



# USC Career Center Executive Summary





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## Welcome from the Associate Vice Provost for Student Affairs, Career Services

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The objective of the USC Career Center remains to “enhance career development through partnerships 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, physical location. The career success of Trojans is now facilitated throughout the USC community. In part this is accomplished through 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. This includes our China Career Services operation that was launched to extend our global reach for employment and networking opportunities.

Career resources are coordinated, supported by cutting-edge technology, and AI. Students are provided tools to explore options, complete internships, and consider after-graduation plans, such as employment, fellowships, and 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 advisors, 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. Students can connect with alumni and alumni with fellow alumni for professional networking through our enhanced online Trojan Network.

The USC Career Center plays the strategic 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 capacities which serve as a bridge between Trojan alumni and all current students – both undergraduate and graduate. The Career Center provides specialized programming and resources for diverse and defined student populations often in coordination with other programs and offices, including Student Equity and Inclusion Programs (SEIP), first-generation programs, and international students.

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

Carl Martellino, Associate Vice Provost for Student Affairs, Career Services

# Impressions of the Career Center

"Thank you for holding the Recent Alumni and Students Virtual Career Fair and the Asia Pacific Virtual Career Fair. These events allowed me to visit virtual booths, attend live presentations, and explore jobs available within a diverse array of organizations. I am grateful for the opportunity these fairs afforded me to network with the employers and learn about their positions."

- Zhounan Wang, Class of 2021



"Through the [Global Fellows] program, I gained a lot of valuable experience that I can put towards my classes and my career. I made many incredible contacts that are open to me working with them in the future."

- Jacqueline Howard, Class of 2020

"It's good to know the Career Center still strives to provide support during this time of uncertainty. It is reassuring to see we have such a supportive community."

- Olivia Yan, Class of 2020

"The [USC Career Center's] Suit Up event was everything and more! I was able to purchase multiple business suits and dresses that I now wear confidently when I go to interviews. I am grateful I was able to take full advantage of what JCPenney and the USC Career Center had to offer."

- Tyra Beck, Class of 2021



"The USC Virtual Career Fair allowed me to connect with firms relevant to my major - New York Life and OnPrem Solutions. The fair was diverse and had employers from multiple industries looking for strong USC candidates. I was given the opportunity to improve my networking skills and feel more confident going forward. The experience has been meaningful, and I look forward to utilizing the resources in the future."

- Shreyansh Jhalani, Class of 2022

# Employer Relations and Research Overview

## Fall and Spring Career Fairs

The Fall 2019 Career Fair, our largest recruitment event of the year, was held on September 26. The event hosted over 200 employers from a wide range of industries, including Adobe, Amazon, Belkin International, Johnson & Johnson, Maersk, Mercer, Oracle, and PlayStation, to recruit from over 5,500 undergraduate and graduate students. Recruiters continued to engage with Trojans at the Spring 2020 Career Fair, where 133 diverse employers met with nearly 3,000 students.

## International Students Career Fair

On October 24, the USC Career Center hosted its 3<sup>rd</sup> Annual International Students Career Fair in collaboration with HG Plus, USC Annenberg Career Development Office, USC Marshall Graduate Career Services, and Viterbi Career Connections. Almost 40 employers came to recruit our international students. In light of the current immigration climate and changes in policy, we provided this additional support to our international students who continue to strive and seek opportunities in the U.S., around the world, and in their home countries.

## Veterans and Military Families Recruiting Night

The 4<sup>th</sup> Annual Veterans and Military Families Recruiting Night, held on October 15, was an outstanding example of a cross-campus and community-wide collaboration among the USC Career Center, Office of the Provost, Sol Price School of Public Policy, Sol Price Office of Career Services, 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, Los Angeles Air Force Base Retiree Office, and the Veterans Resource Center. This annual event connected close to 50 employers with robust military-hiring initiatives with over 200 transitioning active duty members, veterans, and their family members seeking opportunities. Recruiters from all over the country traveled for this event. Employers included Accenture, PwC, Comcast/NBCUniversal, IBM, KPMG, L'Oréal, Microsoft, and SpaceX. City of Hope spoke with over 50 potential candidates for their roles – the largest number at any single event they have attended in years. Job seekers attending the event included USC student and alumni veterans, transitioning military members from Edwards Air Force Base, Los Angeles Air Force Base, March Air Reserve Base, and Marine Corps Air Station Miramar Base.

## Graduate Schools Fair

The Career Center hosted its 6<sup>th</sup> Annual Graduate Schools Fair on October 10. More than 130 graduate schools from a wide range of academic disciplines shared information with over 1,500 students from USC and select local schools, such as Claremont McKenna College, Loyola Marymount University, and Pomona College. Graduate programs represented included: Columbia University, NYU, University of Pennsylvania, Stanford University, UC Berkeley, UCLA, USC, and more.

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### **Career Fest and Employer Resume Review**

The Career Center organized its most successful Career Fest in 2020. Over 70 events were hosted by departments from across the campus between January 27 and 31. The Career Center kicked off the week with its signature event, the Employer Resume Review on January 27 and 28. The event drew 29 employers and almost 320 students. With Boston Consulting Group, the CIA, and East West Bank, this year's Employer Resume Review attracted a diverse group of employers to help prepare students for spring recruiting. Additionally, the Career Center partnered with University Communications to takeover USC's Instagram account for the week, giving Career Fest an extra boost in publicity. USC's Instagram has over 76,000 followers, and the Career Fest posts garnered almost 10,000 views.

### **Pivot to Virtual Services**

When shelter-in-place orders were mandated due to the spread of COVID-19, the Career Center quickly pivoted our engagement strategies to ensure that the momentum of spring recruiting was not lost for students and employers. Instead of in-person events, the Employer Relations and Research team utilized online platforms to host virtual Trojans Talks and virtual "On-Campus" Recruiting. The Recent Alumni and Students Career Fair – originally intended to be held in-person – was also transitioned to be fully virtual. To aid in providing a seamless continuity of services for students, alumni, and employers, we created new "virtual operations" webpages on the Career Center's website. These pages provided information on the services and resources we were offering for students, alumni, and employers, as well as detailed instructions for accessing these services and resources. We added a banner to the Career Center homepage announcing our continued virtual operations with links to these new webpages and call-out boxes echoing that information to each subpage of the Career Center website.

### **Recent Alumni and Students Virtual Career Fair**

The USC Career Center, along with the USC Alumni Association, Annenberg School for Communication and Journalism Career Development Office, Marshall School of Business Undergraduate Career Services, Marshall School of Business Graduate Career Services Office, Sol Price Office of Career Services, and Viterbi Career Connections, hosted the Recent Alumni and Students Virtual Career Fair on April 23 via Brazen, an online career fair platform. Due to COVID-19, the Career Center quickly transitioned this in-person fair to a virtual event. The fair was open to current students and recent alumni (up to three years out) and more than 1,000 students and alumni attended. A total of 60 organizations with over 100 representatives recruited candidates for entry-level and experienced positions, including American Public Media, Bank of America, CBS Interactive, CVS Health, and Deloitte.

## Employer Summer Summit

Organizations and their recruiters from across the United States were invited to the Career Center's 5<sup>th</sup> Annual Employer Summer Summit on June 25 to learn best practices and gain valuable insight into the virtual recruiting process. Panelists from AT&T, EY, FTI Consulting, and Microsoft discussed [successful virtual recruiting strategies](#), including interviewing, onboarding, and employee training. Following the panel, close to 120 employers and over 20 school-based career services colleagues, together with the Career Center team, engaged with the panelists by asking clarifying questions to help develop a strategic virtual recruiting process.

## Post-Graduation/First-Destination Survey

One of the measures of USC's success is where our students work and what our students do after graduation. Collecting, analyzing, and branding the post-graduation employment outcomes, especially for undergraduates, is an increasingly important metric for universities nationwide. Affordability within higher education remains a growing concern among students and their parents. The number one reason students (i.e., parents) choose to go to college, despite the escalating tuition rates, remains to get a job or further their employment prospects. Thus, our ability to scale and enhance career development, as well as collect and analyze post-graduation outcomes data will give USC greater market position and competitive advantage in the future.

To increase the response rates and better streamline the data collection process, the USC Career Center contracted with 12Twenty, a leading vendor in First-Destination Survey collection in 2016. With the Career Center as the lead, other schools join in collecting outcomes data and share into our repository. We launched the inaugural university-wide survey in Spring 2017 and have collected data on over 60% of the undergraduates in the Class of 2017, 76% of undergraduates in the Class of 2018, and 74% of undergraduates in the Class of 2019, tripling the data collected before the USC Career Center implemented this process.

## On-Campus Recruiting (OCR) Data

	2015- 2016	2016- 2017	2017- 2018	2018- 2019	2019- 2020
Student Participants	3,053	3,192	3,845	3,593	3,884
Resumes Submitted	15,589	13,885	13,682	10,523	10,756
Student Interviews	5,263	5,357	5,620	6,843	6,037*
Employer Participants	260	275	286	282	289
Interview Rooms Reserved	888	823	867	913	661
Resume Collections	36	33	54	59	82
Information Sessions	142	153	155	157	223

\*Number does not reflect spring interviews scheduled directly by employers



# University-Wide Business Enterprise Systems Overview

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The Career Center quickly adjusted to a virtual environment when the coronavirus global pandemic shut down in-person operations. Fortunately, during the past five years, USC's Career Center has built a significant suite of software-as-a-service (SaaS) applications to deliver 24/7 services to students, alumni, and employers. These additional resources provided career platforms for academic departments, 24/7 resume guidance along with mentorship/networking capabilities for students, and First-Destination outcomes data for graduating students. Within each application, the USC Career Center vetted each product to determine the best vendor for the entire USC community.

## **Symplicity (connectSC)**

To offer each school-based career services department its own instance and customization for their job/internship portal, Symplicity featured a multi-school environment (MSE) where the USC Career Center manages the central platform. An additional 10 instances are utilized by the following areas and academic schools: Annenberg, USC China Career Services, Cinematic Arts, Dornsife, Iovine Young Academy, Pharmacy, Rossier, Sol Price, Thornton, and Viterbi. This functionality offers a consistent, campus-wide platform while providing school-based career centers the opportunity to specialize or feature their exclusive offerings.

## **VMock Smart Resume**

By launching VMock's Smart Resume platform, both undergraduate and graduate students had the ability to have their resumes reviewed by a state-of-the-art platform, utilizing artificial intelligence to provide qualitative and quantitative feedback. After the initial pilot with a handful of academic departments, the Career Center launched this service to all USC students to offer timely resume feedback. This expansion allowed staff to scale their student intake and focus on student appointments, events, and other programming.

## **PeopleGrove (Trojan Network)**

Similar to Symplicity's MSE, PeopleGrove, the mentoring and networking platform known as the "Trojan Network" has several instances known as hubs. While the Career Center serves as the super user of the account, three additional academic departments, including Dworak-Peck, Rossier, and Viterbi, continued their individual hubs to offer exclusive programs and groups for their school communities. Virtual events, formalized mentorships, and informational interviews continue to be the leading functions of the platform. With a formal collaboration with the USC Alumni Association, the Career Center imported thousands of alumni records with valid email accounts into the platform. This portal serves an invaluable service in the virtual space and cultivates critical connections between students and alumni while strengthening the Trojan bonds among alumni.

## **12Twenty**

To feature USC graduating students' first-destination or post-graduation outcomes, the USC Career Center collaborated with the vendor, 12Twenty to collect, report, and analyze this valuable data. In its fourth year of data collection, the USC Career Center served as a host for the main survey, while individual schools, such as Dornsife, Marshall, and Viterbi, featured supplemental questions unique to their graduating students. This research documents the resources utilized by graduates in addition to their career trajectories. This data can influence USC's national ranking and global reputation and will help us identify student segments and areas that are thriving as well as those that may require additional attention to improve the overall outcomes for USC.

# Internships and Experiential Education

## Overview

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### **Investigate Industries and Internships (i3)**

Over the course of four days during the Fall 2019 and Spring 2020 semesters, more than 50 employers from eight different industries participated in our signature internship panel and networking program that allow undergraduate students to explore various career options and determine what path to choose. A sample of this year's employers included: Accenture, Bain & Company, Chevron Corporation, Comcast NBCUniversal, Google, KPMG, Microsoft, The Boeing Company, The TJX Companies, and Ticketmaster. Along with four co-sponsoring student organizations, more than 800 students participated in i3 by networking with employers and exploring opportunities in various fields.

### **2020 Global Fellows International Internship Program**

Since 2001, the USC Career Center has provided 460 students with two-month, project-based summer internships with the generous funding from the Freeman Foundation. Due to the global pandemic, the program strategically pivoted from in-person to virtual internships to maintain meaningful, professional development opportunities for students. The Career Center expended departmental funds to place 16 students at organizations in partnership with CRCC Asia. In addition to their virtual industry placements, CRCC Asia showcased international webinars about launching global careers, showing initiative in the virtual workplace, and being adaptable and resilient through cross-cultural communication. Undergraduate students from seven academic departments were selected from a competitive application pool of over 160 students to work directly with organizations, including EVO Creations, GHC Global Healthcare Medical and Dental Centre, and Remo. Similar to previous years, these virtual internship supervisors and students reported positive feedback. The organizations appreciated the students' accountability and flexibility. The students were pleased to learn and engage in Asian principles, traditions, and work ethic. This distinctive immersion experience continues to educate the USC community about international business, history, and policy. Each fall, students recognize this once-in-a-lifetime opportunity with a new perspective on global and international traditions.

### **2019-2020 First-Generation College Student Mentor Program**

Since 2007, the USC Career Center has developed first-generation college programming. During the 12<sup>th</sup> year of this in-person one-on-one mentorship, 38 students and 38 alumni participated in a yearlong, structured program. This opportunity 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 on-going support from their mentors and Career Center staff. As a requirement of the program, the USC Career Center facilitates monthly professional development events, including a networking mixer, a mock career fair, financial literacy workshops, identity discussions, and an end-of-the-year etiquette dinner.



### **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 over 70 applications and 14 students were selected to receive a \$1,500 scholarship, in collaboration with the USC Office of Financial Aid. Students gain insights into their career fields of interest through unpaid opportunities that might have otherwise been difficult to participate in without the scholarship. The 2020 recipients successfully secured internships at Children's Bureau, City of Los Angeles – Mayor's Office, Clear Blue Sea, Keck School of Medicine, and Neighborhood Legal Services of Los Angeles County.

### **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 secure unpaid summer internships with organizations, such as City of Lakewood, Cope Health Scholars, Kids in Need of Defense, Poets House, and Pulse Music Group, and receive a \$2,000 scholarship to support them financially and help cover the cost of housing, transportation, and food. This year, the Career Center reviewed nearly 70 applications for 13 scholarship recipients, in partnership with the USC Office of Financial Aid.

### **Diversity Programming**

During the fall semester, the Career Center hosted a Diversity Meet & Greet event, in cooperation with the Cultural Advocacy Centers and seventeen student assemblies/organizations. More than 200 students and 19 employers participated in an informal networking session to discuss workplace values, company culture, hiring opportunities, and how companies support interns and employees from underrepresented populations. Participating organizations included Blizzard Entertainment, JPMorgan Chase, Oracle, Target, and Visa. Student organizations that attended included the Association of Latino Professionals for America, Asian Pacific American Student Assembly, Black Business Student Association, Black Student Assembly, First Generation Student Union, Lean In USC, National Society of Black Engineers, Pan-African Student Association, QuASA, Queer People of Color, QuestBridge Scholars at USC, Students Assembly for Gender Empowerment, and Undergraduate Student Government. This intentional event celebrated the students' identities, backgrounds, and diversity by meeting with hiring managers with strong equity and inclusion programs at their organization.

### **Diversity Student Focus Group**

In the fall, the USC Career Center hosted a Diversity Student Perspectives Discussion for employers along with six student representatives from the following organizations: Graduate Student Government, Marshall Women's Leadership Board, and QuestBridge Scholars Network. Hiring managers and their organizations gained additional insight into what diverse undergraduate and graduate students seek during career fairs and on-campus recruitment.

### **Diversity Initiatives**

The USC Career Center built awareness, participated in educational training sessions, and implemented several diversity, equity, and inclusion best practices this year. As an organization, we understand and comply with EEO guidelines and adhere to affirmative action principles. Staff regularly update existing resources and programs to offer inclusive examples and relevant language. The Center incorporated specific outreach initiatives that target diverse student groups and recruit alumni speakers from marginalized backgrounds and cultures for career events and programs. The USC Career Center promoted both on- and off-campus recruiting and job fair activities, targeted to underrepresented populations including minority, disability, and international populations. The Center has collected data on career outcomes that include both demographic and outcomes success.

### **Trojan Network**

In May, the USC Career Center unveiled the virtual Trojan Network platform to thousands of alumni in partnership with the USC Alumni Association. To date, nearly 8,000 alumni have volunteered to participate in USC's exclusive professional networking and mentorship platform. Students and alumni can connect with alumni in their industry or geographic location, gain valuable career advice specific to their field, and build their professional contacts. This online platform served as an integral part of President Folt's Trojan to Trojan Initiative (T2T). The ensuing marketing campaign allowed the Class of 2020 to connect and collaborate with USC alumni worldwide, who are eager to provide career advice and insight. The Trojan Network has served as an invaluable virtual tool in the midst of the pandemic.

# Student and Alumni Career Services Overview

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## Smart Resume Critique Software

For the 4<sup>th</sup> academic year, the USC Career Center encouraged students to utilize Smart Resume, an Artificial Intelligence (AI)-based resume critique software. This online, machine learning-based platform provides formatting and bullet-level feedback that students traditionally receive from a career advisor. Smart Resume reviews each resume line by line and offers constructive feedback, offering potential ways to make their resumes more competitive. Smart Resume provides students 24/7 access to resume improvement while redirecting the career advisors' time to help students on advanced career development topics. In 2019-2020, a total of 11,423 unique users engaged with the platform, which was an increase from 6,075 unique users in 2018-2019.

## Financial Literacy Conference

The USC Career Center hosted its inaugural, three-day, Virtual Financial Literacy Conference on April 14 -16, with a total of 430 student and alumni attendees. On Day One, two alumni working at Capstone Partners led the discussion involving budgeting and student loans to 183 attendees. On Day Two, multiple USC Credit Union Board Member and staff members, along with a USC student, discussed credit with 133 attendees. On Day Three, a graduate working at Northwestern Mutual discussed financial security with 114 attendees.

## Professional Development Dollars

The USC Career Center partners, consults, and provides funding to student organizations hosting comprehensive career development services for their student members. This initiative offers students the opportunity to financially support their student organization's career-related events through Professional Development Dollars. During the fiscal year, the funding served 2,490 students and funded seven student organizations, including Biotech Connection Los Angeles, Fashion Industry Association, Lean In (2X) USC, Spark SC: Startup Career Fair, and Summoned School Society of Women Engineers.

## Suit-Up Event

In partnership with JCPenney Glendale, the USC Career Center hosted the first-ever professional attire "Suit-Up" event for students on March 1. Over 150 current students and recent graduates participated in this exclusive shopping experience. Participants received discounts totaling up to 60% on professional attire, jewelry, handbags, and luggage. Complete suits ranged from \$52-\$98, and additional services included complimentary Sephora make-up consultations, hair consultations, and professional headshots at discounted rates. JCPenney donated refreshments and raffled \$2,000 in giveaways, which included hair care packages, JCPenney Gift Cards, Sephora skincare items, jewelry, and other promotional items.



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### **Trojans to Trojans Networking Day**

The USC Career Center, in partnership with the USC Alumni Association, hosted a worldwide, online Trojans to Trojans Networking Day on June 18. This event engaged nearly 1,300 students and alumni volunteers through interactive webinars and live chat sessions on the Trojan Network platform. The webinars engaged almost 500 Class of 2020 graduates and current students. Topics discussed included “Maximizing Your Digital Presence,” “Virtual Reality: Navigating Networking to Working from Home,” and “Speaking Different Languages: Communicating Across Generations.” After the webinar presentations, students, and alumni were encouraged to engage with alumni via chats. More than 800 alumni and students engaged in the live chats and discussion boards. These sessions offered students the opportunity to connect with alumni who shared their industry and organization knowledge, expertise, and advice in navigating the job market during a pandemic and beyond.

### **Social Media Engagement**

We continuously strive to scale our services and increase student and alumni engagement through social media. With the help of the Social Media Graduate Intern, we increased our presence, making a significant impact on how we educate students and alumni about career development topics, events, and programs. In 12 months, the Career Center expanded our engagement via Instagram by 123%, more than doubling our followers to over 4,000. Additional engagement through our LinkedIn Group rose by 10% along with an increase of 8% on Facebook. Another accomplishment is through our YouTube channel. In creating and sharing more career-related videos, our YouTube channel increased the total number of views by 140% and hours viewed rose by 130%.

### **Alumni Career Events**

Partnering with the USC Alumni Association, the Career Center hosted four online events during the academic year, including a series of global online events entitled "2020 the Year of Perfect Vision" with a total of 9,388 views on Facebook, Instagram, and YouTube. The event topics included "Staying Engaged" with 3,658 views, "Investing in You" with 2,073 views, and "Financial Freedom" with 1,714 views. The Career Center also collaborated with the Society of Trojan Women for "In the Room" with 1,943 views. We also partnered with the Alumni Association for a regional Las Vegas ReSCeption with 29 alumni.

# USC China Career Services Overview

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USC China Career Services leverages the university's offices in Shanghai, Beijing, and South China to make connections, deepen partnerships throughout the region, and foster connections with employers. By participating in and presenting at conferences, career fairs, and recruiting forums both in-person and online, USC China Career Services provides a wide range of workshops, webinars, job opportunities, and networking connections to students and alumni looking for overseas opportunities.

## **American Universities' China Association (AUCA) Summer Career Fairs**

The AUCA is an open organization for U.S. universities' representatives based in Mainland China to collaborate and exchange information and resources. As the chair of the AUCA Career Committee, USC has been leading more than 40 U.S. universities in co-hosting the AUCA career events over the past five years. Held on July 21 in Shanghai, July 28 in Shenzhen, and August 4 in Beijing, the fairs connected current students and recent graduates with career opportunities in China. In total, more than 4,000 students from 16 universities registered for the fairs, and more than 2,500 students attended the three events. Approximately 160 organizations attended the career fairs representing a variety of industries, including Alibaba, Baidu, Bloomberg, JD, Huawei, IBM, JP Morgan, Tencent, and Unilever.

## **On-Campus Career Fairs and Employer Talks**

In September and October, USC China Career Services supported the USC Career Center in hosting a variety of events on campus, providing opportunities for recruiters to meet and interact with talented USC students face-to-face. About 20 leading employers from China, including ByteDance, Founder IT, L'Oréal China, Oppo, and Youhug Media, participated in the on-campus recruiting events at USC through the Fall 2019 Career Fair, International Students Career Fair, Trojan Talks, and On-Campus Recruiting (OCR).

## **Trojan Talks**

Alumni and professionals from various industries were invited to speak on different topics to strengthen the Trojan community. In 2019, USC China Career Services hosted a number of Trojan Talks covering the following topics: strategic communication, entrepreneurial success, key account management, and emerging intelligence in smart cities. More than 500 students and recent alumni participated in these Trojan Talks.

## **Virtual Alumni Panel: Career Exploration and Development in China**

USC China Career Services hosted a virtual alumni panel. Seven young alumni from Bloomberg China, J.P. Morgan, Korn Ferry, Mars China, NetEase Games, Plug&Play, and Youhug Media, joined the discussion to share their experience in job hunting as well as industrial insights in China. Students gained insightful information about the job market, job hunting skills, and career development in various companies and industries.

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### **Shenzhen Tech Innovation Challenge**

The 2<sup>nd</sup> Tech Innovation Challenge, co-hosted by USC China Career Services and the University of Chicago Career Advancement, was successfully held in Shenzhen, China on December 17-19. The event centered on designing tech solutions for co-living spaces that are environmentally friendly and sustainable. Through the Challenge, students were able to demonstrate their skills in coding, product design, marketing, strategy, teamwork, and presenting. Seven sponsoring employers supported the Challenge, including Mars China, Jardines, MoSeeker, NetEase Games, Via Tech, and Vanke. The university-corporate cross-collaboration was a unique opportunity that enabled employers to identify talent from top overseas universities.

### **American Universities' China Association (AUCA) Winter Career Fair**

USC China Career Services, in collaboration with 16 other U.S. universities, hosted the 2020 AUCA Winter Career Fair on January 2 in Shanghai. The fair connected current students, recent graduates, and alumni with career opportunities in China. In total, the fair and forum attracted more than 2,100 students and alumni, of which over 300 were from USC. The event attracted 45 employers to the career fair representing industries including finance, consulting, technology, pharmaceuticals, e-commerce, consumer goods, and education. Participating employers included Apple, Bloomberg, ByteDance, KPMG, Paypal, PwC, and Tesla. USC China Career Services recruited 34 of the 45 employers. In addition, the 2020 AUCA Winter Career Fair featured a series of sub-events, which included a career development forum, two company visits, an alumni networking mixer, and an employer appreciation reception.

### **Spring Online Career Workshops**

In response to COVID-19, USC China Career Services organized a series of online career workshops in the spring to help educate students about industrial development trends and career opportunities in China. USC China Career Services hosted webinars with five leading employers including BOE, ByteDance, Deloitte, Mars China, and Youhug Media, covering such topics as consulting, FMCG, IT, and IoT. In total, more than 960 USC students registered for these workshops.

### **USC Asia Pacific Virtual Career Fair**

The USC Asia Pacific Virtual Career Fair was held on April 24, featuring 73 employer representatives and 35 companies from a range of industries, including finance, technology, pharmaceuticals, e-commerce, consumer goods, and education. Employers participating in the fair included Bloomberg, Alpha Sights, CISCO, Deloitte, JD.COM, Hilti, KPMG, Mars, NetEase Games, PayPal, P&G, Tencent, Unilever, and Youhug Media. These opportunities ranged from those in Mainland China to Japan, Korea, Malaysia, Singapore, and more, providing a variety of full-time and internship opportunities in the Asia Pacific region. In addition to the high quality of participating employers, the event attracted more than 700 attendees who completed over 1,500 chats with employers.



### **USC China Mentorship Program**

The USC China Mentorship Program is a one-year program initiated by the USC China Career Services office and supported by the USC Chinese Students and Scholars Association (CSSA). This program aims to prepare USC Chinese students for a career in China by connecting them with experienced alumni and senior industry experts. The USC China Mentorship Program attracted 31 mentors and 56 mentees from different USC schools, degree levels, and graduation years. Students who are participating in the program have a better understanding of the job market and opportunities available in China.

### **USC China Career Ambassador Program**

USC China Career Ambassador Program aims to better engage our students and promote our services both on campus and in China. Ambassadors consist of 31 current USC students from different schools who work closely with the USC China Career Services Office and are dedicated to providing support to fellow students who are interested in career opportunities in China. An ambassador's main duties include promoting USC China Career Services to peers and student organizations and assisting with on-campus career events, webinars, and career fairs in China.

# 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 Marshall, Viterbi, Dornsife, and Annenberg often comprise the majority of those who take advantage of the Career Center's on-campus advising.

	On-Campus Recruiting Interviews	Career Advising & Counseling (Scheduled & Drop-Ins)*
Marshall	2,339 (53%)	3,074 (31%)
Viterbi	539 (12%)	2,154 (22%)
Dornsife	1,191 (27%)	1,626 (16%)
Price	152 (3%)	627 (6%)
Annenberg	85 (2%)	1,208 (12%)
All Other	118 (3%)	844 (13%)
<b>TOTAL</b>	<b>4,424</b>	<b>9,953**</b>

\* Students affiliated with multiple schools counted twice or more

\*\* Number does not reflect spring interviews scheduled directly by employers

## 2019-2020 Partners

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Platinum



Gold

 **accenture**

**AMGEN**<sup>®</sup>



**Deloitte.**



*Johnson & Johnson*





Silver

