



Career Center

2020 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 ways to help prepare students for their career journeys. This has never been more apparent than in 2020 as a response to the professional and personal obstacles created by COVID-19.

Baylor University and its students are known for the quality and integrity of their character. This past year our staff and students rose higher to meet the challenges and have surpassed the previous years in almost every area. Most impressively, our Spring 2020 placement rate increased 4% despite the overwhelming number of hiring freezes. This is because 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 and for the continued 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. While the year 2020 brought challenges with the pandemic, we embraced those challenges fully to ensure every student had the same high quality career support that they have come to expect. We look forward to working with all our partners in 2021 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 written in a cursive, flowing style.

Assistant Vice Provost
Baylor University Career Center

Colossians 3:23

Whatever you do, work at it with all your heart, as though you were working for the Lord and not for people



40% INCREASE

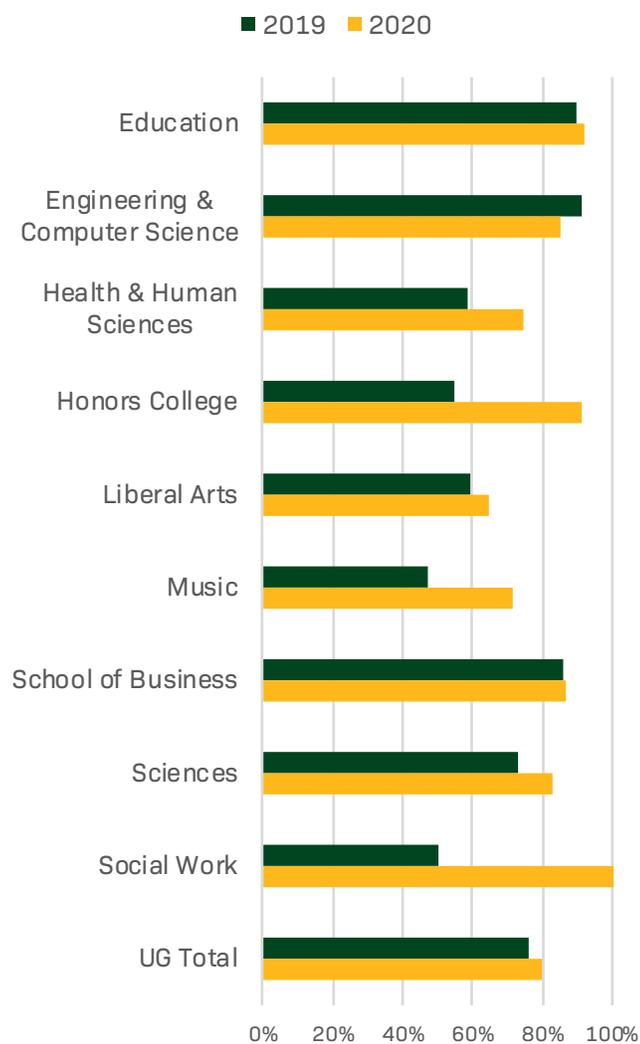
IN 2020 JOB PLACEMENT FOR GRADUATING STUDENTS IN THE FACE OF COVID-19 CHALLENGES

Career Success during COVID-19

In March, 2020, Baylor University moved to on-line classes in accordance with CDC COVID guidelines. The Career Center made immediate adjustments in order to continue working with our students at the same level that we had been allowed in person. This was especially important for the 2020 graduating students to ensure they had professional opportunities available in a stressed job market.

As we worked with our students, we stayed informed of their needs and progress and kept our 99% knowledge rate for undergraduate students throughout the year. Our career coaching appointments increased significantly (by 167%) as students found they could meet with CSPs easier through virtual means from anywhere with a broader option of times available. As a result of the hard work from both students and the Career Center, we saw placement rates go up in numerous areas.

Spring 2019, Spring 2020 Placement Comparison



4% increase in overall placement rate

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

\$62,859 average salary



Knowledge Rate is defined as the percentage of graduating students 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 student.

Placement rate is the percentage of students that have accepted a full-time professional position.

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

FIRST DESTINATION SURVEY RESULTS 2020 ACADEMIC YEAR

	Knowledge Rate	Placement Rate	Success Rate
Undergraduate	99%	78%	83%
Graduate	97%	83%	84%

99% knowledge rate

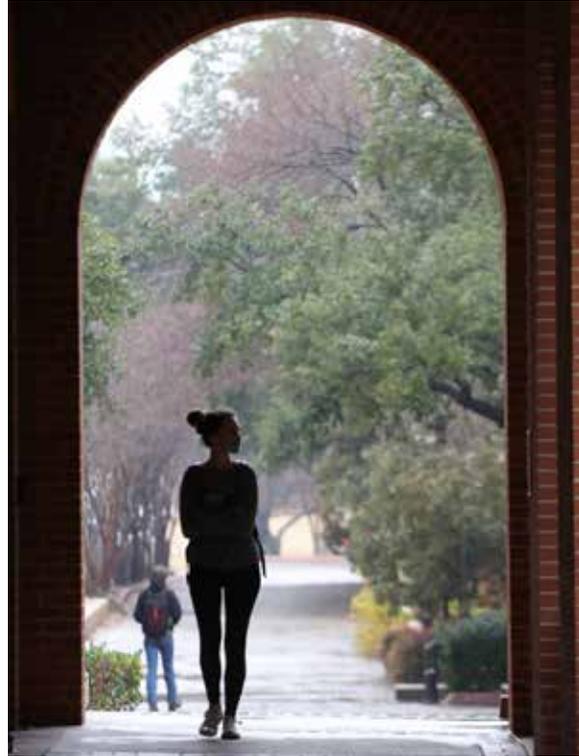
Career Coaching

The Career Center staff works tirelessly to ensure that all students have top-of-the-line resources, access to quality employers and jobs, along with personalized career coaching throughout their time at Baylor. This past year, we worked even harder to meet our students needs despite the pandemic. Our dedicated Career Success Professionals (CSPs) are ready to help identify students' career interests, strategize job and internship searches, craft résumés and prepare them for networking events and/or interviews. As we responded quickly to COVID guidelines and switched to virtual appointments, we found that students made more career coaching appointments than in years prior as they were able to meet with us easier and from any location. The increase in appointments directly correlates with an increase in graduation placement rates.

The Career Center is available to help each student through the various steps in their career journey. 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

7,257 student appointments



CAREER COACHING APPOINTMENTS

3 office locations
24 professional staff members
167% increase in appointments

"[My career coaches] were incredibly helpful in more ways than one. They were very responsive in communication leading up to my appointment and gave me insightful and specific ways to edit both my résumé and portfolio. I left the meeting feeling confident and ready to take action on how to better display my skillset to the world."

-- Hannah Barron, Apparel Design and Product Development '21

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. In 2020, we added additional sections of PRD 2101 for specific areas of study including liberal arts, engineering and computer science, and health and science. These classes were moved to an online model in response to the pandemic and included tools to help students stand out in virtual career events.

“My overall experience in this class has been really positive. Learning the tips and tricks to take advantage of the tools that we have available and to promote myself and find those opportunities for me is so important. After completing these assignments... I am in a much better position than I would have been had I not taken the course.”

-- Sarah Allen, Marketing & Finance '23

1,723 students took Career Development classes

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



Career Center Events

At the Career Center, we take a lot of pride in the amount of engagement with Baylor students and the relationships built with them.

2020 brought challenges due to COVID, and we met those challenges directly and immediately. All of our events, employer sessions and career fairs were moved to a virtual format in March 2020. Through an active campaign to stay connected with students and stakeholders, our office was able to increase the number of events dramatically. This resulted in a higher number of student engagement overall; including major roles in freshmen recruitment and graduation celebrations.



TOTAL CAREER EVENTS

720

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

97%

increase in events

NUMBER OF EVENTS BY TYPE

42 Information Sessions

550 Virtual Sessions

21 Information Tables

83 Class Presentations

19 Workshops

5 Career Fairs

"Working with the Baylor Career Center and interacting with the students is always a joy and delight for our team. The Career Center's standard for excellence and attention to detail makes it enjoyable and low stress to plan events. We love when we get to brainstorm together since they always contribute high-value ideas and are just plain fun to chat with! When we put on events and get to interact with the students, we are always impressed by their educated questions, demonstrated interest, and respectful attitudes!"

-- Allie Buckmaster, Credera

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.

Spring 2020 - Career Day was held in person (before COVID restrictions) and Career Day - Fall 2020 was moved to a virtual platform in order to provide a safe experience and adhere to Baylor and CDC guidelines. The event was very successful and there was a 30% increase in student attendance despite the change in format.



photo taken at Career Day - Spring 2020 prior to COVID-19

30% increase in attendance for virtual Career Day



CAREER DAYS*		
	Employers	Students
Career Fairs Total		
Career Day Spring 2020	142	2133
Virtual Career Day - Fall 2020	146	2786

*due to some career fairs moving to Zoom virtual events, we only have accurate data on our Career Day events

Though Career Day looked a little different this year, it still was full of employers that wanted to get to know and hire Baylor students. I was able to have meaningful conversations with employers that I was excited to talk to. I didn't worry about them not having my attention or being distracted by other people there, because it was just me and the recruiter. 2020 has been all about adapting and doing things in a new way...

-- Caleigh Dalton, Marketing '21

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 career fairs, conducting interviews, hosting company information sessions or branding events on campus, and posting jobs on our Handshake recruiting platform. While the professional world was heavily affected by COVID, we increased our efforts to keep established connections with recruiters strong while adding numerous new opportunities for Baylor students. We were able to increase our connections greatly through a strategic plan to actively communicate with over 3,500 employers. Our persistence and creativity resulted in 5X more jobs and internships posted specifically for Baylor students in Handshake in 2020. This personalized approach is the key to employer success and a consistent return on their investment in Baylor students.

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



Resources

We provide numerous premium resources to Baylor students to ensure they are receiving the best opportunities to be considered for top jobs. These resources are available by meeting with our CSPs, who can walk them through the various tools. All of these resources continued to be offered throughout the pandemic in virtual appointments and events. Resources include:

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

Handshake

The top resource offered is Handshake. Handshake is the central hub for all Baylor students to access Career Center resources, events, appointments and networking. 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.

We have been able to utilize Handshake more than ever before in our efforts to provide more virtual events and remote opportunities during COVID.

PREMIUM CAREER RESOURCES

Candid Career Job Exploration
Career Shift Job Search and Management
Handshake Career Management
Interview Stream Mock Interviewing
Jobscan Résumé Optimization
Super Strong Career Assessment
Upkey Résumé Creation Tool
Vmock Résumé Creation Tool

BAYLOR HANDSHAKE USE

85.5% Baylor undergrad engagement
vs
45% nationwide undergrad engagement
20,925 approved employers
28,052 unique log-ins

NUMBER OF JOBS POSTED BY JOB TYPE

26,737 Job
10,797 Internship
1,398 Fellowship
439 Cooperative Education
136 Volunteer
190 Experiential Learning

5x more jobs posted in Handshake in 2020

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