



Career Center

2019 ANNUAL REPORT

Letter from Ken Buckley



The mission of the Baylor University Career Center is to ensure that every student has the opportunity and support to achieve their career potential.

Our entire staff is committed to this mission and is actively engaged each day in a variety of different ways to prepare students for their career journeys.

With such diversity in the majors we serve at Baylor, we found it crucial to offer a wide variety of activities that would speak to all students. We have grown our office in the last year to better serve the students of Baylor by expanding the number of our campus locations to three, increasing our contact with students, offering professional development courses for credit and dedicating career coaches to specific areas of study. Our commitment is to provide a truly robust and transformational experience that supports the calling of every student who engages with our office.

Baylor University and its students are known for the quality and integrity of their character. Our work ensures that students who engage with the Career Center have the best tools and resources available to them for potential success. We are grateful for our company partners who see how beneficial Baylor students can be for their companies. They trust that these students are prepared to meet needs and handle challenges of any job.

The Career Center is clearly focused on results — for our students, for our University and for our company partners. We look forward to working with all our partners in 2020 and beyond and hope that you can see how our work is changing lives.

Kenneth Buckley

A handwritten signature in black ink that reads "Ken Buckley". The signature is fluid and cursive.

Assistant Vice Provost
Baylor University Career Center

Colossians 3:23

Whatever you do, work at it with all your heart, as working for the Lord, not for human masters



envoy

Your Route to Sur

388K

38,349 TOTAL STUDENT ENGAGEMENTS

Career Coaching

The Career Center staff works tirelessly to ensure that students have top-of-the-line resources, access to quality employers and jobs, along with personal career coaching whenever they need it. Every Baylor student has access to their own dedicated Career Success Professional (CSP). There are 26 CSPs ready to help identify students' career interests, strategize job and internship searches, craft résumés and prepare them for networking events or interviews. The Career Center is available to help with each student's next step after completing a Baylor undergraduate or graduate degree.

Appointment types include:

- Résumé, Cover Letter and Professional Communication
- Networking, LinkedIn and Personal Branding
- Interviews / Mock Interviews
- Job Offer Evaluation and Negotiation
- Career Search Planning: Job / Internship
- Graduate School Planning
- Career Discovery and Assessment



CAREER COACHING APPOINTMENTS

3 office locations around campus

26 Career Success Professionals

3,472 career assessments

5,468 student appointments completed

My CSP was so fundamental in getting my job hunt manageable and under control. She was able to help me on my résumé, all the way to my final rounds of interviews. The full process included teaching me how to explain my skills, what I can offer to a company and helping with job interview questions. I felt confident and ready. Without her, I really could not have secured the job as quickly as I did.

-- Savannah Cooper, Journalism '19

Career Development Classes

One of the most beneficial ways Baylor students are assisted by the Career Center is through the Career Development courses (PRD 2101, BUS 2101, BUS 3101). These courses are designed to prepare students for the work force and allow the Career Center staff to establish strong relationships throughout the semester. In these on-campus, one-credit-hour courses, students will explore their career interests and opportunities, learn about the numerous career resources available, practice career-oriented life skills and get ahead in their career plan long before they graduate.

Everyone in there really cares about the students and what the students are going through. They care about getting them positions and companies that they actually want to work for. They really want them to succeed in the fields that they choose to go into after graduation.

-- Ryland Cox, Business Management '20

Professional skills taught include:

- Refining career goals through career discovery and assessments
- How to develop and refine a résumé and craft cover letters
- Exploring methods to stand out in the job search including networking and personal branding
- Learning and preparing for interviewing and professional introductions
- Searching for relevant internship and job opportunities while at Baylor
- Strategic job search and negotiation techniques
- Graduate school positioning
- Professional etiquette skills

2,217

students took Career Development classes



Career Center Events

At the Career Center there is a lot of pride in the amount of engagement with Baylor students and the relationships built with them. Not only does the Career Center host a variety of events that allow students to engage with employers, there are also numerous workshops, information sessions and speaking events to help prepare students for interacting with employers.



TOTAL CAREER EVENTS

362 events throughout the year including career fairs, information sessions, class presentations and networking

NUMBER OF EMPLOYER EVENTS BY TYPE

- 107** Information Sessions
- 77** Virtual Session
- 71** Information Tables
- 67** Class Presentations
- 32** Workshops
- 6** Career Fairs
- 2** Career Summits

The Career Center has made it so much easier, because as a freshman starting out in college I had no idea what I wanted to do, no direction. Back then, I was thinking I've got four years to figure it out. But I decided to work with the Career Center early and it's been super nice my senior year to feel confident, have my job lined up, and really not have to worry about anything but school since I knew I my job was taken care of after graduation. The ease of that and making it happen was definitely aided by the Career Center.

-- Faith Jones, Marketing '20

8,553 student event attendance

Career Fairs

Careers fairs — also known as jobs fairs or recruitment fairs — are a useful resource for Baylor students to meet and interact with multiple potential employers in one day. Students are able to talk to recruiters about their company, the application process, details about the jobs they are looking to fill and networking opportunities.



CAREER FAIRS

2019	Employers	Students
Career Fairs Total	380	4,705
Baylor Business, Engineering and Computer Science Career Fair	96	1,209
Teacher Job Fair	67	123
Federal Day	16	206
Science & Health Employer Meetup	13	47
Liberal Arts Career Summit	17	53
Career Day	171	3,067



2,682 interviews offered by companies on campus for students

At the Fall 2019 Career Fair, I had a great conversation with one of the company representatives from Siemens. Unfortunately, they did not have any open positions at the time; however, I stayed in touch with the team. At the Spring 2020 Career Fair, I connected with Siemens once again, and they offered to interview me for an open position! I was so excited that I immediately set up a mock interview with the Career Center to prepare for it. After my interview I was told that I would be receiving a job offer shortly! The Career Center truly helped me land an opportunity with my dream company.

-- Billicarole Evans, Mechanical Engineering '20

Employer Engagement

The Baylor University Career Center collaborates with employers to ensure seamless recruitment efforts. Each employer has specific recruiting strategies including, but not limited to attending on-campus career fairs, conducting on-campus interviews, hosting company information sessions or branding events on campus, and posting jobs on our Handshake recruiting platform. Our office conveniently has three locations across campus for employers to host their on-campus interviews and specialized events. A personalized approach is the key to employer success and a consistent return on their investment in Baylor students.

In 2019, 440 employers came on campus for various recruiting events. Of that, 56 employers were on campus five times or more for recruiting activities ranging from information sessions, interviews, classroom presentations and career fairs.

The Career Center has great recruiting relationships with numerous employers. Here are just a few of the companies that recruit Baylor students:





Our team at ISN has always enjoyed recruiting at Baylor University and we appreciate the relationship that has developed over the last several years. The Career Center staff has done a great job of making our team aware of opportunities to get out in front of students and always makes us feel at home while on campus. We have found Baylor students to be sharp, driven, hard-working, engaging and bring a team centered mindset to the organization. Finally, your career events are second to none and we are consistently impressed by how prepared and professional your students are — Baylor truly sets them up to succeed.

-- ISN, Bill Busch

First Destination Survey

The First-Destination Survey asks graduating students about their post-graduate plans. This information provides concise and consistent data on the outcomes of a Baylor education and how it compares on a national scale.

83.1% undergraduate student success

FIRST DESTINATION SURVEY RESULTS SPRING 2019 - 90 DAYS

	Knowledge Rate	Success Rate
Undergraduate	99.4%	83.1%
Graduate	84.4%	80.2%

\$52,362 average salary

Knowledge Rate is defined as the percentage of graduating student that have reasonable and verifiable information on the graduates' post-graduation career plans. The higher the knowledge rate, the more accurate the success rates will be. Most institutions strive for a minimum knowledge rate of 65%. The Career Center is diligent in its efforts to contact each and every graduating students.

Success rate refers to the percentage of students that are doing one of the following within six months of graduation:

- Full or part-time employment
- Enrolled in a graduate program
- Participating in a program of voluntary service
- Serving in the U.S. Armed Forces



Resources

There are several premium resources provided to Baylor students to ensure they are receiving the best opportunity to be considered for top jobs.

Resources include:

- Career assessments
- Résumé and applicant tracking system tools
- Internship and job search tools
- Interviewing and networking platforms

These resources are available to all Baylor students through their CSPs, who can walk them through the various tools.

PREMIUM CAREER RESOURCES

- Super Strong Career Assessment
- Traitify Career Assessment
- Handshake Career Management
- Candid Career Job Exploration
- Career Shift Job Search and Management
- Jobscan Résumé Optimization
- Interview Stream Mock Interviewing

Handshake

The top resource offered is Handshake. Handshake is the central hub for all Baylor students to access Career Center resources, events, appointments, networking, and more. Launched in 2014, Baylor was one of the first universities in the country to utilize it and boasts one of the highest engagement rates nationwide. Handshake's mission is to help every college student find the right job for them no matter where they go to school, what they're majoring in or who they know. Handshake does this by connecting college students and young alumni to a comprehensive national network, all built on a fast, scalable mobile infrastructure. This network gives students access to more career opportunities and insights, provides employers with more comprehensive and efficient access to talent and gives colleges more tools to drive student engagement and increase student employment.

BAYLOR HANDSHAKE USE

- 79.3%** Baylor undergrad engagement
vs
30.7% nationwide undergrad engagement
- 20,387** approved employers
- 11,856** unique log-ins

NUMBER OF JOBS POSTED BY JOB TYPE

- 39,237** Job
- 13,098** Internship
- 1,668** Fellowship
- 365** Cooperative Education
- 347** Volunteer
- 282** Experiential Learning



Baylor University

CAREER CENTER

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