

Dear Faculty and Staff,

Welcome to the 2015/2016 academic year! We are excited about the beginning of another school year and look forward to collaborating with you on career-related activities and curricula. Our goals are to keep you informed of companies and organizations visiting campus, be available to you for class presentations on career-related topics, offer you career-related materials to supplement your courses, encourage you to refer students to our office for career guidance, and, last but not least, serve as the point of contact when you are approached by an outside employer to post internship and/or employment opportunities.

We hope you find this information in this annual e-publication — designed specifically for faculty and staff — useful to you and your students. We look forward to strengthening our partnerships as we work to grow our offerings and programs.

Regards,

Liana Jindaryan

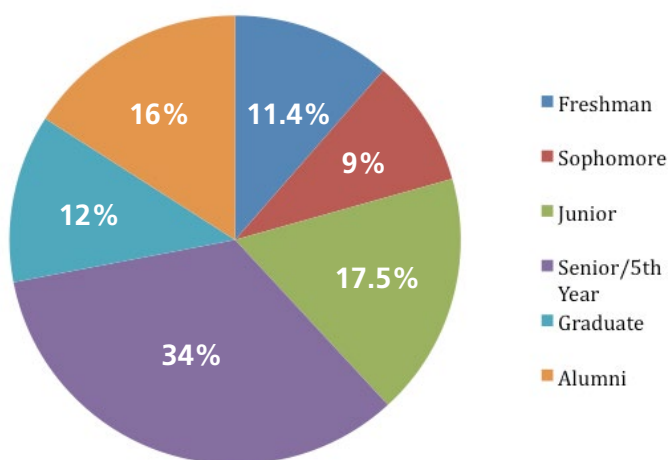
Director of Career Development

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UPDATES FROM 2014/2015 ACADEMIC YEAR

Career Consultations by Class Year



Career Consultations
by Class Level

Internship/Employment Opportunities Announced:

340 Announcements (internship/work experience, employment, volunteer, etc.) were sent out to students

246 Internship postings were received on Woodbury's job board

480 Employment postings (full-time/part-time, entry level) were received on Woodbury's job board

Office Visits:

Total student and alumni visits in 2014/15 academic year: 643 (650 in FY 2013/14).

Of the total number of appointments, 84% were current students and 16% were alumni.

PAST EVENTS - SPRING 2015

Meet the Design Firms recruiting event in Burbank attracted 29 firms, 4 professional associations, and 119 students. Participating firms included Callison, Gensler, HDR, HMC Architects, NBBJ, Perkins+Will, Johnson Fain, S3 Builders, Steinberg, Valerio Architects and many others.



Design & Build Career Fair in San Diego attracted 32 exhibitors (Delawie, GreenScaped Buildings, JPBLA Landscape Architecture, Miller Hull, Taylor Design, etc.) and 172 students from various local schools and Woodbury University.



Media & Design Internship/Job Fair brought 18 companies to campus. These included ACM Computers, Ayzenberg Group, Audiences Unlimited, Inc., Black Box Creative, BCBG, Burbank Music Academy, CreatorUp, Counterintuity, Dun & Bradstreet, Suzanne DeLaurentiis Productions, Fulham, L.A. Chamber of Commerce, McCue Communications, mOcean, Natalia Fedner Design, Randstad Inhouse Services, Technicolor, TJX Companies.



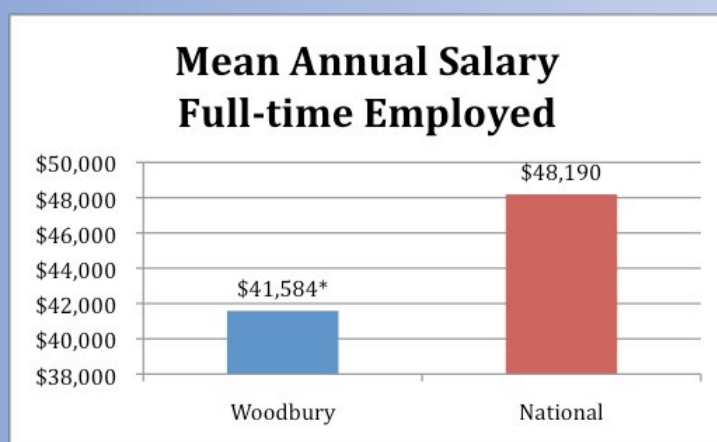
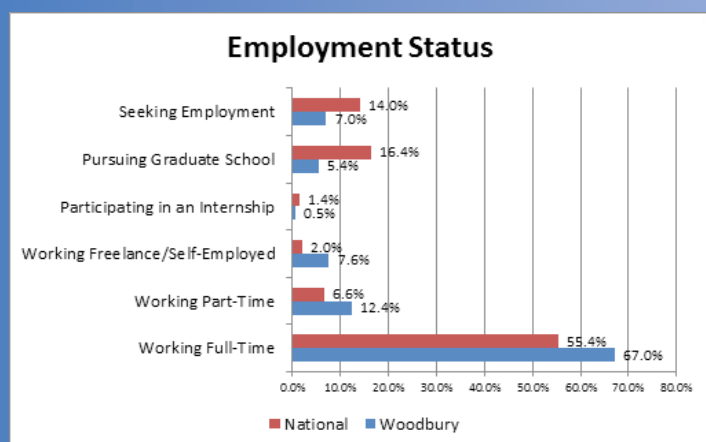
HACU Info Session — a representative from the Hispanic Association of Colleges and Universities was invited to come to campus to talk about paid internship opportunities in Washington, D.C. offered by HACU.

Professional Pathways Dinner — another successful program hosted by the Career Development Office in March 2015. During a four-course dinner facilitated by Dr. Alexandra Saba, 60 graduating students and guests not only learned American dining etiquette and protocol, but also gained valuable insights into international dining etiquette.



CLASS OF 2014 CAREER OUTCOMES

The Career Development Office conducts an annual study of the post-graduation plans of Woodbury's new graduates, with a focus on employment status, salary, and graduate school acceptance. Data collection for the class of 2014 began in spring 2014 and continued over a six-month period, following guidelines suggested by the National Association of Colleges and Employers (NACE). Information was collected by means of surveys, employers, faculty, and professional networking websites for 185 of 267 graduates (69%). Below is a portrait of Woodbury graduates' employment outcomes (as compared to the national aggregate).



** Salary data is based on graduates who indicated full-time employment via a confidential survey. Only 53 out of 124 full-time employed graduates provided their annual salary information.*

While these data are a good starting point, the results may not be generalizable to the broader population of Woodbury graduates. In light of this, the Career Development Office will continue to engage and refine its efforts to collect complete and accurate outcomes data and provide useful and informative reports for the University. However, this institutional responsibility cannot be shouldered alone. The campus community must work together to ensure that these data are as accurate and complete as possible. Currently, staff is working with the Institutional Researcher to create a systematic approach to improve data collection and reporting process. Staff will also be reaching out to collaborate with campus partners to improve the quality of data captured regarding students' outcomes, so that the community is empowered to use these data to address the needs of both current Woodbury students and alumni.

More information about NACE's First Destination Standards and Protocols can be found [here](#). Additionally, to view the First Destinations for the Class of 2014 collected by NACE from 190 schools/career centers detailing results for their bachelor's degree graduates, click [here](#).

NOTE: Information on Woodbury's graduates from individual programs can be provided to academic departments upon request.

STUDENT SUCCESS STORIES

During the summer of his sophomore year, Kevin Ortiz, '15, participated in a paid internship as a Youth Employment Junior Team Leader in the City of Burbank Management Services Department. "I always had a strong desire to intern as a Youth Employment Junior Team Leader because of the many life-changing experiences and opportunities the Burbank Community provided to me growing up." Kevin's internship primarily involved working in Employment Services Division of the City of Burbank Management Services Department, specifically in the Youth Employment Programs. Although he mainly worked in the Youth Employment Programs in the Employment Services Division, he also collaborated and worked with employees in all three divisions of the Management Services Department. Kevin adds, "I acquired a significant amount of knowledge and insight into the workforce as well as the jobs and career opportunities available in the public sector, says Kevin, adding, "My internship experience was extremely rewarding as I was able to serve my local community in addition to learning valuable job skills." After completing his internship, due to his strong desire to continue to serve his community, Kevin applied for and was offered the position of Youth Employment Junior Team Leader for the Summer Trails Program. Kevin is currently a proud employee of the City of Burbank. He is also pursuing a Master of Public Administration (MPA) at USC's Sol Price School of Public Policy.



Kevin Ortiz, '15

*Organization: City of Burbank
Major: Politics & History*



Alena Eisen, 5th year

Firm: Perkins+Will

Program: Interior Architecture

Alena began her search for a position at various design firms in the winter of 2014 with the help of Catherine Roussel, Annie Chu, and Heather Peterson. She describes, "As I have continued to have more and more interviews, the job search process became easier and more personal, she recalls. I was made aware of Meet the Design Firms recruiting event, and as a result made a number of important connections." After sending out a number of applications, she was offered a position at Perkins+Will in Downtown LA. Alena's position is considered a Designer 1 for Interiors, however, she has been able to work on a large mix of projects, from initial design to the final construction, both within the architectural and interior design fields. The firm's projects range from healthcare to educational to commercial. One thing she appreciates the most about the firm is the mixed environment for all fields to collaborate. As she stated, "You are able to work on projects you have the education for and no boundaries are applied," she says. This is allowing her to make the most out of her experience with Perkins+Will.



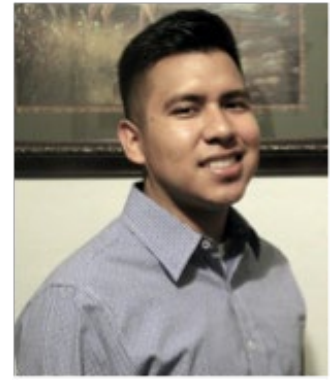
Celina Duran, Senior

Designer: Natalia Fedner

Major: Fashion Design

Celina started her internship with Natalia Fedner Design in May 2015. She learned about the opportunity during the 2015 MCD Job/Internship Fair, as well as via speaking with Liana Jindaryan in the Career Development Office. Additionally, two of her instructors (Selina Sanders and Gerard Dislaire) in the Fashion Design Department assisted her in fine-tuning her resume and portfolio. Celina reports to Natalia Fedner, the head designer and founder of the company. "She is definitely making my internship a fun learning experience," added Celina when asked about her position. She assists the knitter while seaming garments, makes yarn balls, and occasionally assists with some of the jewelry for the company. "From this experience I have learned that the industry is competitive and you have to have a unique way to stand out from other designers," notes Celina. "This experience is an eye-opener for me; it is teaching me to take risks and not be afraid of the fashion industry. With the many skills I possess, I just need to have more faith in myself."

David first heard about an internship opportunity at Steinberg at Woodbury's Meet the Design Firms event held in April 2015. During his conversation with a firm representative, he learned that they shared a mutual connection who used to be David's mentor in high school. "One conversation led to another, and before I knew it, I had gotten their business card and was asked to send in my portfolio along with a resume, David recalls." "I knew exactly what to do since I met with Catherine Roussel a few months before who helped me produce a strong resume and a professional portfolio." By June, David was able to secure an internship position at Steinberg. His responsibilities include assisting different departments with various projects within the firm and taking on additional tasks as requested. David's research interests include sustainable urban design and affordable housing in Los Angeles, which will most likely become his research topic for his architectural thesis. When asked to share what he learned throughout his internship, David responded, "I have learned to take initiative—to go out and learn and engage myself in the field. I have also learned to be curious and never stop asking questions". David is thankful to his professors Alvaro Zepeda and Mark Owen for their continuous guidance and coaching over the years.



David Mauricio, 3rd year
Firm: Steinberg
Program: Architecture



Will Bustos, 4th year
*Firm: BNIM (Berkebile Nelson
Immenschuh McDowell Inc.)*
Program: Architecture,
San Diego Campus

In August 2014, Will started working as an intern at BNIM, a design firm that has been around for more than 40 years and is known as a champion of sustainability. According to Will, "Catherine Roussel helped me out with my portfolio but I drew a great deal of inspiration from the academic design work I completed with Todd Rinehart, Catherine Herbst, Patrick Shields, Marcel Sanchez-Prieto, Jose Parral, Daniela Deutsch, and Chris Puzio." He continues, "I do a little bit of everything in the office. When I first started, I made diagrams and renderings for the Pacific Beach Eco District and the new Qualcomm Buildings. As our Qualcomm projects approached substantial completion, I helped close out punch lists. I still help out with renderings and diagrams, but lately I have been spending the majority of my time putting together construction documents for various projects throughout San Diego County." Will reports directly to Matt Winter, AIA, and Matthew Porreca, AIA (Principal). "I've learned to take advantage of networking and never to be afraid of building relationships," says Will. "The architecture community is small and everyone knows each other." Note: The Graham Downes Architecture Internship Program provided partial support for Will's initial work at BNIM on the Pacific Beach Eco Park and other community projects.

In January 2015, after nearly two months of interviewing for a dream job, Athena was offered a position as a Tax Staff Accountant in the Federal Tax Department at Crowe Horwath, LLP, the 8th largest accounting firm in the U.S. She learned about this opportunity through a job bulletin sent out by Jessica Oviedo in the Career Development Office. Athena felt well-prepared while going through an exhaustive 4-hour interview process thanks to the many career workshops she attended while a student. "Thankfully, after attending many of Jessica's resume workshops, I knew that my resume was fully updated," says Athena. "Jessica not only coached me, but was there for me every step of the interview process." She is also grateful to Professor Alexandra Saba for being able to navigate her interview over lunch. "I am so thankful that Dr. Saba hosts her Etiquette Dinner every year, because I noticed that many of the other candidates did not even wait until everyone was served to begin eating." Among many other valuable lessons she learned from the interview process—as well as in her first few days on the job—Athena found that personality plays a huge role in whether or not you succeed.



Athena Miller, '14
Firm: Crowe Horwath, LLP
Major: Accounting



La Varus Campbell, Senior

*Organization: U.S. Dept. of Agriculture
Major: Management*



Jaime Villar, '15

*Organization: U.S. Dept. of Agriculture
Major: Communications*

Both LaVarus and Jaime were accepted into the HACU (Hispanic Association of Colleges and Universities) Internship Program to work as interns at the U.S. Department of Agriculture in D.C. in 2014 and 2015. They both learned about this opportunity through the HACU Information Sessions hosted by Woodbury's Career Development Office. The U.S.D.A.'s mission is to provide leadership on food, agriculture, natural resources, and related issues based on sound public policy, the best available science, and efficient management. LaVarus noted, "My time in D.C. has been phenomenal. The culture of the city and the work environment is a breeding ground for inclusion. I would encourage all students to seek out programs that allow them to experience different working environments." When describing his experience, Jaime stated, "The selection process was highly competitive. However, with persistence and determination, along with guidance received from the Career Development Office throughout the entire application process, I was able to make the final cut. I am truly thankful for the opportunity and experience I received through the HACU Internship Program."

WHAT'S NEW!

Career Planning Class

In spring 2015, the staff in the Career Development Office offered a pilot, 7-week Career Planning and Management class. The class offered a theoretical and practical study of the career planning process related to interests, values, goals, academic discipline, and fields of interest. The focus was on self-assessment, career decision making, career plan development, and techniques relating to personal career searches and career management.

What did students say about the class?

"I just wanted to say thank you so much for teaching such a great class. If it weren't for your class I would not have known what to do or have had confidence in an interview. Thank you so much!" Kayla M.

"I'm so happy about this whole internship experience!! I don't think I would have had it without the Career Planning class." Megan M.

YAY! The class will be offered again in Spring 2016!

HELPFUL RESOURCES

AS YOU TEACH AND ADVISE, INCORPORATE CAREER INFORMATION INTO YOUR DISCUSSIONS:

Resources from NACE

As a member of the National Association of Colleges and Employers (NACE), a leading source of information about the employment of college graduates, we adhere to NACE's ethical standards in recruiting and hold recruiting employers to ethical standards, as well. The following [guidelines](#) outline ethical standards for faculty involvement in recruitment of college students.

Also, click here for [tips](#) on helping students by providing a reference or writing a letter of recommendation.

Student Use and Perceived Effectiveness of Social Networks

December 10, 2014

Source: 2014 Student Survey, National Association of Colleges and Employers

Nearly 89% of graduating seniors using social networking in their job search use Facebook, while more than 87% use LinkedIn. The use of LinkedIn has expanded significantly among the college population in recent years.

When asked to rate social networks in terms of effectiveness, students identified only one network—LinkedIn—as effective in providing help in their job search. Nearly 74% of LinkedIn users felt that the service was effective as a job-search tool. Click [here](#) for the full article.

24/7 Online Resources

We offer several online resources available exclusively to the Woodbury Community's students, alumni, faculty, and staff.



The Career WISE (Woodbury Integrated Student Experience) Internship & Job Board is our online job recruiting system through which students and alumni can apply for part-time and full-time jobs and internships with regional and local employers. The job board can be accessed at <https://woodbury-csm.symlicity.com>.



NEW! Evisors, powered by Firsthand, is a career advisor network that enables job seekers to access personal career coaching and webinars with professionals. Students can watch live and archived webinars on different career topics. Students can log in using their email address registered with Woodbury. Click [here](#) to check it out.



NEW! [Big Interview](#) which is a free online interview practicing platform available to our students to help them ace their next job interview through challenging virtual mock interviews. The platform also offers an interview answer builder and tutorials addressing all aspects of the interview process. Faculty advisors can also provide feedback remotely as students practice interview questions.

BE A RESOURCE FOR US!

How Students Schedule Appointments

Faculty and staff are encouraged to connect students with our Career Advisors. Appointment and walk-in hours are available weekdays from 9am-5pm. Students can schedule appointments by calling 818.252.5232 or emailing careers@woodbury.edu.

Curriculum Development

If you are interested in collaborating with our staff about integrating career-related topics into the classroom or curriculum to increase students' career development, we would love to speak with you.

Faculty Feedback

"Liana, thank you for a great presentation and for the valuable resources. I know that the students appreciated the information and knowledge that you shared. Having you speak to the 'Media Professions' students was a wonderful way to begin the course. I'm sure many of the students will be visiting with you soon." —Saida Pagan, MCD Adjunct Faculty

"Jessica Oviedo presented wonderful resume workshops in both of my Market Research sections (MRKT 455) this semester. The majority of students in these courses are seniors graduating at the end of the term, and had admitted to feeling nervous about entering the job market and finding employment in the near future. Jessica gave a wonderful presentation that not only gave them resume guidance, but straightforward advice on how to find a job after graduation. After her presentation, the students said that they felt more prepared for their job search, and planned to update their resumes and cover letters based on her suggestions. As a professor, I was also very impressed with her workshop, especially the ideas she presented on how the students can use new digital platforms and technologies to stand out among their competition. I highly recommend that more faculty members offer this resume workshop with Jessica in their courses, especially if the class is an upper division course with students soon entering the workforce." —Kristen Schiele, PhD, MBA, Assistant Professor, Department of Marketing

Employer Speakers

We can offer assistance if you would like to find an employer to speak to a class. Let us know if we can help you make the connection. Contact us at 818.252.5260 or careers@woodbury.edu.

\$ALT is a free resource for Woodbury students and graduates with a great deal of information on managing finances, repaying student loans, even job postings! Check it out at <https://www.saltmoney.org>

Employment Opportunities

Relationships with employers are a key component of our efforts. We welcome the opportunity to talk with you about cultivating and engaging employers. And, if an employer contacts you, we can save you time. Thank them for their interest and refer them to our office. Our online job board lists part-time on-campus and off-campus jobs, internships, and full-time post-graduation positions. If you would like to know what type of job announcements we receive, call us at 818.252.5260.

Outreach

Should you need to cancel a class because you will be out of town or have other scheduling conflicts, we will be happy to cover it with a presentation about our services and/or career-related topics. Call us or request a presentation [online](#).

Programs and Events

Every semester, we offer a wide range of programs and special events covering topics related to career exploration, job and internship searches, and preparing for graduate and professional school. Please refer any alumni from your program who you think would be good speakers for career-related events, and we will follow up with them. We also host several key job fairs during the academic year to help students find internship and employment opportunities. We have scheduled these collaborative events for the fall/spring semesters:



- Work Study/Student Worker Job Fair ~ September 10
- Meet the Accounting Firms ~ September 21
- Cartoon Network Info Session ~ TBD
- T. Howard Foundation Info Session ~ TBD
- School of Business Job/Internship Fair ~ October 7
- Insomniac Games Info Session ~ October 12
- LinkedIn Photo shoot/Seminar ~ TBD
- Professional Pathways Dinner ~ March 31, 2016
- Media & Design Job/Internship Fair ~ April 2016
- Career Panels by Industry Clusters with Alumni ~ Spring 2016
- Meet the Design Firms ~ Spring 2016

...and more to come!

Referring Students

Faculty and staff are encouraged to refer students to us. We work with students at every academic level, from first-year through the graduate school level. We assist students with:

- Identifying interests, skills, values, with possible referrals to vocational assessments (MBTI, Strong Interest Inventory, Career Leader, etc.);
- Developing a career plan;
- Resume, cover letter, portfolio review;
- Mock interviews;
- LinkedIn advising;
- Internship/work experience searches;
- Effective job searching;
- Employer referrals;
- Salary negotiation techniques;
- Networking through job fairs and info sessions;
- Graduate essays;
- Additional resources, support, and encouragement;



MEET THE STAFF



Liana Jindaryan, M.S.

Director of Career Development
Oversees Career Development
Activities/Programs
Advises MCD and COT students

Office: Whitten Student Center
Direct: 818.252.5236
liana.jindaryan@woodbury.edu

On/off Campus Involvement:

WISE (Woodbury Integrated Student Experience)
Internship/Work Experience Committee
WUSA (Woodbury University Staff Association)
CLASIC (Consortium of Liberal Arts Schools and
Independent Colleges)
NCDA (National Career Development Association)
NACE (National Association of Colleges and
Employers)

Recent Conferences Attended:

NACE (National Association of Colleges and
Employers) Annual Conference &
Expo – June 2015
Academic Impressions, Revamping Career Services
– December 2014



Jessica Oviedo, M.A.

Career Counselor
Advises School of Business
students

Office: Whitten Student
Center
Direct: 818.252.5207
jessica.oviedo@woodbury.edu

On/off Campus Involvement:

WISE (Woodbury Integrated Student Experience)
Undergraduate Research and
Internship/Work Experience Committees
Campus Sustainable Committee
Critical Thinking, WASC
CLASIC (Consortium of Liberal Arts Schools and
Independent Colleges)
NACE (National Association of Colleges and
Employers)
Women at Work, Pasadena, CA

Recent Conferences Attended:

Academic Impressions, Revamping Career Services
– December 2014



Catherine M. Roussel, AIA

Career/Outreach Coordinator
and Architect Licensing Advisor
Advises School of Architecture
students in Burbank & San Diego

Office: Isaacs Faculty Center
Direct: 818.394.3339
catherine.roussel@woodbury.edu

On/off Campus Involvement:

AIA (American Institute of Architects)
WISE (Woodbury Integrated Student Experience)
Internship/Work Experience Committee
CLASIC (Consortium of Liberal Arts Schools and
Independent Colleges)

Recent Events/Conferences Attended:

AIA Local Events
AAAE (Association of Asian Architects and
Engineers)
IIDA Leaders Breakfast (International Interior
Design Association)
NCARB Licensing Advisor Summit

Mission

The mission of the Career Development Office is to provide programs, services, and resources designed to encourage and assist students in the timely engagement of career planning, experiential learning, educational opportunities, and job attainment through the stages of students' university experience, from the first year through graduation and beyond.

Learning outcomes are as follows:

- Students will research and define career goals, identify skills, interests, values, and priorities;
- Students will research career opportunities and understand the knowledge and skills required to be successful in the workplace;
- Students will recognize the importance of internships and of gaining work experience while they are in school;
- Students will understand the importance of professional leadership and of community service;
- Students will learn networking and marketing skills and how to develop a professional online presence;
- Students will learn how to develop job search materials (resume, cover letter, references, work samples, portfolio, etc.) and enter the workforce for professional employment upon graduation.

Contact Information:

Career Development Office
Division of the Office of Student Development

Whitten Student Center

Monday - Friday, 9:00am – 5:00pm

818.252.5260

careers@woodbury.edu