



INTERNATIONAL CAREER CENTER

2013 - 2014 REPORT

MISSION AND OBJECTIVE

The mission of the International Career Center (ICC) is to provide expert guidance, cutting-edge resources, and professional development experiences to a diverse student body for the achievement of students' music career goals.

Our overall focus is on music career management rather than a one-time job link, helping students hone their professional development skills, providing them access to resources and a network of industry professionals that will support their journey to develop their own individual career paths.

WHAT WE ACCOMPLISHED THIS YEAR

The 2013-2014 academic year has been the second year of operations of the ICC. We focused our activities and services on helping students develop professional development skills and tools that were better aligned with the demands of the music industry.

Berklee Career Manager (Berklee's job and internship portal) became fully operational and accessible to all students and alumni. We conducted one-on-one sessions with 72 students and shared job opportunities and listings from all around the world through our "Spotted Job Opportunities" weekly emails.

We organized 24 career development workshops, attended by 60% of all master's students. We collaborated with Academic Affairs and other areas of the college to prepare students to connect with the industry by co-organizing trips to festivals and congresses as well as meetings with relevant music industry professionals. We successfully launched the Graduate Internship Program, offered as an optional program during fall semester after graduation. We also started to activate the master's alumni network in order to foster communications and exchange between our current students and alumni and we now know that 85% of our master's alumni are professionally active in the industry.

Overall, the satisfaction of the students regarding the ICC services increased from 27% in the first year to 67% this year, which is a considerable improvement.

SERVICES PROVIDED BY THE ICC IN 2013-2014

One-on-one Career Guidance

During the school year of 2013-2014 we offered one-on-one career guidance to master's students as well as to undergrads. We held a total of 208 counseling appointments:

	Student appointments Headcount - total number of visits	% of total appointments	Percentage in their respective group that used this service	Average frequency
CP	18 - 42	20%	82%	2,33
MTI	8 - 33	16%	40%	3,67
SFTVG	19 - 48	23%	56%	2,53
GEMB	28 - 49	24%	88%	1,69
Study Abroad	20 - 36	17%	37%	1,80
TOTAL	73 - 208	100%	Average of 60,6%	2,41

As shown in the table above, students from across all programs requested individual appointments. Students from Global Entertainment and Music Business and Scoring for Film Television, and Video Games use this service slightly more than students from the other programs. The average frequency is 2,4 appointments per student, with MTI students being the ones that have been using it more recurrently. The areas covered during these appointments were usually related to the student's resume and general career guidance questions such as how to start search for a job, help on how to write cover letters, preparation for job interviews, etc.

Resources

During this year we continued improving the career related resources we were offering to the students. For instance, we created a series of quick guides covering different topics related to job hunting, such as how to do a job interview, how to write a cover letter, or a list of websites with job listings in different areas of the music industry and by regions. We also started sharing with the students on a weekly basis a selection of job opportunities published on various webs tailored to the kind of jobs our students were looking for.

All students have now access to [Berklee Career Manager](#) (BCM) which was launched in the summer of 2013. BCM is an online portal used by the ICC and other areas of the college

(Career Development Center, Alumni Affairs, and Office of Experiential Learning) to manage different career related services such as internships, career workshops, counseling appointments, etc. [Berklee Career Manager](#) has become our main online contact point with students to share with them different information (jobs, internships, databases, workshops etc) and we also use it with companies looking to hire Berklee students.

Furthermore, we continue our collaboration with [Presskit.to](#), where master's students are offered to build up to 10 electronic press kits that work on computers, smartphones and tablets.

Apart from the full access to Lynda.com, Berklee's Library System and the IMDB pro account, we acquired more books such as "Brilliant networking", "Great answers to tough interview questions", "Getting things done", plus various music industry directories.

Workshops

We held career development workshops during Fall and Spring covering different topics, from career planning to networking events, speed dating and mock interviews.

Additionally, this year we started offering weekly sessions in small groups during lunch time, called "Lunch with the ICC". These sessions with a maximum 10 students, allowed us to work with them in a more interactive and personalized way. The topics covered were the following:

- Developing your career plan (3 sessions)
- Build your resume (3 sessions)
- Interview techniques (3 sessions)
- Your online profile (3 sessions)
- Vanessa Garde, Berklee - How to balance, arrange and maintain multiple professional careers
- Mateo Balson, Berklee - Working in Spain and Europe before and after study
- Patrice Rushen - A career as a musical director
- Andrea Johnson, Berklee - DIY strategies as a contemporary performer
- Ben Maitland-Lewis, Presskit.to - How to make the most out of your electronic press kit
- Stephen Webber, Berklee - Map of the music technology industry
- Resume tune-up. Work with the ICC and your classmates to make your resume shine
- Bud Lake, Berklee - Social media / How to market yourself
- Robert Kraft - Map of the film music industry
- Joe Perez, Ticketmaster - the Ticketing Business 2014
- Cover letter tune-up.
- Young Guru and Sean C - Meet the Producers

As shown below 62,5% of the master's students attended one or more of the lunches, and the ones who attended generally repeated.

	Students attended - headcounts	% of the class that attended	Rate of recurrence
CP	14	64%	2,08
MTI	13	65%	2,25
SFTVG	23	68%	5,65
GEMB	17	53%	2,35
TOTAL	67	Average of 62,5%	3,08

We also worked closely with the office of Graduate Studies to plan and roll out the four day Internship and Career Seminar with 4 days of career development workshops. Students doing internships in the USA attended this seminar.

These sessions, according to our surveys, have proven to be very successful given the relevancy of the topics covered, the guests invited to the lunches and the format. This approach towards having a more personalized career development activity enhanced the sensation that personal needs from the students were being better addressed. The relatively informal setting of a lunch and the approachability with the guest speaker was highly valued by the students.

Data from the surveys reflect a great level of satisfaction after participation. 80% of all attendees were very satisfied with the activity. Some of the following comments sum up the overall positive experience:

- "Very well run and organized"
- "Good session, I like the practical activities"

Others offer constructive criticism for future editions:

- "Maybe more time for Q&A at the end. Like reserve the last 15-20 minutes for that purpose"
- "For the interview workshop, I'd love to have faculty from each program present to ask them specific questions"

Meet the industry and performance opportunities

One of the goals of the ICC is to increase the exposure of our students to professionals in the music industry. To this end, the ICC invited several renowned industry professionals to campus to talk with students at our weekly workshops. These meetings enabled students to get insights from the guest's area of expertise as well as to meet them in a more informal setting and get tailored advice for their career. Among others we received visits from Robert Kraft, Patrice Rushen, Young Guru and Sean C.

The entire class of the GEMB program and some students from other programs also attended MIDEM this year. During this four day trip with conferences and networking meetings, the ICC staff guided and coached the students according to their specific needs. Many of them have continued conversations with connections they made at MIDEM. We also attended Sonar (one of the largest festivals of Advanced Music and Digital Art in Europe) with all the students from the MTI program, some of whom showcased their work at the festival getting great exposure in front of industry professionals and media.

The ICC staff also attended other conferences to increase the awareness of Berklee's master students such as Sync Summit (Paris) focused on music supervision and scoring in film and TV, and International Music Summit (Ibiza) focused on the electronic dance music industry. Throughout the year we made more connections with companies within the industry and over 20 offered internships and jobs specifically to our master's students. These companies include Sony Music, Ocesa, The Agency Group, San Francisco Opera and The Orchard to name a few and they expand geographically over 5 continents.

Furthermore, in collaboration with Academic Affairs, the Scoring for Film, Television and Video Games students went on a trip to London, where they had individual recording sessions at Air Lyndhurst Studios. They visited Goldcrest Studios, Air-Edel Studios and they went to PRS to meet Simon Greenaway (ASCAP), Jatanil Banerjee (PRS Membership Development Manager, Asia) and Gareth Varty (PRS Publisher Account Manager).

This year we also had the opportunity to have TEDx on campus where students, alumni and entertainment professionals collaborated together on developing this first edition. This was a unique event where the students had to perfect their pitch, stage presence, multitasking skills and public speaking skills. This was a great opportunity for the students to get experience in a real event from the initial idea to the post production.

Finally we supported the students with preparation before their individual attendance to EMtech, Musikmesse and Audio Engineering Society Convention (AES), where they had the opportunity to connect with people in the industry and showcase their work in front of large and specialized audience, giving them exposure and access to professionals from the music industry. They also had the chance to perform at Palau de les Arts Reina Sofia, Arts and Sciences Campus "Un lago de conciertos con Berklee", Sonar, TEDxBerkleeValencia and

numerous local venues in Valencia, Barcelona and Madrid.

Internships

After the experience of the first year, we realized that the internship course needed to be offered outside of the three semester master's program and not as part of the culminating experience, which was taking place during the summer semester. As a result, we developed in collaboration with Academic Affairs a graduate internship program, which is an optional program offered during the fall after the students graduate to supports students who seek to integrate academic and professional experience after completing coursework and culminating experience projects required in their specific master's program. This change allowed students to focus on their coursework during the master's program and start with internships after graduation. Some students planning to take an internship actually founds jobs in the internship search process, which turned out to be very positive.

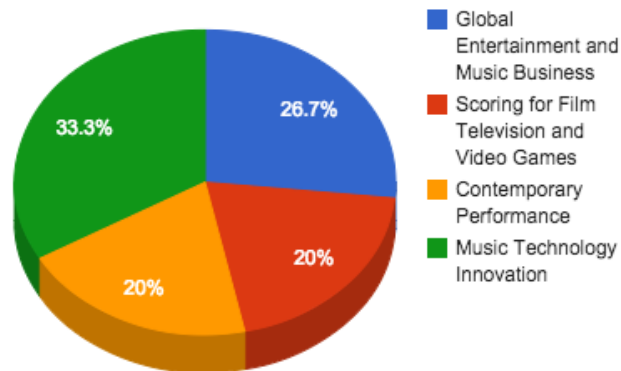
Together with the new program we made it possible for non-US citizens to do internships in the US, and the ICC staff has been trained and has guided the students in their visa application process. All visa applications were successfully approved.

A total of 15 students are currently interning in the following companies:

Company	City, State/Country	Industry
Cutting Edge Group	Beverly Hills, CA	Music supervision
A Gross Music Co.	Topanga, CA	Composition
The Complex Group	Burbank, CA	Artist management
Sparks and Shadows	Los Angeles, CA	Composition
RB Productions Inc	Nashville, TN	Production, mixing and engineering
Smash Haus Music Group	Los Angeles, CA	Music publishing and licensing
Berklee College of Music	Boston, MA	Admissions in higher education
Livid Instruments	Austin, TX	Music technology
The Orchard	New York, NY	Artist management
Harbor Picture Company	New York, NY	Engineering
Round Hill Music Publishing	New York, NY	Music publishing
Sedajazz	Valencia, Spain	Music management
Really Slow Motion	London, UK	Composition and production
The Agency Group	London, UK	Talent booking

As shown below, this year, students from all four master's programs registered for the internship program, a clear change from the previous year where the majority of students doing an internship were from the GEMB program. All interns were required to attend an internship seminar in advance of beginning the internship, where the ICC reviewed policies and procedures regarding internships, as well as emphasized career and employment skills.

Internships per program

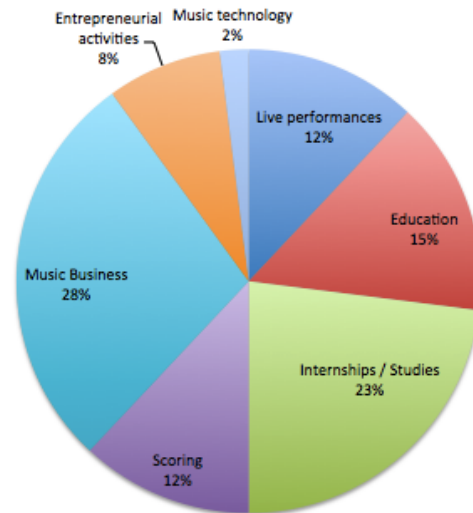


Alumni

We have followed our alumni from 2013 as close as possible and we continue sharing with them job offers on a weekly basis as an increasing number of companies contact us because they're interested in Berklee alumni in their teams. To our knowledge, 84% of the alumni of 2013 are currently professionally active within the entertainment industry. 36% of the recent graduates from July 2014 are already working/interning in the entertainment industry.

	Professionally active of alumni 2013	Professionally active of alumni 2014
CP	79%	36%
MTI	N/A	55%
SFTVG	75%	15%
GEMB	97%	38%
TOTAL	84%	36%

In terms of which area of the industry they are working in, it ranges from jobs within a music business company (28%), to performing (12%) or education (15%).



Additionally, as an effort to leverage the undergrad alumni network and start activating the networks in Europe, this year we held our first alumni event in London at the Camden Record Club during the Scoring for Film, Television and Video Games trip to London. Over 20 alumni + guests + students attended the event and it turned out to be a great experience for the students as well as the alumni.

Integration with Boston

Another one of our focuses this year has been strengthening the integration with Boston. We made stronger connections with the Office of Experiential Learning, the Career Development Center and Alumni Affairs. We met in Boston several times and the director of the Career Development Center visited the Valencia campus in January, 2014. We work towards sharing our experiences and syncing our services to students and alumni at both undergraduate and graduate levels. We continue to meet on a monthly basis.

Furthermore, we are working closely with Digital Strategy, Office of Experiential Learning, the Career Development Center and Alumni Affairs concerning the [Berklee Career Manager](#) platform. We have already integrated many features of the system on our campus and they plan to integrate them soon in Boston. We have monthly meetings where we continue our customization and we implement new features.

CONCLUSIONS:

Overall, we can say that the ICC has made very good progress in its second year of operations. A more personalized service to the students, combined with the delivery of more relevant content to the students through workshops, emails, databases, one-on-one session with the ICC staff and industry professionals has contributed to a higher level of satisfaction compared to the previous year. The implementation of Berklee Career Manager has also allowed us to systematized many of our services such as the scheduling of appointments, workshops, the management of internships, etc; as well as providing the students with a larger database of internships and jobs that can be shared across all constituencies of the college. This year, through these activities, the ICC became more visible to the community which also contributed to an improved perception by the students.

As a result, the overall satisfaction of the ICC has increased in all master's programs by an average of 28%. As the End of Year Survey of 2014 indicates, 65% of the students were satisfied or highly satisfied, in contrast to 2013's End of Year survey which was at a low 27%.

Percentage of satisfied students	CP	GEMB	SFTVG	MTI
2013	22%	32%	30%	N/A
2014	56%	42%	70%	52%

For the planning of this third year, we took into consideration the feedback from the students, studied what other universities and similar programs offered in terms of career services, and we realized that given the current status of the music industry, the heterogeneous nature of our students (programs, geography, professional interests, skill level, etc) and the resources available to the ICC, we would do a better job if we offered our students a framework during the year that allowed them to develop a realistic career plan and work on career development skills that will help them better navigate in this ever changing professional environment. With this idea in mind, we developed a plan that covered three main areas: self-assessment and definition of professional goals; development of tools and skills necessary to reach these professional goals; and connecting with the industry.

Within this plan, our purpose is to build on the activities and services that the students found valuable and better integrate our activities and services with the rest of the campus, specially with Academic Affairs and Student Affairs. We also aim to provide more focus to the needs of the performance and composition students and we intend to be more visible in student forums to better manage the expectations and improve the students' perception of our services.

Furthermore, with the recent hire of Max Wright as Senior Coordinator of Professional Development we plan to provide greater emphasis in performance opportunities and leverage and activate the alumni network outside of USA.

We feel confident that this third year, the ICC will provide a more robust and comprehensive service to our students, hoping to increase their level of satisfaction as well as their rate of employability.