Career Center Opinion Poll
Clarification & Listening Tour

Stevenson College 10/19/17

- Online career coaching with experts
- More career specific panels and discussions led by industry experts and successful alumni
- Resume, CV and cover letter tutorials
- Space for remote interviews and practice interviews using state of the art technology
- Online career development workshops, with 24 – 7 access
- Improved, user-friendly technology to access jobs and internships
- Internship and job fairs with more high interest employers
  - Reaching out to certain companies that are not just tech employers
  - Local Santa Cruz businesses for people who are interested in staying in the area
  - People who are more interdisciplinary in their hiring process
  - Feedback form politics major: it would be cool to see more local city representatives and local government workers, etc.
- More specialized career fairs for your major or career path
  - Journalism: actual newspaper organizations, big national newspapers and local government
  - Having research opportunities available with professors on a more centralized level
Anything geared towards environmental science and ecology? (PBSci Fair would cover this)
Anything for art kids? - Entrepreneurship

Cowell College 10/19/17

- Online career coaching with experts
- More career specific panels and discussions led by industry experts and successful alumni
  - CAN is something that I think is really useful and I have used it since last year....but we need more people!
  - RECRUITING. That is the job of the alumni services, who work to get more alumni signed up and then we (CC) are needing to get more students to sign up
- Resume, CV and cover letter tutorials
- Space for remote interviews and practice interviews using state of the art technology
- Online career development workshops, with 24 – 7 access
- Improved, user-friendly technology to access jobs and internships
  - I've been on the Pinterest page and that has helped me a lot, appreciating that we are using the software we have access to
- Internship and job fairs with more high interest employers
  - Google does come onto this campus, but one thing that Berkeley is a soft skills job fair....big companies need people to put on PR fairs etc. and this gives people the opportunity to work with these big companies not just doing coding etc.
  - Astrophysics and EE want to see NASA and space X Local, would like to find a job while still here on campus in Santa Cruz
  - More local companies and online-based jobs where people could work from their dorms etc.
● Student said: when I went yesterday I only saw two or three companies that represented health and I think it is unrepresented as in comparison to most STEM and Math fields

● **More specialized career fairs for your major or career path**
  ● Fairs geared towards social sciences and humanities (examples: political science, law firms, government agencies, Santa Cruz County representatives, schools in the area, teaching opportunities, nonprofits, communication and PR firms

**Porter College 10/19/17**

● **Online career coaching with experts**
  ● Someone with sufficient experience, someone who could actually teach you his/her field
  ● Someone who is in the field
  ● Form where students can ask questions and career coaches can answer the questions

● **More career specific panels and discussions led by industry experts and successful alumni**

● **Resume, CV and cover letter tutorials**

● **Space for remote interviews and practice interviews using state of the art technology**

● **Online career development workshops, with 24 – 7 access**
  ● Is networking one of the points of focus? It seems like a lot of students don’t know the right methods for how to network right now and with professors and it seems like a really useful workshop to have would be a workshop on NETWORKING!

● **Improved, user-friendly technology to access jobs and internships**

● **Internship and job fairs with more high interest employers**
  ● Warner Brothers, movie companies

● **More specialized career fairs for your major or career path**
• Getting people with diverse backgrounds and diverse careers so that anyone who was looking for a job could connect with someone whom they could identify with and learn how that person got to where they are in regards to their education/career
• Challenges to more specialized things→ how do we message that to the arts major or the film major to go to the science thing because they might not realize the potential for an arts major at a science fair

Gamma Phi Beta 10/22/17

• Online career coaching with experts
  • Someone who has experience in the field and could give you advice
  • Not necessarily an “expert” but someone who has ample experience
• More career specific panels and discussions led by industry experts and successful alumni
  • Physical therapy
  • Marketing
  • Library science
  • Kinesiology
• Resume, CV and cover letter tutorials
  • Thinking of videos in regards to tutorials
  • Step by step
  • Lynda.com
• Space for remote interviews and practice interviews using state of the art technology
• Online career development workshops, with 24 – 7 access
• Improved, user-friendly technology to access jobs and internships
• Internship and job fairs with more high interest employers
  • News networks like CNN, NBC
  • iTunes, Spotify could be beneficial
  • Youtube Slack, Netflix
• Biotech companies like Genentech → PBsci fair
• HBO
• Is there a reason why companies do not want to pay to come to our campus?
  Answer: Companies have figured out ways to recruit people without coming to campus (ie LinkedIn)
• Museums, more SF museums ie SF Moma
• Bio tech companies, Illumina and Fridalay
• **More specialized career fairs for your major or career path**
  • More media companies, production companies
  • User experience
  • Oracle
  • Career fair focused on all women, specifically geared towards women marketing and graphic design, hospitality

**Monday Lunch Session 10/23/17**

• **Online career coaching with experts**
  • Live chat or just a really good engaging person that somehow manages to answer all our questions
  • Really detailed FAQ Forum where people can ask questions and then the answers can get upvoted etc., and you can see how many people have viewed your question

• **More career specific panels and discussions led by industry experts and successful alumni**
  • Anyone who knows what they are doing in a field
  • People who have jobs
  • Someone who knows what they are doing
  • Successful = being in the industry they want to be in.
  • If an alumni is able to come and talk to a group of students then they can feel
• **Resume, CV and cover letter tutorials**
  • Video, step by step
  • Sample resume/cover letter
  • Owl Purdue: very user friendly, goes through and gives you a sample and how to formulate things
  • Make videos of career center staff talking about resumes etc and interviews etc.
  • Need to have a way to consider user experience w/ specific details

• **Space for remote interviews and practice interviews using state of the art technology**
  • Tutorials for good questions to ask after or during an interview
  • Quincia
  • Talked about interview experience with a big tech company and being a computer and told to code something

• **Online career development workshops, with 24 – 7 access**
  • Having someone to walk you through these experiences: overwhelming and too general and too broad and not really knowing what they want, human component is getting to where you need to be quicker
  • Career Development: if you don’t have the long term idea it can be difficult to go about things, people with a focus tend to get there faster
  • Career Development workshops: not usually that inspiring
  • Figuring out list of fellowships for undergraduate research on campus and more support around graduate school
  • Information on what to do after college, grad school or jobs, advice on how to start and where to start
  • Good that Career Center always offers help on how to do resumes and cover letter
- Major advising is also very important, helping people to choose their majors/career paths
- College advisors are just saying “whatever you want to do” and a major advisor is more like “you can do it” and the Career Center is more like helping us figure out what we want to do in life.
- Question to students: What about that helped you? That the CC told you what you could do, that they helped you choose? Answer: I came in thinking I knew what I want to do and he told me “Okay, well if you want to do this, then this is how it is going to play out,” so the way he explained what would happen made me realize that I did not want to do that.
- Some of that was the confidence in which the advisor was speaking → knowledgeable about what he was talking about

- **Improved, user-friendly technology to access jobs and internships**
  - LinkedIn has an app
  - Job sites would be more user friendly if we could access them on our smartphones and then go back and access the list of jobs we are interested in to apply to them later
  - Piazza creates a profile for you w/ all your classes and then it matches you up with jobs and internships
  - Portfolium: able to post work that you have done ie art, graphic design, etc

- **Internship and job fairs with more high interest employers**
  - Unilever, big companies
  - Google, Imagineers/Disney, Yahoo, Google, Apple
  - Microsoft comes to campus but now it is really unorganized
  - Finding things out from department about specialized career fairs etc.

- **More specialized career fairs for your major or career path**
  - Career path: our campus is very limited for majors
  - Misc. category to encompass that went to the NorCal computational
biological symposium two weekend ago

- People presenting research and people from local Santa Cruz companies
- User experience research, more towards engineering experience → conferences where people could connect over this? Much more popular now
- IDEA: pulling people in for symposiums from these unique kinds of companies and jobs ...figuring out how many positions these companies are actually hiring for
- IDEA: conference for women’s employment

Crown College 10/23/17

- Online career coaching with experts
  - People who buff up your resume or give you tips on your resume and immediate responses
- More career specific panels and discussions led by industry experts and successful alumni
- Resume, CV and cover letter tutorials
- Space for remote interviews and practice interviews using state of the art technology
- Online career development workshops, with 24 – 7 access
- Improved, user-friendly technology to access jobs and internships
  - Online videos
  - Blind reading: sending resume somewhere and then someone who does not know who you are reads it and then gives comments back
- Internship and job fairs with more high interest employers
  - Genentech
  - A lot of it is that the employers we know are the ones that do come to campus. For example, Project YX for computer science last year
● More specialized career fairs for your major or career path
  ● Working w/ ethnic orgs and having career fairs specifically for folks who are
    underrepresented in those specific jobs and all jobs
  ● Undergraduate research opportunities

MISC. NOTES: For a lot of nonprofits, having any type of fee is difficult to overcome. For a lot of social science majors, they want to follow directly into that career path. Investing money in nonprofits instead of the bot. People of color and people who are not usually served by the institution specifically doing outreach to those folks and doing job fairs and outreach to those folks. Speaking to employers in general is scary, so maybe having workshops before the fairs to help students to prepare.

Rachel Carson 10/23/17

● Online career coaching with experts
  ● Video chat
  ● Dual screening while skyping a career coach, so that you both see each
    other’s screen if you want to go through a tutorial or something like that.
● More career specific panels and discussions led by industry experts and successful alumni
● Resume, CV and cover letter tutorials
  ● Step by step, section by section guide and also include a few samples
  ● Tips and tricks on how to make it sounds better
● Space for remote interviews and practice interviews using state of the art technology
● Online career development workshops, with 24 – 7 access
● Improved, userfriendly technology to access jobs and internships
● Internship and job fairs with more high interest employers
  ● Google presentation last week!
I think a problem is that I don't really know what a high interest employer looks like in my field...econ major and stats minor but looking to get into data science

- **More specialized career fairs for your major or career path**
  - Panel for lawyers for the 3 by 3 students
  - People of Color conference or career fair, targeting groups
  - Women in science fair where women in big companies come and talk about what they do
  - Humanities and social science majors have non profit organizations that come on campus

**MISC. NOTES**: Having students volunteer their time and then having faculty maybe meet with one student a quarter or something

**College Nine 10/26/17**

- **Online career coaching with experts**
  - A lot of years of experience
  - Someone who has been able to deliver, provide a lot of tools for someone else to become successful
  - Someone who will be able to answer all or the majority of your questions

- **More career specific panels and discussions led by industry experts and successful alumni**

- **Resume, CV and cover letter tutorials**

- **Space for remote interviews and practice interviews using state of the art technology Youtube videos Fill in the blank options**

- **Online career development workshops, with 24 – 7 access**

- **Improved, user-friendly technology to access jobs and internships**

- **Internship and job fairs with more high interest employers**
  - Facebook: greatly appreciated
• Twitter and Google fairs specifically about environmental stuff: oceanography, marine biology, coastal research and conservation...really want to see the life sciences more represented
• National Science Academy in SF, NOA: has been here multiple times but student never heard about it
• Majoring in social sciences and wondering if there are any of these sort of companies that come to the career fairs like UNICEF, UN

• **More specialized career fairs for your major or career path**
  • Humanitarian or disaster relief work
  • More POC like minded fairs...APIs in this or Chicanx folks in this...MCC is not enough it is just one.

**MISC. NOTES**

• Are you doing something to protect students from having to make a decision about internships? Ie: business firms like the Big Four are pressuring students to make decisions
• Collaborate w/ pre professional clubs to put on talks and professional speakers, and that would also ensure more attendance
• LinkedIn workshop: can they be more advertised?
• Are there workshops that focus on a specific major and then talking about what careers those people could go into? - I do not think students understand that even if they are a theater major, they do not have to act and there are so many other opportunities.

**College Ten 10/26/17**

• **Online career coaching with experts**
• **More career specific panels and discussions led by industry experts and successful alumni**
• **Resume, CV and cover letter tutorials**
  • Anytime there is a tutorial, I would want to see a video explaining how to make a proper resume or a cover letter instead of just reading a handout.
  • PICTURES are really important
  • Online, automated videos, but balancing use of technology w/in person resources
  • Balancing being more accessible to people w/ crazy schedules
  • ZOOM!

• **Space for remote interviews and practice interviews using state of the art technology**

• **Online career development workshops, with 24 – 7 access**

• **Improved, user-friendly technology to access jobs and internships**
  • When it comes to websites and sign up systems, there are ways to set up a website so it makes sense where things are placed. Graphics can help too.
  • Making sure it works w/ the policies for the people it is serving
  • Having a great experience not only on the laptop, but on mobile devices so that it looks great on the phone as well.

• **Internship and job fairs with more high interest employers**
  • Interested in law and business and econ, and something that allows undergraduates to intern in those fields

• **More specialized career fairs for your major or career path**

**Kappa Kappa Gamma 10/29/17**

• **Online career coaching with experts**

• **More career specific panels and discussions led by industry experts and successful alumni**
  • Someone who has a lot of experience in the field so they can bring in all those different aspects
• Someone that could maybe find you a job...networking
• Someone who knows the ways to get hired, someone who is familiar with the hiring process
• Someone who is well known in the field
• Someone who has done a lot of different kinds of positions but in the same field, so they know all the different aspects of that industry or field

• **Resume, CV and cover letter tutorials**
  • Pretty much show you how to do it
  • Would be nice if the tutorials were specialized for what type of job someone was trying to go into
  • Video, step by step

• **Space for remote interviews and practice interviews using state of the art technology**

• **Online career development workshops, with 24 – 7 access**
  • Professional development workshops

• **Improved, user-friendly technology to access jobs and internships**
  • It works on your phone
  • Easy to navigate
  • Ability to save searches that I have already done before

• **Internship and job fairs with more high interest employers**
  • Starbucks
  • Goldman Sachs and Bank of America Sponsorship companies like companies that sponsor athletes and such
  • KSBW, KSIN, media companies

• **More specialized career fairs for your major or career path**
  • Asking about job fair for women in STEM Women in government
Monday Lunch Session 10/30/17

- Online career coaching with experts
- More career specific panels and discussions led by industry experts and successful alumni
  - Focusing more on teaching and specifically looking at math teaching
  - Working on putting on another panel for people studying environmental studies
  - Actuary possibilities
  - Social aspects of environmental studies...Peace Corps maybe.
  - Would be cool to try to introduce what you could do with your career to first generation students
  - Environmental studies panel: something that would be useful. Problem: how broad it is and hoping to find my way; hoping to go into research or more exploration after college.
  - Mentorship program, taking students and having them shadow them for a day, local would be better to make it more accessible and allow more students to be able to participate
  - More psych and sociology stuff...interested in helping my community and interested in field study.
  - Trying to collaborate more with different departments and really good at putting on events and making connections and really trying to focus on what people want to see
  - Collaborating would be cool and sending out emails together and learning more about how to apply to grad school and get a PhD
  - What opportunities w/ soc/psych? Looking into social psych, double majoring. Some people tend to go more into one major than the other. Different psych programs
• Interested in working for the government: government tends to hire a lot of people
• Going to EOP to put on a workshop for the nonprofit fair or collaborate more with different clubs.... ie Rotary club, because they have attendance in their meetings
• Data Scientist Jobs

**Question: What would help you explore career options?**
• Internship fairs or help the students w/ more opportunities, esp. in the math field because the only ones were in teaching and it would be nice if the school could help us to see other internships
• Not really more opportunities for math majors because most go to grad school or teaching...only people we know in the field are professors or TAs. We have not seen it and it is hard when we can’t see real people doing it. Bringing in math majors who are doing different jobs.

**MISC. NOTES:**

• Other ways to get into school besides GPA and test scores
• Question: Would it be of any value to people to have a workshop on the kind of energy and grit that it takes to work through problems? Is that helpful?
  • I think it would be great if we had people who have struggled and overcome issues and have been able to be successful in some way.
  • Not everyone succeeds and it’s hard when there are too many expectations. It would be nice to see people who have gone through similar struggles and reached success.
  • Knowing I had to finish but not knowing “HOW.”
• Question: Taking advantage of MCC specifically, who would you want to hear from? Panels are usually mid to late into their career...who would it be most beneficial to hear from?
• Does not matter if someone went to UCSC or not....just see UCSC as a school. Would be nice to hear from a mixed variety of people. It would be nice to hear from a slug, but I care more for the expertise than where their education came from. Education is just an education and degree is just a piece of paper.

• I want to hear from someone like ME...inspiring to have two Latina professors...inspiring to have someone stand in front of the classroom and look like me...even though we do not see many people who look like us.

• Professors as well could be involved. It doesn’t matter what school she went to, but really just connecting and being able to see someone as a role model and learn earlier about grad school.

• Feeling shoved away from college advising offices so that you can be prepared mentally and physically for grad school

• After graduation, being prepared for applications including being prepared for letters of recommendation and building those relationships earlier and easier to build that up along the way...easier to build a relationship with them if you know you will need something later on.

• Would be nice as a freshman coming in to know more of what you will need upon graduation in regards to applying more opportunities for first and second years. Yeah resume workshops and internship fairs BUT there is a tendency for employers who are there to turn students away in their first or second years. There are more opportunities for just fourth years, and when we reach our last year we do not know if that is actually what we want to do because we have not been able to try it out.

• Feeling shoved away from learning about grad school because of what grade she is in

• Question: What would have been helpful as a first or second year?
  • Mentorship program - someone with a similar background or someone who is in your same major/career path so students could shadow them and find out
more programs that would expose students to research or different ways to connect to students.

- Academic Challenge Program in Merrill and one of the assignments was finding someone whose research you are interested in...it is a two unit class and helpful in making connections and getting out there.

- Question: What makes you want to go to something?
  - Advertisement, food
  - What is effective advertising? UCSC Snapchat: visuals and pictures of food that is going to be there, having people outside and telling people to come up, word of mouth. Reaching out to students or communities, having events that would lead up to the events, recruiting people and when there are people actually talking and telling you about different events. An app that says there are events happening around campus, and you can scroll through the events and choose which one you want to go to.

- Question: What would get you to recommend an event to a friend?
  - Having face painting or making necklaces or decorating cupcakes would be entertaining
  - Giving tickets to students for concerts, amusement parks, Boardwalk even

- Resume, CV and cover letter tutorials
- Space for remote interviews and practice interviews using state of the art technology
- Online career development workshops, with 24 – 7 access
- Improved, user-friendly technology to access jobs and internships
- Internship and job fairs with more high interest employers
- More specialized career fairs for your major or career path

Volunteers Around the World 10/31/17

- Online career coaching with experts
● More career specific panels and discussions led by industry experts and successful alumni
● Resume, CV and cover letter tutorials
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MISC. NOTES (by CC staff)

● Water districts is a high interest of employer. Internships that lead to employment.
● Fair times are at a conflicting time with midterms.
● Apps are accessible on all devices, apps are free. Website or app doesn’t break
● Technology has a search box that actually works
● Interactive technology for resume reviews and cover letters. Lots of examples provided
● Would like to see alumni on campus.
● Workshops that help narrow down career options, align school with careers. How do the classes I take effect where I want to go?
● Expert: someone who has been where you are. Is at the top of their field (15+ years or more of work)

Kresge 11/2/17

● Online career coaching with experts
  ● I feel like it would be more of a mentorship relationship instead of someone saying “do this and this and this.”
  ● Mostly instruction, but with a support system
• More career-specific panels and discussions led by industry experts and successful alumni
  • Expert: somebody who has been in that field for 10 plus years, is seasoned, didn't just become CEO, made their way up and know the ins and outs. Someone who knows the important things about the company and what to do and when and how to do things.

• Resume, CV and cover letter tutorials
  • Youtube how-to video: it would just follow the steps with you
  • Interactive Q and F forum

• Space for remote interviews and practice interviews using state of the art technology

• Online career development workshops, with 24 – 7 access
  • A lot of the time we do not necessarily know how to find jobs, so having something that helps us discern where you might want to go and how you could get there
  • Laying out options: “By your senior year, you should have this or that internship in order to set yourself up. By this year you should be able/have done this this or that.” Document with each year outlined and with check boxes.

• Improved, user-friendly technology to access jobs and internships
  • Something with a layout that makes sense
  • A back button that works

• Internship and job fairs with more high interest employers
  • Silicon Valley
  • Trendy household name companies
  • Established companies who are legitimately looking for fresh workers

• More specialized career fairs for your major or career path
Question: what is an expert?
- Someone who can explain and help you talk out what you are interested in
- People need to express their interest.
- Live chat / Zoom meeting live chat: Ask questions and get answers on the spot
- One on one: if it was a group chat, would it make people uneasy? It could get too big, and you can get more direct answers if it is one on one.

More career specific panels and discussions led by industry experts and successful alumni
- People that are actually working in the field and have the major background
- Have people who are hiring instead of just talking to people who have been hired
- People who are recruiting have a set thing they are looking for, and it would be helpful to talk to them
- More interested in what applicants are looking for, but do not really need a full panel of people who are already doing what I want to do
- Research of medicine is very common, but maybe having panels with more diverse career options within the major
- Have a whole fair for people who want to teach
- Hard to figure out the next step....us graduating we do not know what route to take, but seeing alumni who have been through it is helpful
- Should be career coaches within each industry.
- One of my family friends was a recruiter for Linkedin, and the person who is recruiting has a lot of perspective on what the company is looking for

Resume, CV and cover letter tutorials
- Step-by-step instructions
• Something interactive
• Something in a small group so it can be more tailored to individual experience. If you were in a big group, it might get standardized to a point where it would not be helpful.
• Maybe interactive videos that have an avenue for every major or direction you might be wanting to go. If you are looking to get into this field, follow this path etc.
• Lots of examples, not thirty minute videos. Short little videos ...how short? Bunch of small videos and step-by step. A bunch of three-minute videos, and if you only needed a certain part, it would be broken up so that you could go to only the pieces you needed. WELL LABELED. If it has to be longer, make sure there is an ability to not have to do the whole thing in one sitting; so, ways to break it up.

• **Online career development workshops, with 24 – 7 access**
  • I know especially for a lot of first years, even getting a job on campus is difficult w/ blue card and everything. CC could reach out specifically targeting first years and telling them what it takes to get a job.
  • Would be great to see people who have gotten internships, and alumni. Watch a video of them talking about their experience.

• **Improved, user-friendly technology to access jobs and internships**
  • Straightforward and easy to use
  • Easily, accessible, reliable
  • Less tabs. The more tabs I have to open to get to a part...very clear labels or directions
  • More attractive userface. The ER system is very clunky

• **Internship and job fairs with more high interest employers**
  • Taken two ways: an employer who has a high interest to employ students, or a company that students are interested in working for.

• **More specialized career fairs for your major or career path**
- I definitely think career fairs for more humanities-based majors.
- Different sort of people that have come from humanities majors, because a lot of the people in those majors are fuzzy on what jobs they can get
- Seeing people who have graduated with the degree that I have and what they are doing now...more connection based

SANAI 11/6/17

- Online career coaching with experts
  - Online chat. By online sessions, you mean like someone is actually on the other side? Chat box w/ answers within 24 hours. Ideally, it would be faster than that.
- More career-specific panels and discussions led by industry experts and successful alumni
  - What is an industry expert? Someone who has at least worked in the industry, recognizable names, someone with a variety of different industries they have been in or been a part of.
- Resume, CV and cover letter tutorials
  - Not too long...once it reaches a certain amount of time, people will stop paying attention.
  - Samples, quick guides so that you do not actually have to go to a workshop
  - Video, lots of pictures
  - 7-10 minutes would be a okay for a video
  - Examples of resumes for people who do not have much experience or no experience
- Space for remote interviews and practice interviews using state of the art technology
  - Quincia does sound interesting. Question: does it help you improve? YES
- Online career development workshops, with 24 – 7 access
What is career development?
- Internship experience: land an internship somewhere and then start to build a career off of those experiences
- Some students come to school here and do not have a lot of experience in careers, so something to help people gain that experience. A list that said if you want to get into this job, you should have this amount of experience, or you should be involved in this or that. More stuff that would actually teach you and tell you what you should have on your resume, but things that would actually teach you, like if you needed to know a certain language. Tutorials on how to learn a language or practice problems goes back to CAN: knowing what it is like in your field and what you need to know for your field.

Improved, user-friendly technology to access jobs and internships
- Know where everything is and not really have to dig through it. Efficient and simple: like the school website has an about page and just stuff you can follow that is well-organized and makes sense.
- Mobile app: something that is easy for someone to find out what they want to know

Internship and job fairs with more high-interest employers
- Google or Apple
- Would like to know more about what companies have. When I graduate, I plan to go back and find a job in SoCal, so I would like to see more location-based job opportunities. With Handshake we will be able to.
- Friends interested in sustainable landscaping, certain companies in Santa Cruz. Something that would be an extension out from what they have learned in the garden or the farm work in governmental sector
- Environmental planning or with certain agencies, CA environmental agencies, transportation
- Envs major: geared towards land use and looking at environmental policy and working in some environmental sector
- Gartnar → market leader and IT research

**More specialized career fairs for your major or career path**
- Law school, Peace Corps, grad school, research based, get a job
- Masters in geographic info systems which will lead to a tech job
- Went to grad school fair and was able to connect with law schools

**College Democrats 11/6/2017**

- **Online career coaching with experts**
  - Video interview
  - Can you clarify who the expert is? If it is career coaching, I want someone who has a good rating. I don't really care what degree they have, as long as their past clients actually got where they needed to go. No degree will make me trust them more than seeing a good track record.

- **More career specific panels and discussions led by industry experts and successful alumni**
  - I want someone who has the same major as me and went to a similar school as me
  - No offense, but a lot of the people on the panels are above 40. I want someone who is preferably below the age of 35.
  - The way you move through life as a banana slug is different than someone who graduated from Harvard.
  - Would opt to keep it in state as much as possible...see how many people we could get from CSU, UC, private and then move out of state.
  - Someone with a degree from UCSC and knows how to navigate the CA job market. I would prefer UC and CSU alumni. People from the same system we
are in and going through similar experiences as us, even though it wouldn’t be a bad thing to have a Harvard grad come by.

- Should be a lot more publicized

**Resume, CV and cover letter tutorials**

- I love your examples that you have on the Career Center website, but they are not handy enough.
- Q: How long is too long for a video? A: My upper limit is around 12 minutes at the most. It depends. I feel like a lot of music videos are max four minutes, but people also have to understand that a resume cannot be crafted in four minutes. Need to reach some sort of compromise, because we cannot get everything in three minutes. But we also do not want to lose interest. Ultimate advantage of having a video is the play and pause function.

**Space for remote interviews and practice interviews using state of the art technology**

- Point of an interview is not to make people comfortable. It’s supposed to be a challenge
- Should do this for the campus because it sounds good, but ultimately people should be interviewing in person.
- Phone interview
- Workshop → different when you cannot see their facial reactions. Many internships do phone interviews if they are really far away.

**Online career development workshops, with 24 – 7 access**

- How to interview and professionalism

**Improved, user-friendly technology to access jobs and internships**

- Simple, don’t want something like myUCSC
- New update...like something that is not cramped with letters and menu choices. Mobile.

**Internship and job fairs with more high-interest employers**

- District Attorney of Oakland or San Francisco
• Eccenture: accounting firm
• An employer whose target school is Santa Cruz
• Look for companies who are excited about hiring people who have graduated from UCSC

• **More specialized career fairs for your major or career path**
  • Life science fair, mathematics fair….It might be very close surpassing it…
  • Psych is one of the biggest majors. There wasn’t really stuff there for psychology students. If we really want to target students, we should focus on the biggest majors like psychology.
  • HR, management in general.
  • Not necessarily a software engineer...feel like tech companies that are there are only interested in software engineering ...wish employers were a bit more open-minded to people from other majors.
  • Would the feedback actually change the resume collectors’ mind? Well, we would have to go over the recruiters to the hiring manager
  • How do you know if a particular company is legitimate? How do you know if a company is a scam or not?

**Oakes Referendum Meeting 11/13/2017**

• Online career coaching with experts
• More career-specific panels and discussions led by industry experts and successful alumni
• Resume, CV and cover letter tutorials
  • Step by step, specific and not too long
• Space for remote interviews and practice interviews using state of the art technology
• Online career development workshops, with 24 – 7 access
• Improved, user-friendly technology to access jobs and internships
- Good mobile app, easily accessible through a mobile phone
- **Internship and job fairs with more high-interest employers**
  - Research opportunities post grad
- **More specialized career fairs for your major or career path**
  - More nonprofit orgs to get involved with

**Summary of Most Popular Comments (by category):**

**Online career coaching with experts**

- Having a chat box where students can ask a Career Coach a question, and then the Coach will answer it within a certain amount of time or right away.
- Live chat, Zoom meetings
- Very detailed FAQ section that would be available to all students

**More career-specific panels and discussions led by industry experts and successful alumni**

- Connect more with specific departments on campus and put on panels and discussions in collaboration with those departments
- Would be cool to try to introduce what you could do with your career to first generation students
- Going into different spaces on campus like EOP and professional clubs, and collaborating to put on panels there
- More information about grad school and how to get a PhD
- Wider use of CAN and having more students and alumni sign up so that more students can find someone to connect with

**Resume, CV and cover letter tutorials**
● Short videos that have easy to follow, step by step instructions on how to build a resume
● Also have way to pause videos and go back to where you were so you would not have to watch the whole thing at once
● Well-labeled sections of videos
● Would be helpful to have specific links to click on with individualized videos for specific majors/careers
● Way to send in resume to Career Center and have it checked over and then sent back within a certain amount of time
● Have interactive videos and include transcripts in videos
● Include lots of examples of resumes, cover letters, CV
● Specific Programs mentioned—Lynda.com, Owl Purdue

**Space for remote interviews and practice interviews using state of the art technology**

● When students heard about Quinccia, it was a common reaction that they looked creeped out about using facial recognition. However, there were some people who seemed like they would be interested.

**Online career development workshops, with 24 – 7 access**

● Having videos on the website of successful alumni who are now working in their field and talking about their experience. These videos would be available for students to watch 24/7.
● Things to include in workshops: information on what to do after college, grad school or jobs, advice on how to start and where to start
● Having different pathways and having some sort of checklist that tells people what they should have accomplished each year. This could be made major/career specific as well.

● Would be great to see people who have gotten internships, current students and alumni, and watch a video of them talking about their experience.

● Workshops that help narrow down career options and help align school with careers - how do the classes I take effect where I want to go?

**Improved, user friendly, technology to access jobs and internships**

● Easily, accessible and straightforward with clearly labeled tabs

● Accessible on smartphones in the form of an app that is easy to use and free

● Reliable with a back button and search box that works, and the ability to save searches to go back to them on both app and website

**Internship and job fairs with more high interest employers**

● High interest means household names, Silicon Valley, big companies like Google, Facebook

● Would like to see more local companies represented at fairs, like City of Santa Cruz jobs and local government positions

● Not just having tech companies here. Looking for companies that are more interdisciplinary in their hiring process.

● Making it clear to students that tech companies are not only looking for people who are coders but there are also many other skillsets that they are looking to hire students with.

● Soft skills fair

● Companies that were mentioned a lot: journalism companies, news networks, Google, Apple, Facebook, Starbucks, movie companies, NASA
More specialized career fairs for your major or career path

- Having research opportunities available with professors on a more centralized level
- Humanities and social science majors have nonprofit organizations that come on campus, but want to see more of this because many people in these majors are unclear on what positions they can get
- Fairs geared towards social sciences and humanities. Examples: political science, law firms, government agencies, Santa Cruz County representatives, schools in the area, teaching opportunities, nonprofits
- Fair having to do with user technology
- Try not to have fairs during midterm season
- WOMEN Career fair focused on all women/specifically geared towards women
- Women in science fair where women in big companies come and talk about what they do. Women in STEM fair, Women in government
- POC Focus: Working w/ ethnic orgs and having career fairs specifically for folks who are underrepresented in those specific jobs and all jobs
- People of Color conference or career fair, targeting groups..MCC is not enough
- People of Color and people who are not usually served by the institution specifically doing outreach to those folks and doing job fairs and outreach to those folks