

Our 26 dedicated Career Success Professionals (CSPs) work with each Baylor student through customized career coaching to create a strong and attainable career plan.

Encourage your student to activate and complete their Handshake profile today!

- Handshake is so much more than a job search engine. It is the ultimate career networking, recruiting, and resource platform available to all Baylor students. Students who use Handshake:
- Are 5x more likely to be contacted by employers.
 - Are the first to know and have access to employer events.
 - Have exclusive access to an array of career-building resources.
 - Can explore over 40,000 jobs and internships nationwide.
 - Can schedule one-on-one appointments with their Career Success Professional for career discovery, job search, resume and interview coaching, networking, and so much more.

Why Use Handshake?

54% of Baylor Students are actively engaged in Handshake this year compared to 22% at the same time last year.

Every Baylor student has a Handshake account. Log-in with Baylor ID. baylor.joinhandshake.com

! Handshake

PARENT GUIDE

FALL 2020

Dear Parents,

The Baylor University Career Center strives to work with every Baylor student during their time here to ensure they have the opportunity and support to achieve their career potential. We do this through numerous means including top professional resources, strong employer relations and events, and a dedicated team of Career Success Professionals (CSPs).

This remains true during the current time of COVID-19 through virtual appointments. I am pleased to say that, since March 2020, we have seen close to 1,890 students through virtual appointments. With this effort, Baylor students are continuing to get internships, job offers, and graduate school acceptances. Please encourage your student to make an appointment with their CSP early this fall semester.

Respectfully,

Kenneth Buckley,
Assistant Vice Provost,
and the entire
Career Center Staff



Virtual Career Fair

Every fall and spring semester we host a campus-wide career fair. Last year, Career Day - Fall 2019 was the largest single career event in Baylor's history, with over 170 employers and nearly 3,000 Baylor students in attendance. While planning for this year's event, it became evident that it would need to be virtual due to social distancing guidelines. Although we love hosting employers on campus, we realized this could ultimately be a benefit we will not have to limit the number of employers or students attending.

We are using a system that allows students to meet with employers in groups or one-on-one video chats. Prior to Career Day, students will be able to research employers they are interested in meeting. Once logged in, students will wait virtually for each employer and meet with a recruiter. Employers are able to invite students to a private chat to discuss details about the positions and gauge the student's interest in the company.

The Career Center is excited to bring this virtual event to Baylor students. Some of the positives for students are:

- Ability to login to the fair from anywhere
- Easy to "wait" in line to speak to recruiters
- Fewer distractions resulting in more meaningful conversations with recruiters
- Companies are able to speak with larger numbers of students

Encourage your student to sign up in Handshake and attend this event!



VIRTUAL RECRUITING

Fall semester is the most active recruiting season of the year

Companies set their recruiting goals for May graduates in September. While this year may look different on the surface due to CoVid-19, **86% of companies hiring are actively recruiting this fall*** solely through virtual channels. Virtual employer events are not a new phenomenon and we are confident in our experience providing these events. In addition to the virtual career fair, we are hosting numerous information sessions, interviews, career development workshops, and more. We find that students are willing to attend more events since they can login from anywhere. Students looking for internships or full-time employment for next year should start looking this fall for the best options available. Please encourage your Baylor Bear to check out the career events listed in Handshake, register for the ones that fit their goals, and show up online!

More Opportunities for Students

Though the job market is different and may not seem favorable to graduates right now, there are plenty of jobs and internships available, and we are working hard to find the best opportunities for all Baylor students. Since March 2020, the Career Center has been working diligently to keep our current connections with recruiters strong as well as adding numerous new opportunities for Baylor students. This summer, we created a strategic plan to increase the number of employer connections by **actively communicating with over 3,500 employers to recruit at Baylor**. These efforts have already resulted in **5X more jobs and internships** posted specifically for Baylor students in Handshake over this time last year.

Stand out in a Virtual World

Students often wonder where to start and how to get a competitive edge in their professional goals. It's important for students to stay active in their career searches by utilizing Handshake regularly, being flexible with career ideas, and meeting often with their CSP. This goes for all students, no matter what year, major, or calling (graduate school, volunteer work, internships, full-time jobs, etc). A large number of students understand the need to go online and be more active now as shown by the increase in Handshake usage over the past several months. **Currently, 54% of all Baylor students are currently active in Handshake compared to 22% last year.** By staying engaged and on target, students will be able to put their education to work as soon as they are ready. Now is the time for Baylor students to take action and get ahead of the professional competition in their job search efforts. What can you, as parents, do to help them along? Talk to your student about their plans, encourage them to attend the Virtual Career Day and ask about their career coaching appointments. As we like to say in the Career Center, **Career Success Starts Now!**

**Career
Success
starts
now**



* A Gartner, Inc. poll of 334 HR leaders on April 13 found that 86% of organizations are incorporating new virtual technology to interview candidates due to the COVID-19 pandemic.

CAREER COACHING



One of the most important steps that any student can take in their career path is to make a career coaching appointment with their **Career Success Professional (CSP)**. Each college has a group of CSPs that works directly with the colleges, department heads, faculty and students, and employers, which allows a concentration on both professional careers and graduate school options for those majors.

Why is career coaching important?

Through our research, we have found that 83% of students who meet with their CSP are placed in jobs, internships, or graduate schools within 90 days of graduation. Making career coaching appointments on a regular basis helps your student build a relationship with their CSP that will increase their confidence, understand their skill set, follow their calling, and open doors for networking. The better we can understand the student's goals, the better we can steer them in the right direction for job openings and recommendations to recruiters.

When should a student make an appointment?

There are many reasons students make a career coaching appointment and a variety of appointment types to meet their needs. All students should make at least one appointment each semester to stay on target for career goals. Other types of appointments include, but are not limited to:

- Career discovery and exploration
- Résumé, CV, and cover letter reviews
- Interviewing tips and mock interviews
- Graduate school application process
- Job or internship searches

How does a student make an appointment?

Students can make appointments through their Handshake account, by visiting one of our three office locations, or calling 254-710-3771. All appointments will be virtual until COVID-19 precautions are lifted.

83% OF ALL STUDENTS WHO MEET WITH THEIR CSP ARE PLACED WITHIN 90 DAYS OF GRADUATION

Thoughts from a CSP

I meet so many Baylor students, year after year. Some know what they want to do when they graduate. Others describe what they think they may enjoy doing, and we talk through the possibilities. We meet many times during their college careers, discussing any and all of their career search needs. It never gets old. When they call me or drop by my office to tell me they've been offered a job, an internship, or graduate school acceptance, I've been known to cheer loudly!

COVID-19 has brought new challenges for us. Every day we hear news reports that the job market doesn't look promising for new college grads. Our entire department has accepted that as a challenge to find more employers to bring to our students, create new ways to keep them engaged in their calling, and remind them that we are here for them.

As your students return to Baylor this semester, please encourage them to connect with the Baylor University Career Center. We want to make sure that we know your students and that we can help guide them through their career journey while they are at Baylor.



Amy Rylander
Assistant Director
of Engagement,
Career Success
Professional