in 2017-2018. We are currently warehousing our job and employer data in a separate system and running analytics to get a better understanding of industry trends for postings across the Multi-School Environment (MSE).

Over the past year and a half, we engaged in a thorough evaluation of the Handshake platform as a potential replacement of the Symplicity CSM platform that currently runs the USC MSE. Handshake was very competitive and many other universities have moved to the new startup. Our multiple teams at the Career Center each sat in on demos for the employer relations, career counseling, and event management modules. Our Director for IT and Communications visited Handshake's headquarters in San Francisco to meet with their executive team and get details on their technical plans and options for USC. Ultimately, however, their core model does not provide the flexibility and other needs that USC requires. We will continue to keep informed as to how their software develops.

Visits to our informational website, careers.usc.edu, were up 30% in 2017-2018: 299,000 users versus 229,000 who visited 724,000 times. Our instance of the MSE, connectSC, was up 5%, 154,000 users and 647,000 visits. These resources continue to remain one of the strongest resources for USC students to find career development and internship and career opportunities.

Total Job Postings



Internship Overview

Investigate Industries and Internships (i3)

Over the course of eight days during the Fall 2017 and Spring 2018 semesters, more than 80 employers from eight different industries participated in our signature internship program that allows undergraduate students to explore various career options and help determine what path to choose. A sample of this year's employers included: Accenture, AEG, Fox, FTI Consulting, HBO, Live Nation, Morgan Stanley, Princess Cruises, Ticketmaster, and The Los Angeles Conservation Corps. Over 900 students participated in i3 this year by networking with employers and exploring opportunities in various fields.

2018 Global Fellows International Internship Program

In Hong Kong and Taiwan, 29 USC students interned at 17 organizations in Summer 2018. For the past 18 summers, the USC Career Center has sent over 415 students to live and work in Asia for an eight-week cultural and professional internship experience with the generous funding from the Freeman Foundation. Undergraduate students from all majors were selected from a competitive application pool of over 155 students to work directly with Asian organizations including: American Chamber of Commerce, Commonwealth of Pennsylvania, and Edelman PR. To assist students with their transition, the Career Center held three pre-departure events, including an orientation, cross-cultural training, and a send-off reception. This once-in-a-lifetime experience continues to educate Trojans about international business, history, and politics. Students enthusiastically report that they return to campus with a new view on globalization and culture.

2017-2018 First-Generation College Student Mentor Program

35 students and 35 alumni participated in the First-Generation Mentor Program, which grew by 26%. The program allows undergraduate students to experience the world of work through a mentorship that focuses on professional development by fostering a relationship with USC alumni who were also first-generation college students. Student mentees receive career guidance, networking advice, and support from their mentors and Career Center staff. As a requirement of the program, the USC Career Center hosts monthly professional development events, including a networking mixer, a mock career fair, and an etiquette dinner.

First-Generation Scholarship Program

The First-Generation Scholarship Program assists first-generation undergraduate students looking to complement their academic coursework by gaining hands-on work experience during the summer. First-generation students who secure unpaid summer internships receive \$2,000 scholarships to support them financially and help cover the cost of housing, transportation, and food. This year, the Career Center reviewed 32 applications and selected four students to receive these funds.

Internship-Net

The Career Center is a part of the Internship-Net (iNet), the global network listserv for internship professionals in education, business, and the non-profit sector. Approximately 2,000 internships were posted in 2017-2018 through iNet. Duke, Georgetown, Gonzaga, Harvard, MIT, NYU, Northwestern, Penn, Rice, University of San Francisco, and Yale are some of the signature schools that belong to iNet.

2017-2018 Diversity and Inclusion Awareness Week: TARGETing Diversity in the Workplace Three-Day Event

The Career Center, in collaboration with Asian Pacific American Student Services, Center for Black Cultural and Student Affairs, El Centro Chicano, and the LGBT Resource Center, organized and hosted a three-day lunch workshop series, sponsored by Target. With an opening keynote from the Assistant Dean of Diversity and Inclusion at the Marshall School of Business, Debra Langford, the workshop series focused on diversity in the workplace, covering topics from financial literacy, developing your brand identity, and interviewing as a diverse candidate. Over 120 diverse Trojans came to learn from distinguished speakers and Target representatives about how their diverse identities impact their professional journeys.

USC Dream Dollars Scholarship Program

The USC Dream Dollars Scholarship provides a monetary award for USC undergraduate students who secure unpaid summer internships with a non-profit or government organization. This year, we received a total of 45 applications and 10 students were each awarded a \$1,500 scholarship. Students gain insights into their career fields of interest through unpaid opportunities that might have otherwise been difficult to participate in without the scholarship.



Student and Alumni Career Programs and Advising Overview

Generational and Affinity Career Programming

The USC Career Center collaborated with the USC Alumni Association to host nine career events for USC's generational alumni groups and affinity groups. The Career Center served over 1,200 alumni through our alumni programming in 2017-2018. Events included "Building a Career from Passion and Purpose" (Young Alumni), "Inside the Business: Mentor Series" (Trojan Entertainment Network), "Women in Business: Moving Up the Career Ladder" (the USC Marshall Alumni Association), "Pursuing Your Passion @50+" (Encore Trojans), and "Perfecting the Pitch" (Young Alumni). The Career Center also provided one-on-one career advising during the 10th Annual Women's Conference on March 23 and 24, 2018.

Beyond the PhD and Postdoctoral Career Conference

The 7th Annual Beyond the PhD and Postdoctoral Career Conference hosted on March 27, 2018 attracted 193 PhD and postdoctoral attendees representing 15 schools across campus. It offered attendees the opportunity to engage and gain insight from interdisciplinary experiences of 26 professionals with PhD and postdoctoral backgrounds. The conference highlighted key panels such as "The Intersection of Academia and Industry" and "Applying Your Expertise" followed by breakout sessions such as Mastering Mentoring, and Navigating the Academic Job Market. This event is in cross collaboration with USC Dornsife College of Letters, Arts and Sciences, USC Graduate School, USC Graduate Student Government, USC Office of Postdoctoral Affairs, USC Postdoctoral Association, USC Viterbi Graduate and Professional Programs, and USC Viterbi Graduate Student Association.

Alumni Career Fair

The USC Career Center collaborated with the USC Alumni Association and the Annenberg School for Communication and Journalism Career Development Office to host our 9th Annual Multi-University Alumni Career Fair on March 9, 2018. The Career Center invited alumni from 100 universities and collaborated with 13 university career centers, including UCLA, Arizona State University, Cal Poly Pomona, and University of Washington. A total of 1,544 alumni and graduating students registered for this live event. 97 organizations recruited candidates for entry-level and experienced positions, including Hulu, AEG Sports, Sony Pictures Entertainment, and PwC. We provided participating organizations with an electronic resume book and sponsored a professional photographer to take complimentary professional headshots of candidates.

Diversity and Inclusion Recruiting Night

The Diversity and Inclusion Recruiting Night is a Career Fest signature event that is open to those interested in diversifying their organizations and strengthening their talent pool with members of the Trojan Family. This event attracted 725 students representing 16 schools across campus and 45 employers from an array of industries, including Accenture, Southern California Edison, Paramount Pictures, and FTI Consulting.

Veterans and Military Families Recruiting Night

The 2nd Annual Veterans and Military Families Recruiting Night held on November 8, 2017 during Veterans Appreciation Week was a cross-campus and community-wide collaboration among the USC Career Center, Office of the Provost, Sol Price School of Public Policy, Center for Innovative Research on Veterans and Military Families (CIR), Student Veterans Association, Marshall Master of Business for Veterans, Alumni Veterans Network, United States Veterans Initiative, and the Veterans Resource Center. This annual event connected 45 employers with military hiring initiatives with 244 veterans and their families seeking opportunities. Employers included Amazon, Booz Allen Hamilton, Kaiser Permanente, Northrup Grumman, PayPal, Raytheon, and the U.S. Secret Service.

Veterans and Employers Networking Breakfast

The inaugural Veterans and Employers Networking Breakfast was held on March 9, 2018 prior to the start of the Multi-University Alumni Career Fair. This event was open to transitioning active duty military, veterans, military spouses, and dependents. This event connected over 70 veterans and their family members with 47 representatives from 20 organizations, including Cedars-Sinai, FBI, Grifols, and Sony Pictures Entertainment. This event was a cross-campus collaboration between the Office of the Provost, Sol Price School of Public Policy, Veterans Resource Center, and the USC Alumni Veterans Network.

Artificial Intelligence-Enhanced Resume Review

For the second year, we continued to promote VMock, a virtual Artificial Intelligence (AI)-based resume critique software platform. This online, machine learning-based platform provides formatting and content-related feedback that students typically receive from a career counselor. VMock walks students through their resumes, line by line, and provides feedback regarding what they might do to strengthen every bullet point. Ultimately, VMock provides students 24/7 access to real-time support for their resumes while affording the Career Center counselors, as well as staff in the school-based career services offices more time to advise students on advanced career development issues rather than basic resume critiques.

More than 15,000 resumes have been uploaded to VMock since its launch in December 2017. 3,664 unique users signed for VMock in 2017-2018 (an increase from 3,317 users in 2016-2017).

Academic programs currently subscribed to VMock, our AI-enhanced resume review, include:

	Registered Unique Users
Dornsife College of Letters, Arts, and Sciences	630
Viterbi School of Engineering	2,160
Marshall School of Business (undergraduate)	912

Career Advising/Counseling & Workshops and Events

	2016-2017	2017-2018
Scheduled Appointments	1,770	1,733
Drop-Ins*	3,018	2,649
Workshops and Events**	4,915	5,732

*As we implemented VMock and other technologies to augment our in-person services, we have seen a decrease in our in-person drop-in numbers. Our goal is to help students using technological augmentation to scale our services.

**Workshops and Events numbers reflect the total number of attendees (not events).

Career Center Usage by School

Profiled here are on-campus recruiting interviews and career counseling usage by school. The data presented are cumulative for each area. Although we offer our services to students from every school, the data show that students from four schools: Marshall, Viterbi, Dornsife, and Annenberg often comprise the majority of those who take advantage of the Career Center's on-campus advising.

2017-2018 Career Center Usage by School

	On-Campus Recruiting Interviews	Career Advising & Counseling (Scheduled & Drop-Ins)*
Marshall	1,619 (29%)	1,012 (23%)
Viterbi	295 (5%)	1,051 (27%)
Dornsife	858 (15%)	1,346 (30%)
Annenberg	36 (1%)	313 (4%)
All Other	2,812 (50%)	728 (16%)
TOTAL	5,620	4,450

* Students affiliated with multiple schools counted twice or more

2017-2018 Platinum Partners

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Legacy Pioneers
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Mission of the USC Career Center

Enhance career development through partnerships and innovative technology in preparation for global career aspirations.