



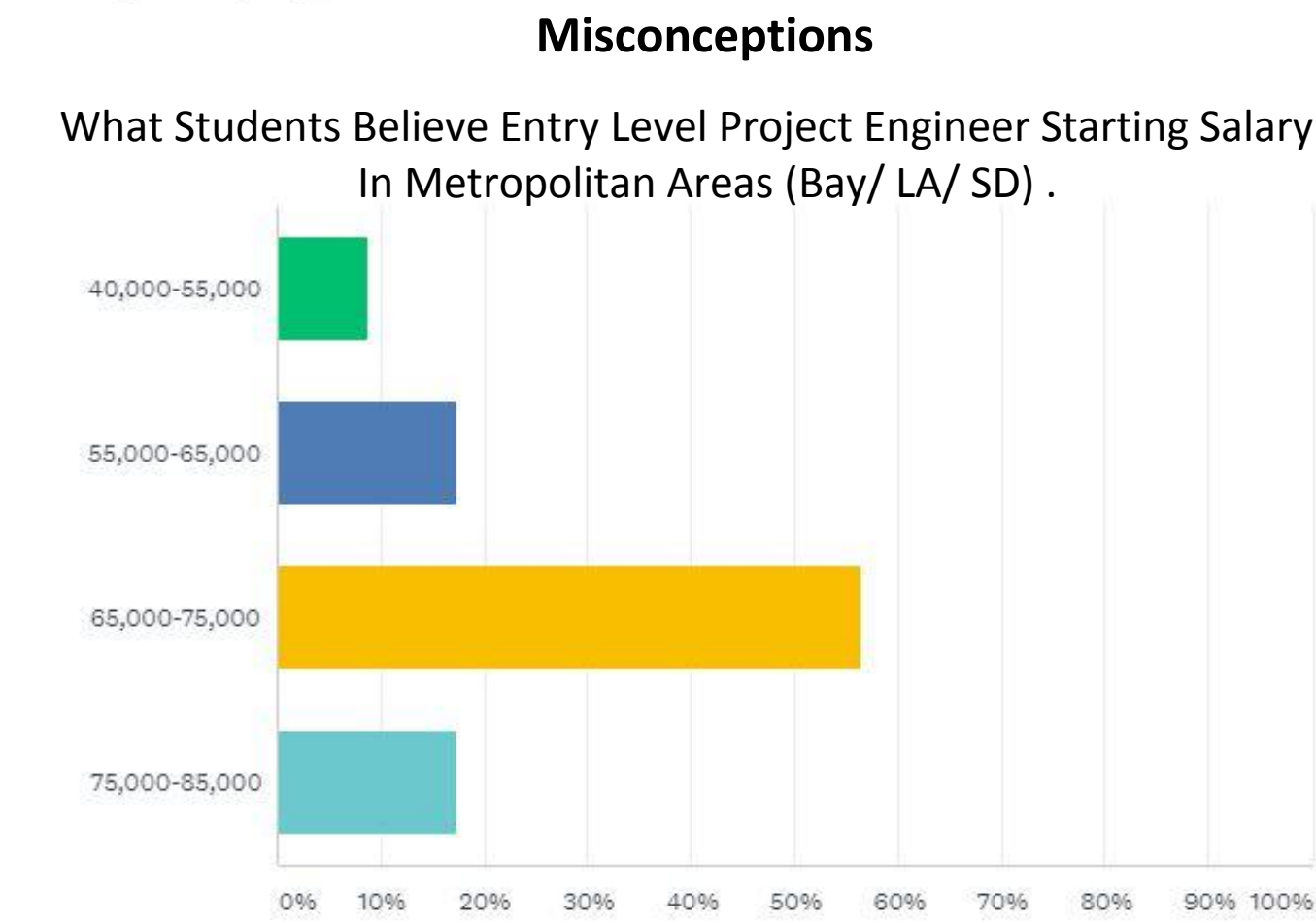
Analysis on why Cal Poly CM Students Don't Pursue Employment In the Central Coast

Abstract:

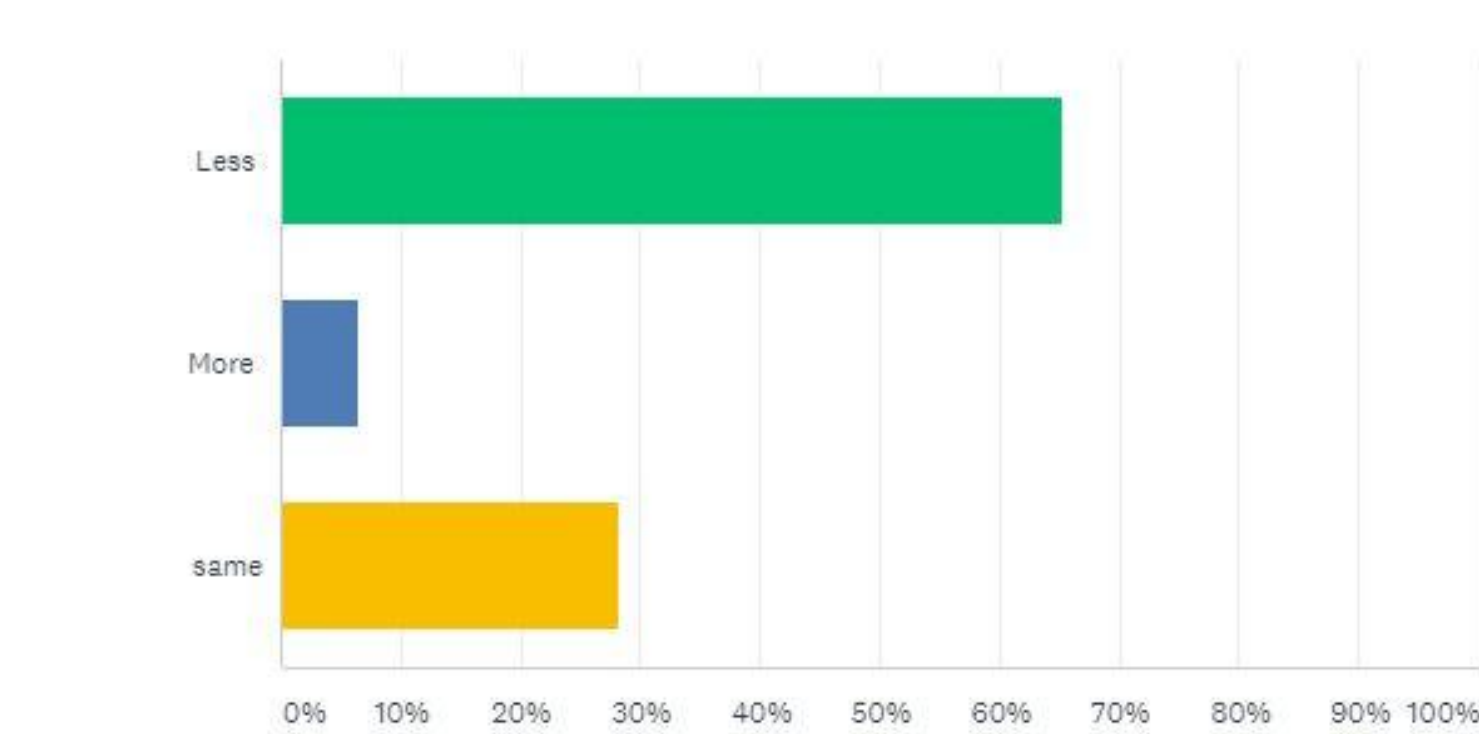
The Cal Poly, San Luis Obispo Construction Management program is one of the best in the nation. With nearly 100% of its undergraduate students having a job set in place before graduation, it is interesting seeing students pass on the opportunity to stay and work in the area in which they are taught about the profession. There are many local builders in the Central Coast that are looking for new-hires, and with all the new developments starting up in nearby cities, as in San Luis Obispo; newly graduates are choosing instead to look and go elsewhere to start their careers in the industry. There seems to be a disconnect between the Construction Management students and local builders in the area; However, if communication is established, and relationships are built, then this could result to students choosing to stay as opposed to leave. This would In turn, help stimulate and grow the local economy, making it possible for more construction projects, and opportunities to flourish. The question here is, what have been the common misconceptions, and factors that have resulted to students searching for employment upon graduation elsewhere and not in the central coast. Surveying the current undergraduate Construction Management students and reaching out to local well-known builders are ways in which this information can be attained. The results would benefit both parties in that it could lead the way to bridging the gap between the program and builders in the community. It would also open doors to students and companies alike and attract students and newly graduates to stay.

Key Words: Small Town, Employment-Growth, Urban Cities, Surveying, Construction-Growth, Stability

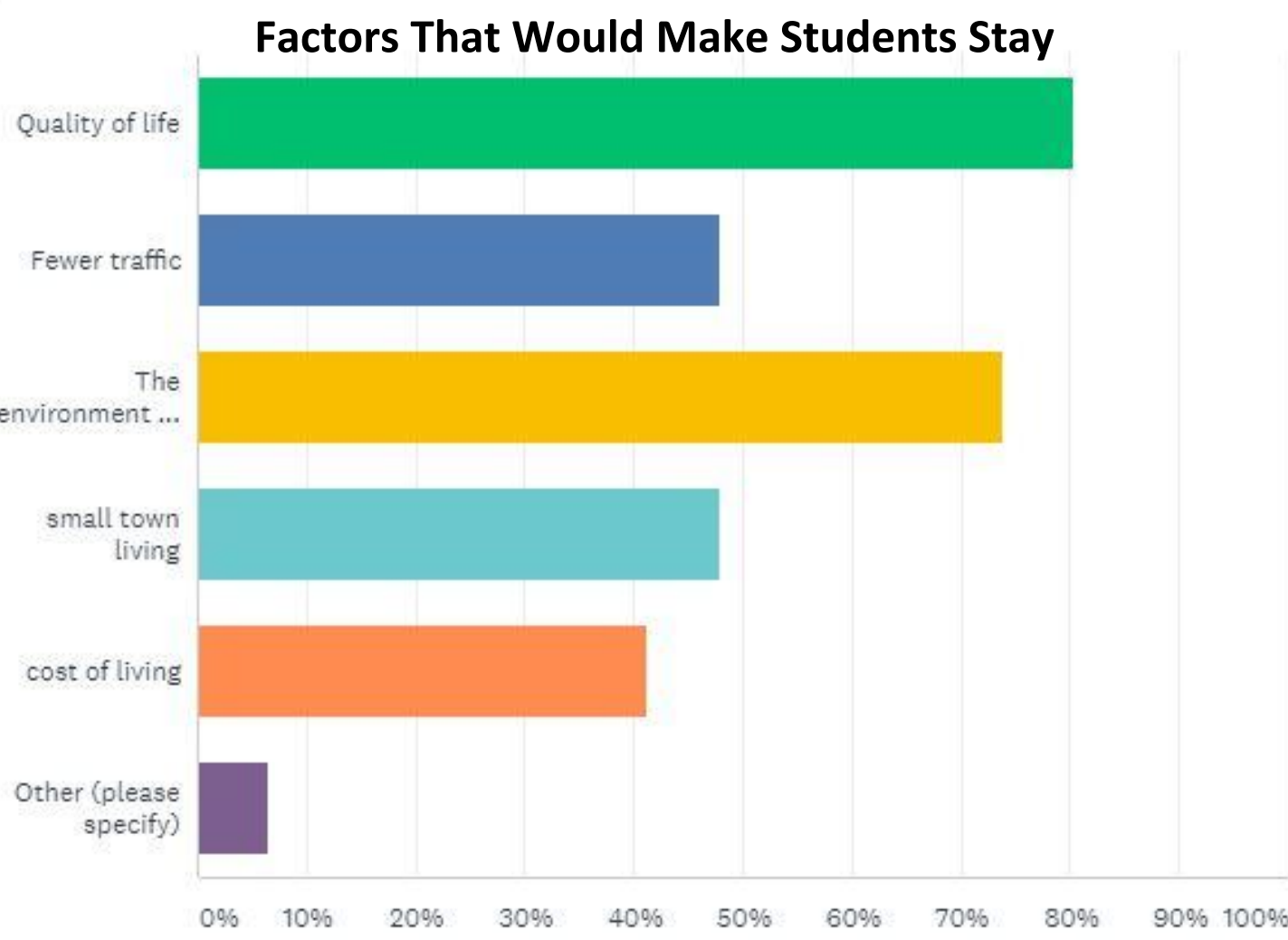
Cal Poly CM Student Demographics	
Bay Area	32.61%
Los Angeles Area	21.74%
Orange County Area	6.52%
San Diego Area	13.04%
The Central Coast	8.70%
The Valley	6.52%
Other (please specify)	15.22%



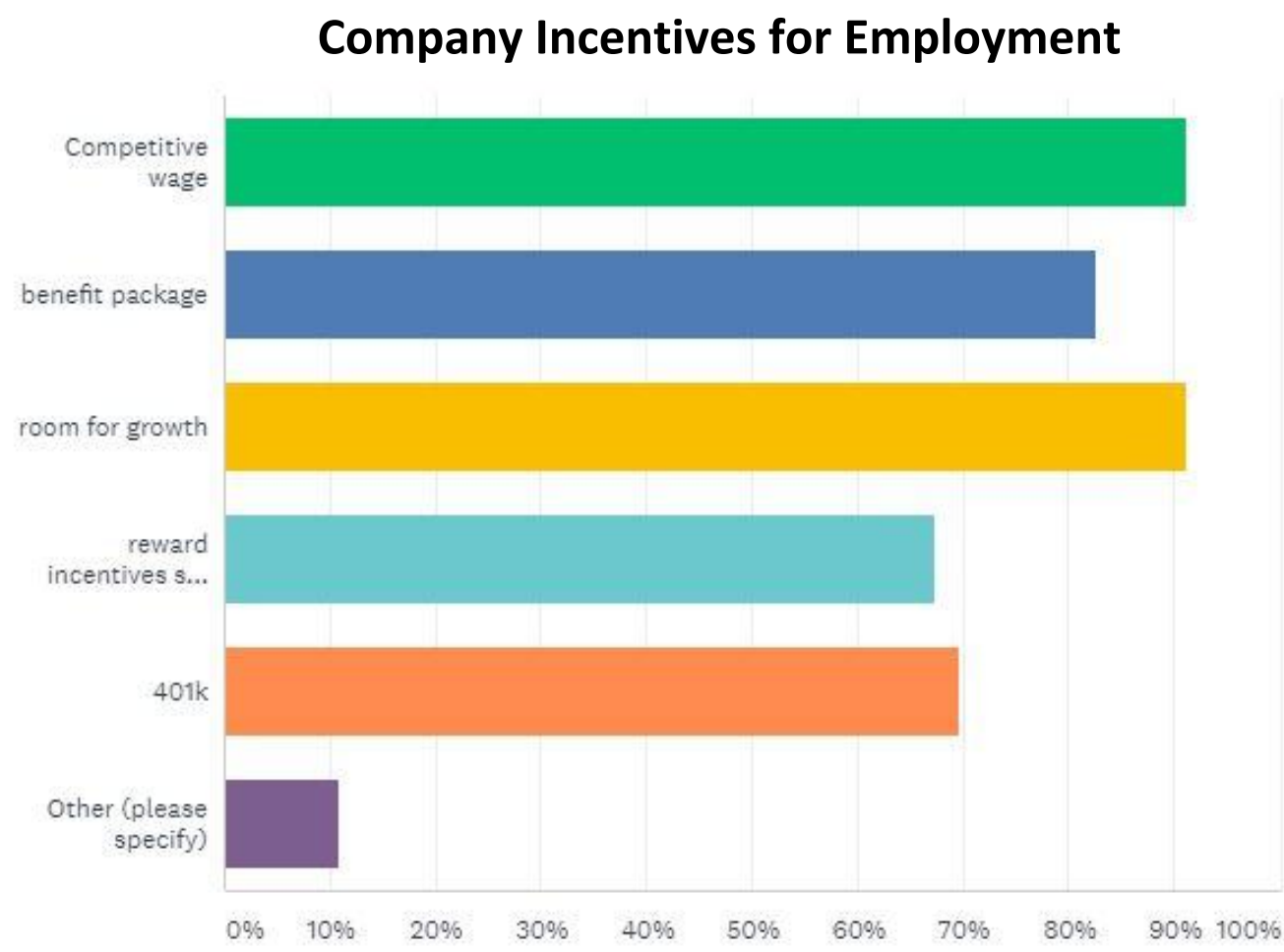
What Students Believe Entry Level Project Engineer Starting Salary Is in the Central Coast.



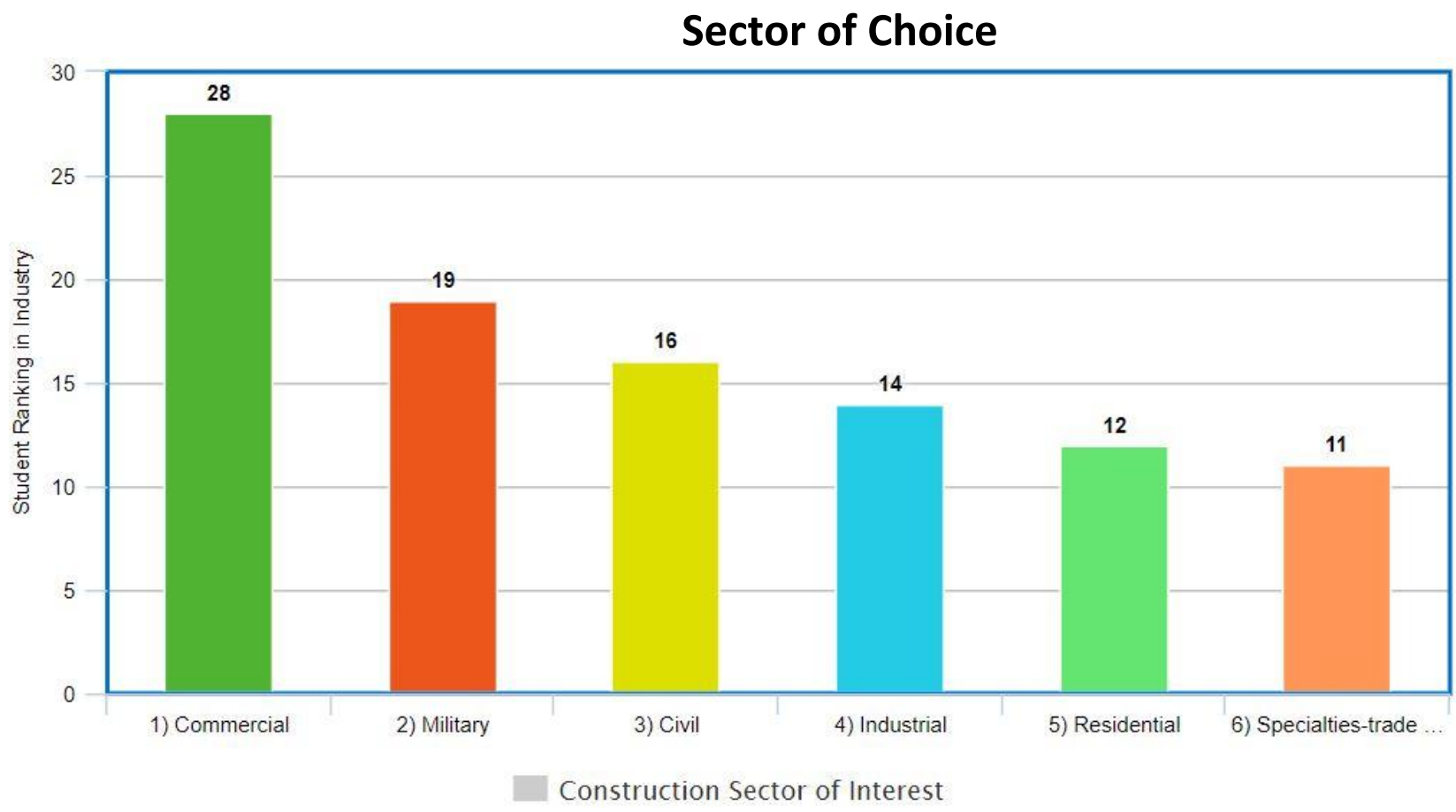
In reality, according to multiple construction companies questioned, the median entry level starting salary for a Project Engineer in the Central Coast is \$65K



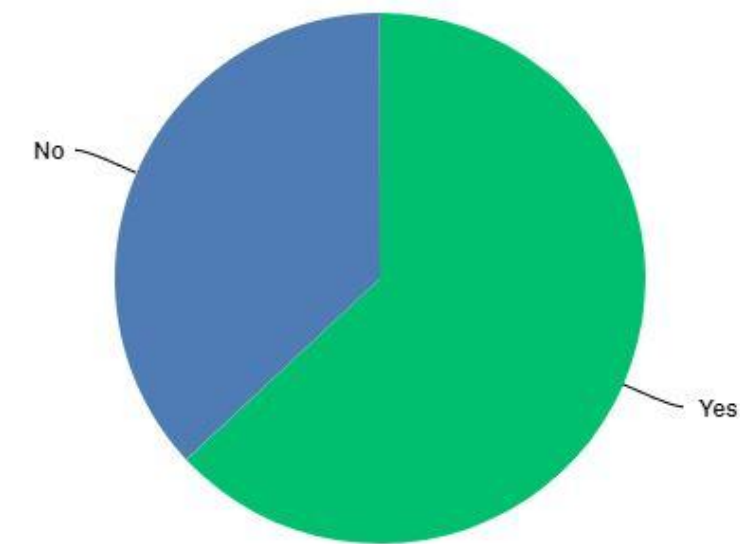
The benefits of living in a small-town as opposed to Metropolitan area such as the Bay or L.A



Common notion to assume that smaller companies would not provide the benefits a bigger corporation might. Here are the benefits students are looking for from employers.



Most common sector of choice is commercial for students. Residential and small commercial are the most common in the central coast.



Proportion of students who would be interested in working here, if they knew more about the local companies and opportunities.

RESPONSES
63.04%
36.96%

Community Familiarity					
	VERY FAMILIAR	FAMILIAR	SOMEWHAT FAMILIAR	NOT VERY FAMILIAR	NOT AT ALL
Response	2.17% 1	15.22% 7	19.57% 9	50.00% 23	13.04% 6

Students are not familiar with construction companies in the area. There are many things both the companies can do, and the CM program in which would help bridge the gap between the two, leading to new opportunities.

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