Career Centers Paradigm Model*

- **Placement Paradigm** (’40s and ’50s) – reactive needs-based model for new college graduate GI bill beneficiaries
- **Planning Paradigm** (60s, 70s, 80s) – departs from reactive placement into more proactive “self-help” career education where students learn strategies to advance their career goals
- **Networking Paradigm** (’90s) – transforms proactive into facilitation of interactive networking opportunities between candidates and employers and teaches candidates how to leverage these opportunities
- **Social Networking Paradigm** (’00s) – shift from interactive model of traditional networking to a super active model integrating social networking and new technological tools
- **Global Networking Paradigm** (’10+) – era of hyperactive career services with more virtual services, online resources, and virtual networking on a global scale

National Recognition from Jobbrander.com
#5 Most Popular College Career Center on Social Media

The 25 Most Popular College Career Services Departments on Social Media in 2013

5. University of Southern California (Facebook | Twitter)

By Karl Hughes | July 22, 2013 | Social Media

Over 7000 people keep up with USC’s career services department, and over 5000 of those are on Twitter alone where they share advice, motivational tips, and retweets of popular career blogs. It also doesn’t hurt that USC has a student pool of almost 40,000 to draw from.

USC’s Jeep Hauser and How Their Career Services Center Manages Social Media

By Karl Hughes | August 28, 2013 | Social Media

This week, in our career services series, we wanted to feature USC’s Career Center which made it to the 5th spot on our list earlier this year. Jeep Hauser volunteered to answer my questions, and he had some great insight about how the University of Southern California approaches social media within their organization.

Who does the bulk of the work managing your social media?

Our Director of IT & Communication oversees our social media strategy, and the responsibility of handling the media accounts is shared amongst several of our staff. Each staff is responsible for a specific outlet (LinkedIn, Facebook, Twitter), and we target content to each outlet that matches the service. For example, our LinkedIn group contains longer-form articles, posts that try to encourage discussion, and more information that may be relevant to alumni or career-changers. Facebook and Twitter content is more time-sensitive and each has their own twist to it.
USC Career Center LinkedIn Group presence

- Almost 4,700 members
- Including students and alumni
- Promote webinars, alumni events, and career discussions
Twitter: @USCCareerCenter

- Over 6,000 followers
- Including students, employers, alumni, and campus organizations, other universities
- Promote career fair, Career Center partners, events, engage recruiters
- Live Tweeting during events
Facebook presence

- Over 2,600 likes
- Sharing photos from past events
- Promoting Career Fairs and large events through RSVP function
- Allows for cross-marketing across campus
- Engages dialogue with students
LinkedIn Profile Checklist

- PHOTO: It doesn’t have to be fancy – just use your cell phone to capture in front of a plain background. Wear a nice shirt and don’t forget to smile!

- HEADLINE: Tell people what you’re excited about now and the cool things you want to do in the future.

- SUMMARY: Describe what motivates you, what you’re skilled at, and what’s next.

- EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and a video from your work.

- ORGANIZATIONS: If you joined any clubs at school or outside, be sure to describe what you did with each organization.

For tip sheets & resources:
www.university.linkedin.com
Technology Platform Collaboration
The Multi-School Environment (MSE)
Yields Greater Resources

• **Symplicity**: client services management platform for students, alumni, faculty and employers “connectSC”
  – Employer Relations coordination
  – Student counseling notes
  – Similar systems for students and employers across schools
  – University wide analytics and reporting
• Annenberg, Marshall (undergrad) and Viterbi have joined as instances on the MSE
• Schools in the queue: Sol Price, Rossier, School of Dentistry, etc.
Online Practice Interviews
connectSC Career Network

Career Center

USC Student Affairs

Home | Students | Alumni | Employers | Families | Career Network | Calendar | Media | Contact

Career Network

Now a part of CONNECT SC

CONNECT WITH A TROJAN

BE A MENTOR AND FIND OTHERS

What is the connectSC Career Network?

The Career Network is a unique resource made up of USC alumni who have volunteered to provide career-related information to current USC students and other alumni. The Career Center is pleased to provide this valuable networking resource to currently enrolled students as well as alumni who are graduates of degree programs offered by USC worldwide.

The alumni who have generously volunteered to provide information do not have job or internship opportunities and it would be improper to send an unsolicited resume to any alumni/na listed as a contact in the Career Network. The Career Network is intended for individual communication of a personal nature and not for commercial purposes.
Faculty Module Homepage

Welcome, Ygritte Snow.

GETTING STARTED
- Account Created
- Personal Profile
- Privacy Settings

Your feedback is welcome.

NEWS FEED
There are currently no announcements or notifications to display.

NACElink Network is a collaboration between NACE, Symplicity, DirectEmployers and your college/university.
NACElink Privacy Policy | NACElink User Agreement

Career Center  |  http://careers.usc.edu  |  (213) 740-9111
Recommend Jobs to Students

job postings

1. **Account Brand Manager**
   - Seeking a Brand Manager to lead national advertising digital campaigns and communications. In this role, you will lead a team executing marketing strategies for the Brand Advertising team.
   - You will lead the development of creative ideas.

2. **Administrative Assistant**
   - Seeking an Administrative Assistant for a fast-paced, entrepreneurial environment. Candidate should be extremely detail-oriented, able to work under pressure and manage multiple priorities. Profitable knowledge of all common business applications (Word, Excel, etc.) is a must.

3. **Affiliate Marketing Intern**
   - Creditor, Inc. is dedicated to helping people achieve financial freedom and stability. Our service range from credit restoration to financial planning and everything in between. We believe in second chances and work diligently at giving them.

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**Faculty Job Recommendations**

**Account Brand Manager (20288)**
- Richmond, Virginia

**Administrative Assistant (21211)**
- Beverly Hills, California

**Affiliate Marketing Intern (20730)**
- Los Angeles, California
Undergraduate Plan for a Career: Provost Initiative

• An undergraduate student experience that is unique to USC and leads undergraduate students to
  – explore options
  – complete internships
  – consider after-graduation plans such as employment, fellowships
  – professional or graduate school options.

• Enhanced connections between students and the four groups that primarily support career planning and student mentoring
  – faculty
  – academic advisors
  – career counselors
  – alumni

• The entire USC community become the purveyors of the program.
• USC has uniquely transformed the approach to career development from an office which a student may, or may not, visit to an integrated approach within the undergraduate student experience.