

2024/2025 YEAR IN REVIEW

CAREER SERVICES & EMPLOYER ALLIANCE

A community that matters.



**Career Services &
Employer Alliance**

Setting the Standard. Connecting the
Business Masters Community.

BY THE NUMBERS

2024-2025

774 MEMBERS



117

VOLUNTEERS



**3 CONFERENCES
/REGIONAL
FORUMS**

12



**WEBINARS &
VIRTUAL ROUND
TABLES**

**8 RESEARCH
SURVEYS**



**1 BOOT
CAMP**



**130 ONLINE
COMMUNITY
POSTS**



11 
**RESOURCE
GROUPS**

**3 EMPLOYMENT
DATA SYSTEM
LAUNCHES**



**1 DEI
SUMMIT**



THOUGHTS FROM OUR PRESIDENT

Hello from your new President!

My name is Kate Guerrero, and I have the privilege of leading Business Career Services at the College of Business & Economics, California State University, Fullerton. With over 20 years dedicated to career services, I've seen firsthand the challenges and triumphs students experience as they prepare for life after college. My goal has always been to help students discover careers that align with their passions while fostering both professional and personal growth. In Career Services, we play a vital role in shaping future leaders by equipping them with the skills and confidence to pursue and manage meaningful careers.

Fifteen years ago, I began working in the CSUF Graduate Programs office with my first group of MBA students, tasked with building a new career development program. Unsure of where to start, my new colleagues—who quickly became long-time mentors—encouraged me: “You have to join MBACSEA. Volunteer and get involved. The conferences are excellent, and the people are incredibly collaborative.” That advice proved invaluable. Now CSEA, the organization has continued to provide me with opportunities for collaboration, professional development, and, most recently, best practices to help navigate the challenges higher education professionals face every day.

I encourage each of you to take full advantage of the opportunities CSEA provides—whether by attending conferences, sharing your insights as presenters, joining committees, or connecting through resource groups. Every level of involvement strengthens not only your own professional journey but also your college's success and our collective impact as a community. As CSEA takes unrolls our new strategic plan, this year is the perfect time to make your greatest impact.

I am honored to continue this journey as your president. Together, let's strive for greater connections where we can continue to exchange ideas, support one another through challenges, and push our industry forward with innovation and purpose.

Kate Guerrero

Director & Adjunct Faculty, Business Career Services
California State University, Fullerton

EDUCATION & EVENTS

Asia-Pacific Regional Forum

March 18 - 19, 2024 | Kuala Lumpur, Malaysia

“Inspiring and good to connect with the career services from other universities.”

Our APAC Regional Forum, hosted by Asia School of Business, featured 49 attendees discussing: *The Human Advantage: Thriving in a Tech-driven Workforce*. Attendees enjoyed touring ASB’s state-of-the-art facilities while engaging with other members from the region for thought-provoking conversations.

EMEA Conference

6 - 9 April, 2025 | Naas, Ireland

The theme of this year's EMEA Conference was: *Impact. Purpose. Transformation: Enabling Positive Careers*. 125 attendees convened at the beautiful Killashee Hotel to engage with speakers, employer panels and lots of sharing opportunities.

“Loved catching up with old friends and making new ones! The power of the network is the appeal of CSEA.”

Global Conference

June 17 - 20, 2025 | Atlanta, GA

Fantastic way to meet your peers across the country (and even world!) and share knowledge and best practices to become better at our profession.

With the theme: *Connecting Locally, Thriving Globally*, our Global Conference brought together close to 350 attendees to enjoy outstanding networking, best practice sharing, and thought-provoking speakers.



Virtual DEI/Community & Belonging Summit February 18, 2025

“After attending the Summit, I feel more confident in maintaining my commitment to belonging for all, despite what changes are happening in the country and the world.”

167 professionals attended our 3rd Annual Virtual DEI Summit. Discussion topics included: building community in times of uncertainty and campus to corporate partnerships in the DEI/belonging space.

Career Services Boot Camp May 7 - June 4, 2025

Our 6th Annual Career Services Boot Camp took place throughout the course of five weeks in a virtual environment, with a new on-demand video component. 56 attendees came together to learn the basics of MBA/Masters career services while sharing best practices. On-demand videos are available year-round for continuous on-boarding.

“The Career Services Boot Camp is a MUST for anyone new to MBA/Masters career services. The content was so helpful to get you started, and the opportunities to learn from others in your same field was so appreciated!”

Webinars & Virtual Round Tables

“My primary source for the most up-to-date MBA/Masters Career Management best practices, strategic ideas and inspiration, is the CSEA webinars and roundtables. I have gained actionable solutions, and creative ideas.”

12 webinars and virtual round tables were hosted throughout the year. Topics included:

- AI for Navigating Tough Times: How to Leverage Tech Tools the Right Way to Support Your Students
- Navigating Change: A Round table on Inclusive Practices in Higher Education
- Advising Across Programs: Supporting General vs. Specialty Masters Students
- Steady Leadership in Uncertain Times: Coaching Strategies for Career Resilience



NETWORKING & COMMUNITY

Resource Groups

Being a part of the resource groups is a great opportunity to connect with and learn from colleagues at other organizations and gain friendships in the process.

Resource groups provide a way for members to meet on a regular basis in small groups with others who work in the same function (employer relations, employers, specialty masters, alumni career services, etc.). This year, we hosted 11 resource groups with a range of 10 to 50 members in each.

Job Board

47 positions were posted on the CSEA job board within the past year. Members can post open positions in MBA/masters career services and recruiting, as well as contract or short-term positions for those whose jobs are in flux. The board is open to the public, and you don't need to be a member to apply for a position.

Online Community - CSEA Connect

The virtual networking continued to thrive in our online community, with over 765 members subscribed to our Open Forum. Discussion topics included:

- Student attendance at alumni events
- Student engagement - trends and changes
- MBA career fairs in jeopardy?
- AI headshots/professional photos

CSEA Connect offers a great way to continue the valuable peer-group networking that starts at conference and continues throughout the rest of the year and beyond.

Smaller communities also facilitate more individual connections for groups such as career center leaders and employers.



DATA, TRENDS & RESEARCH

Standards & Employment Data

Our Standards Committee assisted with training and consultation with members, working closely with the Standards Consultant to offer 16 virtual and in-person training opportunities on the Standards and the employment data system. We also released three new revised Standards based on years of research, data collection, and member feedback.

We launched three systems to capture school-level employment data to allow for benchmarking and aggregate reporting. 112 schools provided Full-time MBA program data; 44 for Part-time MBA, and 55 for Specialty Masters programs.

“The survey is well-structured and covers key areas effectively. It is a useful tool to gather important feedback.”

Rankings Media

We continue to work closely with business school rankings media to encourage them to use the Standards to ensure the data they are publishing is accurate and comparable. We communicated with U.S. News, Bloomberg BusinessWeek, the Financial Times, QS, Fortune, and Forbes to continue these relationships.

Research Surveys

“I have come to rely on the CSEA research reports to better understand job market trends, recruiter perspectives on hiring, to benchmark data with peer institutions.”

86 schools provided information about recruiting trends compared with the same time period last year as part of our Fall 2024 Recruiting Trends Survey. Results showed continued market shifts and increased economic uncertainty.

We continued our monthly member quick surveys, with 161 unique member organizations participating throughout the year. Topics included specialty masters hiring trends and preliminary hiring activity.

We continued our annual partnership with GMAC on the Corporate Recruiters Survey, which highlighted the skills employers are seeking the most in today's graduates.



MEMBERSHIP & VOLUNTEERS

Membership, by the Numbers

Total members: 774

**School members: 672
at 235 schools**

**Employer members: 38
at 23 companies**

**Affiliate members: 53
at 29 organizations**

“
[CSEA] is like group therapy - so validating to be surrounded by people navigating the same challenges, especially given the current climate in higher education.”

Volunteers

We are grateful for the 117 volunteers who put in a tremendous amount of time and effort throughout the year. Our volunteer committees help us remain relevant and ensure we are focused on the evolving needs of our diverse member base. Thank you!

“
Volunteering in this organization has not only enriched my professional life but also made a meaningful difference in how I support my students.”



STRATEGIC INITIATIVES

Strategic Plan

We continued work on and revise our long-term strategic plan:

- Invest in delivering member value through strategic and financially sustainable practices.
- Develop and launch groundbreaking marketing campaigns, positioning ourselves as the gold standard for professionals in our industry.
- Develop robust and relevant programming for specialty masters and employer populations (in addition to other more traditional populations).
- Revitalize volunteer engagement and create a pipeline for future leaders.
- Integrate our research, data and expertise, showcasing insights to advance the profession and elevate the organization.

In Fall 2025, we will be launching our new 5-year plan.

Commitment to Diversity & Inclusion

Diversity encompasses every characteristic, background or group that shapes our view of the world, perspective, and approach. Diversity is also about recognizing, respecting and valuing differences and similarities and can be extremely powerful, constructive, and positive.

As a global organization, CSEA recognizes and appreciates all differences among members who make up our community and welcomes what diversity brings to the organization, our leadership, Board of Directors, staff, committees, volunteers, members and partners. Diversity in representation and perspective requires us to ensure all ideas and opinions are heard, respected, valued and embraced. This leads to an organizational culture that is stronger, more accepting, understanding, and supportive, both for CSEA and for our member institutions.

We strive to embrace and harness the differences and similarities that bring us together to work towards a greater good, and we encourage and inspire our member institutions to do the same.