

2016-17

INTERNATIONAL CAREER CENTER REPORT

Highlights of 2016-2017.....	2
ICC Mission and Strategic Goals.....	3
1. Student Involvement.....	3
1.1. One-on-one Career Advising.....	3
1.2. Workshops and Activities.....	3
1.3. Career seminars.....	4
2. Employer Engagement.....	5
2.1. Jobs, Internships and Gigs.....	5
2.2. Connection with students.....	6
3. Alumni Success and Engagement.....	7
3.1. Alumni after Berklee.....	7
3.2. Alumni Events.....	8
Conclusions and Future Directions.....	8

ICC 2016-17 KEY HIGHLIGHTS



5 YEAR
ANNIVERSARY
AND ALUMNI REUNION



74% OF ALL STUDENTS
ENGAGED WITH THE ICC
5% INCREASE COMPARED TO LAST YEAR

LAUNCH OF THE 3-DAY
SPRING CAREER SEMINAR
WITH 20+ PROFESSIONALS ATTENDING

90%
ALUMNI ACTIVE IN
THE MUSIC INDUSTRY

95%
OF THE GIGS
OFFERED WERE PAID



100+ MENTORING
SESSIONS OFFERED



WORKING IN 40+ COUNTRIES

ICC MISSION AND STRATEGIC GOALS

The mission of the International Career Center (ICC) is to provide expert guidance, cutting-edge resources, and professional development experiences to help our diverse body of students achieve their career goals. Our goals are threefold: student involvement, employer engagement, and alumni engagement and success.

1. STUDENT INVOLVEMENT

Since the vast majority of the career services offered are optional, it is up to each student to decide how much they want to focus on their future while they are studying. This year we have seen an increase in the involvement in general. 74% of all students have engaged with the ICC, i.e. they have attended a workshop and/or had individual advising. 94% of the master's students utilized the ICC compared to 75% the previous year and 54% of the Study Abroad students compared to 44% the previous year.

1.1 One-on-one Career Advising

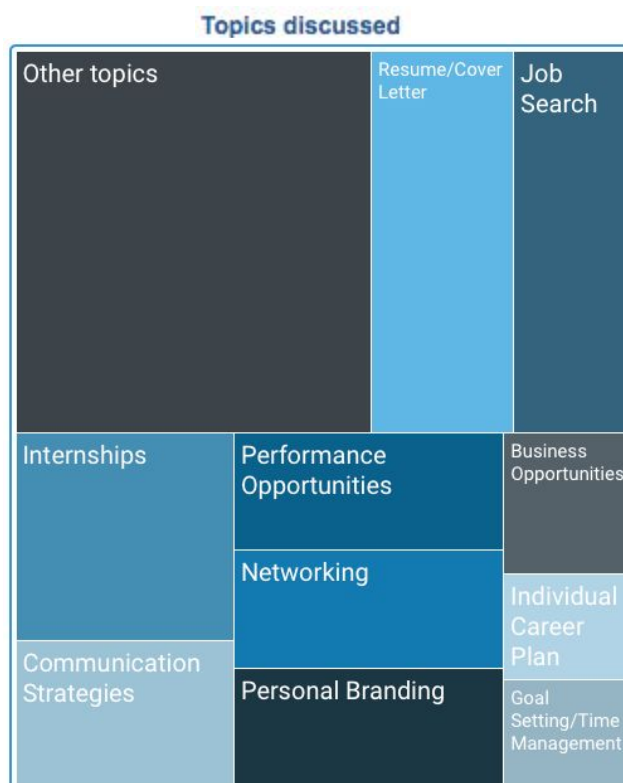
This academic year over 85% of the master's students have had at least one individual advising session and over 40% of the undergrad population have taken advantage of the individual advising. The students who use this service have an average of 2,6 appointments per person, which is similar to past years.

The topics discussed in each advising sessions vary, but the most recurrent topics are resume/cover letter, internships, job search, personal branding, and networking.

1.2 Workshops and Activities

During the academic year we offered various workshops and career specific activities to further engage the graduate and undergraduate students towards the development of their professional profiles, aside from the academic requirements.

In the beginning of the fall semester we continued with the early implementation of the “career focus” sessions in which master's students defined goals for themselves for their year here,



encouraged with the incentive of receiving their 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 industry experts 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. The Study Abroad students also had specific workshops regarding scholarship applications and a “Your Next Move” session to prepare them for their return to Boston.

A total of 73% of the master’s students and 24% of the Study Abroad attended at least one workshop. This is similar to last year’s numbers (if we don’t take the workshops offered for Study Abroad students during the January 2016 Orientation into account - these were not offered in January 2017).

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

- ★ *“I thought this workshop was super useful and helpful. Enric's answers were very clear cut and comprehensible (about Enric Enrich’s “IP: Protecting Your Creative Output”)*
- ★ *“For the first time I was able to better define what my goals are and really feel accountable for what I promise myself” (about a Career Focus Session)*
- ★ *“She was incredible. Really helped me get outside my own head. I feel like I can actually do my career” (about Jodie Roger’s clinic “What Are You Waiting For”)*
- ★ *“Very insightful questions and inspirational answers; advice that I'm sure will help me throughout my life” (About Robert Kraft’s workshop “Careers as a Composer”)*
- ★ *“Great insight, really useful that the info comes from actual honest experience” (about Julio Marti’s workshop “Unlocking the Key as a Promoter”)*

1.3 Career Seminars

- **Spring Career Seminar:** Students struggle to find the time during their studies to focus on their career. Therefore, this academic year a mandatory class was created for all master’s students in the spring semester concentrated in a three-day Spring Career Seminar offered in January 2017. This three-day intensive course was designed to inspire, educate and connect students. The content of the seminar was defined based on conversations with program directors and previous student surveys. Through talks, workshops, showcases, mentoring sessions and meetings with professionals from the music industry, this program allowed students to get their material together, practice and sharpen soft skills and focus on planning their next steps in the professional world.

The Spring Career Seminar was structured to meet the different needs in the stages of students’ professional development. They attended panels in the morning (also open to alumni in Valencia), workshops by expertise level in the afternoon and, if selected, mentorship sessions with professionals coming from companies such as Sony Music,

Native Instruments, Spitfire Audio, Intorno Labs, Trafalgar 13, Live Nation, Ableton, United Talent, Billboard etc. We had approx. 20 industry experts here for the Spring Career Seminar and more available to mentor online. After the seminar, all students were required to submit a paper about what they learned and what their next career-related steps were. The feedback was in general positive and the fact that students had time to focus on careers in January may explain the increase in the one-on-one career advising during the spring semester.



- **Grad Internship Career Seminar:** In August 2016 we structured and led the Grad Internship Career Seminar in Boston for all graduates who do internships in the US. We also invited the graduate fellows to participate in the program and will continue to do so in the following years.

2. EMPLOYER ENGAGEMENT

2.1 Jobs, Internships, and Gigs

Over 100 jobs, internships and gigs were posted through the ICC directly during the past academic year, similar to last year. The improvements of the employer usability of the platform - Berklee Career Manager - including a new employer interface and updated registration and posting process - have started showing an increasing number of employers that post directly on Berklee Career Manager (all these opportunities are not counted in the number above). This gives employers more autonomy and less manual work for the ICC and Berklee in general. It has also shown a 16% increase in applications from the Valencia master's students: This year they applied to total of 656 jobs and internships on the Berklee Career Manager.

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, this year 95% of the gigs near Valencia offered economic compensation. Highlights include concerts at the European Climate Festival, Hard Rock Cafe in Barcelona, the Fringe Festival of L'Estartit, the Festival de Les Arts, the Palo Market Fest and the ongoing agreement with EXIB festival in Portugal, among many others.

- ★ *"The ICC was instrumental in helping me bridge the gap from the classroom to the real world. It presented opportunities for me to meet one on one with mentors and gurus of the trade, be it business or performance, to learn and network with them in an environment where they are here for my benefit. It also gave me the chance to perform around Spain and to build an impressive international gig resume. Max, Stine, & the ICC are a treasure of a resource at Berklee." - Keturah Brown, GEMB*
- ★ *"With the help of ICC at Berklee Valencia I had a lot of opportunities to perform and share my music and even do small tours in Spain." - Polina Zizak, CPPD*

It is now possible to track the click-rate of opportunities that are posted on Berklee Career Manager although the employer did not post them directly (i.e. relevant opportunities spotted online and posted). Of the most clicked companies are the following: Shutterstock, Izotope, Cirque du Soleil, Noree Performing Arts, Spotify, Warner Music Group, L.A. Philharmonic, Vans, Sweetwater, SoundCloud and Apple. This gives us a clear idea of which type of companies we should target over the next year since students have shown an interest in their opportunities. We see the rise of companies like Vans and Apple as a clear indicator for students looking for careers in companies that are not traditionally music or entertainment-related. We will take this into account when targeting new employer engagement this upcoming year.

In the Fall 2016 we had 16 master's students from all four master programs interning and they all passed. Over 30% were offered a job after the internship. Please find below feedback from some of the companies who had interns:

- ★ *The process was very easy to accommodate. So far, the best intern experience we've had to date and would be thrilled to repeat. (Phoenix Conservatory)*
- ★ *The skills that the film scoring program at Berklee teaches give students the best chance of competing in the competitive movie industry. (Nick South, composer)*
- ★ *Having Kevin intern for us was a pleasure. He is knowledgeable, personable, and professional. I look forward to staying in touch with him and helping him progress his career in the music industry. (Columbia Records)*

2.2 Connection with students

The more students interact with people in the industry, the better they define what they want to achieve and understand what skill-set they need. As in previous years, aside from inviting professionals to talk in our regular workshops we created meetings with industry professionals both on campus and at international conferences and fairs. This year students had the opportunity to meet and talk with CEO's and VP's from BMG, Izotope, Soundcloud, Tunecore, Fox Music, Korg, Ableton, EXIB etc.

During the Spring Career Seminar we also launched mentoring opportunities where industry professionals were matched with students according to their expertise and stage in their career. The mentoring sessions were both in person and online. Since students mentioned this as one

of activities that impacted them the most we continued to set up similar opportunities throughout the rest of the academic year. We have offered over 100 mentoring opportunities with mentors ranging from Sony Music, to Billboard, Ableton, UTA, Native Instruments, Live Nation, Sonar,



Rock in Rio and the Association of Independent Music, as well as a variety of professional freelancers in the areas of sound engineering, production, performance, composition and promotion.

This year there has also been other subtle ways to connect students with companies and industry professionals. One example is having companies taking part in classes as case studies like in the "MB-563 Data Analytics in the Music Industry" where companies agreed to partner with Berklee and share data. This allowed students to get a

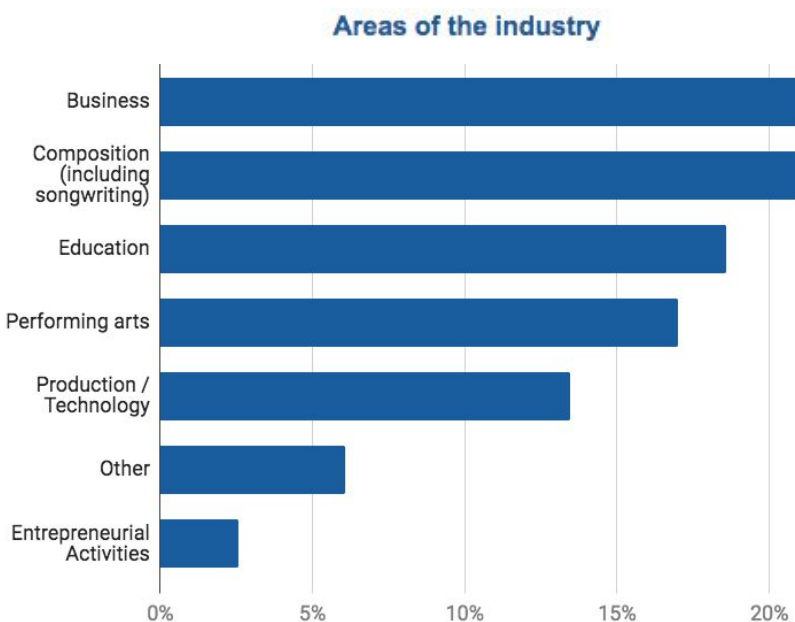
more real life experience with companies and it gives Berklee an opportunity to showcase the level of the students to possible employers in a more organic way. The more the ICC can support these subtle connections and bring career preparation and connections into the classroom, the better for all parties.

3. ALUMNI SUCCESS AND ENGAGEMENT

Our main focus is on tracking the career success of the alumni that graduated from the Valencia campus and on increasing the alumni community for both the European alumni and for the Valencia alumni as a cohort.

3.1 Alumni after Berklee

As presented in our spring report "Valencia Graduate Alumni after Berklee" 90% of the responding alumni work in the music/entertainment industry. Of these, 55% are employed and 42% are self-employed/freelance. The remaining are either studying, unemployed or working in other industries. They work in over 40 different countries. Their areas of focus are shown in the chart to the right.



The Valencia alumni are currently working in prominent companies such as TIDAL, Spotify, Google, ASCAP, Red Bull, Warner Music, Live Nation, Superfly etc. Aside from music and entertainment-related companies we also have alumni working in creative and innovative companies like Jumpwire Media, which was highlighted as one of the 10 most innovative companies in media by Fast Company Magazine. In the educational sphere many alumni teach



February 27, 2017
Ricky Lucchese, Singer and
Trombonist for Beyoncé's
'Lemonade'

at college degree level at Universidad San Francisco de Quito, Berklee College of Music, New York University Abu Dhabi etc. and notable conservatories like Royal Conservatoire of Scotland, Conservatorio Nacional de Música de México, Shanghai Conservatory Of Music etc. Among the freelance alumni population, it has been an active year as well. A few highlights include the awards from Garden State Film Festival 2017 and the Royal Academy of Engineering. The Valencia alumni have also scored films, ads, and documentaries; toured in 30+ countries, and performed with cutting-edge artists such as Beyoncé and Alejandro Sanz. Specific alumni profiles with further information can be found [here](#).

3.2 Alumni Events

Four events were offered this academic year: one in Boston for Valencia students plus three in 3 European cities; one in London (UK); one during Musikmesse in Frankfurt (Germany); and one in Valencia, as part of the 5 year anniversary of the campus.

The 5 year anniversary reunion had a total attendance of 50 alumni from 18 different countries and the cohort represented all 4 master's programs, 5 different semesters from the Study Abroad program, and European alumni who graduated in Boston. The anniversary reunion included a talk with legendary guitarist, composer, and pioneering bandleader John McLaughlin, a celebratory lunch and ended with the commencement concert, La Nit de Berklee.



CONCLUSIONS AND FUTURE DIRECTIONS

The exit survey from the master's students show that over 90% feel satisfied with how their program and time at Berklee has prepared them for the next stage in their career. This academic year, aside from the continuous student involvement, employer engagement and

alumni success and engagement, we have worked towards getting career planification into the classroom, either directly through the curriculum or indirectly through supporting faculty efforts to include careers and employer engagement in their classes. We plan to continue these efforts in the next academic year because it tightens the alignment of the career services we offer with the progressive trends in the entertainment industry.

With an increase of students on campus, we are creating specific career-programming for each population: First Year Abroad, Study Abroad, and Master's with the aim to make the content more accurate for their level and needs.

The European alumni community and the Valencia alumni community also needs more focus. This year we aim to further improve the European alumni events and to create a Valencia alumni ambassador program, which both campus leaders and the Valencia alumni community have shown an interest in.

With these defined goals the aim is to support Berklee's mission to educate, train and develop students to excel in music as a career.