



SACRAMENTO  
STATE

# What we Do

## Sacramento State Career Center

The Career Center supports the mission of the University to “transform lives by preparing students for leadership, service, and success.”

Through career development, we engage, educate and empower our students and alumni to thrive and successfully contribute to today’s economic workforce.

We are committed to partnerships that strengthen and enhance our region and provide robust professional development and career opportunities for our students and alumni.

# Diversity Recruiting Goals

**To increase diversity through expanding student and alumni access to opportunities by:**

Recognizing student barriers to accessing opportunities

Identifying ways to reduce barriers & build meaningful engagement

Identifying best practices for building robust candidate pools through

Internships

Programs & Partnerships

Understanding Sacramento State's Career Services Ecosystem

Accessing people and resources for support

## About Sacramento State

[Sac State 2021 Fact Book](#)

**7** colleges **64** bachelor's degree programs,

**51** master's degree programs, **5** doctoral degrees, **28** post-baccalaureate certificates,

**10** credential programs

Enrollment: **31,000+** (28,000+ undergraduate, 2,905 graduate)

**1:20** Sacramento area adults are alumni **250,000** “**Made at Sac State**”

**2<sup>nd</sup>** most diverse university in the western United States (U.S. News & World Report)

**9<sup>th</sup> Most Transformative** Sac State ranks among top U.S. colleges (Money Magazine)

Among the top 100 **minority degree producers in the nation** (2015, *Diverse: Issues in Education*)

Hispanic Serving Institution (HSI) + Asian American, Native American, Pacific Islander (AANAPISI)

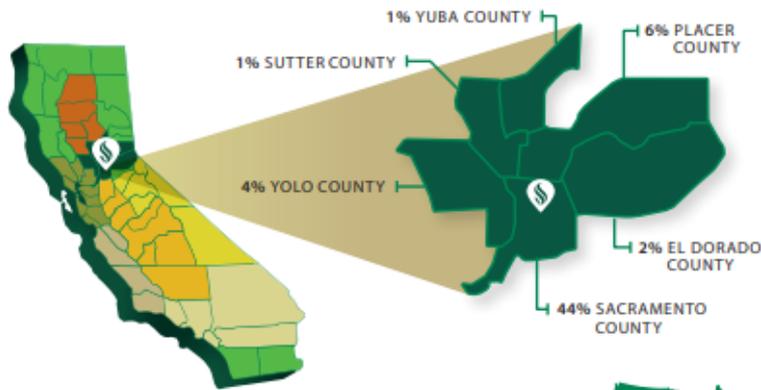
Honored by the **Carnegie Foundation** for community engagement 2020

**NCAA Division 1** – 21 Intercollegiate sports

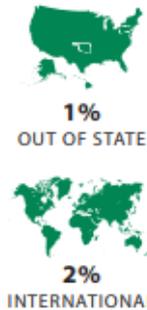
CALIFORNIA STATE UNIVERSITY, SACRAMENTO

# About our Students

Most students are from the Sacramento Area



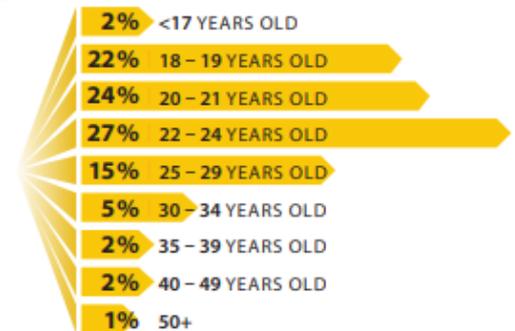
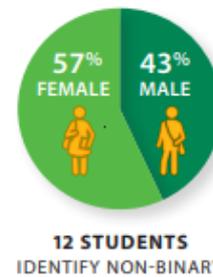
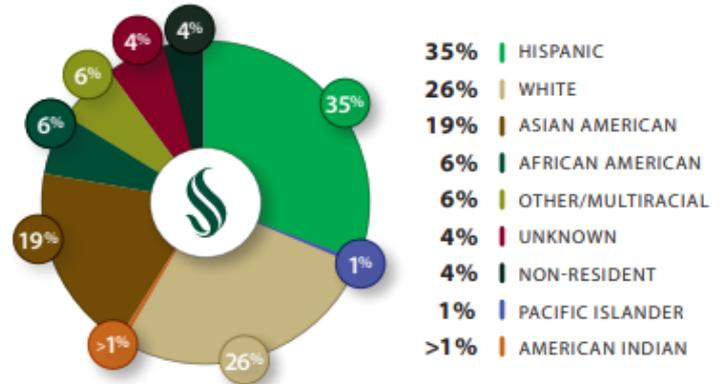
- 58% GREATER SACRAMENTO AREA
- 17% GREATER BAY AREA
- 12% SAN JOAQUIN VALLEY
- 6% LOS ANGELES/SOUTHERN CALIFORNIA
- 3% CENTRAL COAST
- 1% NORTHERN SACRAMENTO VALLEY
- >1% CENTRAL SIERRA



PERCENTAGES BASED ON FALL 2020 STUDENT ENROLLMENT DATA. COUNTY CALCULATIONS BASED ON CALIFORNIA RESIDENTS ONLY.

# RECORD HIGH 31,451 ENROLLED IN FALL 2020

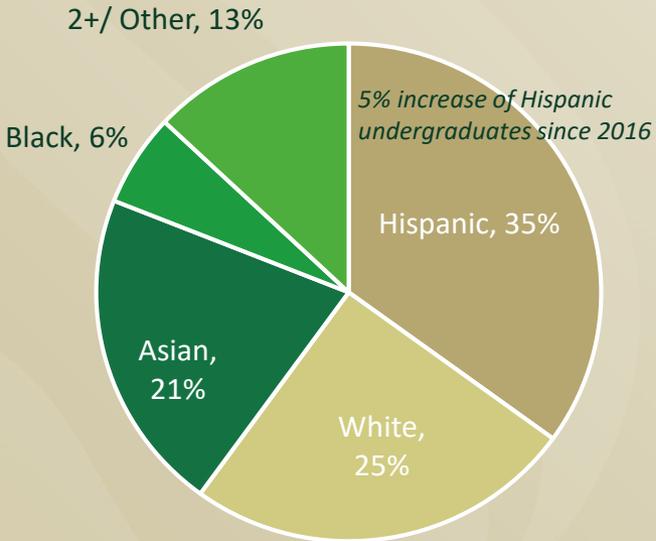
## Student Demographics



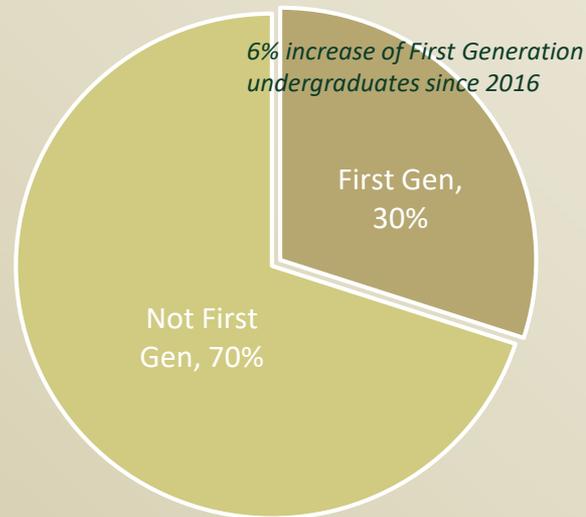
DEMOGRAPHICS ARE BASED ON FALL 2020 STUDENT ENROLLMENT DATA.

# Undergraduate Student Profile (Fall 2020)

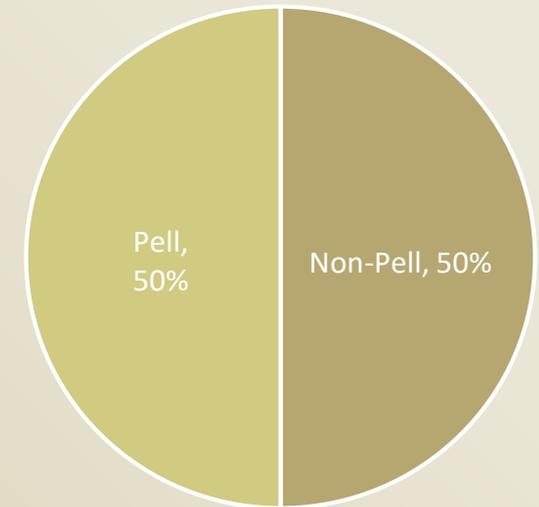
## Race



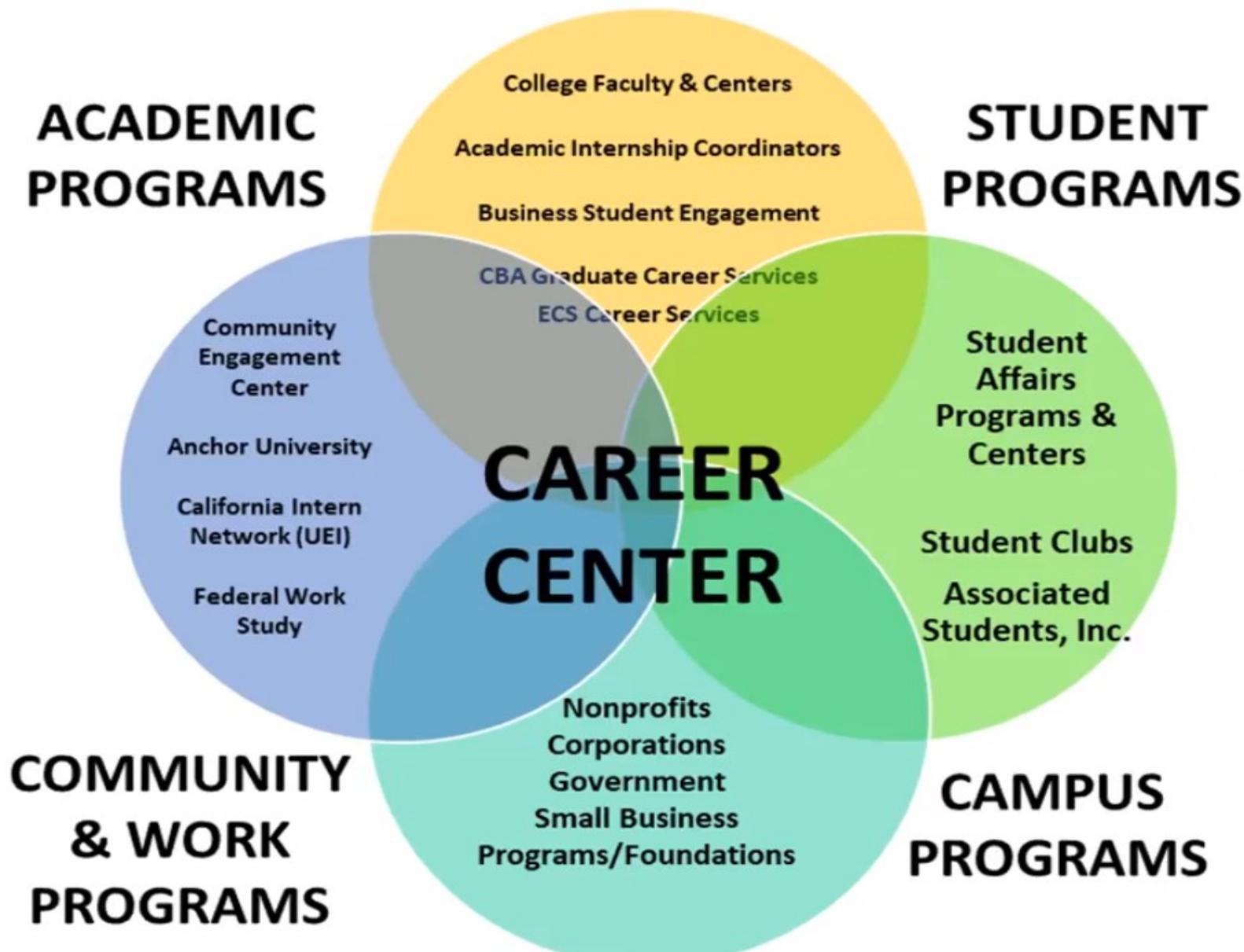
## First Generation



## Pell Eligible



# Sacramento State Campus Career Eco System



# Strategies for College Success

**31%** First-generation

**517** Veterans

**69%** Students of Color

**975+** Students with Disabilities

## Success Programs

Executive Trainers Program (ETP)

Male Empowerment Collaborative (MEC)

Parents & Families

## Equity Programs

Cooper-Woodson College Enhancement Program

Educational Opportunity Program (EOP)

First Generation Institute

Full Circle Project

Guardian Scholars Program

Martin Luther King Jr. Center (MLK Center)

Native Scholars & Transition Program)

Project HMONG

DEGREES Project

## Academic Success Programs

- all colleges

### Additional Student Success Centers

- Veterans Success Center
- Project Rebound

## Strategic Student Success Programs



### • Career Center

College Assistance Migrant Program (CAMP)

Migrant Student Leadership Institute

Serna Center

Dreamer Center

PRIDE Center

Multi-Cultural Center

High School Equivalency Program HEP

Women's Resource Center



# Opportunities & Challenges

## EMPLOYER

### Challenges

#### FUNDING & CAPACITY RESTRICTIONS

Job descriptions  
Being on periphery of HR Processes  
Outlying majors that are not directly “qualified”

### Opportunities

Try before you buy  
Creating pathways to meet minimum qualifications  
Onboarding & retention opportunities  
    Affinity Groups  
    Create aligned opportunities for professional development for Student Interns  
    Assign interns to attend at least one commission meeting to connect to greater mission.

## STUDENT

### Challenges

#### LACK OF FUNDS

Limited exposure to industry and jobs  
Lack of career readiness, confidence  
Lack of knowledge: how to find opportunities, how to apply.

#### RESTRICTIONS

Need academic credit and/or pay  
Transportation, GPA

### Opportunities

Try before you buy  
Gain exposure  
Develop professional skills  
Build a professional network  
Potential advancement toward degree and/or pay



# Successful *Engaged* Recruitment

## Through **INTERNSHIPS** TALENT ACQUISITION STRATEGY



Assess & groom candidates' skills over time in a variety of situations



Immerse candidates in brand, mission company culture and network



Expand capacity of services, infuse new ideas & technology, advance projects



Develop staff leadership, supervisory & mentoring skills



Strengthen & leverage university relationships



Give back to industry, profession & community

RATES	INTERNSHIP W/ THE COMPANY	NO INTERNSHIP
OFFER	70.4%	
ACCEPTANCE	79.6%	
CONVERSION	56.1%	
ONE-YEAR RETENTION	71.4%	42.4%
FIVE-YEAR RETENTION	43.9%	27.8%

# INTERNSHIPS: WHY THEY NEED TO BE PART OF THE JOB STRATEGY

## GET COMPETITIVE EDGE

### JOB OUTLOOK 2020



NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS  
62 Highland Avenue, Bethlehem, PA 18017 | www.nacaweb.org | 610.688.1421



## Who gets the job when choosing between equally qualified candidates? THE INTERN.

FIGURE 20: Influence of Attributes

ATTRIBUTE	2020 AVERAGE INFLUENCE RATING*	2019 AVERAGE INFLUENCE RATING*	2018 AVERAGE INFLUENCE RATING*
Has completed an internship with your organization	4.6	4.6	4.6
Has internship experience in your industry	4.4	4.5	4.4
Major	3.9	4.0	3.8
Has held leadership position	3.9	3.8	3.7
Has general work experience	3.6	3.7	3.7
Has been involved in extracurricular activities (clubs, sports, student government, etc.)	3.6	3.5	3.3
High GPA (3.0 or above)	3.5	3.3	3.4
Has no work experience	3.4	3.4	3.4
School attended	2.7	2.8	2.9
Has done volunteer work	2.7	2.7	2.6
Is fluent in a foreign language	2.2	2.2	2.1
Other	2.1	2.2	N/A

# Successful *Engaged* Recruitment Through **ACADEMIC INTERNSHIPS/Student Interns**

## General Internship

Posted in Handshake

## Academic Internship Partnership

- Five Year Agreement
- Campus-wide
- Flagged in Handshake
- Community Engagement Partner

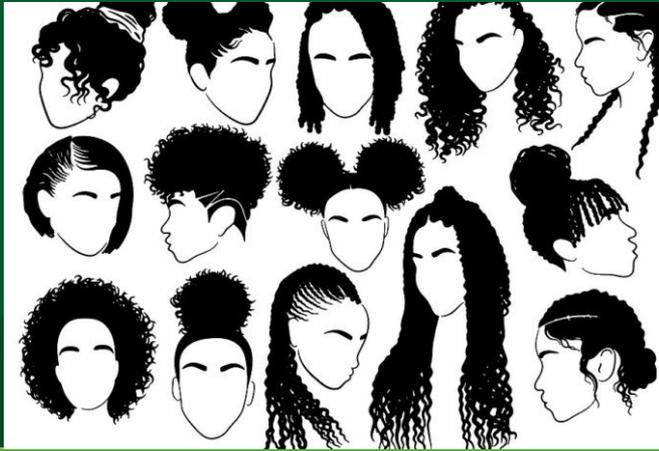
## CareerCONNECTED Federal Work Study Pilot Program

Outsourced through University Enterprises

### *Majors Requiring or Strongly Recommending Academic Internships*

- **RPTA** *Recreation Parks &  
Tourism Administration*
- **Public Health**
- **Environmental Studies**
- **Public History**
- **Journalism**
- **Physical Therapy**
- **Kinesiology**
- **Graphic Design**
- **Counseling**
- **Political Science**

# Why Diversity Hiring Efforts Fall Short



- Cultural 'Fit' over Cultural Contribution
- Exclusion through 'Professionalism'
- Narrowcasting from previous successes
- Valuing a narrow set of qualifications, GPA, over demonstrated core competencies and life experiences
- First Screen that screens out (AI and in-person)
- Interview "Neutrality"
- Cookie-cutter evaluation of experience and value of skills
- Major=Job Classification

"I was always working in restaurants and couldn't afford to dedicate more time to look for a job or to work as an unpaid intern and gain some experience," Fabian says. "So I didn't have the cookie cutter qualifications for many entry-level roles, nor the connections upon graduation. I was overlooked by so many recruiters because my set of experiences, education path, and lack of a traditional internship held more weight than my degree and work ethic."

*(Fabian Reynoso-Ramirez, ERE Recruiting Intelligence article)*





**Black and Hispanic candidates are 2X as likely as non-Black or Hispanic candidates** to be disqualified due to a GPA minimum requirement on a job application compared to Asian or White candidates.

Given that low-income students are disproportionately Black and Hispanic, **companies who don't offer stipends may be unintentionally discriminating against diverse candidates.** Unpaid internships perpetuate inequality in America, and they're a huge red flag if you're looking to hire diverse early-career talent at your company.

When phone interview slots are offered at nights and on weekends, **90% of students who schedule interviews during these outside-of-business-hours slots are Black, Latinx, or Female.**

**Technical assessments are one of the biggest culprits when it comes to bias in the hiring process.** Schools with higher socioeconomic status are more likely to teach students how to take these assessments, and affluent students are more likely to attend these schools

2.85



CSUS [Enrollment Dashboard](#) – Fall 2019 – Juniors + Seniors

Social Science and Interdisciplinary Studies (SSIS) – 43% URM

Ave. GPA 2.96

42% Hispanic & Black (1448)  
26% White (911)

65% Female  
35% Male

50% Pell Eligible  
36% 15+ units  
38% 12-14 units

Business Administration (BUS) – 27% URM

Ave. GPA 3.05

30% White (571)  
26% Hispanic & Black (493)

54% Male  
46% Female

50% Pell Eligible  
38% 15+ units  
41% 12-14 units

# Intentional Solutions – Employer and Sac State Examples

## Sponsored Professional Preparation Training

First Gen Institute's Problem Solution Course, sponsored by OCA Sacramento & AT&T.

Complete and present a problem-based project, earn one college credit, receive scholarship towards professional attire, compete for one of 3 scholarships, be paired with a Career Coach/Mentor, present poster at reception with employers.

## Inclusion Marketing

Caltrans' Student Assistant and Volunteer Programs Flyer



# Intentional Solutions – Employer and Sac State Examples

## Engagement

PPL Corporation's REACH Business Resource Group: REACH (Rallying Employees Above Challenging Histories) BRG focuses on employees with disabilities and employees who serve as caregivers. PPL is involved in panel discussions w/ students with disabilities, attends networking mock career fairs and serves as host for site visits from students with disabilities.

## Sponsored Professional Preparation Training

LECS– Criminal Justice Department in with CAState Highway Patrol, with support from Associated Students Inc. Requires at least a three semester Commitment (1 year of LECS training/workshops plus 1-2 semesters of part time internship & training with LEA.

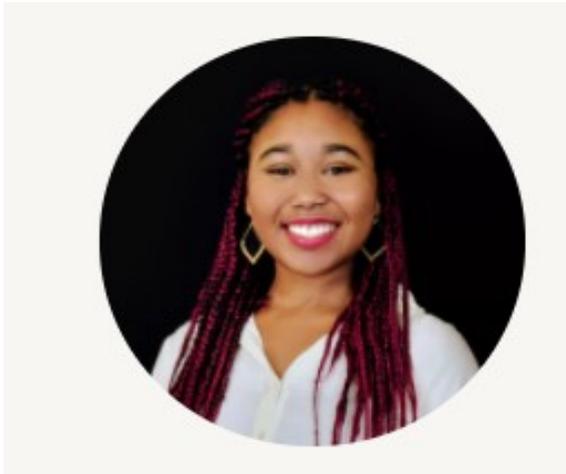


# Insights from my Diversity and Inclusion Internship

COMMUNITY | HONEY

<https://workbyhoney.com/insights-from-my-diversity-and-inclusion-internship/>

**“Intention is a critical aspect of any foundation, but especially when it comes to DEI efforts. It makes DEI not just an afterthought, not just a task on a checklist — but a vital aspect of the company’s values, culture, and goals. It’s like creating a roadmap.”**



## About the Author

Alana Ramsay was Honey’s Diversity and Inclusion Intern from August to December of 2020. Since the internship, Alana has graduated Summa Cum Laude (4.0 GPA) from California State University, Sacramento with a BA in Communication Studies. Currently she serves as the Admin-HR Coordinator at [Local Government Commission](#), a non-profit organization that supports local policymakers through nationally recognized events, cost effective technical assistance, and policy guidance on Climate Change, Community Design, Energy, Water, and National Service.

# Our Commitment to Equity and Inclusion



CareerCONNECTED Federal Work Study Pilot Program

The GAIN Fund: Gaining Access to Internships Fund

Leveraging Social Media (7250+ followers)  
New Programs through Instagram Live such as Career Platicas & National Intern Day



Sac State Career Network 1000+ downloads in the first  
Where Alumni Can Give & Get Advice



# Upcoming Events and Programs

## NATIONAL INTERN DAY 2021

THURSDAY, JULY 29

**3-4 PM** *Recruiting Hornet Interns: Strategies for Diversity, Funding & Academic Credit*

*Diversify talent pipelines, increase organizational capacity, and support college-to-career success while preparing the next generation of professionals in your field.*

**4-5 PM** *SMUD's Tips for Developing a Best-Practice Internship Program*

*Get tips, tools and templates from one of the region's leading internship programs to start or enhance your own.*

*Register:* <https://bit.ly/3ixWMDL> (choose one or both)

**CareerCONNECTED Federal Work Study Site Orientation & Information Session**

**FRIDAY, AUGUST 13, 9 - 10 AM**

*Register* [HERE](#)

## FALL CAREER FAIRS

**TUESDAY, OCTOBER 5 10 AM - 2 PM**

*Register:* [Virtual/Job & Internship Fair](#)

**FRIDAY, OCTOBER 22 10 AM - 3 PM**

*Register:* [Virtual/Engineering & Computer Science Career Fair](#)

## EMPLOYER WORKSHOPS

**WEDNESDAY, AUGUST 18**

**9 - 10 AM** | *New Employer Orientation: Building Student Engagement*

**10 - 11 AM** | *Strategies for Recruiting Hornet Interns: Develop a Best Practices Internship Program*

*Register:* <https://bit.ly/3kuheqe> (choose one or both)

**WEDNESDAY, SEPTEMBER 29, 9 - 10AM**

*NextGen Recruitment: Equitable & Inclusive Strategies to Build Diversity*

*Register:* <https://bit.ly/3depS7N>



# Your Employer Relations Team



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New & Returning Employer  
Engagement



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Hornet Partner Program  
Employer Engagement



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All things Handshake  
Career Fairs

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# Stingers Up!

