



USC University of
Southern California

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A photograph of a traditional Chinese pavilion with a multi-tiered, dark blue roof and red pillars, set against a twilight sky. The pavilion is surrounded by a white stone railing and several red lanterns. A paved path leads towards the pavilion.

**2016 China Career Fair for Top U.S. University
Talent
and
International Career Development Seminar for Overseas
Returnees**

USC Beijing Office Report



Career Fair Facts & Figures



USC University of
Southern California

Total number of **participating enterprise** on two sites: **128**

(some attended both Shanghai and Beijing sessions)

participating enterprises in Beijing session: 56

Total **job openings: 800**

Number of registered **students and alumni: 1754**

registered students and alumni in Beijing session: 600 plus

The 2016 Career Fair for Top U.S. University Talent is co-hosted by **6**

universities listed below:



Costs and Profits

Total balance : RMB 9,396.00

(will be used as funding for future career events)

Income

Customers from	Fair	Amount	Booth No.	Subtotal	Total Amount
HelloCareer	Beijing	55,000	25	81,000	¥231,500
	Shanghai	26,000			
IU	Beijing	2,000	4	6,000	
	Shanghai	4,000			
USC	Beijing	16,000	19	41,000	
	Shanghai	25,000			
UIUC	Beijing	14,000	24	41,000	
	Shanghai	27,000			
OSU	Beijing	6,000	11	13,000	
	Shanghai	7,000			
UMN	Beijing	4,000	7	10,500	
	Shanghai	6,500			
NYIT	Beijing	2,000	6	8,000	
	Shanghai	6,000			
UniCareer	Beijing	8,000	11	17,000	
	Shanghai	9,000			
ChinaHR	Beijing	8,000	6	14,000	
	Shanghai	6,000			

Expenses

Item	Amount	Total Amount
Site cost in Beijing	¥105,336	¥222,104
Security fee in Beijing	¥6,360	
Site cost in Shanghai	¥62,000	
Backdrop (SH & BJ)	¥5,000	
Other materials fee (include banners, Paper place cards, stickers, publications, meal ticket, background for photography, etc.)	¥5,000	
Other materials fee (paper cups, candies, coverall , etc.)	¥1,823	
Parking fee (Shanghai)	¥1,111	
Traffic expense	¥1,500	
Printer renting, paper, pens, etc.	¥600	
Lunch in Beijing(for customers)	¥4,818	
Dinner in Beijing (for recruiters)	¥4,876	
Media publicity	¥5,000	
Invoice tax fee (for customers)	¥13,680	
Photographer fee	¥5,000	

Student Distribution



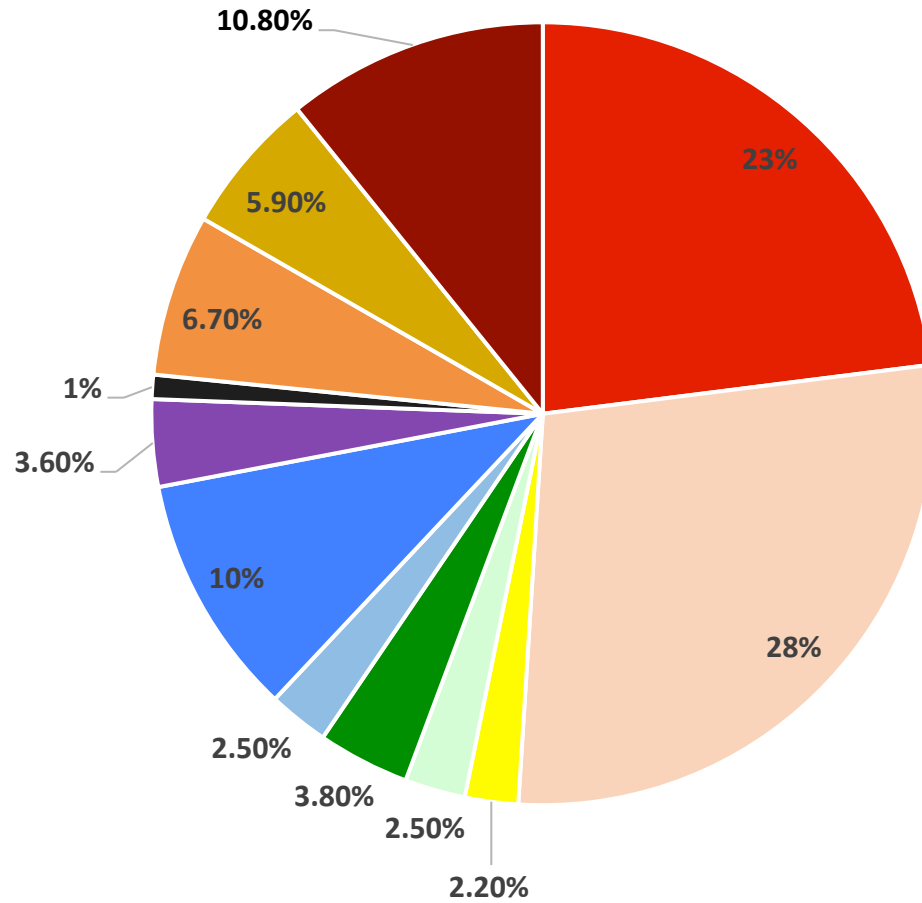
Universities	Total Amount	Beijing	Shanghai	Attend Both	Not mentioned
University of Illinois at Urbana Champaign	321	109	147	54	11
Boston University	54	19	26	6	3
Indiana University	174	44	110	17	3
New York Institute of Technology	44	6	29	8	1
Ohio State University	238	70	127	35	6
University of Minnesota	128	57	54	11	6
University of Southern California	258	91	102	53	12
George Washington University	134	44	50	38	2
The University of Iowa	22	6	13	3	0
Others	381	152	182	18	29
Total	1754	598	840	243	73

Data above are approx. numbers

- **Number of student attendants in Beijing: approx. 600**
- **Number of student attendants in Shanghai: approx. 1100**

Distribution of Applicants' Majors

- Accounting
- Math
- Economics
- Business & Management
- Physics & Chemistry
- Public & Marketing
- Finance
- Human Resource
- Language/Education
- Biology & Pharmacy
- IT & Engineering
- Others



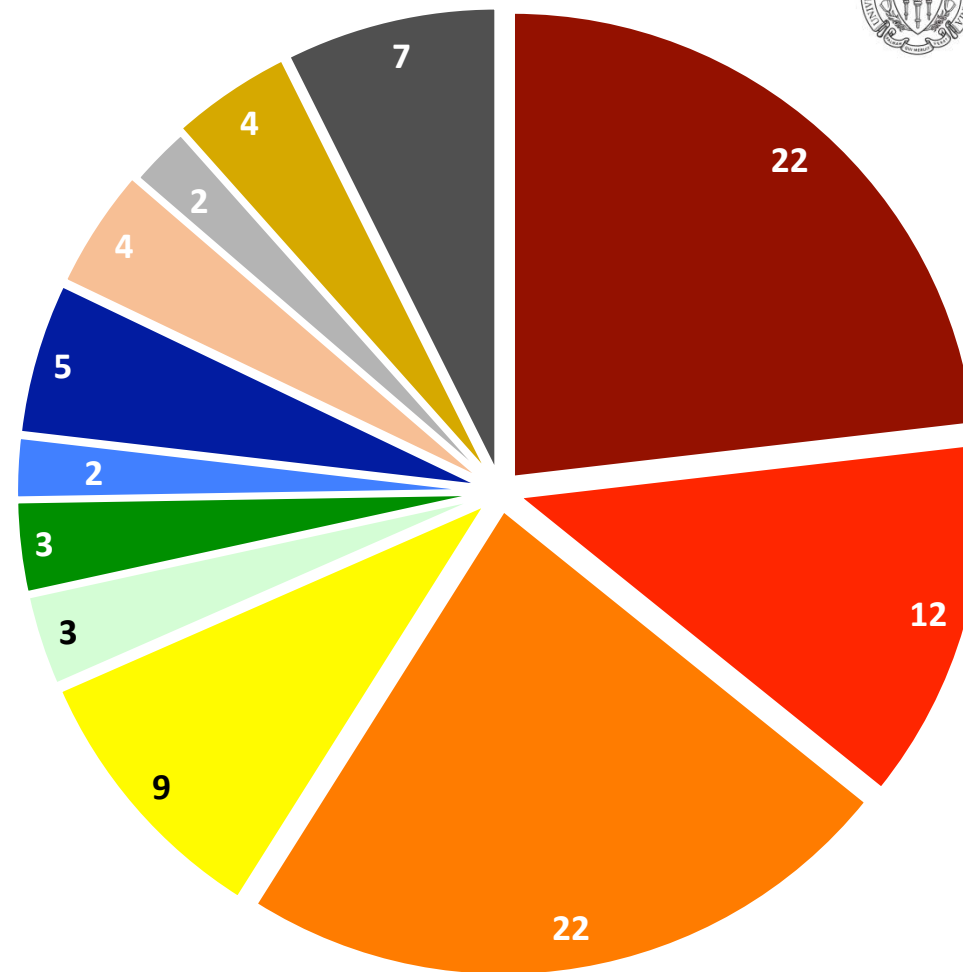
Finance, accounting and business & management predominate in majors of registered students.



Enterprises' Profile

- 128 enterprises in total:
 - 72 attended in Shanghai
 - 56 attended in Beijing
 - 33 attended in both cities

- Finance/Economics/Investment
- Education/Training/Consulting
- IT
- Construction/Hospitality
- Marketing/Media
- Human Resource
- Law
- FMCG/Fashion
- Aviation/Automobile
- Energy
- Pharmaceuticals
- Business/Industrialization/Manufacturing



Participating companies' profile predominate in finance/economics/investment and education/training/consulting.

A List of Attending Enterprises



and more ...

USC Beijing Office's Contribution



USC Beijing Office played a leading role in strategic planning and management during the whole process of the career fairs and seminars.

◆ As one of the **event-initiators** and **co-hosts**, USC Beijing Office

➤ is the one of the biggest university representative contributor of **recruitment resources** to the fair
– **11** out of 15 enterprises(19 booths) in USC total, **3** participated in both cities

➤ **motivated and updated** various USC sectors on the developments of the career fair, the current conditions of Chinese USC returnees and the Chinese job market

➤ collaborated with Shanghai office and different sectors back in the campus to **actively promote the career fairs** for USC students and alumni.

➤ prepared most of the USC-orientated **poster and promotion materials** for the career fairs

➤ strongly supported the creation of **the seminars** (for university representatives and HRs of participating companies before the career fairs) and invited the **keynote speakers** in both sessions in Beijing and Shanghai.

USC Beijing Office's Contribution



- ◆ In Beijing session in particular, USC Beijing Office:
 - put forward with some concrete ideas for **university–enterprise collaboration** in the seminar
e.g. company visits, case studies and trainee programs
 - invited **senior HR executives** from LinkedIn, Bloomberg and NeuLion to share experience on overseas recruitment
 - via **PowerPoint presentation** briefed HR representatives about USC general information, featured programs, career service resources and student strengths
 - invited May Yang from **LinkedIn**, a special guest speaker to give a 30-minutes **professional training on job-seeking techniques** to the participants.
 - made cold calls to USC participants to remind them about the dress code and tips for the career fairs.

Enterprises – contributed by USC Beijing Office

**A good variety of leading multi-national companies and domestic companies:
11 enterprises out of 15 in total.**

- Beijing session only:

Didi, Youku Tudou, Wehousing, Shينewing, Panda Financial Holding

- Shanghai session only:

Ebay, GSK, Luye Pharma

- Both sessions:

Yoozoo, Decathlon, CreditEase



Career fair highlights



- Compared with other career fairs events in the market in China, our career fairs could be credited to be in the highest level in term of the quantity and quality of both participating companies and candidates.
- USC is leading in both enterprises contributions and the student registration numbers.(Second to UIUC).
- In the Beijing session in particular, the good candidates-employer ratio gave a very nice interaction time between them and it allowed the two parties to have a good amount of time for face to face conversations.
- Warm feedbacks from both employers and candidates.
- High and positive media coverage (over 20 media outlets) for the seminars and career fairs.
- The types of enterprises match students' major distributions with a focus on finance, accounting, business.



Expected improvements on future career fairs

- Pre-emptive measures to control participant numbers in order to warrant high-quality interaction
- We will be more heedful when choosing cooperative partner of logistics and material design
- Keep track of other parties' procession and be more specific in each party's responsibility
- We will head up with the cooperative partner about the specific statistics and feedbacks requirements in order to receive more accurate statistics and analytical and in-depth feedback in the future.

Feedbacks from the career fairs and seminars

The career fairs and seminars were well received by both our students and enterprises. We listed a couple of feedbacks we collected from them in hope to develop the career service further in the future.

◆ **Our USC returnees:**

- hope to render the Career Fair a semi-annual event
- (current students) showed a strong wish to seek internship in summer break rather than full-time jobs
- get more information about Chinese job market and working environment
- get better prepared for future career through pre-career training and other similar opportunities

◆ **Employers:**

- prefer to provide internships to get to know the candidates better and then proceed to full-time positions for them
- hope to get access to students/candidates while they are still in the US
- hope to know more resources and platforms from the universities and work more closely with universities directly
- expect candidates to have clear career goal and development plan when they search for jobs in China



Suggestions received on career service for us to think about

◆ Services for our Chinese returnees:

- provide career guidance for current and graduate-year students especially focus on self-positioning and self-improvement
- provide country-specific information session to familiarize students with their domestic job market and conditions
- provide Chinese renowned companies information and recruitment timeline in campus

◆ Services for enterprises:

- introduce University useful resources to the employers and keep the communicative channel open for them
- consider major-specialized career fairs in accordance with different talent demands of enterprises, such as finance & economy, IT & engineering

Future Plan on Career Service

◆ USC Beijing Office plans to:

- make efforts to provide better student service and platforms in Beijing and China and continue our work on career fairs and other related career service opportunities
- make efforts to establish long-term cooperative relationships with the leading enterprises
- keep an eye to the domestic job market and provide relevant updates back to the main campus
- work closely with USC Career Center and other related school departments to keep strengthening our service for our trojans.

◆ A promising start:

– USC Beijing Office has already started concrete conversations with Apple, BOE, CreditEase and HNA group. Although with full list of contacts in hand, we are planning to follow up 15 to 20 most outstanding recruiting enterprises to explore in depth of possible cooperative opportunities with them.

– Collaborating with USC Career Center, we recently joined Amcham Beijing and plan to develop more resources and platforms in their education section for our USC students and alumni