

banana SLUGS



UC SANTA CRUZ CAREER CENTER

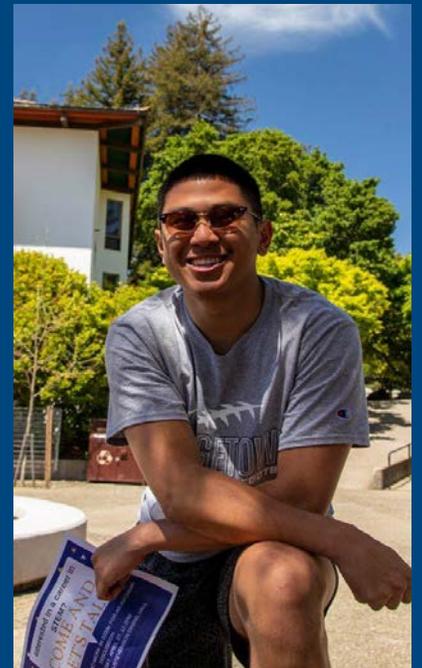
YEAR IN REVIEW 2018-19

Our Mission

Prepare students for what they want to do with their lives by developing relevant career skills.

Our Vision

Banana Slugs changing the world, wherever they are, however they can.



Letter from the Assistant Vice
Chancellor for Career Success,
JENNIFER BASZILE, Ph.D



The visibility of career preparedness is on the rise in higher education, fueled by debates over student debt and the value of an undergraduate degree.

Two years ago, the UCSC Career Center began a process of reflection and transformation to address these shifts. In an effort to better serve our current students and prepare them for a rapidly changing world of work, an external review and new strategic plan led to the creation of new positions and resources.

A cross-campus consensus emerged that career education and exploration needed elevation to leverage all of the opportunities created by the great teaching, learning, and research happening at this world-class research institution. It also led to the creation of the inaugural Assistant Vice Chancellor for Career Success, the position I am honored to hold.

The UCSC student body represents the future of the California and national workforce. The challenges we face and the solutions we create in service of our students will serve as a model for social mobility. A great deal about the service delivery model and the scale of our work will change. Our dedication to students and our focus on the holistic engagement throughout the UCSC experience will remain the same.

The Career Success Team at UCSC is proud of the new path that we are charting. We look forward to continuing to build strong networks of support for our students.

Sincerely,

Jennifer Baszile

THIS YEAR'S HIGHLIGHTS

On the road to realizing our 2018-2021 Strategic Plan

Inspire

Building student confidence and acting as a knowledge hub for our campus

- 📍 Incorporated Focus2 career assessment and Career Center video into new student orientation
- 📍 Hired Student Experience Engagement Representatives (SEER's) to cultivate strong and meaningful customer-facing service at the Career Center front desk

Bridge

Connecting students with employers and alumni

- 📍 Increased Communities of Color Career Conference student turnout by 35 percent, empowering more students to connect with alumni attendees (more on page 17)
- 📍 Partnered with UCSC's Alumni Association to promote the Career Advice Network, an online platform that connects UCSC students and alumni with shared professional interests. Over 60 new users signed up after promotion at our Spring career fairs.
- 📍 Pre-Health Reception piloted by our Pre-Health Chancellor's Undergraduate Internship Program (CUIP) intern connected 120 students with an alumni panel.
- 📍 Worked with Alumni Office to co-host LinkedIn Like a Pro workshop for students and alumni in person and via Zoom

"Forcing yourself to question how concrete your future plans are, and then actually taking steps to make your career path tangible and believable...is such a valuable task and cannot be overrated...Your future is a scary thing to think about, as it is full of doubt and uncertainty. But, with the guidance and confidence a class like this leaves you with, you can learn to embrace the future rather than fear it."

-Career & Internship Preparation Class (Crown 185) participant

Scale

Maximizing staff impact and effectiveness through academic integration and technology

- 📍 Launched Career and Internship Preparation Class and doubled enrollment from 50 students (Fall) to 100 students (Spring)
- 📍 Upgraded job platforms from Slugquest to Handshake, centralizing access to our students and resulting in 1.8 times more student users (more on page 13)



*"Seeing a coach made graduate school more real for me. My coach was uplifting and encouraging, and I got reinforcement that I am a strong candidate for the graduate program I want to apply to. I had my CV reviewed and other tools provided to me, and I know that my graduate school application has become stronger."
- Angelina, senior psychology major*



EXPLORE |

PREPARE | TAKE ACTION

Career Coaching & Workshops

From choosing a major to practicing for a big job interview, students come to us with questions from every stage of their career path. Our coaches host workshops and meet with students and alumni to help them discover their strengths, build their skills, articulate their talents, and ultimately land their dream jobs.

This past academic year, over 1,000 students came to see our coaches and peer coaches to talk through their goals and career challenges. Our peer coach team provided resume and major guidance and advice for students pursuing a pre-health or pre-law path.

This year, we're excited to add an International Career Coach to our staff to provide support surrounding the unique experiences of our 1,700+ students from around the world.



1,564

DROP-INS

+

2,770

APPOINTMENTS

=

4,334

COACHING SESSIONS

Workshop Topics Included

- Resume & Cover Letter Lab
- Rock the Career Fair
- Internship & Job Search Strategies
- What Employers Want
- Start Planning for Law School Now
- Pre-Health: Getting Started

Top 5 Coaching Topics

- Resume/Cover Letter Help
- Pre-Health Career Advice
- Career Choice
- Job Search
- Internships



64

WORKSHOPS HOSTED

1,825

ATTENDEES

COMMUNITY-BASED TECH &

THE POWER OF CARING

How recent grad Greg Wolff embraces the intersection of design and social good



Greg
Wolff

Fueled by curiosity, a love for design, and a commitment to social good, Greg Wolff ('19) defined his career path by pursuing dual passions for technology and helping others.

In high school, Greg began to explore film and motion design, and he knew he was good at math. Based on this combination of skills, he decided to study Computer Science at UC Santa Cruz.

"Going through freshman year was about being exposed to this new discipline, and trying to grasp whether it was something that I'd like to do my entire life, or to do as a primary focus," Greg said.

Computer science stuck, and Greg quickly pursued opportunities to add to his skillset, working as a software engineering intern, motion designer, and developing his product design portfolio. He participated in the 2018 Kleiner Perkins Fellowship, where he connected with rising talent and top companies in Silicon Valley, and was recognized as WayUp's 2018 Intern of the Year.

Despite pursuing many professional avenues in the Bay Area and beyond, Greg stayed involved on campus and remained committed to giving back. He volunteered with UCSC's coding event CruzHacks and started the UCSC Web & Mobile Club to provide a space for students to share skills and knowledge about the ever-changing tech industry.

He also performed design research in UCSC's Tech4Good Lab, noting, "David Lee, the professor behind the Tech4Good lab, served as my most

influential mentor throughout my early design career. He introduced me to the more academic side of user experience design, forming the basis of my experience with human-computer interaction."

Realizing his passion for community-based organizations, Greg wanted to help tech interns acclimate to new places, learn about city cultures, and understand the role of their industry in gentrification and urban displacement. With this vision, he created Intern Community, an online platform that grew to connect thousands of interns in the San Francisco Bay Area, Seattle, and New York City. As an Airbnb experience designer intern, Greg worked on a team to advocate for the ability for transgender app users to have their pronouns updated in app reviews. Post-graduation, Greg is working at Airbnb and hopes to pursue solutions to humanitarian issues.

Greg's career advice:

Greg encourages students to find their career path by leading with what's meaningful to them, rather than trying to fit a formulaic mold to attain a certain salary.

"Having an entrepreneurial mindset doesn't have to be this colloquial 'businessman-entrepreneur', 'I'm out here to make a buck' thinking," Greg shared. "It's more about thinking analytically about your experience and what intrinsically motivates you, and then reflecting that into something tangible, rather than being extrinsically motivated by money or status. With that perspective, it's really easy to see where you have to go. If establishing communities is something you're really passionate about, it's easy to see stepping stones in that direction because you care about it."

FROM “SEE WHAT HAPPENS”

TO SUCCESS

How Sarah Davidson discovered her passion for recruiting



Sarah

Davidson

Sarah ('19) was a junior when she heard about a career fair and decided to take a chance. She remembers telling herself, "Okay, let's go. I still don't really know what I want to do yet, so let's see what's out there."

"As a rookie, I was very nervous," Sarah added.

"I had my professional outfit on, I had my resume, but I had no clue what I was doing."

Pushing herself out of her comfort zone, Sarah talked to employers at the fair and landed what she calls her first "real" job as a retail leadership intern. This experience inspired her to start to build her professional network and find her "why." After having an open, encouraging conversation with a recruiter she'd connected with, Sarah said "that's what made a lightbulb kind of ding," and she realized she wanted to pursue recruiting.

One opportunity led to another, and Sarah went on to be an Amazon Prime Student Ambassador, a LinkedIn Student Learning Ambassador, and co-founder of Santa Cruz Women in Business. Having graduated in Spring 2019 with a degree in Business Management Economics, Sarah aspires to help others unlock their pathways to success.

"It all started with that one little step of me putting myself out there," said Sarah. "And that's why I want to be a recruiter: because I believe everyone has the potential to succeed. They just need the right push or guidance in the right direction."

Sarah's career advice:

"At the end of the day, you never know where opportunity lies, so go out, talk to people, and see what happens."



Find more student stories on our Instagram @UCSCCareerCenter



A woman with short, curly dark hair, wearing a blue blazer over a white top, is engaged in a conversation with another woman whose back is to the camera. They are in a professional setting, likely a career fair or networking event, with other people and a blue banner visible in the background.

TALENT

MEETS OPPORTUNITY

Adopting Handshake as our events and recruiting platform

We're passionate about helping employers recruit Banana Slug talent, and connecting students with job and internship opportunities they will thrive in. This year, we introduced Handshake as part of our Scale initiative, seeking to maximize staff impact and effectiveness through academic integration and technology. Handshake allows employers to post jobs for free, and gives students a centralized login to search and apply for jobs, make appointments with career coaches, and register for career fairs and workshops. Since launching Handshake at UC Santa Cruz, we've seen a huge increase in job listings and platform usage among both students and employers. Talk about a win-win solution!



2.2x
MORE APPROVED
EMPLOYERS

(2017-18)

2,341

(2018-19)

5,284



1.9x
MORE STUDENT
ENGAGEMENT

(2017-18)

4,358

(2018-19)

8,263



3.2x
MORE JOBS
POSTED

(2017-18)

8,933

(2018-19)

28,946



TOP 3
INDUSTRIES
HIRED*

1. Internet/Software & Computer Networking
2. Accounting
3. Education

Based on data from August 2018 to August 2019

*Based on application statuses reported as "Hired" in Handshake



WHAT STUDENTS

HAVE TO SAY

“The fair was a very well-planned event that helped me decide what I wanted to do for my future after college.” – Fall Job & Internship Fair attendee

WHAT EMPLOYERS

HAVE TO SAY

“Prepared and engaged students, friendly staff, good vibes!” – Law School Representative

FAIRS AND EVENTS



8

FAIRS HOSTED

275

ORGANIZATIONS
VISITED CAMPUS

3,223

STUDENTS
ATTENDED

Fairs Hosted

Meet The Firms
Fall Computer Engineering Career & Internship (CECI) Fair
Graduate & Professional School Fair
Fall Job & Internship Fair
Government & Nonprofit Job & Internship Fair
Physical and Biological Sciences (PBSci) Job & Internship Fair
Winter Computer Engineering Career & Internship (CECI) Fair
Spring Job & Internship Fair

Major Companies Recruiting Banana Slugs:

Google - Hash Code 2019 Virtual Session
Amazon Info Sessions
Twitter - UCSC LIVE
Industry Tours with Santa Cruz County and Looker

New Events This Year:

LinkedIn Like a Pro, in partnership
with the Alumni Office





DATA, SOCIAL JUSTICE AND ART COLLIDE

How Lizbeth's interdisciplinary interests helped her thrive in her internship

A rising senior double majoring in Sociology and Art, Lizbeth ('20) is curious about marketing careers, enjoys analyzing data, and is passionate about programming dedicated to social justice. When she put these interdisciplinary interests together, she knew that she wanted to be the Career Center Marketing and Events Intern for the Communities of Color Career Conference (4C) through the Chancellor's Undergraduate Internship Program (CUIP).

"As a sociology major, I get to hear about a lot of the sociological problems in our society," said Lizbeth, "One of the biggest interests I have in my major is the distribution of resources – access to education, access to food, water, the basic necessities...so I thought it would be really great to do a conference that was dedicated to minorities."

Lizbeth's goal was to determine the best touchpoints to reach out to people and make 4C more known across campus. She set out to answer two key questions: which groups were not being outreached to? And which ones needed to be targeted? Through the process, Lizbeth notes that she grew her organizational skills and benefited from insights and coaching from her mentors.

When the conference came together, Lizbeth

describes the feeling as almost surreal. She was proud of the experience she had helped produce, and was thrilled to see students enjoying it as much as she was.

"For me, the greatest moment was when I attended the conference, because I arrived and saw how everything was coming together, and I saw people I knew who were attending. I got the chance to say 'I was part of this. I was involved in creating this conference.' Attending as a student and being able to hear other students saying 'This is good' – I was like, 'Wow, I'm glad it had an impact!'"

Lizbeth's insights from her experience:

"You get to learn, you get to work with other people, and it's what you make of it. Whatever you put in, that's what you're going to get out of it."

Lizbeth is one of dozens of students who help our Center thrive. Students in our office contribute invaluable work in peer coaching, employer relations, student employment, marketing, IT and beyond. Our student staff members graduate with solid professional skills and successfully land jobs in a variety of industries. Without them, our work would not be possible!



Scan to learn more about the Communities of Color Career Conference.

COMMUNITIES OF COLOR CAREER CONFERENCE



111
STUDENTS

85
ALUMNI

35%[↑]
STUDENT ATTENDANCE
INCREASE FROM 2018



The conference provides a brave space for students and alumni of color to engage in honest dialogue and networking opportunities. Students develop career strategies, establish mentor relationships with alumni, and leave equipped with knowledge that will help them thrive in the professions they pursue after graduation. It is not uncommon for students to develop lasting relationships and discover job and internship leads at this event.

The event is held in partnership with the Ethnic Resource Centers, the Alumni Association, Educational Opportunity Programs (EOP), Baskin School of Engineering, and Student Success.

*"This conference was **amazing**. I heard good advice from alumni that I will utilize in my **community**!"*
- student attendee

THE SAMMY AWARDS

Established in 2019, the Sammy Awards recognize key students, staff, employers, and community members who make outstanding contributions to the Career Center mission and vision.

UNDERGRADUATE STUDENT OF THE YEAR

Greg Wolff

GRADUATE STUDENT OF THE YEAR

Sarah Kienle

STUDENT ORGANIZATION OF THE YEAR

SASE

HONORED FACULTY

Kip Tellez

HONORED STAFF

Danette Buie

HONORED ADMINISTRATOR

Keith Brant

FOR PROFIT EMPLOYER OF THE YEAR

Enterprise

NONPROFIT EMPLOYER OF THE YEAR

City Year

RECRUITER OF THE YEAR

Galileo Learning

ALUMNI OF THE YEAR

Brian Sniegowski

EXCELLENCE AWARD

Casey Porter



"The Career Center champions our work in big and little ways, and year after year it shows not only in the number of Banana Slugs we hire... but in the students' lives changed by those Slugs! The Career Center is a part of an important legacy, and I am excited to see the City Year - UC Santa Cruz legend grow."

- Jake Drollinger, City Year

is everyone's *business*

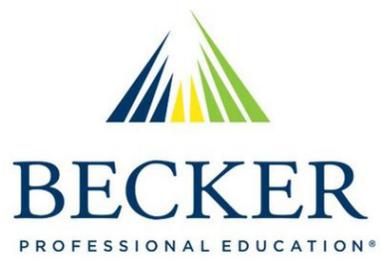
THANK YOU TO OUR PARTNERS FOR PROGRESS

Year after year, our Partners for Progress provide invaluable support to our Center. Grants made by local and national partners allow us to fund programming like the Communities of Color Career Conference. Our Employer Relations team provides custom digital and in-person recruiting services to connect partners with Banana Slug talent and establish their brand on campus. We are beyond grateful to all our 2018-2019 partners for investing in UCSC's rising talent and making our work possible!

Learn more about the program at careers.ucsc.edu.



MOSSADAMS





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