



Career Center

2022 ANNUAL REPORT



Letter from Ken Buckley



Colossians 3:23-24

Whatever you do, do your work heartily, as for the Lord and not for people, knowing that it is from the Lord that you will receive the reward of the inheritance. It is the Lord Christ whom you serve.

This scripture is at the very heart of our department's mission to prepare students to truly realize their career dreams. Our classroom and coaching efforts push our students to look at their professional careers as part of their personal testimony to the world, a chance to be an example to others of work ethic, integrity, and making a positive impact in the world.

We provide career life skills coaching along with a wide array of meaningful career opportunities to help our students embrace the fear and unknowns associated with the post-graduation, ever-changing professional world.

We also challenge our students to face their professional lives with a sense of adventure. Our dedicated team of caring career professionals helps turn the uncertainty and challenges of career success into a confident sense of strength, hope, and fulfillment in pursuit of a calling. This attitude to embrace work as more than just a job, not only makes our students more employable but provides them with an inner source of purpose rather than frustration when they face life's challenges.

We are passionate about our work and believe that every student should not only have career dreams, but they should have clarity on what it takes to make those dreams a reality. In addition, our career staff walks alongside all of our students to coach, mentor, and hold them accountable as they pursue those dreams. We are committed to giving them a competitive edge in the workplace and enabling them to make the most of each of life's opportunities.

As you read our annual report, I hope you see the effort and dedication of our staff to our students and our mission. I also hope you see how much we care about our students and their career success.

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

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



920%

SUCCESS RATE

**students finding success within six months
of graduation, based on 99% knowledge rate**

First Destination Survey

The First-Destination Survey asks graduating students (both undergraduate and graduate) about their post-graduate plans. This information provides concise and consistent data on the outcomes of a Baylor education and its comparison on a national scale. Our survey is based on National Association of Colleges and Employers (NACE) and MBA Career Services and Employer Alliance (MBACSEA) guidelines. We strive to achieve the highest knowledge rate possible to have the most accurate information. With this information, we can determine which students need additional coaching and assistance. A high knowledge rate enables us to continue increasing our placement numbers each year, as we track students' placement and success from graduation date through 180 days after graduation.

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

Placement Rate is the percentage of students who have accepted a full-time professional position out of those who were seeking a full-time position.

Furthering Education Rate is the percentage of students who are furthering their education after graduation, out of those who sought to do so.

Success Rate refers to the percentage of students who are doing one of the following:

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

UNDERGRAD & GRAD COMBINED

99% overall knowledge rate

90% overall placement rate

92% overall success rate

92% overall furthering education rate

2022 BASE SALARIES FOR ALL MAJORS

\$57,000
average base salary undergraduate

\$62,500
average base salary graduate

FIRST DESTINATION SURVEY RESULTS 2022 ACADEMIC YEAR*

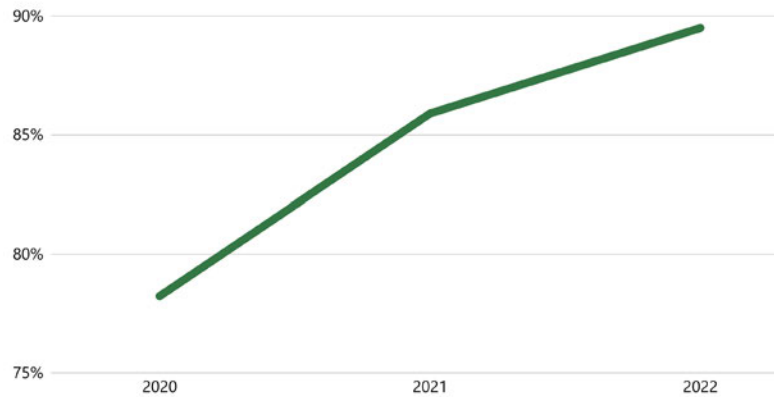
	Knowledge Rate	Placement Rate	Success Rate
Undergraduate	99%	89%	91%
Graduate	99%	92%	93%

*The 2022 Academic year is based on Summer 2021, Fall 2021, and Spring 2022 - all data collected through the First Destination Survey. The Baylor University Career Center collects student outcome data by surveying graduating students about their post-graduation plans. This data, along with additional information, is analyzed and reported in aggregate. All student data is protected and secured. The Baylor University Career Center adheres to both NACE and MBACSEA reporting standards when reporting student outcome data. This report does not include data from Baylor Law School, George W. Truett Theological Seminary, or Louise Herrington Nursing School.

Prepared for Success

Career Center staff continues to work harder than ever to help Baylor students find professional success. Our mission is to ensure every single student has the opportunity and support to achieve their full career potential. Continued growth and improvement achieved by the Career Center is a direct result of a robust approach to working with employers and students to ensure needs are being met on both sides. The Spring 2021 graduating class saw a 7% increase in job placement rate. In 2022, placement went up another 4%. That's an 11% increase for our graduating students in just two years.

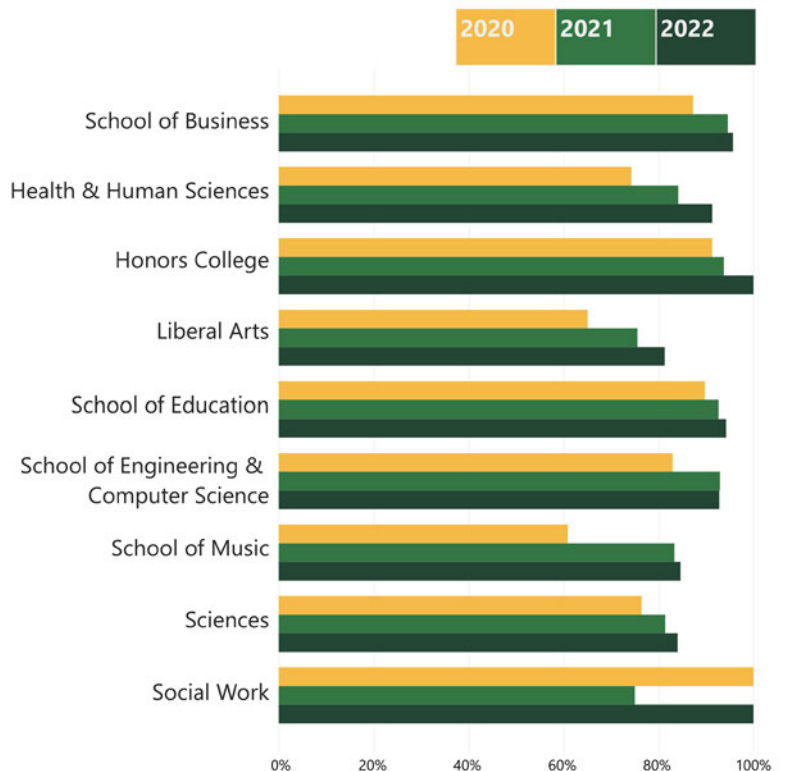
Undergraduate Placement - Three-Year Comparison



11% increase in overall placement rate over the past two years

8% increase in overall success rate over the past two years

Undergraduate Placement - Three-Year Comparison of Areas of Study



Career Coaching Appointments

The Career Center helps Baylor students with the various steps involved in identifying and pursuing their callings through a personalized approach to career coaching. Our Career Success Professionals (CSPs) are organized into teams by college and they specialize in the many career paths available to students in those programs. This approach allows for an understanding of the unique needs and goals of each major. Each appointment is tailored to help identify students' career interests, strategize job and internship searches, craft résumés, and prepare for networking events and interviews.

In our efforts to provide the most accessible service possible, we offer career coaching in six locations across campus, as well as provide it virtually. Our own analysis has shown we can maximize the number of students we're able to help by meeting them wherever they're already located.



"The Career Center helped me to feel comfortable and relaxed during my interviews. They gave me the tools to succeed in my interviews and feel confident about myself as an applicant. I truly felt that the career center cared about my future and did everything they could to help me succeed."

*— Grace Purcell
Health Science Studies | Pre-Med '22*



Appointment types include:

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

CAREER COACHING APPOINTMENTS

6,213 total student appointments

22 Career Success Professionals

7% increase in appointments

Professional Development Classes

In 2022, more than 2,280 students took a professional development course offered by the Career Center. These classes have continued to steadily grow since the Fall of 2019, when 898 students took the one-credit-hour class. Preparing students for the workforce, the courses also allow Career Center staff to establish strong relationships with students throughout the semester. In these on-campus courses, students explore their career interests and opportunities, learn about available career resources, practice career-oriented skills, and get ahead in their career plans long before they graduate. In 2022, we increased the number of PRD 2101 sections offered to allow more students the opportunity to take this valuable class. Sections for specific areas of study now include: liberal arts, engineering, computer science, business, and health and science. Business students are required to take two professional development classes (BUS 2101 and BUS 3101). The MBA program also includes two courses (BUS 5111 and BUS 5112), along with a leadership summit trip to New York.

"I originally didn't have an idea about how to go about the job search and taking PRD 2101 gave me a lot of guidance. I attended Academy Day hosted by the Career Center and had an interview the next day. That interview led to an invite to Academy's headquarters in Katy, TX. There, I participated in an Executive mixer and then two more interviews the next morning. I excelled in the interviews using the Career Center's guidance and the PRD 2101 instruction on the interview process and I was able to obtain a job offer as an Assistant Buyer in Academy's Executive Trainee program."

*-- Landry Stavenhagen
Corporate Communications '23*

We've been able to track students who take professional development classes through graduation and have determined that students who take the class have an 8% higher chance of job placement after graduation over students who haven't taken the course.



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

2,285 students took Career Development classes

Career Center Events

At the Career Center, we work closely with employers, faculty, and students to ensure our events are timely, appropriate, and engaging. The college-based Career Success Professional (CSP) teams work directly with employers who hire within their majors, creating a positive connection on all sides. This allows for personalized recommendations from CSPs, building a network of connections, and tailoring events to target the student according to their classification.

TOTAL CAREER EVENTS

272

including career fairs, employer sessions, and presentations

9,199

students attended Career Center events

NUMBER OF EVENTS BY TYPE

- 109** Employer On-site
- 60** Virtual Sessions
- 79** Workshops
- 21** Networking / Speaker
- 4** Career Fairs



"The Baylor Career Center goes out of its way to support both the students and employers. As a recruiter, they actively reach out to see what opportunities we have open and connect me with students who meet our qualifications. Not only do they help create valuable introductions to candidates, but an opportunity for campus engagement... I cannot say enough good things about the Baylor Career Center and its dedication to supporting students as well as employers!"

**--Amey Wood
Polymedco**

Career Day

Career Day is our biannual career (recruitment) fair, and it's a full day dedicated to helping students find internships and job opportunities. Employers are able to meet with thousands of students during this event. Students are able to talk with recruiters about their companies, application processes, and details about their open positions. This allows students of all majors to meet with a large number of employers within a short amount of time, making these events an enormously valuable resource for Baylor students.

While Career Day - Fall 2020 and Spring 2021 were hosted in a virtual platform to provide a safe experience and adhere to Baylor University and CDC guidelines, we were excited to host Career Day - Fall 2021 and Spring 2022 live and in-person again.

Students were excited to meet in-person with employers again, as our biannual Career Days had a combined 36% increase in student attendance over the previous year's two Career Day events.



CAREER DAY ATTENDANCE

	Employers	Students
Career Day - Fall 2021	100	2,810
Career Day - Spring 2022	111	1,890

36%

increase in student attendance at Career Days over previous year

"Apply for jobs and internships wherever you can!! Don't be discouraged if you don't hear back from a job right away. You will always land exactly where you're supposed to be, I know it sounds cliché, but it really is true."

-- Lexi Walters

Apparel Design and Product Development '22

*Assistant Technical Designer
Abercrombie & Fitch in Columbus, OH*

Employer Engagement

The Baylor University Career Center offers a concierge-style service to employers, helping to ensure a seamless recruitment experience and maintain strong working relationships with employers. Teams of Career Service Professionals work with specific colleges and majors to connect with employers hiring students from those majors. Knowing our students and employers well allows us to offer recommendations that make recruitment easier for employers and the job search process more approachable for students.

When students and faculty contact our office with specific companies they are interested in networking with, we're able to reach out and make the necessary connections. Staff continuously seek and research companies that match our students' interests and needs, an approach that broadens our network, regularly bringing in new companies to recruit Baylor talent. We also assist each employer with their specific recruiting strategies. This assistance takes on many forms but includes hosting career fairs and company information sessions on campus, providing private space for interviews, and posting opportunities on our Handshake recruiting platform. The relationships established between the recruiters and our staff are the key to employer success and a consistent return on their investment in Baylor students – and THAT ensures great jobs and internships remain consistently available for our students.

TOP 20 EMPLOYERS

Name of Employer	Students	Average Salary
KPMG	36	\$68,097
Deloitte	20	\$61,861
EY	20	\$60,265
L3Harris	18	\$73,262
PricewaterhouseCoopers	17	\$62,500
Dell	16	\$67,517
Baylor University	13	\$44,786
Oracle	13	\$55,500
Sendero	11	\$64,389
AT&T	10	\$73,860
Goosehead Insurance	10	\$41,250
JP Morgan	10	\$86,667
Ascension	9	\$43,492
Fidelity Investments	9	\$57,000
Goldman Sachs	9	\$66,143
Sewell	9	\$68,159
Credera	8	\$85,214
Action Behavior Centers	7	\$35,000
Gartner	7	\$54,750
IBM	7	\$78,364

"Hewlett Packard Enterprise (HPE) has enjoyed a long and successful recruiting relationship with Baylor University. We always marvel at the quality of the students we meet every year that embody the character of the University itself. The Baylor Career Center Team is central to all that we do at the University. As we expanded our recruiting commitment over the past year, this team played a vital role in guiding us to the right events and helping those events to be a success. With the highest standards for character and talent so evident in Baylor graduates, we look forward to building on our devoted investment at Baylor led through our relationship with the Career Center Team."

*-- Condell Clegg
Hewlett Packard Enterprise*

11,766

employers posting jobs for Baylor students within Handshake

Employer Locations

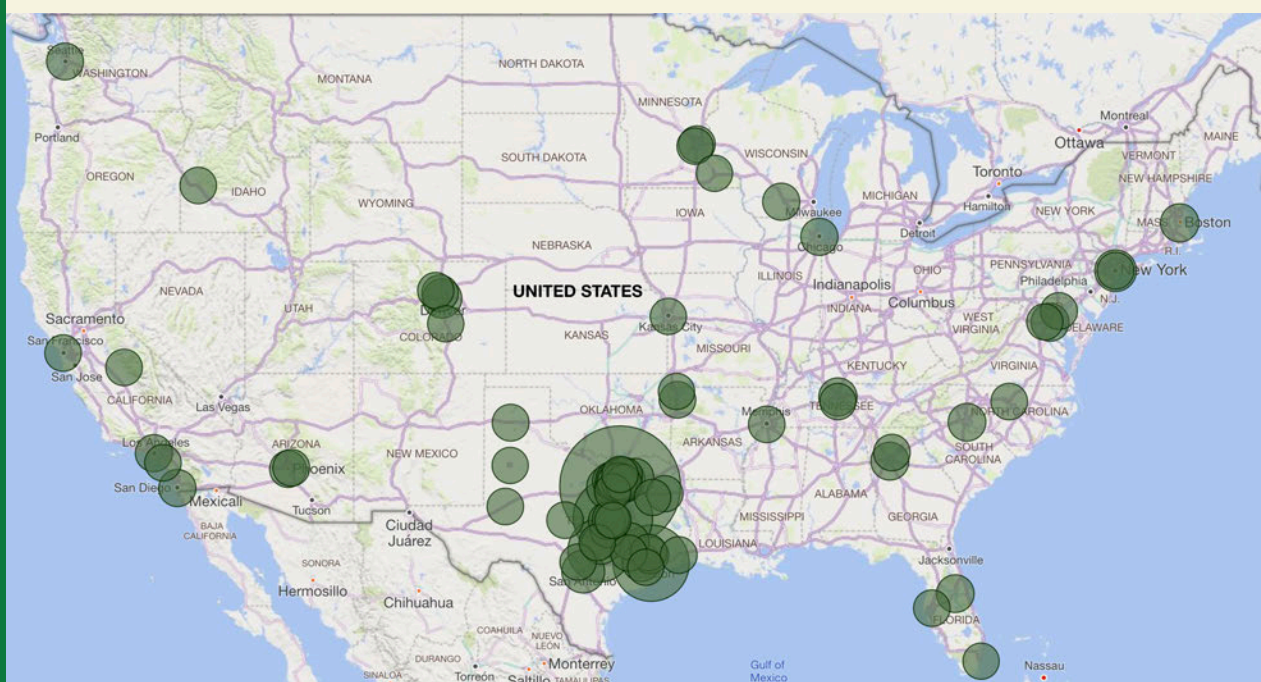
While it is true that many of our graduates remain in Texas for employment, we work with companies from across the United States and beyond. The Career Center connects with employers in locations where our students want to be. Through this outreach, we continue to increase the opportunities for recruitment on campus for all students, spanning across all majors.

Though we work to establish stronger connections with employers around the globe, we also work with companies in the greater Waco area. We recognize that more and more, some students want to stay in Waco, so we're dedicated to ensuring there are competitive jobs for students that want to stay. Waco is growing, and with that, greater industry opportunities are coming. Current large employers in the area include SpaceX, Magnolia, Amazon, L3, and Hello Bello.



*When incoming freshman are accepted to Baylor University, they receive a t-shirt that reads, "I Know Where I'm Going." The Career Center celebrates all our students have achieved and the knowledge of where they're going **next** with a special version of the shirt for all students who complete the Senior Survey. We're extremely proud of the successes of all our Baylor graduates!*

EMPLOYERS ACROSS THE UNITED STATES



Professional Resources

We provide numerous premium resources to Baylor students to ensure they receive the best opportunities for top jobs, internships, and graduate schools. Each year we re-evaluate the benefits of our resources to make certain they remain timely and valuable. These resources are available through Handshake and our CSPs are able to help students learn how to best use the various tools. Some offered resources include:

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

Handshake

Handshake is our #1 student resource. It serves as the central hub for all Baylor students to access Career Center resources, events, appointments and networking. The platform was initially launched in 2014, and Baylor was one of the first universities in the country to utilize it. We boast one of the highest engagement rates nationwide which helps our students maintain a strong competitive edge.

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 work directly with Handshake to continually improve the efficacy of the tool for our students.

PREMIUM CAREER RESOURCES

- Career Shift Job Search and Management
- Handshake Career Management
- Interviewing.com Mock Interviewing
- Jobscan Résumé Optimization

NUMBER OF OPPORTUNITIES POSTED BY TYPE

- 90,729** full & part-time jobs
- 26,078** internships
- 2,425** fellowships
- 1,297** cooperative education
- 294** volunteer jobs
- 309** experiential learning jobs
- 121,266** total opportunities



BAYLOR HANDSHAKE USE

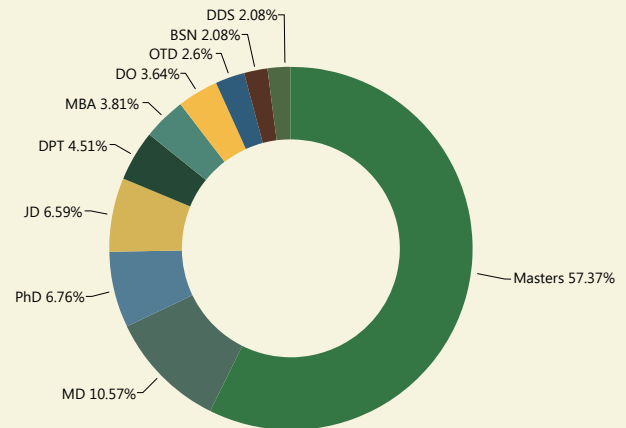
- 81.2%** Baylor undergrad student account activation
- 13,127** unique log-ins in 2022
- 91,757** total log-ins in 2022

Graduate School Destinations

A significant number of Baylor students decide to pursue graduate or professional school after completing their undergraduate degrees. Career Center staff evaluate what types of graduate programs best fit the student's career goals. We can help determine the best time to begin a degree and formulate a timeline for crucial graduate school planning and application steps. Our CSPs assist students as they navigate the application process from start to finish.

- Graduate school searches
- Résumé and Curriculum Vitae
- Personal Statements
- Interviewing
- Identifying internship opportunities
- Locating gap year opportunities

FURTHERING EDUCATION DEGREE PROGRAMS



92%

overall furthering education rate

"The Career Center at Baylor is awesome! I got help editing my personal statement and over the summer was able to do a mock PA school interview. Some of the questions asked in my mock interview were asked in 3 of my real interviews! One piece of advice I would offer to students is do your research for how to prepare for interviews depending on your specific school or job and utilize what Baylor has to offer! They were always available to meet with me!"

-- Katie Nelson

Health Science Studies, Pre-PA '23



Career Success Starts Now.

Career Center Staff

COMMITTED TO STUDENT CAREER SUCCESS



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