CAREER. PATH. LIFE.

A USC Dornsife College of Letters, Arts and Sciences encompasses the study of the humanities, social sciences, and natural sciences. Together, these disciplines provide a foundational and instrumental education that empowers students to pursue careers and lead productive lives as engaged citizens.

CAREER READINESS MEANS BEING ABLE TO MANAGE AND ADVOCATE FOR YOUR OWN CAREER.

The mission of Career Pathways is to help align students’ academic interests with individual career and professional pathways through exploration and engagement in curricular and co-curricular opportunities.

Our goal is to promote career exploration and readiness among Dornsife students. Career readiness means the ability to attain and demonstrate core competencies, experiences, and knowledge sought by employers, organizations, and graduate schools alike. Moreover, career readiness means being able to manage and advocate for your own career.
The primary means by which Career Pathways engages students is through individualized career advisement. Career Advisement is available to all USC Dornsife student across academic clusters and majors. Career advisement is available on an appointment basis. Advisement areas include:

- Connection of field of study and educational experience to career
- Career exploration and the development of a plan to career while promoting retention and graduation
- Resume and cover letter review
- Internship and job search
- Mock interviews

Group advising affords students the opportunity to maximize social engagement while promoting career exploration and development. Session topics are determined by student surveys and feedback from students. Fall 2020 sessions include:

- Networking for People Who Don’t Like to Network
- Building Skills Employers (Still) Want
- Job Search During a Pandemic
The Alumni Mentorship Program provides Dornsife students with the means to connect with alumni to support career exploration, job shadowing and networking opportunities. By participating in the program, students will be able to:

- Identify varying career opportunities available in light of major
- Assess the value of a Letters, Arts, and Sciences education in the workforce
- Recognize the importance of the Trojan Network and networking as a student
- Develop and utilize a professional network
- Apply advice and practices acquired to advance career

The Gupta Family Student Internship Fund is available to defray costs for qualified undergraduate students at USC Dornsife to participate in summer internships. Students secure their own internship for the summer and apply for funding. Students may apply up to a maximum of $4,000 USD dollars. The Gupta Family Student Internship Fund may be used to offset costs including but not limited to expenses related to unpaid internships, housing costs, food costs, public transportation, airfare, and other incidental costs and expenses related to an internship.
NEW: PEER CAREER ADVISORS

The Peer Career Advisor (PCA) program aims to impact and reach more undergraduate students in order to enhance students’ career readiness and preparation. Students are invited to apply and serve for one academic year. By participating in the PCA program, students are able to gain and strengthen interpersonal and transferable skills, become more aware of the career development process, and grow professionally and personally through prioritized one-on-one coaching and mentorship. PCA responsibilities include:

- outreach to faculty and student originations to identify collaboration opportunities
- promote Career Pathways’ services and programs via social media posts and classroom announcements
- share resources and provide general career advisement on resume and cover letter writing as well as internship search in one-on-one and group settings.
- participate in Career Pathways events and programming

NEW: MASTERING THE BASICS: ALUMNI CAREER DEVELOPMENT

Mastering the Basics is a series of webinars to support the career development of USC Dornsife Alumni. This is a collaboration between USC Dornsife Alumni Relations Office and Career Pathways. Webinars available this year include:

- Certain Practices for Uncertain Times
- Writing Impressive Resumes and CVs
- Cover Letters and Business Communications
- Your Story in 60 seconds or Less
- Salary Negotiations and Job Offers
THE WORK IT SERIES

The "Work it" series consists of nine instructional seminars designed to promote career literacy and engage students in career readiness exercises so they are able to manage their own career. Students can attend individual seminars or attend the series as a whole to maximize benefit. Each seminar includes a primer guide to assist students with career readiness.

Seminars include:

- Assess it: Planning for your career
- Pitch it: Share your story in 60 seconds
- Tailor it: Writing impressive resumes and CVs
- Brand it: Branding your professional identity
- Do it: Everything you need to know about internships
- Write it: Cover letters and business communication
- Share it: Ace the Interview
- Close it: Salary negotiation and job offers
- Balance it: Financial Literacy and Time Management

CAREER NETWORKING EXPOS/PANELS

The Career Networking Expos/Panels bring together USC Dornsife alumni and industry professionals to engage with students to gain insight into networking and job search strategies for the respective industry, learn what skills employers are looking of candidates, engage and network virtually with alumni and industry professionals, understand the impact of COVID-19 on the industry.

Fall panels include:

- Consulting
- Non-profits, NGOs, and Think Tanks
- Technology
- Healthcare and Social Services
Employer Oppor2nity features employers and organizations looking to engage and recruit USC Dornsife talent. Employers engage in professional development activities while providing students the opportunity to network for career opportunities. Examples of participating employers and organizations include:

- Union Bank
- JP Morgan Chase
- The California State Auditor’s Office
- CORO Fellowship
- Teach for America
- CIA
- Oracle
- Accenture
- Korn Ferry
- E&J Gallo
- TTI

The USC Dornsife Gateway Internship Program offers leadership development, paid internship experience, and an opportunity for individualized mentorship for eligible students over the summer. The Gateway Internship is a collaboration between Career Pathways and the USC Dornsife Office of Advancement.
The new USC Dornsife MSE will serve as the central internship and job board for USC Dornsife students and Alumni. Employers will be able to post active opportunities to reach the 7,000+ students and alumni. The Dornsife MSE will also serve as a hub for USC Dornsife Career Pathways information on career development, events, and resources. The Dornsife MSE launch date is scheduled for January 2021.

After Hours features digital content showcasing the latest career tips and resources provided by career and industry professionals, alumni, and students. Content includes:

**PASI Spotlight**
The PASI Spotlight, an acronym for Partners, Alumni, Students, Industries, highlights industries and partner companies as well as USC Dornsife students and alumni.

**Tip of the Week**
Career Pathways' staff compile weekly static and dynamic posts to offer career tips on various topics.

**Resource of the Week**
Career Pathways' staff discuss career resources, services, software, and databases offered to USC students.
TWELVE TWENTY FIRST DESTINATION SURVEY

Twelve Twenty is an outcome data and analytics survey to track, and report student outcomes. Bachelor, Masters, and Doctoral graduates are are surveyed in the summer, fall, and spring for up to a year from graduation. We have statistically significant data on the last (4) graduation classes and outcomes pertaining to:

- Employment destinations
- Graduate School destinations
- Military and other destinations
- City and Country destinations
- Employment trends
- Industry trends
- Positions
- Salary

VMOCK SMART RESUME

VMOCK is resume editing software powered by AI. VMOCK is paid for by Career Pathways to serve Dornsife students. VMOCK offers two key features to advance career exploration and readiness:

SMART RESUME: benchmarks a student's resume against 100+ critical parameters and provides targeted, personalized guidance to improve resume

CAREER FIT: evaluates how a student's career profile matches job characteristics and develops an action plan to optimize career fit
SOCIAL MEDIA & WEBSITE

Career Pathways hosts and maintains its own website to communicate programs, services, and events as well as for use as learning tool for both current and prospective students.

Career Pathways manages social media accounts on Facebook and Instagram to engage with the student and campus community. Social media has proven an effective tool to engage with students and promote career opportunities while the campus maintains a remote operation.

CAREER PATHWAYS NEWSLETTER

The Career Pathways Newsletter is the primary means by which we communicate career opportunities with the 6,000+ USC Dornsife undergraduate students. Students are subscribed to the newsletter at the beginning of the fall and spring semesters. The newsletter is sent bi-monthly to students’ USC e-mail address on the 1st and 15th day of the month. Newsletter includes career opportunities for internships, jobs, events, fairs, programs, scholarships, fellowships, services, resources, graduate school, and professional school.
STAFF

Octavio Avila  
**Director | Humanities Career Advisor**  
Octavio directs Career Pathways services, programs, and operations. He creates the vision for the on-going development of services, programs, and tools conducive to career exploration and development in students. Octavio partners with staff to deliver integrated student services, execution of recruiting events and regularly scheduled student workshops and seminars. Octavio develops and oversees the implementation of marketing strategies for the department and supervises and provides daily guidance, direction and leadership to the team. Octavio serves as the primary career advisor for students majoring in the Humanities, serves as the point of contact for career programming and in-services for the campus community, and implements the First Destination Survey.

Caroline Fraissinet  
**Director of Internship Programs**  
Caroline oversees the maintenance and creation of new internship and career opportunities for USC Dornsife students through the cultivation of relationships with employers and organizations. Caroline facilitates internship and job postings, on-campus recruitment, directs activities related to employment events and programs, and will set-up, manage and maintain the Multi-School Environment (MSE) platform used to support internship, career, and on-campus recruitment.

Ericka Franklin  
**Graduate Assistant | Communications**  
Ericka serves as the new Graduate Assistant responsible for Career Pathways communication efforts. Ericka creates print and digital content for use on Facebook, Instagram, and the Career Pathways Website. Ericka also manages the Career Pathways Newsletter and production of PASI videos.
Vivi Nordstrom  
**Career Advisor, Natural Sciences**  
Vivi serves as the primary career advisor for students majoring in the Natural Sciences. Vivi coordinates the Work it Series, oversees the Peer Career Advisor Program and peer advisors, as well as facilitates career development training for new academic advisors. Vivi also serves as a point of contact for career programming and in-services for the campus community relative to the natural sciences.

Cynthia Kossan  
**Career Advisor, Social Sciences**  
Cynthia serves as the primary career advisor for students majoring in the Social Sciences. Cynthia plans and implements the Career Networking Expos & Panels and identifies industry professionals and alumni to serve as participants. Cynthia also serves as a point of contact for career programming and in-services for the campus community relative to the social sciences.

**PEER CAREER ADVISORS**

Alyzeh Hussain  
**Peer Career Advisor**  
Alyzeh supports Career Pathways staff by providing outreach to faculty and student organizations, promotion of Career Pathways’ services and programs, general career advisement on resume, cover letter writing, and internship search, and participation in Career Pathways events and programming.

Grant Go  
**Peer Career Advisor**  
Grant supports Career Pathways staff by providing outreach to faculty and student organizations, promotion of Career Pathways’ services and programs, general career advisement on resume, cover letter writing, and internship search, and participation in Career Pathways events and programming.
2019-2020 FIGURES

43K | Total student engagements
19K | Website sessions
13K | Website users
2.3K | First Destination student surveys
2.2K | VMOCK users
1K | Followers on social media
58K | Gupta Family Internship Funds awarded
800 | Student appointments
100 | Events and programs
46 | Gateway interns
27 | Gupta Family Internship Fund recipients
18 | Work it seminars
14 | Career Pathways Newsletters campaigns
4.5 | Career Pathways staff