



Integration of Career Services into
Alumni & Community Engagement
Update – fall 2014

Our Commitment

Student and alumni mobility and success

ACE 360 OUR FOCUS STRATEGIC DIRECTION

UC SAN DIEGO MISSION

UC San Diego will transform California and a diverse global society by educating, by generating and disseminating knowledge and creative works, and by engaging in public service.

UC SAN DIEGO VISION

We will align our efforts to be a student-centered, research-focused, service-oriented public university.

ACE CHARTER

Together, we create meaningful experiences for UC San Diego alumni, students and the entire Triton Family to ignite passion and deepen commitment to the university as ambassadors, volunteers, leaders and philanthropists.

STRATEGIC OBJECTIVES

UC San Diego students will feel and be served with a powerful and comprehensive campus-wide commitment to their career and professional development, and we will deliver preparatory and experiential opportunities to prepare and advance their professional objectives.

We will forge industry and corporate partnerships in key regions reflective of depth and breadth of a mutually beneficial relationship that brokers talent, ideas and opportunities.

We will inspire a devoted cadre of volunteers, advocates and promoters who stand for UCSD's ideals, participate in the life of the university through service, and commit to promoting their association in their communities and circles of influence.

Our programs and events will deliver provocative content aligned with UC San Diego's research thrusts, and endeavor to inspire our alumni and the broader Triton family's sense of intellectual curiosity and provide meaningful opportunities for professional and personal networking.

We will increase unrestricted fundraising across the campus, develop a fund management and stewardship model to support its annual growth

Student scholarship will be our primary fundraising platform for alumni and students, and we will make the case to internal and external communities that earns new and repeated philanthropy in support of our deserving students.

Our message platform will reflect a pure and authentic voice to inspire engagement, philanthropy and positive giving of time, treasure and talent experience.

We will nurture and support our talented team, provide meaningful professional development opportunities, deliver first-rate service, operate effectively and efficiently, and conduct ourselves guided by our principles of community and organizational core values.



ACE 360 OUR KPIs FY 14/15 DASHBOARD

HIGHLIGHTS

- *Digital Engagement* rose by 79% due to increased activity related to the "Spirited Pumpkin" contest on Facebook.
- *Engaged Alumni* increased by 66% due to adopting improved processes for attendance and volunteer activity.
- With beginning of fall quarter *Career/Professional Development Events* rose 400%.

LEGEND ● Likely ● Concern ● Unlikely

	FY15 GOAL	FY15 YTD	% OF GOAL		FY13	FY14
AWARENESS						
Brand Reach (Unique Alumni)	87%	72%	82.8%	●	85%	85%
Network Size	52,115	44,312	85.0%	●	31,178	41,692
Digital Engagement	51,619	33,593	65.1%	●	27,838	41,295
CULTIVATION						
Engaged Alumni (Unique)	7,000	1,412	20.2%	●	6,045	6,529
Triton Family Event Attendees (Total)*	25,000	2,027	8.1%	●	19,864	20,580
Alumni Volunteers (Unique)	1,500	496	33.1%	●	817	1,123
Access UC San Diego for Talent (Unique Employers)	4,500	1,897	42.2%	●	3,921	3,836
Strategic Partnerships with Corporations	50	31	62.0%	●	n/a	n/a
Alumni Events Net Promoter Score	50	39	78.0%	●	n/a	45
STUDENT DEVELOPMENT						
Student Usage of Career Services**	24,000	15,206	63.4%	●	12,672	21,429
Career Coaching / Employer Interview Sessions	6,500	776	11.9%	●	5,918	5,713
Career / Professional Development Events	450	144	32.0%	●	420	358
Service Utilization Ratio per Student	2.00	1.05	52.5%	●	1.86	1.78
Student Employee Engagement Rate	70%	48%	62.9%	●	n/a	n/a
Student Events Net Promoter Score	30	37	123.3%	●	n/a	n/a
PHILANTHROPY						
Qualifications	850	75	8.8%	●	1,043	656
Total Donors	31,500	8,605	27.3%	●	28,008	28,456
Annual Giving Total	\$14.2M	\$4.2M	16.2%	●	\$12.5M	\$13.8M
Annual Giving Unrestricted Dollars	\$5.0M	\$1.4M	13.2%	●	\$4.5M	\$4.7M
Retention Rate	47%	15%	31.8%	●	44%	41%
TEAM ENGAGEMENT						
Staff@Work Survey Score***	3.80 ▼	n/a			4.06	3.87
Faculty & Staff Customer Satisfaction Survey	3.50 ▼	n/a			3.63	n/a
Staff Turnover Ratio	< 15%	n/a	10%	●	9%	16%
Staff Professional Development Participation	100%	n/a			100%	100%
Staff Philanthropic Participation***	100%	12%	8.0%	●	74%	57%

Our Focus

- » Industry Engagement
60% increase in employer activity
- » Coaching/ Advising
Implementing new coaching models and approaches.
Strategic use of career peers.
- » Alumni Involvement
Expanded participation in events and programs.

Early Outcomes

NPS

WI14

-25%

SP14

6%

FA14

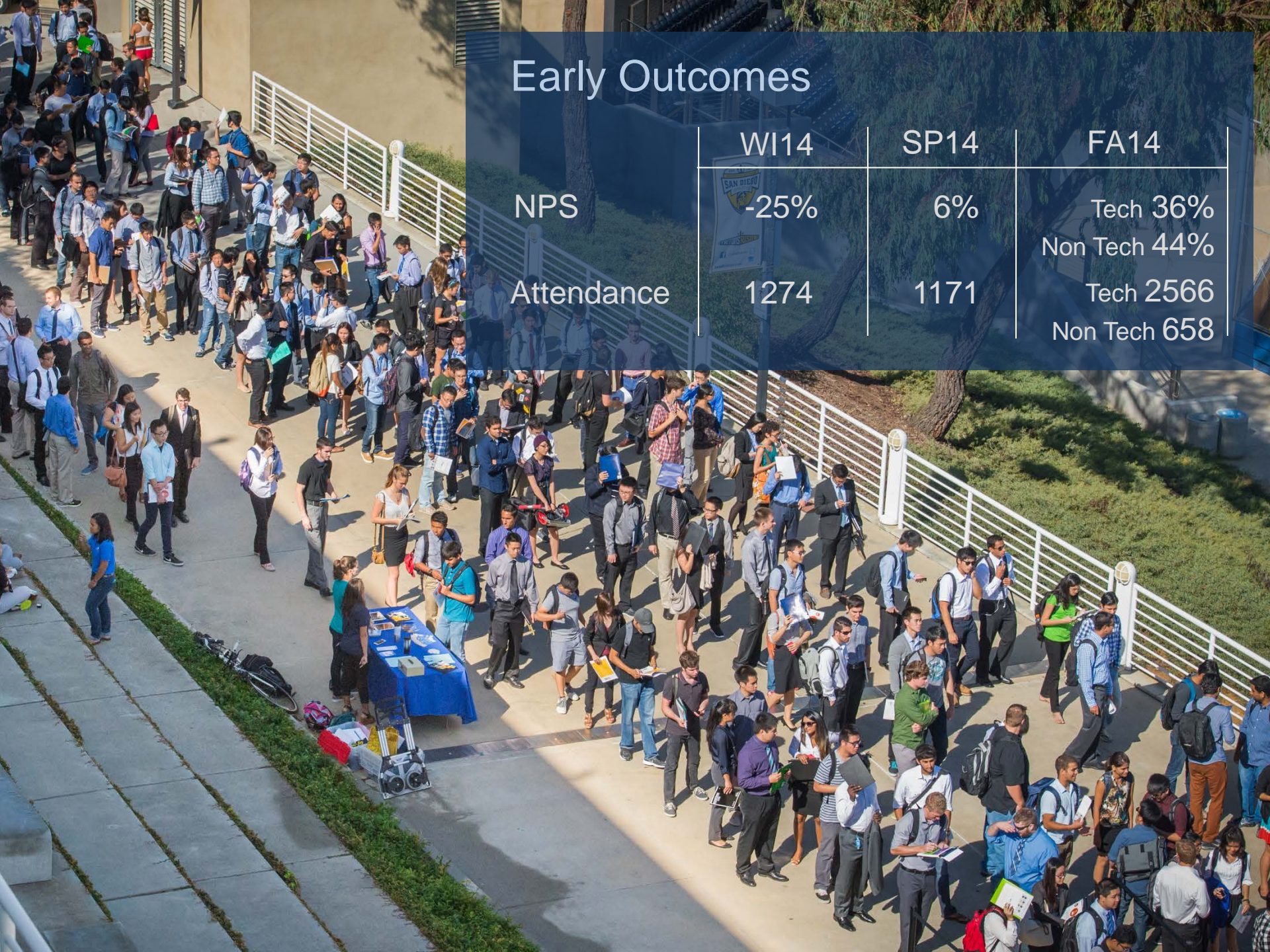
Tech 36%
Non Tech 44%

Attendance

1274

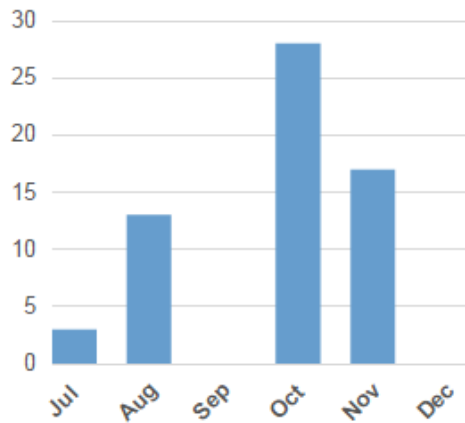
1171

Tech 2566
Non Tech 658



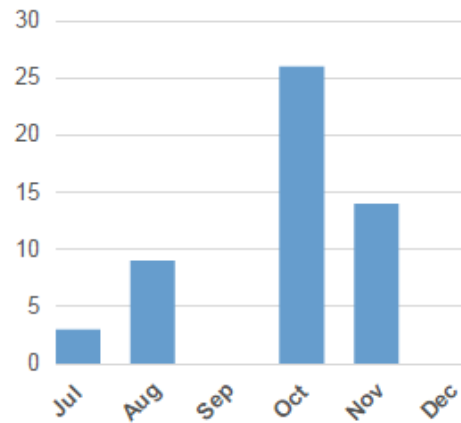
784 Live Advisors

Advisors offering consultations



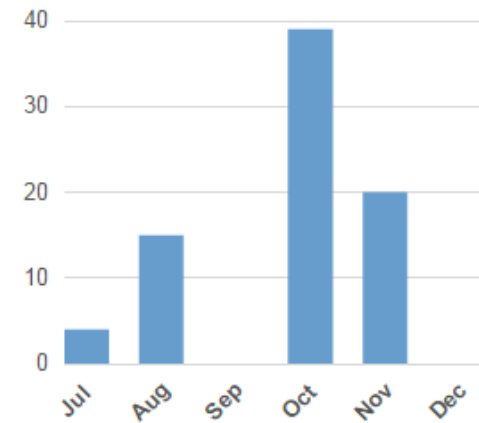
850 Live Advisees

Advisees doing consultations



228 Consultations




Consultations Completed



Top Advisors

[This Month](#) | All Time

by number of consultations

- 12**  **Claire**
Marketing Specialist at
FMG Suite
- 11**  **Erin**
Sr. Product Marketing
Manager at VMware
- 9**  **Takayoshi**
VP, Global Capital Markets
at Morgan Stanley
- 8**  **Sunny**
Student at University of
California, San Diego
- 7**  **Mitchell**
Analyst at MUFG Americas
| Investment Banking &

[Browse Advisors](#)

Top Advisees

[This Month](#) | All Time

by number of consultations

- 10** **Giovani Galicia**
Jacobs School of Engineering
- 8** **Yiqing Yang**
Social Sciences
- 7** **Sara Salehyar**
Jacobs School of Engineering
- 7** **amira shelby**
Social Sciences
- 6** **Priscilla Yip**
Rady School of Management

[Browse Advisees](#)

Top Subjects

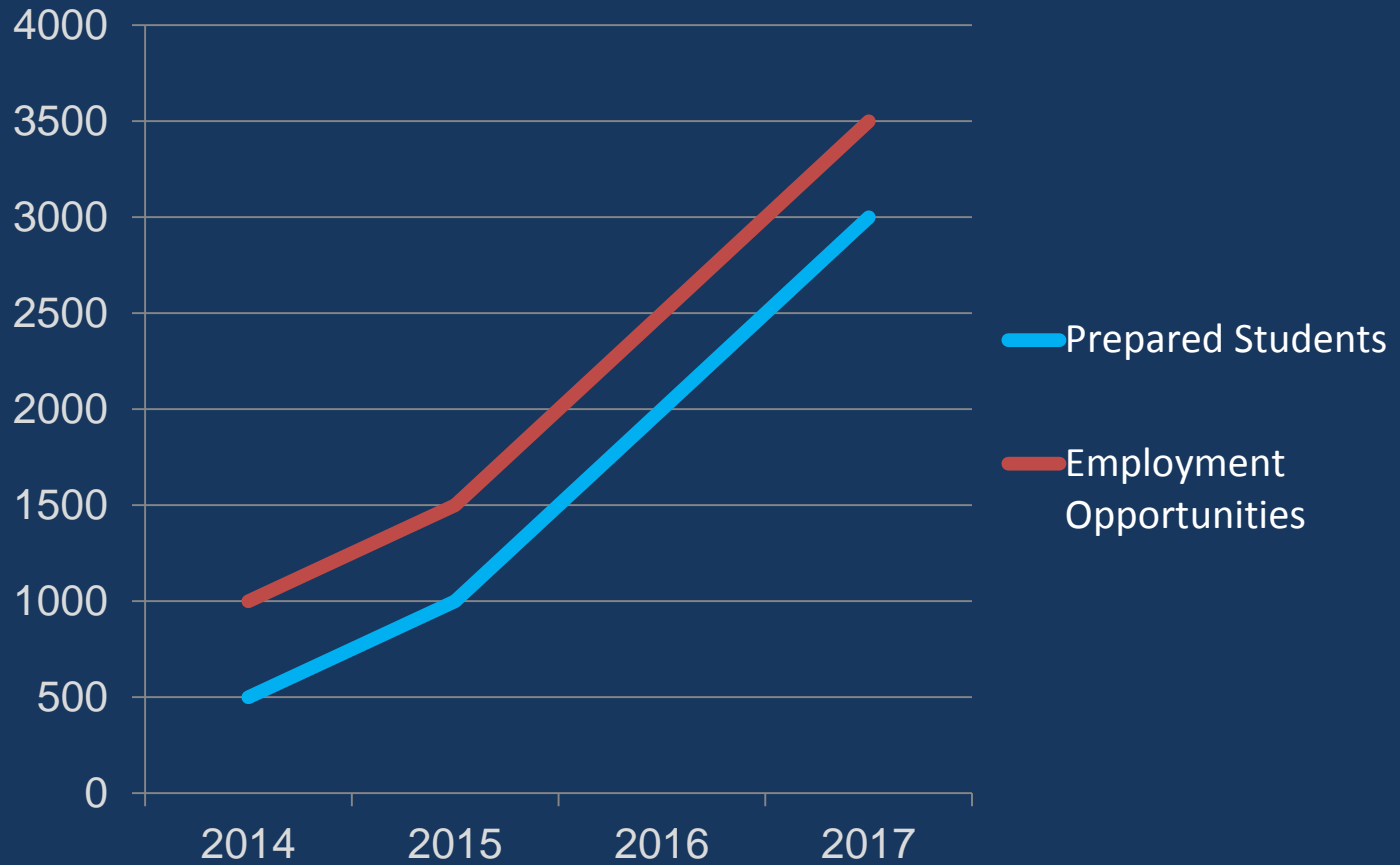
[This Month](#) | All Time

by number of consultations

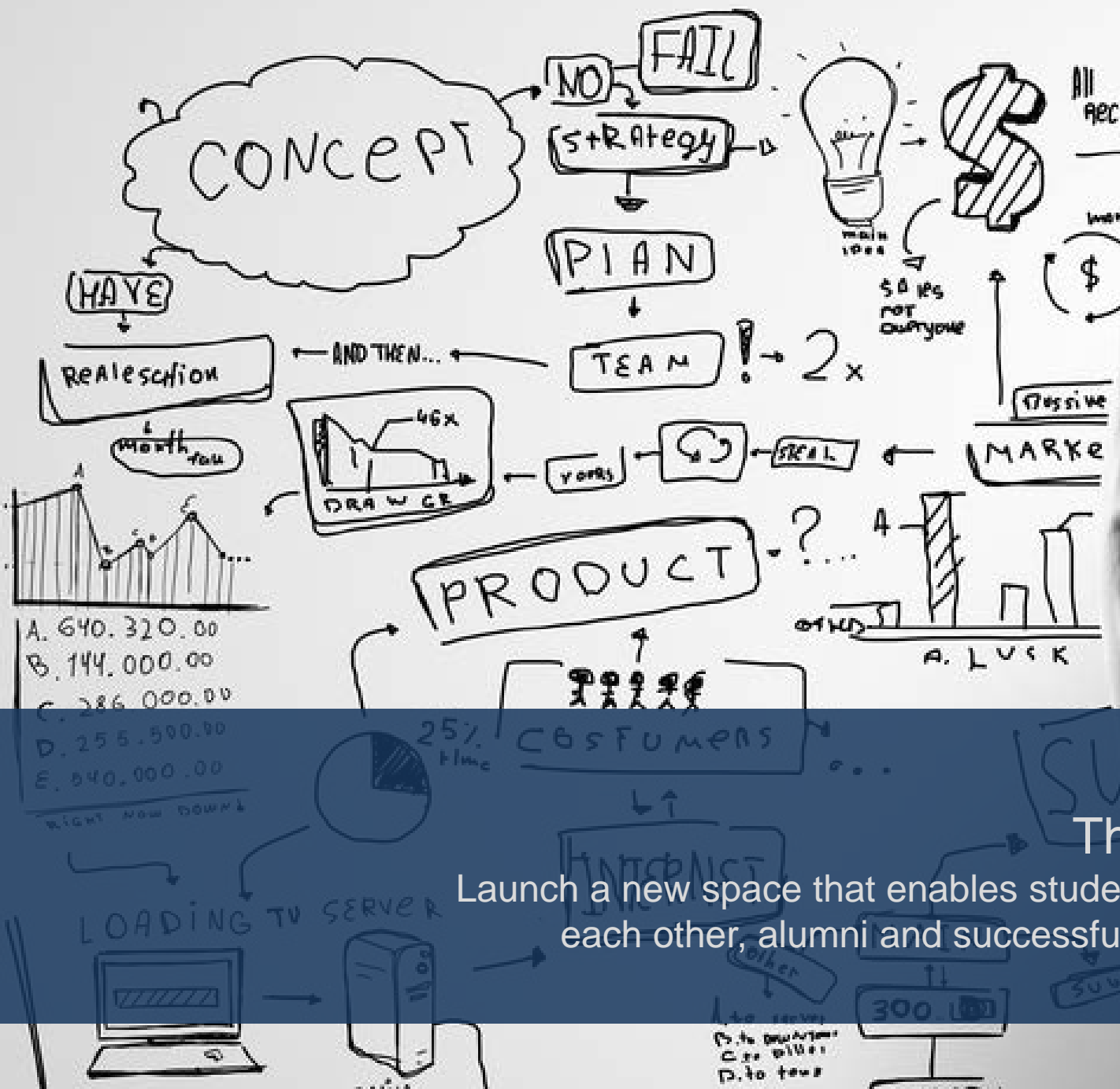
- 36** **Consulting**
Career Conversation
- 33** **Finance**
Career Conversation
- 12** **Marketing**
Career Conversation
- 11** **Finance**
Resume Critique
- 9** **Technology**
Resume Critique

[View Activity Log](#)

Strength in Two Directions



Signature Rollouts



The "Basement"

Launch a new space that enables students to connect with each other, alumni and successful business leaders.





The “Basement”

Launch a new space that enables students to connect with each other, alumni and successful business leaders.

INTERN WANTED

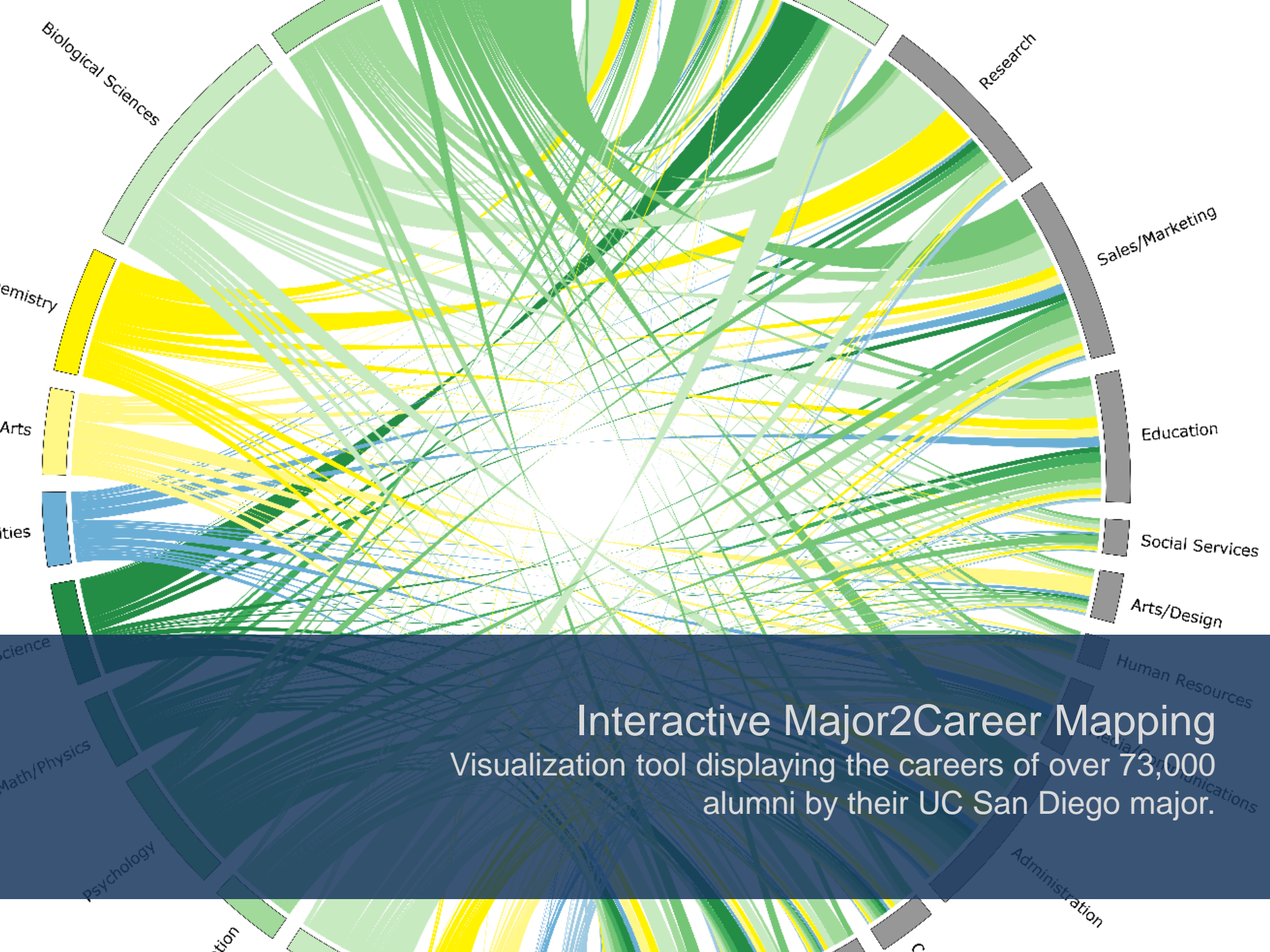
Intern Readiness Program

Pilot program creating a cohort of students prepared to exceed the expectations of today's employers seeking interns.



Health Professions Advising Initiative

A comprehensive set of services preparing students interested in careers in medicine and other health fields



Interactive Major2Career Mapping

Visualization tool displaying the careers of over 73,000 alumni by their UC San Diego major.

A man with short brown hair and a beard, wearing a blue button-down shirt, is speaking into a microphone. He is smiling and looking to his right. In the foreground, the back of a woman's head with long blonde hair is visible, and another person's shoulder is partially seen on the left. The background is a plain white wall.

Planned for Summer 2015

Career Advising Summit