

PARENT GUIDE

SPRING 2022

Dear Parents,

The entire staff at the Career Center is actively engaged with and cares deeply about your students professional success. We work diligently to ensure they have the opportunity and support necessary to realize their calling and potential. Students have many priorities and are busy in college; therefore, one of our greatest challenges is gaining their engagement with our offices and the career development process.

We know that students who take ownership of their professional aspirations and are committed to doing the work will set themselves apart from their peers and position themselves for future success. They can use their time at college to actively build their professional résumés, create a solid network, and help build a bridge to a full-time job or elite graduate program.

Please help us by encouraging your student to utilize career resources and let us help them as early as possible.

Respectfully,

Kenneth Buckley
Assistant Vice Provost
and the entire
Career Center Staff

Career help for all students

The Baylor University Career Center caters to all students regardless of where they are in their studies or their career path. Mack and Callen Vaught, brother and sister, are in different stages of their education and have both worked closely with the Career Center to build their professional skills and prepare for their futures.



Sophomore journalism and film & digital media student Callen Vaught found an internship through Career Center resources. She attended a Career Day event, used Handshake to search for opportunities, and met with a CSP (Career Success Professional) to update her résumé and learn about her options. These actions helped her have a competitive edge when applying for internships and allowed her to focus on her goals and make new ones moving forward. We asked her what she would tell fellow students about the Career Center:

“I would encourage my friends to use the Career Center and all of its resources now! I would also encourage them to attend as many events as possible. It is a great way to meet people and learn more about networking and seek internship opportunities.”

Callen’s older brother and senior corporate communications major student, Mack Vaught, found resources and help that suited his needs as well. He heard from friends about the benefits available at the Career Center and saw the success rates presented on the center’s website. Mack made an appointment with a CSP and was able to talk about his professional future in a marketing career.

“I had great results! My CSP referred me to several companies. By connecting and interviewing with these companies, I received two offers. Upon graduation, I will step into a new role as an event marketing specialist for TTI in North Carolina.”

We love to hear about the successes of our students, and celebrating these siblings makes it clear that the Baylor Career Center can and will help students at any step on their path to professional success.

sibling success!

FACTS & fallacies

When we talk with students, faculty, and parents each semester, we find out that there are ideas and assumptions about careers and the Career Center. Some of these are true while some are entirely untrue. We want to share a few facts and fallacies with you to let you in on who, what, and how the Baylor Career Center can support your student.

Career Day is for Business Majors only. There are no employers who want to hire people in my major.

False. Career Day is for all majors! Each semester, we bring in employers to ensure a wide range of internships and jobs for all our students' majors. The event is hosted inside the Paul L Foster Campus for Business and Innovation and not because it is the largest open area centrally located on campus. The location allows students to meet with more employers at one time.

I am planning on going to grad school. The Career Center only works with students who are looking for jobs.

Absolutely not true. Many of our students want to attend graduate school before starting a career, and we are well equipped to help those students. Our staff can assist students through the entire grad school application process, including personal statements, curriculum vitae or résumé development, and mock interviews. We also help students find the right programs to match their career and research goals.

Internships are an excellent way to get experience.

100% true! Our data shows that 80% of all Baylor students who complete an internship have a job by the time they graduate (and many of those are with the companies where they interned). Encourage your sophomores and juniors to come to see us about finding an internship. The experience they gain will be well worth the time for their future professional path.

I don't have any experience, and I don't know what I want to do, so there is nothing that the Career Center can do to help me.

False. Many people are not sure what they want to do after they graduate. In fact, many of the staff in the Career Center didn't know what we wanted to do when we were in college – so we truly understand. We love talking with students who are trying to figure out what might be interesting and what might be their calling. We offer career discovery and exploration through assessments and other resources. Lack of experience? Students build experience by being involved in group projects, student organizations, and internships on campus - all of which can be highlighted in a résumé.

I'm just trying to get through college. I don't need to think about what I'm doing after college until I graduate.

Not true. We ask incoming freshmen when they started to think about where they wanted to go to college. The answer is typically around their sophomore or junior years in high school. On the other hand, some college students put off thinking about career goals until after they graduate. We know that a career search needs to start and continue throughout your student's college career. The earlier they start, the more experience they can build, and the better offer they can get by graduation.

Our staff of over 25 dedicated professionals are here to help each Baylor student create a customized career plan in order to follow a strong and attainable professional path.

You can read more about our success data on our website.

Our staff has worked harder than ever to help Baylor students find professional success during a challenging time over the past two years. While other universities took a passive approach and accepted the lack of jobs as a fact, we saw a dramatic increase in our placement and success numbers. The growth is a direct result of a robust approach to work with employers and students and ensures that needs are being met on both sides. **The Spring 2020 graduating class saw an increase in job placement rate by 11%. In 2021, placement went up another 4% - over a 15% increase for our graduating students in two years!**



STUDENT CAREER PLACEMENT OVER THE PAST TWO YEARS

86% undergrad and grad placement rate for 2020.

15% increase in overall placement rate in the past two years.

SPRING CAREER PLANS

Countdown to Career Success

The earlier a student plans their career development, the earlier they can succeed upon graduation. We came up with an easy-to-follow countdown to help our Spring 2022 graduates find opportunities before graduation. While this is aimed at seniors, all students can follow these steps to find internships or jobs.

January 2022:

1. Set an appointment with a CSP before the end of January to create a professional plan to find success by graduation. Topics covered might include résumé review, networking ideas, Career Day advice, job search direction.
2. Register for Career Day, Spring 2022.
3. Apply for jobs (through Handshake, CareerShift, LinkedIn, and company sites).

February 2022:

1. Make a second appointment with a CSP BEFORE Career Day to go over your elevator pitch and STAR stories for interviews.
2. Attend Career Day, Spring 2022, February 23
3. Continue applying for jobs and interviewing.

March 2022:

1. The third appointment with a CSP will help ensure you're on track for success by graduation, practice interviewing, learn about job offer negotiations and decisions.
2. Narrow down your job search.
3. Make any adjustments that might be needed.

Following this list can help ensure that graduating seniors find employment as soon as they graduate and relieve the pressure and confusion of a job search.

Career Day Spring 2022

Our campus-wide Career Day Spring 2022 is scheduled for Wednesday, February 23rd, 2 pm - 7 pm, at Paul L. Foster Campus of Business and Innovation. Our Fall event was the highest attended to date! We are expecting numerous recruiters representing industries from across the country with internship and job opportunities for students of all 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, practice their elevator pitch, and bring additional copies of résumé.

Career Day Spring 2022

Wednesday, Feb. 23rd

2:00 p.m. - 7:00 p.m.



 Baylor University
CAREER CENTER

SPRING 2022
CAREER DAY

BAYLOR UNIVERSITY CAREER CENTER
WEDNESDAY, 2-23-2022 • 2 P.M. - 7 P.M.