

PARENT GUIDE

SPRING 2021

Dear Parents,

Our entire staff at the Career Center cares deeply about your students and their career success, and work diligently to ensure they have the opportunity and support to realize their career potential. We know that students have many priorities and are busy while in college; however, one of our greatest challenges is gaining their engagement in the career development process.

The earlier a student engages with our office, the greater their chances of securing a meaningful internship and creating a strong network that helps build a bridge to a full-time job or graduate program. Our data shows that if a student connects with the Career Center as a sophomore they have a 30% greater chance of securing a job or graduate school acceptance upon graduation as compared to waiting until they are a senior.

Please encourage your student to utilize our career resources and let us help them as early as possible with their career discovery.

Respectfully,

Kenneth Buckley
Assistant Vice Provost
and the entire
Career Center Staff

Student Perspective

As a senior, the prospect of searching for what's next after graduation can be daunting -will I go to grad school, start my professional career, take a gap year? The possibilities feel endless, and there seems to be no set starting point. Meeting with a Career Center CSP allowed me to see different options, and how I can start to take steps towards them.



One of the most helpful features of the Career Center this semester were virtual resume and cover letter appointments held over Zoom. My career coach would review the resume that I submitted, and would have feedback ready when we met. We were then able to work on tailoring my resumes and making them application ready.

Though Career Day looked different this year, it still was full of employers who wanted to hire Baylor students. Filling out my professional profile early allowed me to create more ways to stand out, as well as research the employers I wanted to talk with. I had a few fails, as everyone does, but I was able to have meaningful conversations with multiple employers. Since it was over a private chat feature, I didn't have to worry about them being distracted because it was just me and the recruiter. The recruiter of one company gave me her email and told me that she would reach out when applications opened because she was excited for me to apply. I sent her a thank you email and connected on LinkedIn to keep the relationship going.

Securing an internship is one of the best ways to gain real-world experience in a field. This year, as a Baylor Marketing Assistant, my abilities have been stretched in various projects I have worked on with the Career Center. I gained tangible skills that are applicable to jobs and important to employers while also getting to be a part of the Baylor family in a new way.

Caleigh Dalton
Baylor '21
Marketing and New Media Journalism
Chi Omega - Director of Marketing
Baylor Career Center - Marketing Asst.

PRD 2101



How to Help Your Student Find Time to Work on Career Success

As a Baylor parent, you know how busy your student is with classes, homework, church groups, organizations, and maybe even a part-time job. With all the activities they have going on, how do students find time to research jobs and graduate programs, work on résumés, apply and interview?

If career-related work was an assignment for a class that could boost your student's GPA, do you think it would work into their schedule a little easier?

The Career Center has a solution. **Professional Development 2101 (PRD 2101)** is a **1-hour for-credit class** that is offered to all Baylor students and each section is specifically tailored for certain colleges. Two sections are offered in the spring for: health & science majors; liberal arts & education majors; engineering and computer science majors; and business majors (listed as BUS 2101 and 3101 – required in the business school).

In this class your student will learn how to successfully position himself for a great career or to be accepted to a grad program. Some of the assignments that students must complete in this class include:

Professional Development Classes for All Majors

- Building a strong resume / fitting it for each job
- Writing compelling cover letters
- Searching for internships/jobs
- Building a professional network and conducting informational interviews
- Interview preparation (including how to answer questions in an interview and what questions should you ask during an interview)
- Reviewing and negotiating offers

Additionally, all students who enroll in these classes are required to attend company-sponsored events on campus (*all of these are online for spring semester). These include information sessions with different employers (students in the fall chose three from more than 175 sessions) and our Career Day event scheduled for February 24 (also online in the spring).

If you think that your student could benefit from this 1-hour class, encourage them to add it to their spring schedules. Space is still available in each section. If you have questions, please email us at careercenter@baylor.edu.

I really appreciate you working with me this semester. I have learned so much. This course has benefitted me greatly in my search for internships. I feel much more confident in my interview and resume building skills.

-- Isabelle Garza



Our staff of 26 dedicated professionals are here to help each Baylor student create a customized career plan in order to follow a strong and attainable professional path.

**85% of Baylor Students
have activated their
Handshake accounts.**

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

Why Use Handshake?

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 that 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 a wide 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.

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

! Handshake



SPRING CAREER EVENTS

Employer Sessions

The challenges of connecting employers to students in a virtual environment are actually working to the benefit of both. We have been able to host more employer information sessions, interviews, and employer spotlights than ever before. This past fall, we hosted over 260 employer events - more than double from the previous year. This spring we will take what we have learned about connecting employers to students and increase the opportunities for all majors.



Please encourage your student to check for event details and register through his or her Handshake account at baylor.joinhandshake.com.

Teacher Fair

Baylor University Career Center will host its annual **Teacher Fair on March 25, 2021**. Each year we spend time preparing our students to be

confident in their dialogue with recruiters by engaging in resume information sessions, mock interviews, and teach fair prep. This year we are planning to offer the Fair virtually to allow employers to engage with our students in a safe, robust format. We are excited to invite more than 75 recruiters who are eager to find new talent for the upcoming academic year. This event is for all majors interested in pursuing a career in teaching. Please contact careercenter@baylor.edu for additional information.



Spring 2021 Virtual Career Day

Our campus-wide Spring 2021 Virtual Career Day will follow the success of this past fall's Career Day, which hosted over 150 employers and over 2700 registered students. Students and employers alike, let us know that the virtual platform was easy to navigate and allowed for personal connections despite being online.

We anticipate this spring's event to include more employers than before and offer more positions and internships to a wider array of majors. Please encourage your students to prepare and register through Handshake.

Student Preparation List:

- Set an appointment with their Career Success Professional through Handshake to make any updates to their résumé.
- Complete student profile on Handshake, upload their résumé and make it public.
- REGISTER for Career Day on Handshake.
- Research attending companies of interest and create a game-plan for the event.
- Dress professionally, even though the event is virtual.

Spring 2021 Virtual Career Day
Wednesday, February 24, 2021
3:00 p.m. - 7:00 p.m.

