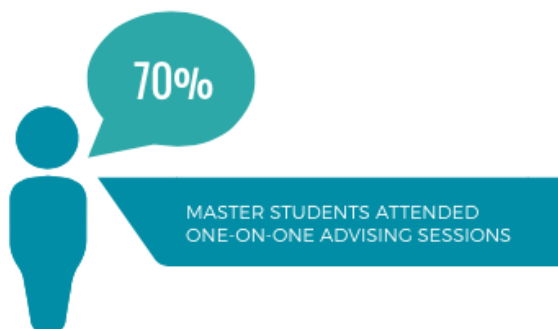




INTERNATIONAL CAREER CENTER 2015 - 2016 REPORT

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ALUMNI ACTIVE IN THE MUSIC INDUSTRY



87%

FEEL MORE PREPARED
TO ENTER THE MUSIC INDUSTRY
UPON GRADUATION

OVER 100

GIGS, JOBS AND PERFORMANCE
OPPORTUNITIES OFFERED



70%

ATTENDED CAREER-RELATED WORKSHOPS



EUROPEAN ALUMNI GATHERINGS

FRANKFURT, BARCELONA AND VALENCIA

ICC
INTERNATIONAL
CAREER CENTER

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.

With this mission in mind, the goals for the ICC are the following:

Student involvement

- Tracked through student satisfaction surveys plus participation tracking and feedback after ICC activities

Employer engagement

- Tracked through job opportunities offered exclusively to our students and networking opportunities with employers

Alumni success and engagement

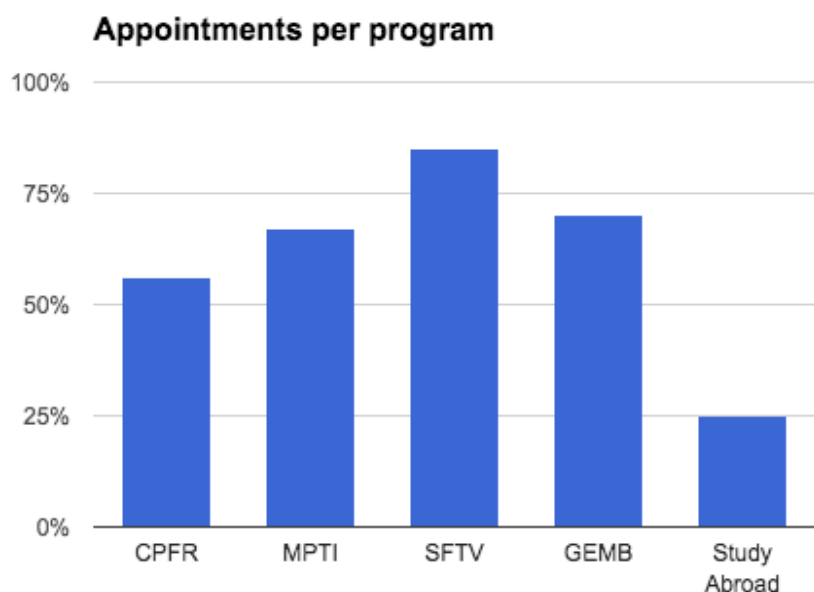
- Tracked through employment rates and development of engagement through European gatherings.

STUDENT INVOLVEMENT

In order to improve student involvement we offer one-on-one career coaching and advising, a series of career-related workshops, and connection with the industry for students.

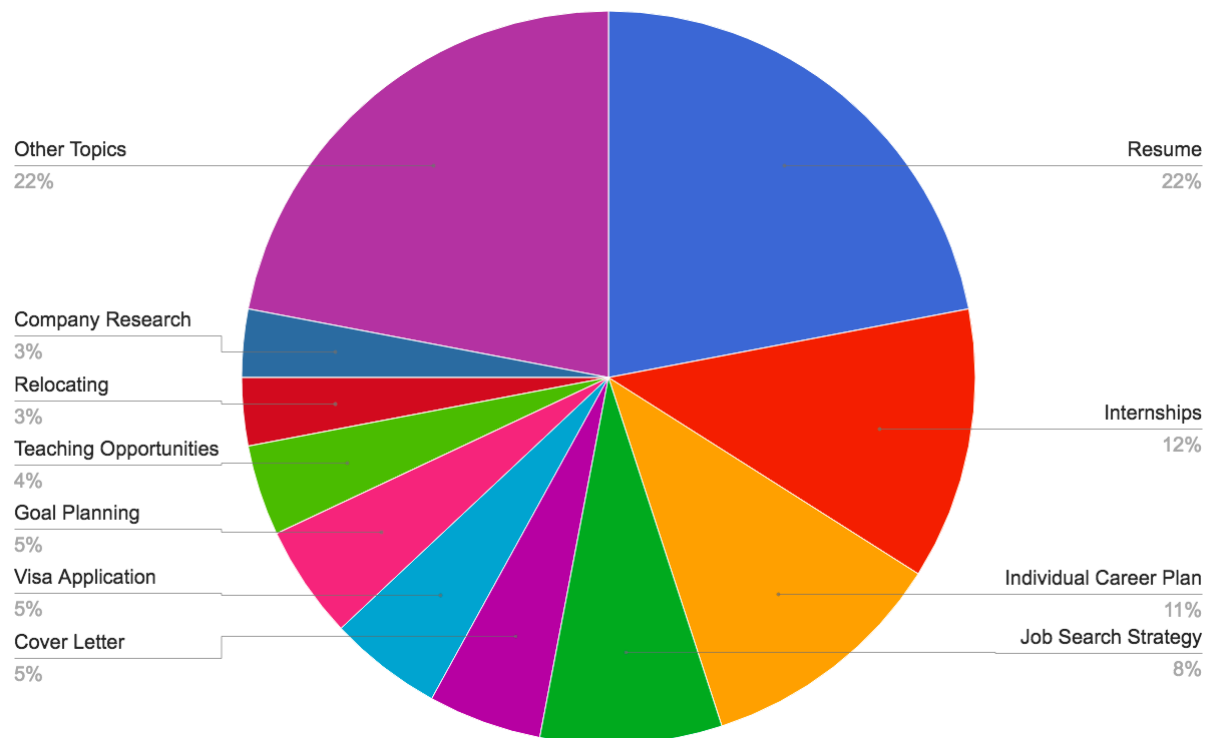
One-on-one career advising

During this year we have offered one-on-one career coaching and advising sessions and we had a total of 271 sessions, very similar to previous years. 70% of the master's students took advantage of the one-on-one career advising and there has been an increase in all master's programs' use of the appointment. The average master's student had 2,4 appointments throughout the year. 25% of the Study



Abroad students had advising sessions.

During the individual advising sessions the main topics discussed were - like previous years - resumes, internships, individual career plan and job search strategy. This year we reviewed a total of 329 resumes.



Workshops and activities

This academic year we continued with the success of offering “career focus” sessions in the beginning of the fall semester in which master’s students identified strengths and weaknesses and defined goals for themselves. At total of 78% of the students attended with the incentive of giving them business cards after attendance.

We also offered weekly workshops in the fall and spring semester where we covered necessary career-related skills and tools such as website creation, fundraising, presentation tools, interviewing, time management etc. We provided talks from experts in the industry to prepare them for what to look for and what professionals might expect from them if they pursue a career in education, music technology, business, live performance and composition. During the weekly workshops and professional development week in January we have invited speakers from PRO’s and Live Nation, Billboard, Hard Rock Café, music composition studios, audition experts etc.

71% of all students (both grad and undergrad) attended at least one workshop (in addition to the career focus session), which is an increase from the average of 43% last year. Particularly Study Abroad attendance rose from a low 16% to 64% of them attending at least one workshop

during the semester. A main reason seems to be the higher awareness of what the ICC offers thanks to a career development session during orientation each semester and the ICC's involvement during professional development week.

This year we also created a specific workshop for Study Abroad students before their return to the Boston campus.

Furthermore, this year we expanded on the program-specific workshops offered to each master's program. The area covered was decided in conjunction with the program directors to target what they thought necessary. For GEMB and CPFR students we prepared a mock job application including resume, cover letter and interview with a final workshop on do's and don'ts based on their applications and fields. MPTI wanted a workshop focused on letters of agreements between artists and producers and we gave them various templates and walked them through what to focus on, and SFTV students had mock interviews with the CEO of Trafalgar 13, one of the most reputable scoring companies for advertising in Spain, so they could practice how to present their material to a professional and perfect their engaging skills in conversation.

This year we led the structure and organization of the US Internship and Career Seminar, a 4 day seminar for all graduate students doing internship in the US. The seminar included clinics and workshops about how to integrate yourself into the working world, how to apply for artist grants, best practices of a mentorship program etc. This year we had both graduate students from Valencia and Boston attending. We also led the workshops offered in professional development week in January 2106.

Below are a few selected quotes from student feedback after ICC activities:

- ★ *"You've helped me to make my goals seem realistic and achievable, but more than that, you've helped me to make a plan for my life. Thank you for giving real-life tips and suggestions!"* (about Jodie Roger's "What Are You Waiting For")
- ★ *"So many amazing insights - very inspiring. I feel ready to get to work!"* (about Patrice Rushen's "A Variety of Career Paths as an Artist")
- ★ *"Fantastic presentation! I feel more confident now in preparing myself and searching for jobs"* (about Camille Colatosti's "A Career in Teaching")
- ★ *"This workshop really helped put me back on track with my goals"* (about ICC's "Speed Up Your Career" session)
- ★ *"I actually felt that this was the most efficient and informative orientation I've ever been to. Nothing dragged out, no filler. Thank you!"* (about the US Graduate Internship and Career Seminar)

Meet the industry

Apart from bringing in professionals for workshops we have supported students meeting with the industry in 3 different ways. When on campus we organized one-on-ones with music professionals which is a unique way for students to get professional feedback and insights on

their career path or project. We created meetings during trips to Musikmesse (Germany), MIDEM (France), Great Escape (UK) and Sonar (Spain). Students on these trips had the opportunity to get insights and advice from CEO's, VP's and similar from companies such as Propellerheads, Native Instruments, Ableton, Fox Music, Roli, InMusic, Yamaha, VEVO etc. We also focused efforts on creating career opportunities among the students on campus with career speed-dating activities during both the fall and spring semester.

EMPLOYER ENGAGEMENT

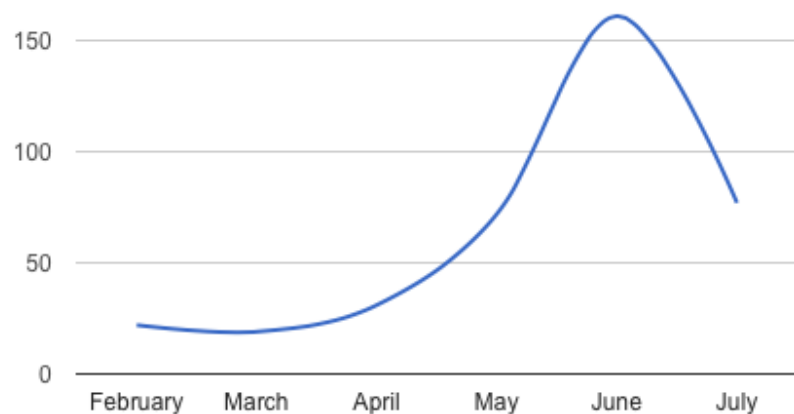
We attend conferences and festivals and we visit sites when appropriate to increase jobs, internships and gigs. We focus on a very personalized contact with possible employers.

Jobs and internships

This academic year we posted a total 26 internships and 27 jobs from employers we have new or already existing relationships whom all wanted to recruit Berklee students. This year we have focused on quality over quantity regarding internships and the result has been that over 70% of the ones posted through the ICC were paid.

We see an increase in the number of employers interested in the students, and there is a beginning tendency of employers who have offered internship with success reaching out to the ICC when they have full-time positions open. We also see an increase in students applying for the opportunities. Since February 2016 we have the tracking of the clickrate opportunities that students in Valencia receive in the hub emails, and the statistics shows clearly that students heavily increase their job search 1-2 months before graduation.

Student clicks on jobs, internships and gigs in the hub emails



This year we continued having the optional internship program for student immediately after they graduate and 40% of the interns received a job offer from their internship site after the internship period. Their reflections in their final internship report shows how the internship has served as a bridge between their studies and their professional career:

★ *I had three overall goals for this experience: 1) Incorporate music business in my life (career-twist as an engineer) 2) get an overall understanding on how the live*

entertainment business model works, and 3) experience how the biggest worldwide productions occur. All three have been successfully fulfilled throughout this internship. Felipe Saalfeld, GEMB

- ★ *Overall, my internship has been incredible. I have been learning from two Grammy nominated recording engineers and have gone way beyond the skills I acquired from being at Berklee. I owe so much to Berklee for getting me in touch with them and finalizing the plans for this internship. I would not have done things any differently if I had to go back again and I look forward to the opportunities ahead that have been made possible by interning here.* Robert Cooper, MPTI
- ★ *I'm happy to say it's been a fantastic experience. I've learned so much these past few months and I feel I've grown a lot, both personally and professionally.* George Karpasitis, SFTV

We currently have 10% of the recent graduates interning from the four different master's, which is very similar to previous years. One change is, however, that this year 75% of them are paid, mainly due to our focus on quality over quantity. They intern in companies such as Line 6, Phoenix Conservatory, Harmonix, Virtue and Vice Studios, Native Instruments, Sony Music etc.

Gig opportunities

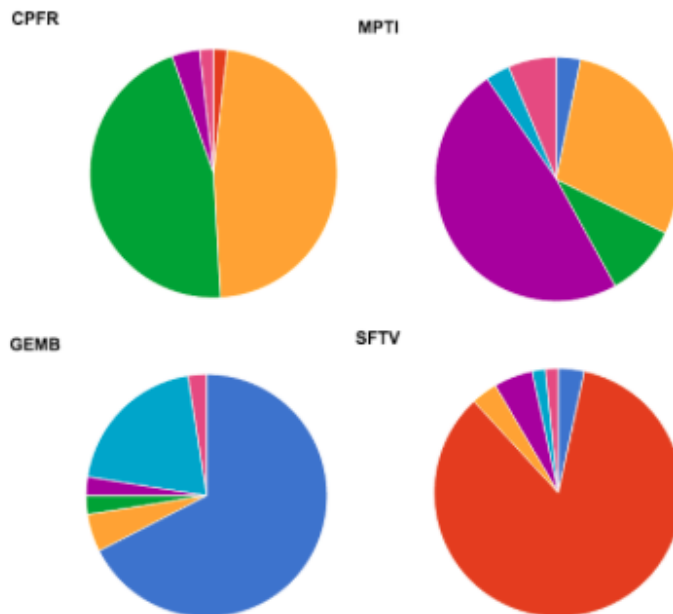
A total of 54 gigs were offered through the ICC during this academic year, doubling the ones offered the previous year. This included a total of 29 public concerts in music venues, clubs, bars and festivals, 21 private events throughout Valencia, 3 production job opportunities and 1 volunteering opportunity.

This year we focused on quality over quantity in gigs as well, and we defined that gigs through the ICC should provide at least one of the following three aspects: economic compensation; outstanding visibility; or a collaboration that increases awareness of Berklee and creates new partners within the local community. As a result 72% of the gigs offered economic compensation.



Highlights include concerts at the European Space Agency, the Hard Rock Cafe in Barcelona, the Valencia Jazz Festival, the Fringe Festival of L'Estartit, the Festival de Les Arts, the Palo Market Fest and the EXIB festival of Ibero-american music in Portugal, among many others.

● Music Business ● Composition ● Education ● Live Performance
 ● Music Technology ● Entrepreneurial Activities ● Continued Studies




In conjunction with the communications department, the ICC facilitated 11 alumni interviews to

be featured on the Berklee Valencia website. This initiative aimed at strengthening the Berklee community by shedding light on a series of alumni achievements as well as provide potential applicants with examples of the professional outcomes of our students. Some of them are currently used to provide examples of different careers in

"I can't control who is going to call me for a gig, but I can control how much work and preparation I put in, as well as who I decide to surround myself with in order to keep growing as an artist and a professional."

Freddy Fuego
Alejandro Sanz tour, Worldwide

[SEE PROFILE >](#)



music on the website. In addition, many alumni have also been featured, as previous years, on the magazine 'Berklee Today Magazine', in a coordinated effort between the ICC and the magazine.

Alumni events

Three events were offered during the spring and summer semester, in 3 European cities; two in Spain (Valencia and Barcelona) and one in Germany (Frankfurt). Each of them were hosted in different contexts and delivered different opportunities to either do a mixer with music industry professionals such as the one hosted in the Musikmesse Festival; a gathering event with

Berklee Valencia staff, faculty and current students during the TEDxBerkleeValencia conference; and a networking event within a cutting edge contemporary music festival at the Sónar Festival of Advanced Music. The attendance is still relatively small, but alumni tell us that they are interested in engaging with Berklee and we received requests to create an alumni event in London.

COLLABORATIONS ACROSS BERKLEE

One of our focus areas this year has been to increase paid internship opportunities. We decided to launch a pilot teaching internship program in collaboration with Institutional Assessment and Graduate Studies and Berklee City Music and other Berklee partner schools. As a result we have 4 students interning at Berklee partner schools, where they both receive a Berklee stipend and the partner schools complement the stipend either financially, through housing or similar. This was offered to graduate students on both campuses and both student bodies took advantage of it.

We also supported Berklee ICE's pilot ambassador program where students get the opportunity to intern with select employers in the new media, creative, and technology industries. From the ICC we promoted it vastly and supported non-US students in their visa process as we do with all non-US students interning in the US.

We continue working closely with the Boston campus on a wide array of departments, such as the Career Development Center, the Office of Experiential Learning, Alumni Affairs, Digital Strategy, and Institutional Assessment and Graduate Studies. This year we have particularly worked with the leadership team to support the creation of the new Career Center in Boston including its career strategy, and the office of Graduate Studies to support them with career development tools and planning in their first year of graduate programs.

CONCLUSIONS AND FUTURE DIRECTIONS

This year we have continued the path from previous years regarding personalized service, regular workshops, consistent platforms and increasing employer relations. We have also improved our communication of jobs, internships and gigs to targeted students through the hub. Furthermore, we have increased the Study Abroad students' engagement in career development, which was one of our goals this year. With a clearer employer relations strategy we have focused on quality over quantity - i.e. paid gigs and internships - which ended up giving better opportunities for the students. Despite that, the number of opportunities also increased for the fourth consecutive year since the opening of the campus.



In the following year we aim to increase faculty's awareness of career development possibilities for students across Berklee because with their support we can reach even more students and employers. We plan to lead the professional development week in January and give master's students the opportunity to boost their career planning in those days. Our aim is that it will allow them to work on their careers on areas they want to improve, but can't find the time to work on during their studies.

We plan to repeat the Valencia alumni survey next spring and make it an annual survey with a following report. We also plan to increase and build on the alumni community in Europe and to expand the alumni events across Europe with an event in London.

With defined goals - that ultimately strive to support Berklee's mission to educate, train and develop students to excel in music as a career - we feel confident that the ICC services will continue providing consistent and up-to-date career coaching and advising, improve the student's career preparedness and increase the alumni rate of employment.