



HOSPITALITY CAREER SERVICES REPORT

HIGHLIGHTS FROM 2024-2025



Career Center



The Collins College of Hospitality Management

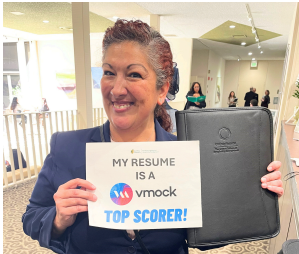
At a Glance

Career Markers Pilot

Advising & Workshops

Hospitality Career Expo

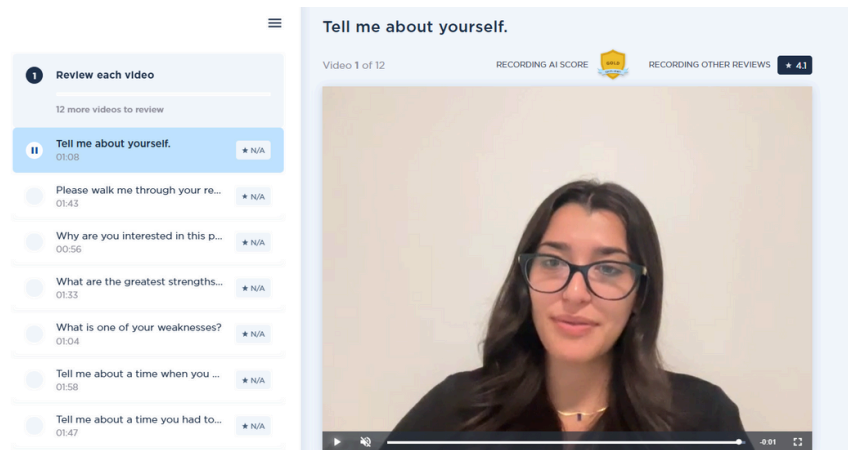
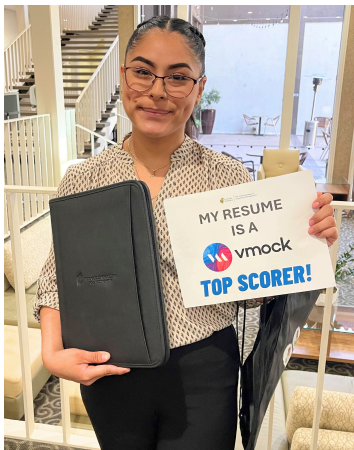
Employer Recruitment



Summary

- **2,391 HRT Student Touchpoints** with career services throughout the academic year
- **Highest Engagement Rate** campus-wide across all career technology platforms
- **289 Career Appointments and Drop-Ins** with Lead Coach, Career Center and industry partners
- **Six Exclusive Employer Days hosted** at Collins for industry partners
- **29 Career Workshops** facilitated in the classroom and student clubs

Career Markers Pilot



Left: Student receives an incentive prize at the Hospitality Expo for earning a Top Scorer distinction on VMock.

Right: Student completes a mock interview module on Big Interview as part of the HRT 3410 career preparation course.

Career Markers is a new initiative that embeds structured career milestones across the student academic experience to strengthen career readiness. Integrated through strategic collaboration with faculty, staff, industry leaders, and campus partners, the initiative leverages digital tools to scale access to career development resources and support.





Launched in Spring 2025, the Career Markers Pilot at The Collins College of Hospitality Management demonstrated success by enhancing students' career preparation and increased their exposure to professional pathways and opportunities.

Key Activities

- **Build awareness and collaboration opportunities** of career marker tools with Collins faculty & staff to scale impact for student career readiness
- **26 classroom and club-based workshops** featuring career technologies Focus2Career, VMock, Handshake, and Big Interview
- **99 advising appointments and drop-ins** with Lead Career Coach, Xio Ruvalcaba
- **85 industry-facing appointments** with recruiters like Disney, Marriott, LA Dodgers, Hilton and Board of Advisor Margaret Bailey
- **14 career homework assignments** tied to career technology tools

Pilot Outcomes

The Collins College recorded the **highest engagement rate campus-wide** across all career tech platforms:

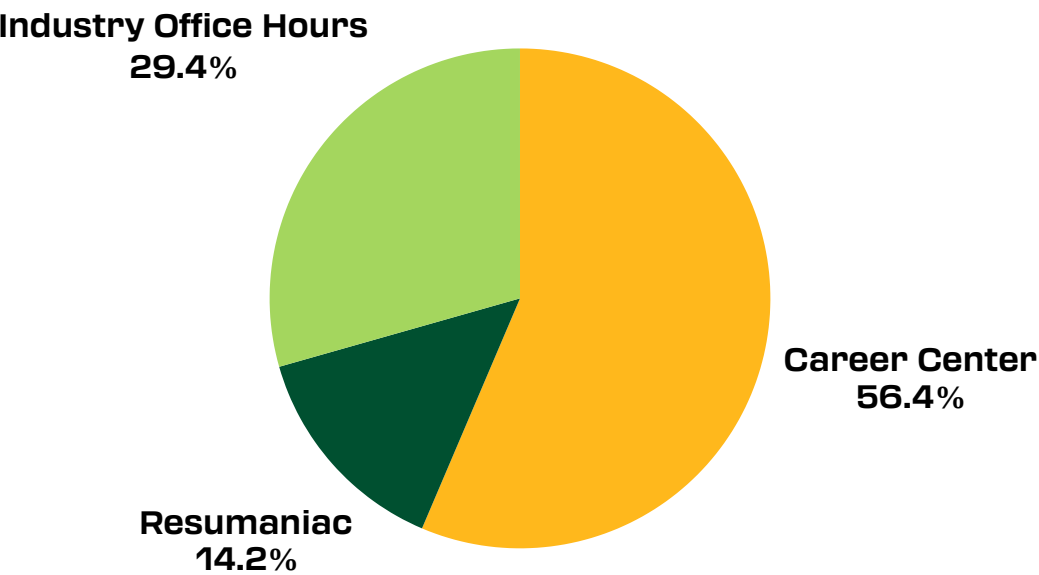
			
56% utilized SMART Resume Editor	35% utilized mock interview platform	18% completed at least one career assessment	91% activation rate
11% utilized Optimizer Tool for job description	2,576 interview questions recorded	82 students	77% attended at least one career event from Career Center/Collins
<u>SMART Editor Users</u>	<u>Big Interview Users</u>	<u>Focus2Career Users</u>	<u>Handshake Users</u>
55 Freshmen	0 Freshmen	12 Freshmen	74 Freshmen
13 Sophomores	1 Sophomores	35 Sophomores	61 Sophomores
92 Juniors	5 Juniors	22 Juniors	115 Juniors
95 Seniors	152 Seniors	13 Seniors	165 Seniors

Career Advising

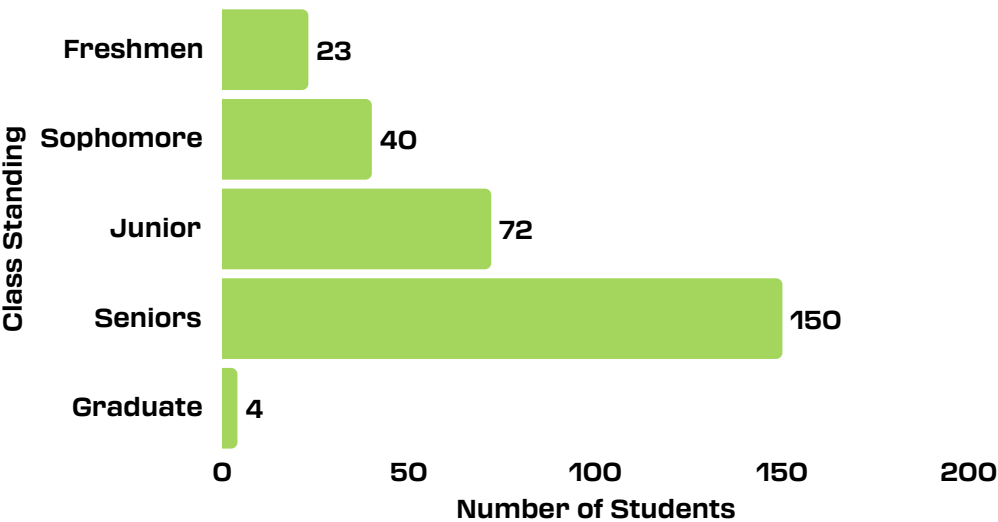
289 students* engaged in career advising through a variety of personalized and industry-connected experiences. From one-on-one sessions with Collins Lead Career Coach and the Career Center to mentorship from Board of Advisors and Office Hours with Hospitality Industry professionals, students received tailored guidance to support their career exploration and professional growth.

**non-unique students*

Career Advising Breakdown by Advisor



Career Advising Breakdown by Class Standing



Career Advising Breakdown Student Attendance

Xio Ruvalcaba, Lead Career Coach: 124 Students

Fall 2024: 25 Students (4 appts & 21 drop-ins)

Spring 2025: 99 Students (64 appts & 35 drop-ins)

Career Center Staff: 39 Students

Fall 2024: 19 Students (6 appts & 13 drop-ins)

Spring 2025: 20 Students (19 appts & 1 drop-in)

Industry Events (Resumaniac): 41 Students

Industry Office Hours: 85 Students

Margaret Bailey: 35 Students

Lazy Dog, Kate McKinley: 10 Students

LA Dodgers, Thomas Mendez: 15 Students

Enterprise Mobility: 12 Students

Hilton, Magen Bentley: 13 Students

Career Workshops & Assignments



Lead Career Coach, Xio Ruvalcaba guides a Career Expo Prep workshop in Dr. Dewald's HRT 1010 course

29 career workshops hosted by Lead Career Coach, Xio Ruvalcaba, were delivered primarily through academic classrooms in collaboration with Collins College faculty, with additional sessions hosted for student clubs and all students. These workshops were paired with **14** integrated career assignments thanks to our faculty career champions Dr. Dewald and Dr. Yang, students engaged in hands-on use of career technologies, reinforcing key skills and tools introduced during the sessions.

A total of **862** career touchpoints* occurred during workshops in the 2024-25 academic year.

CAREER READINESS WORKSHOPS

FALL 2024

Topic	Career Marker	Location	Total Count	Assignments	Students
Resume	None	HRT 1010-01	1	0	75
Career Planning	None	HMC Club	1	0	16
LinkedIn	None	NSMH Club	1	0	7
			3	0	98

SPRING 2025

Topic	Career Marker	Location	Total Count	Assignments	Students
Career Exploration	Focus2Career	HRT 1010 HRT 4840 HRT 2020s	4	0	136
Resume	VMock	HRT 1010 HRT 3410s HRT 4840 HRT 2020s	6	6	218
Career Expo Prep	Handshake, Big Interview & LinkedIn	HMC Club NSMH Club HRT 1010 HRT 4840 HRT 2020s HRT 2030	7	4	216
Job Search	Handshake	HRT 3410s End-of-Semester H-Cafe	6	2	108
Interview Prep	Big Interview	HRT 3410s CHLA Interview Prep	3	2	86
			26	14	764

*non-unique student touchpoints

Employer Engagement

Hospitality Career Expo

Hospitality Expo 2025

195 students*
43 employers

This count includes only students classified as HRT majors. The total number of Career Expo attendees was 221.

The Hospitality Expo, held on **February 18, 2025**, at Kellogg West Conference Center, was the largest hospitality networking event of the year, bringing together recruiters from hotel/lodging, food & beverage, travel/tourism, event planning, sports/leisure, and more. Together in partnership with Career Center, Collins College, and dedicated support from Board of Advisor Margaret Bailey, the team worked strategically to boost employer turnout and student readiness.

Pre-event survey ensured job postings were visible on Handshake, while in-class announcements, tabling, workshops, and one-on-one support helped prepare students. A post-event Dean’s Conversation gave employers the chance to share recruiting needs and connect more deeply with the strengths of a Collins education.

24% Increase in Student Attendees

compared to 2024 Hospitality Expo

Attendees by Class

Freshmen	6% (12)
Sophomore	10% (20)
Junior	28% (55)
Senior	47% (91)
Graduate	3% (6)
Alumni	6% (11)

Campus-Wide Career Fairs

The Career Center hosted six additional campus-wide career fairs during the year, with **51** hospitality students participating. This highlights a strong opportunity to boost Collins student engagement in university-wide events and expand their exposure to diverse industries.

2024-25 Fairs	HRT Students
Fall	41
STEM	3
Graduate & Professional	2
Education Expo	0
Spring	3
Final Hiring Fair	2



Employer Recruitment Events

Employer engagement provided Collins College students the opportunity with leading hospitality organizations through panels, recruiting events, and networking in both the fall and spring semesters.

These efforts resulted in **1,240** student touchpoints through career fairs, employer recruitment events and other employer-facing experiences, all designed to increase students' exposure to industry pathways and enhance their engagement with employers for jobs and internships—ultimately supporting their professional readiness.

Marriott Days & Career Exploration Panel



Fall 2024 - September 17

- Classroom Visits: HRT 1010s & 2030: **134 students**
- Outdoor Tabling: **32 students**
- Information Session: **80 students**

Spring 2025 - February 19

- Classroom Visits: HRT 3830L & 4860: **49 students**
- Coffee Chats Networking: **19 students**
- Career Exploration Panel in HRT 2030: **50 students**

Disney College Program Days



Fall 2024 - October 15

- Classroom Visits: HRT 1010s, 2550s & 3830L: **186 students**
- Outdoor Tabling: **38 students**
- Information Session: **40 students**

Spring 2025 - March 4

- Classroom Visits: HRT 1010, 3500, 3930 & 3830L: **110 students**
- Information Session: **23 students**
- Coffee Chats Networking: **22 students**

Hyatt Day



Fall 2024 - November 19 & 20

- Classroom Visits: HRT 1010s, 2030 & 3830L : **154 students**
- Coffee Chats Networking: **12 students**
- Information Session: **16 students**
- On-Campus Interviews: **8 students**

Employer Showcases



Fall 2024 - October 22

- Universal Studios Hollywood
- Enterprise Mobility
- Cal Poly Pomona Dining Services
- **10 students total**

Fall 2024 - November 12

- Encore
- Lazy Dog
- Panda Restaurant Group
- **11 students total**

Thank you for a great year!

It was a wonderful first year back in career services. It's been a privilege to partner with such a fantastic college and I look forward to building on our momentum with career markers, deepening classroom career integration, and expanding partnerships with faculty, staff and industry to help our students feel confident and prepared for their future careers.

Xio Tapia Ruvalcaba

Lead Career Coach, Collins College

Career Center