

**UC Santa Barbara  
2013 Graduating Seniors Survey**

**Summary Report**

Prepared by UCSB Institutional Research, Planning, and Assessment  
March 2014

## Survey Administration and Response Rate

This survey was administered in May 2013, to undergraduate seniors who had declared candidacy for graduation.

Survey invitees	3420
Survey respondents	1182
Response Rate	35%

## Respondent characteristics

### *Background demographics*

Overall, the survey respondents have similar demographic characteristics to the population of all Spring 2013 graduating seniors, with a few exceptions. Survey respondents are slightly more likely to be female, white, and to have entered UCSB as freshmen. They also tend to have slightly better academic records, as measured by cumulative GPA while at UCSB. When the data were weighted to account for the discrepancies in gender and admission status there was no significant change in the response distributions. Therefore, the unweighted data presented in this report can be considered representative of the survey population.

## About this report

This summary report presents the results of the 2013 Graduating Seniors Survey in two sections. The first section is an executive summary which presents the key findings in a narrative format. The second section is a topline summary which presents the aggregated responses question by question, in a tabular format.

The most recent previous Graduating Seniors Survey was administered in 2011. The responses collected in 2013 have been compared with those collected in 2011, and where statistically significant differences emerged ( $p > .05$ ) they are noted in the topline summary. The absence of 2011 comparative data means that the results do not differ significantly between 2013 and 2011. The presence of 2011 comparative data means that significant differences did exist.

## Key Findings

### *Principal activities upon graduation*

The principal activity named by the highest proportion of 2013 graduating seniors was full-time paid employment (53%), followed by full-time graduate school (22%). Other principal activities of note were part-time employment, doing volunteer work with organizations such as the Peace Corps, taking time off to travel, and completing additional undergraduate coursework.

### *Plans for employment*

Whether a principal or secondary activity, 70% of respondents indicated they planned to work full-time upon graduating from UCSB. This is a significant shift from 2011, when only 63% of respondents planned to work full-time upon graduation.

Among respondents who planned to work full-time, 37% had already accepted or been offered a position at the time of the survey, and 48% were actively searching. The rest (15%) planned to begin their job search after graduation.

Of those who planned to work full-time and had already been offered a position, a large majority (82%) had found a position related to their undergraduate major. Among those who had also completed a minor program of study, 65% had been offered a position that was at least slightly related to their minor.

In most cases (84%), those who had been offered positions had found them in the private sector: either in for-profit industry or self-employment (68%), or in private non-profits such as schools or cultural organizations (16%). Fifteen percent planned to work in the public sector.

The state of California stands to be the main beneficiary of these new members of the workforce, as 87% of those who have been offered positions plan to work in California.

Top occupational fields for the class of 2013 include Finance/Banking/Accounting, Education, Sales & Marketing, Science/Research, Engineering, Medicine/Healthcare, and Business Management.

85% of respondents felt that UCSB had adequately prepared them for the job market, and 80% felt that UCSB had adequately prepared them for the specific position they planned to have after graduation.

### *Career Planning*

Career Services had been utilized by about 84% of respondents. Specific services that received the highest satisfaction ratings were Career Assessment Testing, Career Resource Room Drop-In Appointments, and Career Presentations (workshops, panels, etc.).

Significantly fewer respondents said internships were important to their career planning, from 75% who felt they were important in 2011 to 59% in 2013. More 2013 seniors completed one or more internships during their time at UCSB than 2011 seniors, however. The lower importance rating held true when the results were analyzed by those who had completed one or more internships.

### *Plans for future education*

Thirty-three percent of respondents planned to pursue additional education within a year of graduating from UCSB, with 24% intending to pursue a graduate or professional degree. Overall, 88% plan to pursue more education at some point in the future. Compared with 2011, a significantly smaller proportion of 2103 seniors planned to pursue any further education.

Top fields of study for those who intended to pursue advanced degrees included Business Management, Education, Social Sciences, Engineering, Psychology, Health professions, and Biological/Biomedical Sciences.

Among all respondents, 93% felt that UCSB had adequately prepared them for graduate school. The availability of information at UCSB about graduate schools was satisfactory to almost half the respondent (48%).

### *The Undergraduate Experience at UCSB*

The class of 2013 gave favorable ratings to their experiences at UCSB, both academic and social, with little change from 2011.

Indicators with the highest ratings included those pertaining to relationships with other students (e.g., my relationships with other students have had a positive influence on... my intellectual growth / ... my attitudes and values, I am satisfied with the social experience I've had at UCSB, I've taken the opportunity to get to know people from ethnic/cultural backgrounds different from my own). Satisfaction with the academic experience at UCSB was also rated very highly (e.g., faculty are... genuinely interested in their teaching /... on the cutting edge of their fields /... outstanding teachers, I am satisfied with the academic experience I've had at UCSB).

On average, survey respondents spent 16 hours per week on academics and studying, and 8 hours per week on extracurricular activities. Average time spent on academics and studying increased by 2 hours per week compared to 2011.

Popular leisure pursuits included campus recreational activities, Arts & Lecture events, academic & career clubs, Greek fraternities and sororities, and honor societies.

More seniors participated in community service or volunteer activities during their last year at UCSB than in 2011 (62% in 2013 vs. 57% in 2011).

### *Skill Preparation*

The graduating seniors of 2013 gave very favorable ratings for their preparation in various skill areas as a result of their undergraduate experience at UCSB.

- Critical thinking skills were ranked especially high; eight out of ten said the quality of preparation they received at UCSB was *more than adequately or excellent* in **analytical thinking, independent thinking, applying knowledge gained from their major, problem-solving, and judging the value of information based on soundness of sources.**
- More than 75% said the same about their preparation in **acquiring new skills and knowledge on their own, getting along with people of diverse backgrounds and perspectives, and understanding different cultures, philosophies, and ways of life.**
- Other skills that were highly rated included **working as a member of a team or group, research skills, the ability to cope with change, and the ability to evaluate and choose between alternative courses of action.**

### *Participation in Research and Creative Activities*

Over 85% of survey respondents had participated in some type of research or creative project during their time at UCSB (e.g., completing a project or paper as part of one's coursework, participating in a student research or independent study course, or working with faculty on research or creative projects), with a gain of 5% since 2011 (from 82% to 87%).

### *Working for pay while enrolled at UCSB*

Most respondents (68%) had worked for pay during their time at UCSB, with a fairly even split between those who *had* to work to finance their education and those who *chose* to work. The proportion who had worked was significantly smaller than in 2011, when 73% of graduating seniors reported having worked.

Respondents who had worked during their time at UCSB tended to have worked part-time, not full-time. Those who *had* to work to finance their education were more likely to have worked during each of their years at UCSB, and were more likely to say they had to spend too much time working to support themselves while at UCSB.

### *Financing a UCSB Education*

A growing number of seniors indicated that it was difficult to finance their college education, with 62% of respondents from the class of 2013 indicating that this was the case, compared to 58% in the class of 2011.

Less than half (40%) of survey respondents were able to complete their undergraduate studies with no residual debt for which they were personally responsible. The median debt to be repaid among all respondents was typically no more than \$10,000; for those who *had to work* to finance their education, the median debt at graduation was closer to \$20,000.

When asked if the benefits received from attending UCSB were worth the financial costs, respondents in 2013 were less likely to agree than in 2011 and more likely to take a neutral stance.

### *Satisfaction with UCSB*

Satisfaction with UCSB is very high, with nine out of ten respondents reporting overall satisfaction with UCSB and 88% reporting satisfaction with the length of time it took to obtain a Bachelor's degree at UCSB.

A vast majority of respondents would choose to attend UCSB if they had it to do again (86%). Almost three-quarters (72%) are interested in maintaining their ties to UCSB after graduation, although a higher proportion were unsure about this than in 2011 (21% in 2013 compared with 14% in 2011).

Graduating seniors credited a higher percentage of their intellectual growth to their experiences at UCSB in 2013 than in 2011. The average percentage assigned in 2013 was 74%, compared to just 60% in 2011.

DEMOGRAPHIC CHARACTERISTICS  
 Survey Respondents: n=1182  
 Population of Spring 2013 Graduating Seniors: N=3420

**Bold type** indicates a significant difference in proportion, score, or GPA when respondents are compared with the population on a given item.

		<u>Respondents</u>	<u>Population</u>
<b>Sex</b>	Female	<b>65%</b>	54%
	Male	35%	<b>46%</b>
<b>Race/ Ethnicity</b>	White	<b>53%</b>	48%
	URM*	24%	26%
	Asian	19%	19%
	Other/Unknown	4%	6%
<b>First Generation</b>	Yes	39%	41%
	No	61%	59%
<b>Median Parent Income</b>		\$80,000	\$75,000

		<u>Respondents</u>	<u>Population</u>
<b>College</b>	Creative Studies	3%	2%
	Engineering	7%	7%
	Letters & Science	90%	91%
<b>Division</b>	Creative Studies	3%	2%
	Engineering	7%	7%
	Arts & Humanities	19%	18%
	Math, Life, Physical Sciences	34%	32%
	Social Sciences	37%	39%
	Provost	1%	1%
<b>Admission Status</b>	Freshman	<b>78%</b>	75%
	Transfer	22%	<b>25%</b>
<b>Mean SAT Scores</b>	SAT Math	609	606
	SAT Reading	<b>594</b>	586
	SAT Writing	597	593
	SAT Composite	1800	1785
<b>Mean GPA at UCSB</b>		<b>3.29</b>	3.20

\*URM: Underrepresented Minorities (Native American, African American, Chicano, Latino)

## ACTIVITIES UPON GRADUATION

<b>What is most likely to be your principal activity upon graduation?</b>	<b>#</b>	<b>%</b>
Employment, full-time paid	630	53%
Graduate or professional school, full-time	265	22%
Employment, part-time paid	163	14%
Volunteer activity (e.g., Peace Corps)	27	2%
Taking time off to travel	25	2%
Additional undergraduate coursework	21	2%
Graduate or professional school, part-time	14	1%
Taking time off to prepare for grad school	9	1%
Military service	8	1%
Unpaid, post-bachelors internship	7	1%
Other (e.g., taking time to define/pursue interests, music, religious school, unemployment)	6	1%
Educational training experiences (cc courses, extension, certificate classes, etc)	4	< 1%
Attending to family obligations	2	< 1%
Starting or raising a family	1	< 1%
<b>Total</b>	<b>1182</b>	<b>100%</b>

### **Which other activities do you plan on doing upon graduation?**

<b>(multiple responses allowed)</b>	<b>#</b>	<b>%</b>
Employment, part/time paid	381	39%
Volunteer activity (e.g., Peace Corps)	315	32%
Graduate or professional school, full/time	255	26%
Employment, full/time paid	192	20%
Graduate or professional school, part/time	151	15%
Starting or raising a family	116	12%
Taking time off to travel	108	11%
Additional undergraduate coursework	79	8%
Educational training experiences (cc courses, extension, certificate classes, etc)	63	6%
Taking time off to prepare for graduate school (e.g., finish prerequisites, study for GRE / MCAT / LSAT, etc.)	60	6%
Attending to family obligations	54	6%
Unpaid, post-bachelors internship	53	5%
Military service	14	1%
Something else (artistic/creative endeavors, entrepreneurship, paid internship/research, nonprofit work, teaching, personal projects, health issues, CPA exam, Church)	27	3%



## EMPLOYMENT

### Plan to work (Net)

<b>(as a principal or other activity upon graduation)</b>	<b>#</b>	<b>%</b>	<i>2011 comparative data</i>
Plan to work FT	822	70%	63%
Plan to work PT	250	21%	27%
Do not plan to work	110	9%	11%
<i>Total</i>	<i>1182</i>	<i>100%</i>	<i>100%</i>

*Plans to work shifted significantly in 2013 compared to 2011, towards full-time work and away from part-time or no work.*

### Which of the following best describes your current state of plans for employment immediately after graduation?

<i>(BASE = Plan to work full time upon graduation)</i>	<b>#</b>	<b>%</b>		<i>2011 comparative data</i>
Have already accepted a position	221	27%	37%	28%
Have been offered a position but still deciding/searching for preferred position	85	10%		8%
Currently searching for a position	392	48%		42%
Will begin searching for a position after graduation	122	15%		22%
<i>Total</i>	<i>820</i>	<i>100%</i>		<i>100%</i>

*More 2013 seniors who planned to work full-time began searching for a position before graduation than in 2011.*

### In what type of organization or sector will you work?

<i>(BASE = Plan to work full time and have accepted or been offered a position)</i>	<b>#</b>	<b>%</b>
Private for-profit corporation/company/group-practice	200	66%
Self-employed own business or professional practice non-group	5	2%
Government or other public institution or agency	45	15%
Private non-profit school college arts/cultural organization etc.	49	16%
Other ("Public Accounting")	4	1%
<i>Total</i>	<i>303</i>	<i>100%</i>

### Will you be working in the business sector, or in the industrial/manufacturing sector?

<i>(Base = Plan to work for private, for-profit corporation/company/group-practice)</i>	<b>#</b>	<b>%</b>
Business sector (i.e., for an organization that provides a product or service)	166	84%
Industrial/manufacturing (i.e., for an organization that produces a product)	31	16%
<i>Total</i>	<i>197</i>	<i>100%</i>

## EMPLOYMENT

### How closely is this position related to your undergraduate major?

*(BASE = Plan to work full time and have accepted or been offered a position)*

	#	%		
Highly related	127	42%		<hr style="width: 50px; margin: 0 auto;"/> <i>Position related to major</i>
Moderately related	70	23%		
Slightly related	50	17%		
Not related	56	18%		
<i>Total</i>	<i>303</i>	<i>100%</i>		<hr style="width: 50px; margin: 0 auto;"/> 82%

### How closely is this position related to your undergraduate minor?

*(BASE = Plan to work full time, have accepted or been offered a position,  
and have at least 1 minor)*

	#	%		
Highly related	18	24%		<hr style="width: 50px; margin: 0 auto;"/> <i>Position related to minor</i>
Moderately related	18	24%		
Slightly related	13	17%		
Not related	26	35%		
<i>Total</i>	<i>75</i>	<i>100%</i>		<hr style="width: 50px; margin: 0 auto;"/> 65%

## EMPLOYMENT

### In which state will you be employed?

<i>(BASE = Plan to work full time and have accepted or been offered a position)</i>	#	%
California	260	87%
Michigan	4	1%
New York	4	1%
Texas	4	1%
Massachusetts	3	1%
New Jersey	3	1%
District of Columbia	2	1%
Oregon	2	1%
Alaska	1	< 1%
Arizona	1	< 1%
Colorado	1	< 1%
Hawaii	1	< 1%
Illinois	1	< 1%
Maryland	1	< 1%
Washington	1	< 1%
Plan to work outside the U.S.	11	4%
<i>Total</i>	<i>300</i>	<i>100%</i>

## EMPLOYMENT

### In which part of California will you be employed?

*(BASE = Plan to work full time, have accepted/been offered a position and plan to work in California)*

	#	%
Santa Barbara County (between Carpinteria and Santa Maria)	104	40%
Southern California	80	31%
Northern California	71	27%
Central California (not including Santa Barbara County)	5	2%
<i>Total</i>	<i>260</i>	<i>100%</i>

### In which country will you be employed?

*(BASE = Plan to work full time, have accepted/been offered a position and plan to work outside the U.S.)*

	#	%
Spain	3	27%
South Korea	2	18%
France	1	9%
French Polynesia	1	9%
Italy	1	9%
Korea	1	9%
Mexico	1	9%
Turkey	1	9%
<i>Total</i>	<i>11</i>	<i>100%</i>

## EMPLOYMENT

**Which category best describes the occupation you plan to be working at after graduation?**

<i>(BASE = Plan to work full time upon graduation)</i>	#	%
Finance / Banking / Accounting	92	11%
Education	91	11%
Sales / Marketing / Advertising	76	9%
Science / Research	67	8%
Engineering	61	7%
Medicine / Healthcare	51	6%
Business Management / Administration	48	6%
Social Services	45	5%
Communications / Public Relations	37	5%
Entertainment / Sports / Media	33	4%
Legal	31	4%
Office / Administrative Support	26	3%
Art / Design	22	3%
IT / Computer Programming	22	3%
Writer / Editor / Journalist	22	3%
Retail / Personal Services	20	2%
Human Resources	15	2%
Law enforcement	7	1%
Military	1	< 1%
Other (please specify):	52	6%
	<b>819</b>	<b>100%</b>

## EMPLOYMENT

### How well do you feel UCSB has prepared you for the job market?

*(BASE = Plan to work full time upon graduation)*

	#	%
Very well	120	15%
More than adequately	246	30%
Adequately	334	41%
Less than adequately	95	12%
Poorly	26	3%
<b>Total</b>	<b>821</b>	<b>100%</b>

85%

*Feel adequately prepared for job market*

### How well do you feel UCSB has prepared you for the specific occupation/position you plan to have after graduation?

*(BASE = Plan to work full time upon graduation)*

	#	%
Very well	142	17%
More than adequately	211	26%
Adequately	307	37%
Less than adequately	126	15%
Poorly	35	4%
<b>Total</b>	<b>821</b>	<b>100%</b>

80%

*Feel adequately prepared for specific position*

### When did you actively begin your job search?

*(BASE = Plan to work full-time and have accepted/been offered/am currently searching for a position)*

	#	%
More than 6 months before graduation	224	32%
3-6 months before graduation	257	37%
Less than 3 months before graduation	216	31%
<b>Total</b>	<b>697</b>	<b>100%</b>

## CAREER PLANNING

**Please indicate the job search strategies you have utilized (check all that apply):**

*(BASE = Plan to work full-time and have accepted/been offered/am currently searching for a position)*

*(n = 685)*

	#	%
Career Services website / GauchoLink	461	67%
Networked through personal contacts	411	60%
Online job websites (CareerBuilder, Indeed, Monster.com, etc.)	381	56%
Social media (LinkedIn, Facebook, Twitter, etc.)	256	37%
UCSB Career Fairs	253	37%
Direct contact with employers	208	30%
Campus Interview Program	89	13%
Employer Information Sessions	76	11%
Third party employment agency	44	6%
I responded to newspaper ads	16	2%
Other (please specify):	22	3%

**Which ONE job search strategy did you find to be most successful in obtaining a job?**

*(BASE = Plan to work full-time and have accepted/been offered a position)*

	#	%
Networked through personal contacts	113	38%
Career Services website / GauchoLink	48	16%
Direct contact with employers (responded to help wanted signs, walked into possible employment sites and asked to see HR, etc.)	34	11%
UCSB Career Fairs	28	9%
Online job websites (CareerBuilder, Indeed, Monster.com, etc.)	20	7%
Campus Interview Program	18	6%
Employer Information Sessions	17	6%
Social media (LinkedIn, Facebook, Twitter, etc.)	7	2%
Third party employment agency	2	1%
I responded to newspaper ads	1	< 1%
Other (please specify):	11	4%
<i>Total</i>	<i>299</i>	<i>100%</i>

CAREER PLANNING

**What is your starting or expected ANNUAL salary, NOT including bonuses?**

*(BASE = Plan to work full-time and have accepted/been offered a position)*

	#	%
\$20,000 or less	54	18%
\$20,001 - \$30,000	53	18%
\$30,001 - \$40,000	41	14%
\$40,001 - \$50,000	55	18%
\$50,001 - \$60,000	53	18%
\$60,001 - \$70,000	21	7%
\$70,001 - \$80,000	13	4%
\$80,001 - \$90,000	7	2%
Over \$100,000	1	< 1%
<i>Total</i>	<i>298</i>	<i>100%</i>

**Average starting/expected annual salary: \$41,225**



FURTHER EDUCATION

Which degrees do you plan to pursue within the next year and/or in the future?

*(multiple responses allowed)*

	Any plans to pursue further education, ever		Plan to enroll within the next year	
	#	%	#	%
Master's Degree (MA, MS, MBA, MFA, etc.)	700	68%	191	49%
Professional Certificate or License	231	22%	103	26%
Teaching Credential	199	19%	73	19%
Academic or Other Professional Doctorate (PhD, EdD, etc.)	214	21%	41	10%
Law Degree (JD, LLB)	143	14%	39	10%
Other Medical Degree (DDS, DC, OD, PharmD, DPM, DVM, etc.)	61	6%	10	3%
Medical Doctorate (MD)	60	6%	13	3%
Second Bachelor's Degree	37	4%	4	1%
<b>Plan to pursue any further education (N=1182)</b>	<b>1036</b>	<b>88%</b>	<b>391</b>	<b>33%</b>
<i>2011 comparative data (N=1196)</i>		92%		37%
<hr/>				
<b>Plan to pursue advanced degree (Master's, doctoral, medical or law degree)</b>	<b>923</b>	<b>78%</b>	<b>279</b>	<b>24%</b>
<i>2011 comparative data</i>	979	82%	268	22%

*Compared with 2011, a significantly smaller proportion of 2013 seniors planned to pursue any further education (both within the next year, or ever)*

*The proportion who plan to pursue an advanced degree within the next year remained stable, but dropped significantly as a lifetime goal.*

FURTHER EDUCATION

**Master's Degree Fields of Study (multiple responses allowed)**

*(BASE = Plan to pursue Master's degree, ever, N=647)*

	#	%
Business Management	140	22%
Education	117	18%
Social Sciences	67	10%
Engineering	48	7%
Psychology	47	7%
Health Professions and Related Clinical Sciences	46	7%
Biological and Biomedical Sciences	44	7%
Communication, Journalism and Related Programs	26	4%
Marketing Operations	23	4%
Natural resources / Environmental Science	23	4%
Visual and Performing Arts	20	3%
Public Administration	18	3%
English and Literature	17	3%
History	17	3%
Computer and Information Sciences	16	2%
Physical sciences	15	2%
Mathematics and Statistics	12	2%
Legal Studies	11	2%
Area, Ethnic and Cultural Studies	8	1%
Architecture	7	1%
Foreign Languages and Literatures	7	1%
Communications technologies	5	1%
Liberal arts / general studies	5	1%
Philosophy and Religious Studies	5	1%
Science Technologies	5	1%
Security Services	5	1%
Transportation	4	1%
Other	88	14%

## FURTHER EDUCATION

### Doctoral Degree Fields of Study (multiple responses allowed)

*(BASE = Plan to pursue Doctoral degree, ever, N=249)*

	#	%
Psychology	42	17%
Social Sciences	33	13%
Biological and Biomedical Sciences	32	13%
Education	25	10%
Engineering	21	8%
Physical sciences	20	8%
History	17	7%
Health Professions and Related Clinical Sciences	14	6%
Area, Ethnic and Cultural Studies	10	4%
Communication, Journalism and Related Programs	8	3%
Natural resources / Environmental Science	7	3%
Business Management	6	2%
English and Literature	5	2%
Mathematics and Statistics	5	2%
Science Technologies	5	2%
Computer and Information Sciences	4	2%
Philosophy and Religious Studies	4	2%
Foreign Languages and Literatures	3	1%
Visual and Performing Arts	3	1%
Agriculture	2	1%
Construction Trades	2	1%
Legal Studies	2	1%
Liberal arts / general studies	2	1%
Marketing Operations	2	1%
Public Administration	2	1%
Agricultural Sciences	1	< 1%
Home Economics	1	< 1%
Interdisciplinary studies	1	< 1%
Theology and Religious Studies	1	< 1%
Other	25	10%

## FURTHER EDUCATION

### At what institution(s) do you plan to study? *(Multiple responses allowed)*

<i>(BASE=plan to pursue advanced degree within the next year; n=279)</i>	#	%
UC campus	125	45%
California State campus	44	16%
Other California college	90	32%
Out-of-state college/university	78	28%
Other	19	7%

### At which UC campus do you plan to study?

	#	%
Santa Barbara	52	42%
Los Angeles	24	19%
Berkeley	12	10%
San Francisco	11	9%
San Diego	10	8%
Irvine	7	6%
Davis	5	4%
Santa Cruz	2	2%
Riverside	1	1%
Merced	1	1%
<i>Total</i>	<i>125</i>	<i>100%</i>

### At which CSU campus do you plan to study?

	#	%
Long Beach	9	22%
San Diego	9	22%
Fullerton	5	12%
Northridge	5	12%
San Francisco	4	10%
San Jose	3	7%
Fresno	2	5%
Los Angeles	2	5%
San Luis Obispo	2	5%
<i>Total</i>	<i>41</i>	<i>100%</i>

## FURTHER EDUCATION

<b>At which other California college do you plan to study?</b>	<b>#</b>	<b>%</b>
University of Southern California	23	29%
Loyola Marymount University	11	14%
Stanford University	6	8%
Santa Clara University	4	5%
Chapman University	3	4%
Pepperdine University	3	4%
Alliant International University	2	3%
community college	2	3%
Golden Gate University-San Francisco	2	3%
Southwestern School of Law	2	3%
University of the Pacific	2	3%
University of San Francisco	2	3%
Antioch University-Santa Barbara	1	1%
Azusa Pacific University	1	1%
Cal Western School of Law	1	1%
California Institute of Technology	1	1%
Claremont Graduate	1	1%
McGeorge	1	1%
Pacifica Graduate Institute	1	1%
Point Loma Nazarene University	1	1%
San Diego State University	1	1%
Southern California Seminary	1	1%
University of San Diego	1	1%
OTHER	5	6%
<i>Total</i>	<i>78</i>	<i>100%</i>

FURTHER EDUCATION

<b>At which out-of-state college do you plan to study?</b>	<b>#</b>	<b>%</b>
New York University	7	10%
Columbia University	5	7%
Boston University	4	6%
University of Colorado at Boulder	4	6%
University of Texas at Austin	3	4%
University of Washington	3	4%
Cornell University	2	3%
Duke University	2	3%
Georgetown University	2	3%
University of Oregon	2	3%
University of Rochester	2	3%
American University, Washington College of Law	1	1%
Bethel University	1	1%
Colorado State University	1	1%
Dublin City University	1	1%
Florida Atlantic University	1	1%
Fordham	1	1%
George Washington University	1	1%
Harvard University	1	1%
London School of Economics	1	1%
Loyola University Chicago	1	1%
Massachusetts Institute of Technology	1	1%
National Louis University	1	1%
North Carolina State University at Raleigh	1	1%
Oregon State	1	1%
Pacific University	1	1%
Seattle University	1	1%
St. John's University	1	1%
Stanford University	1	1%
Uniformed Services University of the Health Sciences	1	1%
University of Hawaii at Manoa	1	1%
University of Minnesota	1	1%
University of Missouri-Columbia	1	1%
University of Nebraska at Lincoln	1	1%
University of Pennsylvania	1	1%
OTHER	7	10%
<i>Total</i>	<i>67</i>	<i>100%</i>

FURTHER EDUCATION

**Have you already been accepted to an institution at which you plan to study?**

<i>(BASE=plan to pursue advanced degree within the next year)</i>	#	%
Yes	145	52%
No	132	48%
<i>Total</i>	<i>277</i>	<i>100%</i>

**How well do you feel UCSB prepared you for graduate or professional school?**

<i>(BASE=All respondents)</i>	#	%		
Very well	297	25%	93%	<i>Feel adequately prepared for graduate school</i>
More than adequately	407	35%		
Adequately	381	33%		
Less than adequately	68	6%		
Poorly	14	1%		
<i>Total</i>	<i>1167</i>	<i>100%</i>		

**How satisfied or dissatisfied are you with the availability of information at UCSB about graduate / professional schools?**

<i>(BASE=All respondents)</i>	#	%		
Very satisfied	196	17%	48%	<i>Satisfied</i>
Somewhat satisfied	362	31%		
Neutral	443	38%	38%	<i>Neutral</i>
Somewhat dissatisfied	134	11%	14%	<i>Dissatisfied</i>
Very dissatisfied	35	3%		
<i>Total</i>	<i>1170</i>	<i>100%</i>		

UNDERGRADUATE EXPERIENCE AT UCSB

Please indicate the extent to which you agree or disagree with following aspects of your academic and social experiences at UCSB:  
(N=1175)

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree		2013 Agree (Net)	2011 Agree (Net)
My relationships with other students have had a positive influence on my intellectual growth	2%	3%	10%	38%	46%		85%	83%
<b>My relationships with other students have had a positive influence on my attitudes and values</b>	2%	4%	12%	41%	42%		<b>83%</b>	<b>79%</b>
I am satisfied with the academic experience I have had at UCSB	2%	5%	11%	41%	41%		82%	82%
Faculty members I have had contact with are genuinely interested in teaching	2%	6%	12%	43%	37%		80%	80%
I am satisfied with the social experience I have had at UCSB	3%	4%	12%	29%	51%		80%	79%
Faculty members I have had contact with are on the cutting edge of their fields	1%	3%	16%	39%	40%		79%	79%
Faculty members I have had contact with are outstanding or superior teachers	2%	6%	14%	44%	34%		78%	78%
I have taken the opportunity to get to know people from ethnic and cultural backgrounds that are different from my own	1%	5%	16%	41%	37%		78%	76%
Faculty members I have had contact with are genuinely interested in students	2%	7%	17%	42%	32%		75%	76%
Students here are willing to talk about equity, injustice, and group differences	1%	4%	20%	39%	35%		74%	75%
I have gained a greater appreciation for ethnic and cultural heritages that are different from my own	2%	4%	22%	36%	35%		71%	70%
I am satisfied with the opportunities to meet and interact with faculty members	2%	10%	17%	39%	32%		71%	69%
<b>My own beliefs and values have changed because of my experiences at UCSB</b>	6%	10%	16%	45%	23%		<b>68%</b>	<b>58%</b>
I have performed academically as well as I anticipated I would at UCSB	5%	18%	10%	38%	28%		66%	68%
<b>Most students at UCSB have values and attitudes different from my own</b>	5%	25%	30%	27%	13%		<b>40%</b>	<b>34%</b>
My political views have changed because of my experiences at UCSB	20%	24%	28%	21%	7%		28%	28%
In class, I have heard faculty express stereotypes based on race/ethnicity, gender, sexual orientation, or religious affiliation	42%	22%	18%	14%	4%		18%	17%

Respondents' assessment of their academic and social experiences were largely unchanged in 2013, compared with 2011.

Exceptions were three experiences related to attitudes and values: respondents in 2013 expressed significantly higher levels of agreement than in 2011 with the following statements: "My relationships with other students have had a positive influence on my attitudes and values," "My own beliefs and values have changed because of my experiences at UCSB, and "Most students at UCSB have values and attitudes different from my own."



UNDERGRADUATE EXPERIENCE AT UCSB

<b>Do you feel that there is too little, too much, or just the right amount of emphasis on the following activities among UCSB students?</b>	Too Little	Just Right	Too Much	
Academics and studying	17%	79%	4%	
Extracurricular activities	27%	69%	4%	
Partying	3%	53%	44%	

(n=1173)

<b>During this academic year, how many hours in a typical week did you spend...</b>	0	1-2	3-5	6-10	11-15	16-20	21-30	> 30	Avg hrs/wk	
on academics and studying?	0%	2%	10%	23%	21%	21%	13%	11%	16	
participating in extracurricular activities?	11%	16%	22%	22%	12%	8%	5%	3%	8	
partying, that is attending parties where alcohol is consumed?	16%	18%	28%	25%	9%	3%	1%	0%	5	

(n=1175)






















The class of 2013 reported spending more time on academics and studying than the class of 2011.

2011 comparative data:

<b>During this academic year, how many hours in a typical week did you spend...</b>	0	1-2	3-5	6-10	11-15	16-20	21-30	> 30	Avg hrs/wk	
on academics and studying?	0%	3%	14%	26%	19%	17%	13%	8%	14	
participating in extracurricular activities?	12%	19%	24%	20%	12%	7%	4%	3%	8	
partying, that is attending parties where alcohol is consumed?	17%	18%	28%	24%	9%	3%	1%	1%	5	

## SKILL PREPARATION

Please rate the quality of preparation you received at UCSB for each of the skill areas listed below:  
(n=1171)

	Excellent	More than Adequate	Adequate	Less than Adequate	Poor	Top 2 Net	
Ability to think analytically and logically	47%	36%	15%	2%	0%	83%	
Ability to think independently	47%	36%	15%	2%	1%	82%	
Ability to use the knowledge, ideas, or perspectives gained from your major field	44%	37%	16%	2%	1%	81%	
Problem solving skills	38%	42%	17%	2%	0%	80%	
Ability to judge the value of information, ideas, actions and conclusions based on the soundness of evidence	39%	41%	18%	2%	1%	80%	
Ability to acquire new skills and knowledge on your own	39%	39%	19%	3%	0%	78%	
Ability to get along with people of diverse backgrounds and perspectives	41%	36%	20%	2%	1%	77%	
Understanding of different cultures, philosophies, and ways of life	38%	38%	20%	2%	1%	77%	
Ability to work as a member of a team or group	38%	36%	21%	3%	1%	75%	
Research skills	38%	35%	21%	5%	1%	73%	
Ability to cope with change	34%	38%	23%	3%	1%	72%	
Ability to evaluate and choose between alternative courses of action	33%	39%	25%	3%	1%	72%	
Ability to lead others	34%	34%	25%	5%	1%	68%	
Time management skills	34%	34%	22%	8%	2%	68%	
Sense of self	32%	35%	26%	5%	2%	67%	
Effective writing skills	28%	37%	29%	4%	1%	65%	
Understanding of international perspectives on economic, political, social and cultural issues	31%	33%	27%	6%	2%	64%	
Ability to understand the scientific method and how scientists ask questions and design experiments	32%	32%	26%	7%	2%	64%	
Ability to understand and apply quantitative principles and methods	27%	36%	31%	6%	1%	63%	
Sense of responsibility to your community	29%	32%	28%	8%	2%	62%	
Ability to use information technology in intellectual and/or professional pursuits	23%	37%	30%	8%	1%	60%	
Understanding of and appreciation for the arts	31%	30%	29%	9%	2%	60%	

PARTICIPATION IN  
RESEARCH and CREATIVE ACTIVITIES

**While enrolled at UCSB, have you participated in any of the following research, independent study, or creative project opportunities?**  
*(Multiple responses allowed)*

	#	% All respondents (N=1182)
A research project, creative activity, or paper as part of your coursework	898	76%
At least one student research course	580	49%
At least one independent study course	279	24%
Assisting faculty in research with course credit	352	30%
Working on creative projects under the direction of faculty with course credit	239	20%
Assisting faculty in research as a volunteer without course credit	206	17%
Assisting faculty in research for pay without course credit	132	11%
Working on creative projects under the direction of faculty as a volunteer without course credit	79	7%
Working on creative projects under the direction of faculty for pay without course credit	41	3%
<b>Participated in any research/creative projects</b>	<b>1027</b>	<b>87%</b>
<b>Did not participate in any research/creative projects</b>	<b>155</b>	<b>13%</b>
<i>Total</i>	<i>1182</i>	<i>100%</i>

*51%  
Participated in  
research/creative  
projects with faculty*

## INTERNSHIPS

<b>How important would you say internships are to your career planning?</b>	#	%			<i>2011 comparative data</i>
Very important	437	37%	59%	<i>Important</i>	75%
Somewhat important	249	21%			46%
Neutral	219	19%	19%	<i>Neutral</i>	16%
Not very important	104	9%			6%
Not at all important	159	14%	23%	<i>Not important</i>	3%
<i>Total</i>	<i>1168</i>	<i>100%</i>			

*Respondents gave internships a much lower importance rating in 2013 than in 2011. This sentiment was true for those who had completed at least one internship and for those who had not. Satisfaction with the internship opportunities at UCSB remained stable, however.*

<b>How satisfied are you with the internship opportunities at UCSB?</b>	#	%			<i>2011 comparative data</i>
Very satisfied	172	17%	40%	<i>Satisfied</i>	43%
Somewhat satisfied	238	23%			18%
Neutral	335	32%	32%	<i>Neutral</i>	34%
Somewhat dissatisfied	193	19%			34%
Very dissatisfied	94	9%	28%	<i>Dissatisfied</i>	16%
<i>Total rating satisfaction</i>	<i>1032</i>	<i>100%</i>			23%
NOT APPLICABLE	142				
<i>Total</i>	<i>1174</i>				

*More 2013 seniors had completed at least one internship during their time at UCSB than 2011 seniors.*

<b>How many internships did you have while you were a student at UCSB?</b>	#	%			<i>2011 comparative data</i>
None	496	42%		<i>Had at least one internship</i>	47%
One	342	29%			28%
Two	198	17%	58%		15%
Three	99	8%			6%
Four or more	43	4%			3%
<i>Total</i>	<i>1183</i>	<i>100%</i>			<i>100%</i>

UNDERGRADUATE EXPERIENCE AT UCSB

**Which of the following activities or organizations have you participated in while enrolled at UCSB?**

**(Multiple responses allowed)**

(N=1088)

	#	%
Campus recreational sports (e.g. Leisure Review classes, intramurals)	497	46%
Arts & Lectures events	437	40%
Education Abroad Program (EAP)	230	21%
Academic & career clubs (e.g., Math club, Art History Association, Accounting Association)	224	21%
Greek fraternity or sorority	184	17%
Honor society	172	16%
Educational Opportunity Program services (EOP)	169	16%
Other campus-based club or organization	166	15%
Other off-campus club or organization	151	14%
Recreational clubs (e.g., Chess club, Akido Club, Excursion Club)	146	13%
Religious groups (e.g., Real Life, Hillel, The Zen Cen)	142	13%
Cultural or ethnic groups (e.g. German club, Asian Resource Center)	133	12%
Career clubs (e.g., Accounting Association, Health Professions Association)	128	12%
Campus sports club (e.g., Lacrosse, Ski & Snowboard Team)	126	12%
Service groups (e.g., TutorAid,, Isla Vista Outreach, Leaders for Peace)	100	9%
Media (e.g., campus newspaper, radio station)	89	8%
Performing groups (e.g., IV Live, Improvability)	84	8%
Special Interest clubs (e.g. Anime club, cooking club)	79	7%
Governing bodies (e.g., student government, IFC, panhellenic, residence hall association)	75	7%
Advocacy groups (e.g., Amnesty International, American Students for Israel)	74	7%
Health groups (e.g. Peer Health Interns, Wellness Interns)	68	6%
Political groups (e.g., Campus Independents, College Republicans)	61	6%
Campus varsity team (e.g., basketball, volleyball, soccer)	27	2%
Army ROTC	5	< 1%

COMMUNITY SERVICE

<b>How frequently, on average, did you do community service or volunteer work this past year?</b>	<b>#</b>	<b>%</b>
Did not do any community service or volunteer work this past year	451	38%
Daily	25	2%
Weekly	239	20%
Monthly	210	18%
Less than once per month	249	21%
<i>Total</i>	<i>1174</i>	<i>100%</i>

		<i>2011 comparative data</i>
62% <i>Did community service</i>	Did not do any community service or volunteer work this past year	43%
	Daily	2%
	Weekly	15%
	Monthly	25%
	Less than once per month	15%

*Significantly more 2013 seniors performed community service during their time at UCSB than 2011 seniors.*

<b>After graduating from UCSB, do you plan to do community service or volunteer work more often, less often, or about the same amount as you did during college?</b>	<b>#</b>	<b>%</b>
More often	542	46%
Less often	162	14%
About the same amount	467	40%
<i>Total</i>	<i>1171</i>	<i>100%</i>

## WORK STATUS WHILE AT UCSB

### Which of the following statements best describes your work status during your time at UCSB?

	#	%			2011 comparative data	
I had to work at least part-time in order to finance my UCSB education	391	33%	68%	Worked		
I chose to work at least part-time but did not need to work... to finance my UCSB education	409	35%			73%	35%
I did not work for pay while enrolled at UCSB	376	32%				27%
<b>Total</b>	<b>1176</b>	<b>100%</b>				

*Compared to 2011 seniors, significantly more 2013 seniors did NOT work for pay while enrolled at UCSB.*

### Did you work for pay full-time, part-time, or not at all... (BASE = Worked at least part-time during time at UCSB)

		Full time	Part time	Not at all		Full time	Part time	Not at all
During this academic year? (n=789)		7%	85%	8%		7%	78%	15%
Your junior year? (n=769)		5%	78%	17%		8%	75%	17%
Your sophomore year? (n=689)		5%	68%	27%		6%	68%	26%
Your freshman year? (n=658)		3%	36%	61%		5%	43%	52%

*Across the four undergraduate years, respondents in both 2013 and 2011 were least likely to work as freshmen and increasingly likely to work in each subsequent year. The class of 2013 had higher proportions who did not work at all during the freshman year and who worked part-time in the senior year, than the class of 2011.*

### While enrolled at UCSB, did you work...

	#	%		
On campus?	284	36%		31%
Off campus?	287	36%		38%
Both on and off campus?	227	28%		32%
<b>Total</b>	<b>798</b>	<b>100%</b>		

*A significantly higher proportion of 2013 respondents had worked on campus only, compared to 2011 respondents.*

### How strongly do you agree or disagree with the following statement: "I had to spend too much time working to support myself while enrolled at UCSB."

	#	%		
Strongly disagree	143	18%	46%	Disagree
Somewhat disagree	223	28%		
Neutral	175	22%	22%	Neutral
Somewhat agree	141	18%	32%	Agree
Strongly agree	114	14%		
<b>Total</b>	<b>796</b>	<b>100%</b>		

## FINANCING A UCSB EDUCATION

<b>Was it difficult to finance your college education?</b>	#	%			2011 comparative data
Definitely no	143	12%	31%	No	16%
Somewhat no	217	18%			18%
Not sure	83	7%	7%	Unsure	8%
Somewhat yes	413	35%			36%
Definitely yes	319	27%	62%	Yes	22%
<i>Total</i>	<i>1175</i>	<i>100%</i>			

*Significantly more respondents from the class of 2013 indicated that it was difficult to finance their college education, compared to the class of 2011.*

<b>At the time you graduate, approximately what will be the total amount borrowed to finance your undergraduate education that you are personally responsible for repaying?</b>	#	%		
None	437	40%		
\$1 to \$9,999	148	14%		
\$10,000 to \$19,999	179	16%		
\$20,000 to \$29,999	182	17%	60%	Graduated from UCSB with debt to repay
\$30,000 to \$39,999	77	7%		
\$40,000 to \$49,999	26	2%		
\$50,000 or more	47	4%		
<i>Total</i>	<i>1096</i>	<i>100%</i>		

*Despite the increased difficulty in financing their college education reported by the class of 2013, they did not report significantly higher levels of debt at the time of graduation.*

<b>Reflecting back, do you now think that the benefits you have received from attending UCSB were worth the financial costs to you and your family?</b>	#	%		
Strongly agree	332	28%	70%	Agree
Somewhat agree	488	42%		
Neither agree nor disagree	236	20%	20%	Neutral
Somewhat disagree	85	7%		
Strongly disagree	32	3%	10%	Disagree
<i>Total</i>	<i>1173</i>	<i>100%</i>		

*When asked if the benefits received from attending UCSB were worth the financial costs, respondents in 2013 were less likely to agree than in 2011, and more likely to take a neutral stance.*



SATISFACTION WITH UCSB

<b>How satisfied or dissatisfied are you with UCSB overall?</b>	#	%			<i>2011 comparative data</i>	
Very Satisfied	616	52%		91%	<i>Satisfied</i>	90% — 57%
Somewhat Satisfied	455	39%		6%	<i>Neutral</i>	32% — 32%
Neutral	69	6%		3%	<i>Dissatisfied</i>	4% — 4%
Somewhat Dissatisfied	30	3%				6% — 5%
Very Dissatisfied	8	1%				1% — 1%
<i>Total</i>	<i>1178</i>	<i>100%</i>				

While somewhat fewer 2013 respondents reported being "very" satisfied compared to 2011, the overall proportion who were satisfied ("very" or "somewhat") remains the same. There were also significantly fewer respondents in 2013 who expressed dissatisfaction with UCSB overall than in 2011.

**How satisfied or dissatisfied are you with the length of time it has taken to obtain a Bachelor's degree at UCSB?**

	#	%			
Very Satisfied	662	56%		88%	<i>Satisfied</i>
Somewhat Satisfied	380	32%		7%	<i>Neutral</i>
Neutral	77	7%		5%	<i>Dissatisfied</i>
Somewhat Dissatisfied	50	4%			
Very Dissatisfied	9	1%			
<i>Total</i>	<i>1178</i>	<i>100%</i>			

**If you had it to do again, would you choose to attend UCSB?**

	#	%			
Definitely yes	715	61%		86%	<i>Yes</i>
Probably yes	297	25%		8%	<i>Not Sure</i>
Not sure	93	8%		6%	<i>No</i>
Probably no	50	4%			
Definitely no	24	2%			
<i>Total</i>	<i>1179</i>	<i>100%</i>			

SATISFACTION WITH UCSB

<b>Did you find UCSB to be academically challenging?</b>	#	%				<i>2011 comparative data</i>	
Definitely yes	584	50%	93%	Yes	90%	48%	
Somewhat yes	510	43%				42%	
Not sure	22	2%	2%	Not Sure	3%	3%	
Somewhat no	50	4%	5%	No	7%	6%	
Definitely no	12	1%				1%	
<i>Total</i>	<i>1178</i>	<i>100%</i>					

A higher proportion of 2013 respondents found UCSB to be academically challenging than in 2011.

**If you could start your undergraduate studies over, would you take the same major?**





	#	%				
Definitely yes	489	42%	68%	Yes		
Probably yes	312	26%				
Not sure	156	13%	13%	Not Sure		
Probably no	130	11%	19%	No		
Definitely no	91	8%				
<i>Total</i>	<i>1178</i>	<i>100%</i>				

**How confident are you that you will achieve a satisfying career?**

	#	%				
Extremely confident	471	40%	81%	Confident	87%	42%
Somewhat confident	485	41%				45%
Neutral	121	10%	10%	Neutral	9%	9%
Not very confident	76	6%	8%	Not confident	4%	3%
Not at all confident	22	2%				1%
<i>Total</i>	<i>1175</i>	<i>100%</i>				

Respondents in 2013 were less confident that they would achieve a satisfying career than in 2011.

INTEREST IN MAINTAINING TIES TO UCSB AND ALUMNI ACTIVITIES

<b>Are you interested in maintaining your ties to UCSB after graduation?</b>	<b>#</b>	<b>%</b>			<i>2011 comparative data</i>	
Definitely yes	448	38%		72%	Yes	78% — 43%
Probably yes	400	34%				35%
Not sure	245	21%		21%	Not Sure	14% — 14%
Probably no	62	5%		7%	No	8% — 6%
Definitely no	23	2%				2%
<i>Total</i>	<i>1178</i>	<i>100%</i>				

A higher proportion of respondents from 2013 were unsure about their interest in maintaining ties with UCSB after graduation, compared with respondents in 2011.

**Which of the following UCSB alumni activities are of interest to you? Mark all that apply**

*(BASE = Definitely or probably interested in maintaining ties to UCSB to UCSB after graduation)*

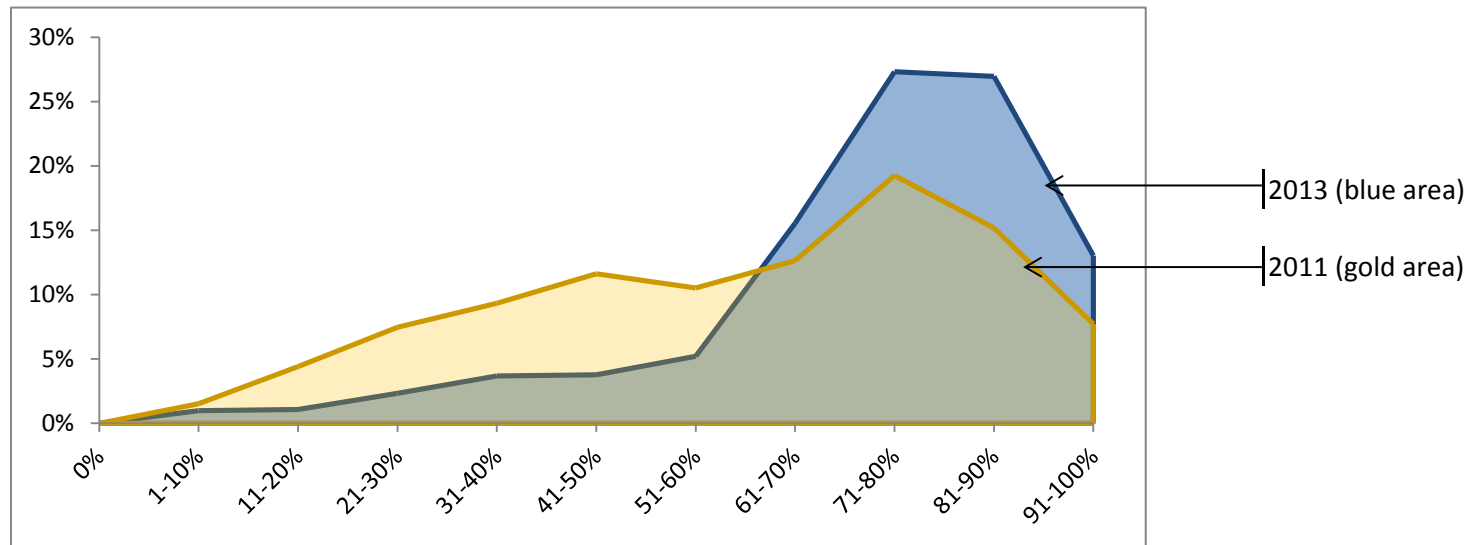
	<b>#</b>	<b>%</b>
Networking / Career Services	505	62%
Attending the All Gaucho Reunion	505	62%
Joining the UCSB Alumni Association	442	55%
Attending campus events (e.g., Arts & Lectures, Intercollegiate Athletics, etc.)	441	54%
Attending other alumni events	425	52%
Electronic publications (e.g., Gaucho eNews monthly newsletter)	326	40%
Volunteer opportunities	268	33%
Print publications (e.g., Coastlines magazine)	146	18%
Giving a financial contribution to UCSB	95	12%
Other (please specify):	19	2%

INTELLECTUAL GROWTH CREDITED TO EXPERIENCES AT UCSB

If you had to credit a percentage of your intellectual growth while in college to your experiences at UCSB, what percentage would you assign?

	#	%
0%	1	0%
1-10%	11	1%
11-20%	12	1%
21-30%	26	2%
31-40%	41	4%
41-50%	42	4%
51-60%	58	5%
61-70%	173	16%
71-80%	304	27%
81-90%	300	27%
91-100%	145	13%
<b>Total</b>	<b>1113</b>	<b>100%</b>

Average percentage of intellectual growth credited to experiences at UCSB: 74% (Up from 60% in 2011)



## CAREER SERVICES

**Which of the following services have you used at UCSB Career Services? Mark all that apply.**

<i>(N=988)</i>	#	%
GauchoLink Job Board	680	69%
Career Fairs	512	52%
Career Website	505	51%
Career Resource Room Drop-In Appointments	281	28%
Career Presentations (Workshops/Panels, etc.)	254	26%
Career Counselor Appointments	220	22%
Career Social Media (Facebook, Twitter, YouTube, LinkedIn)	209	21%
On-Campus Interviews	203	21%
Career Resource Room (our library)	197	20%
Career Assessment Tests (MyersBriggs, Strong Interest, etc.)	166	17%
Graduate School Fair	156	16%

**Please rate your satisfaction for each of the services you have used at UCSB Career Services:**

<i>(BASE = Have used service at UCSB Career Services)</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Top 2 (Net)
Career Assessment Tests (MyersBriggs, Strong Interest, etc.)	37%	41%	16%	5%	1%	78%
Career Resource Room Drop-In Appointments	32%	44%	17%	6%	1%	76%
Career Presentations (Workshops/Panels, etc.)	27%	44%	24%	6%	0%	70%
On-Campus Interviews	28%	42%	24%	5%	3%	69%
Career Counselor Appointments	32%	37%	20%	10%	2%	69%
Career Social Media (Facebook, Twitter, YouTube, LinkedIn)	21%	48%	29%	2%	0%	69%
Career Resource Room (our library)	28%	38%	25%	8%	1%	66%
Graduate School Fair	22%	43%	24%	9%	2%	64%
Career Website	15%	47%	30%	6%	2%	62%
GauchoLink Job Board	17%	45%	26%	9%	3%	62%
Career Fairs	15%	38%	27%	14%	6%	53%

## CAREER SERVICES

Please indicate how frequently you used each service at UCSB Career Services:

	More than once per week	Once per week	A couple of times per month	Once a month	Only a couple of times per year	Top 3 (Net)
<i>(BASE = Have used service at UCSB Career Services)</i>						
Career Social Media (Facebook, Twitter, YouTube, LinkedIn)	11%	17%	22%	19%	32%	50%
GauchoLink Job Board	8%	9%	23%	14%	47%	39%
Career Website	4%	9%	18%	14%	55%	31%
Career Resource Room (our library)	2%	4%	11%	13%	71%	16%
On-Campus Interviews	2%	1%	11%	8%	79%	14%
Career Resource Room Drop-In Appointments	0%	2%	8%	11%	79%	10%
Career Counselor Appointments	0%	2%	6%	8%	84%	8%
Career Presentations (Workshops/Panels, etc.)	0%	2%	6%	16%	76%	8%
Career Fairs	1%	1%	5%	8%	86%	6%
Graduate School Fair	0%	2%	1%	7%	90%	3%
Career Assessment Tests (MyersBriggs, Strong Interest, etc.)	1%	1%	1%	6%	91%	3%