

Career Center

2023 ANNUAL REPORT



Baylor University®

CAREER CENTER



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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, Colossians 3:23-34, is at the core of our department's mission to prepare students to realize their career dreams fully. In the classroom, through our coaching, in everything we do, we strive to inspire our students to view their professional careers as part of their own testimony – an opportunity to set an example for others through their work ethic, integrity, and positive impact on the world.

We provide students with career life skills coaching and a range of career opportunities to help them overcome the fear and uncertainty of the post-graduation professional world. We encourage our students to approach their professional lives with a sense of adventure, and our dedicated team of career professionals helps them navigate the challenges of career success, providing them with tools to gain confident strength and hope that can lead to fulfillment in pursuit of their calling.

Our team is passionate about helping every student achieve their career goals and providing them with clarity on what it takes to make those dreams a reality. We walk alongside our students, coaching, mentoring, and holding them accountable as they pursue their dreams. We are committed to giving them a competitive edge in the workplace and enabling them to make the most of every opportunity that life presents.

As you read our annual report, we hope you see the effort and dedication of our staff to our students and our mission. We care deeply about our students and their career success, and we are proud to be a part of their journey.

Kenneth Buckley

A handwritten signature in black ink that reads "Ken Buckley". The signature is fluid and cursive, with the first letters of "Ken" and "Buckley" being larger and more prominent.

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.



930%

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 adheres to 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. We can then determine which students need additional coaching and assistance and continue increasing placement each year as we track students' placement and success from graduation to 180 days after graduation.

Terminology and Definitions

Knowledge Rate is the percentage of graduating students for whom we have credible and verifiable information about 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%.

Response Rate is the percentage of graduating students who responded either by survey or directly to staff regarding their post-graduation plans.

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 is the percentage of students who are doing one of the following within 180 days 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

Salary Knowledge Rate is the percentage of students who accepted a full-time position for whom we have salary information.

UNDERGRAD & GRAD COMBINED



2023 BASE SALARIES FOR ALL MAJORS*



*68% overall salary knowledge rate

FIRST DESTINATION SURVEY RESULTS 2023 ACADEMIC YEAR*

	Knowledge Rate	Placement Rate	Success Rate
Undergraduate	99%	90% ↑	92% ↑
Graduate	99%	93% ↑	94% ↑

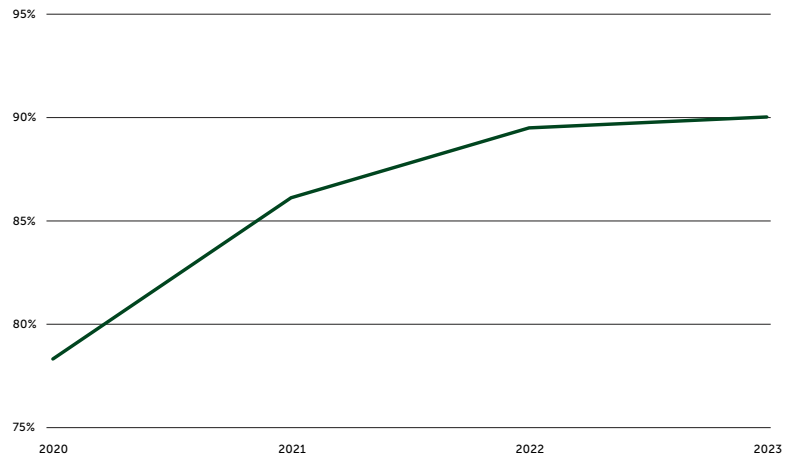
*The 2023 Academic year is based on Summer 2022, Fall 2022, and Spring 2023 - all data collected through the First Destination Survey. The Baylor University Career Center collects student outcome data by surveying graduating students about their post-graduation plans. This data, along with additional 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 diligently 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 are achieved as a direct result of a robust approach to working with employers and students to ensure needs are being met on both sides. The previous two years have seen a 5% increase in job placement rate and a 4% increase in the overall success rate for students.

When every student matters, every percentage point represents a multitude of very real hopes, aspirations, and dreams.

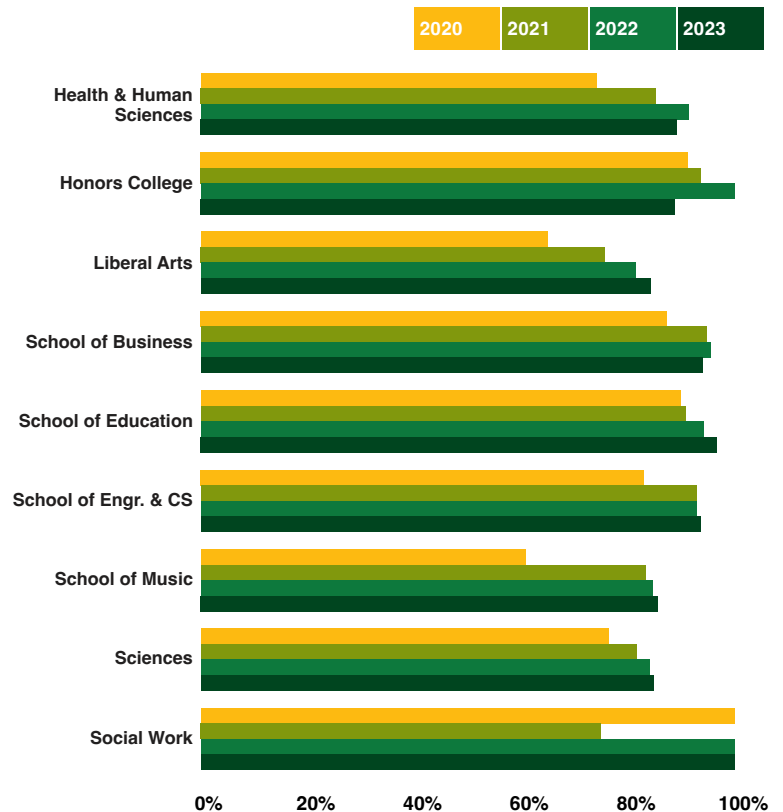
Undergraduate Placement - Four-Year Comparison



5% increase in overall placement rate over the past two years

4% increase in overall success rate over the past two years

Undergraduate Placement - Four-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.

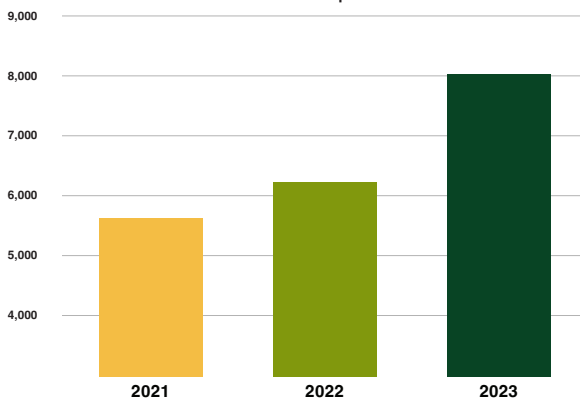
In our efforts to provide the most accessible service possible, we offer career coaching in six locations across campus, as well as provide it virtually. Our own analysis has shown we can maximize the number of students we're able to help by meeting them wherever they're already located.



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
Three-Year Comparison



CAREER COACHING APPOINTMENTS

8,035 total student appointments

22 Career Success Professionals

29% increase in appointments

Professional Development Classes

In 2023, more than 2,340 students took a professional development course offered by the Career Center. These classes have continued to steadily grow since the Fall of 2019, when just 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. Over time, we've increased the number of professional development (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, 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
Assistant Buyer
Academy Sports + Outdoors*

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

2,344 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.

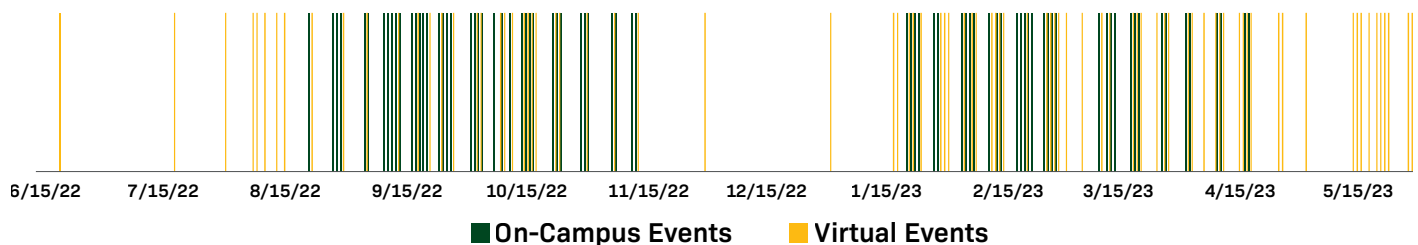


Students who attend **at least one career event** while at Baylor have a starting salary that's **more than \$8,500 higher** than those who don't.

4,801 students attended Career Center events

334 Career Center Events

200 On-Campus Events — 134 Virtual Events



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	37	\$73,111
Ernst & Young	29	\$71,310
Deloitte	19	\$73,333
Baylor University	16	\$41,365
Gartner	16	\$63,462
Lockheed Martin	15	\$74,262
PwC	14	\$65,571
Credera	11	\$85,909
ISN	10	\$66,000
Dell	9	\$73,846
Amazon	8	\$67,033
BMC Software	8	\$78,938
L3 Harris Technologies	8	\$81,033
Academy Sports + Outdoors	7	\$55,667
ExxonMobil	7	\$90,714
HEB	7	\$52,088
Pariveda	6	\$81,500
Textron	6	\$74,667
AT&T	5	\$73,200
Comerica Bank	5	\$73,600
Epic	5	\$69,600
Fidelity	5	\$61,750
Goldman Sachs	5	\$72,000
Goosehead Insurance	5	\$40,000
JPMorgan Chase & Co.	5	\$84,000

"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*

11,351

employers posting jobs for Baylor students within Handshake

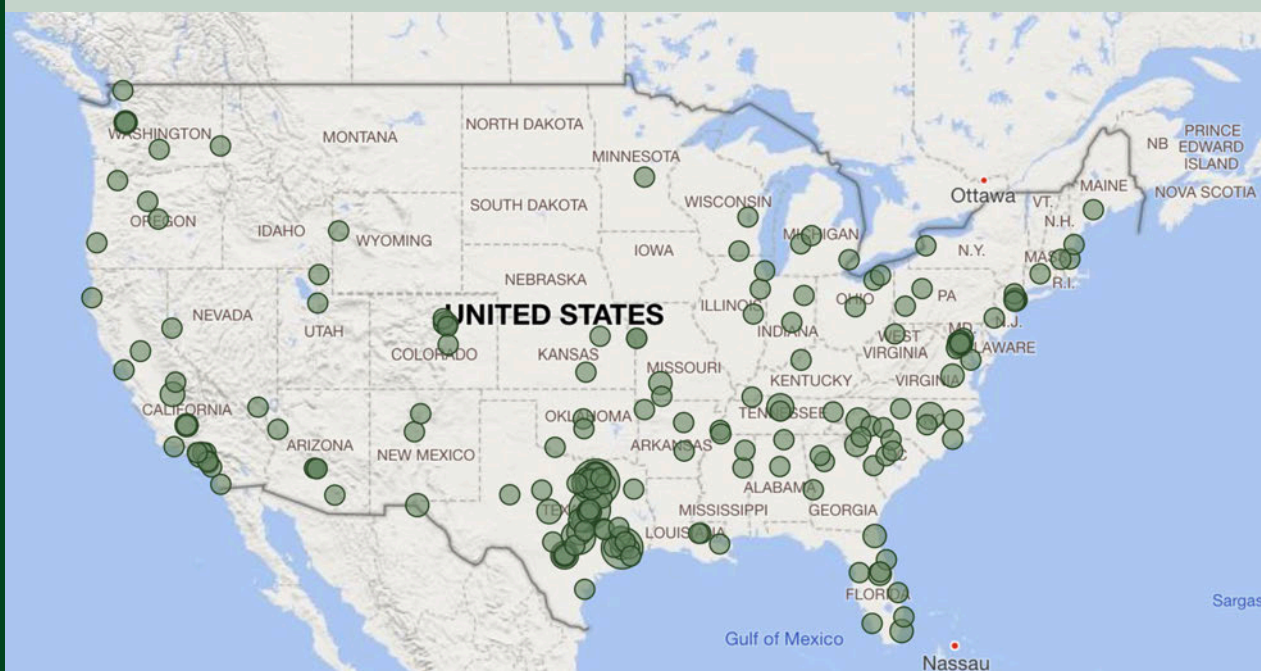
Employer Locations

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 strong 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 who want to stay. Waco is growing, and with that, greater industry opportunities are arriving all the time. Current large employers in the area include SpaceX, Magnolia, Amazon, L3 Harris, and Hello Bello.



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 career resource. The Handshake platform serves as the central hub for all Baylor students to access Career Center resources, events, appointments and networking. Initially launched in 2014, Baylor was one of the first universities in the country to utilize Handshake. We're proud to maintain one of the highest student 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
- Big Interview** Mock Interviewing
- Jobscan** Résumé Optimization

NUMBER OF OPPORTUNITIES POSTED BY TYPE

- 89,006** full & part-time jobs
- 29,321** internships
- 2,283** fellowships
- 1,628** cooperative education
- 363** volunteer jobs
- 357** experiential learning jobs
- 122,958** total opportunities



[Baylor.JoinHandshake.com](https://baylor.joinhandshake.com)

BAYLOR HANDSHAKE USE

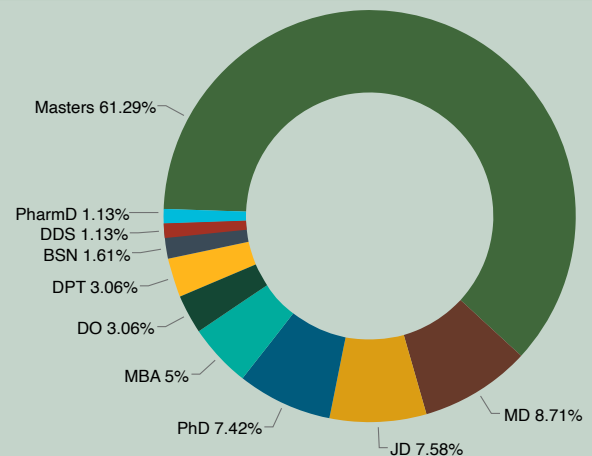
- 83.2%** Baylor undergrad student account activation
- 12,267** unique sessions in 2023
- 84,769** total log-ins in 2023

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



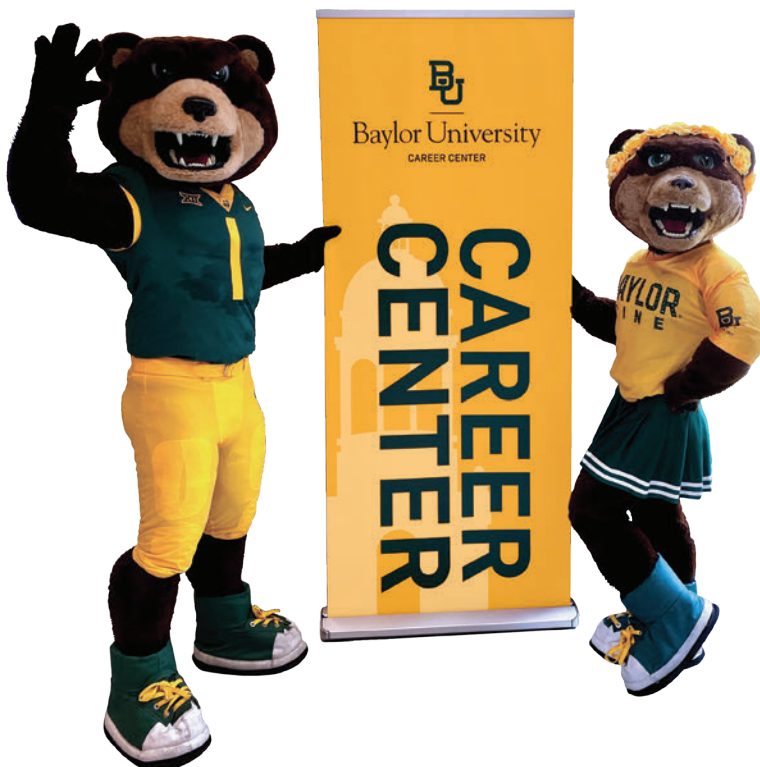
93%

overall furthering education rate

"The Career Center was so helpful to me in preparing and applying to graduate school. I met with my CSP numerous times to adjust each personal statement, supplemental essays, and my CV for each graduate school. They were very responsive and helped me make all aspects of my application the best that they could be. I also did a mock interview which was very helpful in practicing my answers to questions and getting a feel for what the interview process would be like."

**-- Madeline Ahrens
Health Science Studies '23**

**Graduate School
Medical University of South Carolina**



Career Center Staff

COMMITTED TO STUDENT CAREER SUCCESS



Andrew Boles, MS
Assoc. Director of Business Intel.
Andrew_Boles@baylor.edu



Tom Brooks, MBA
Assistant Director
Tom_Brooks@baylor.edu



Tisha Brown
Assistant Director
Tisha_Brown@baylor.edu



Ken Buckley, MBA
Assistant Vice Provost
Kenneth_Buckley@baylor.edu



Mandi Canuteson, M.S., LPC
Liberal Arts
Mandi_Canuteson@baylor.edu



Jonathan Echols
Comms. & Media Manager
Jonathan_Echols@baylor.edu



Lexi English, MAA
Education, Music, Liberal Arts
Lexi_English@baylor.edu



Michael Estep, MBA
Sr. Director
Michael_Estep@baylor.edu



Tierra Hennig
Admin. Operations Manager
Tierra_Hennig@baylor.edu



Kristen Howerton
Liberal Arts
Kristen_Howerton@baylor.edu



Sydnee Humphries, LMSW
Assistant Director
Sydnee_Humphries@baylor.edu



Amanda Kuehl
Office Manager, Sid Rich
Amanda_Kuehl@baylor.edu



Mike Lashombe
Business, Honors College
Mike_Lashombe@baylor.edu



Bill Liu
Technology Data Support Analyst
Bill_Liu2@baylor.edu



Kristen McKerall
Science, Health
Kristen_McKerall@baylor.edu



Julibeth Moore, M.S.Ed.
Science, Health
Julibeth_Moore@baylor.edu



Laura Pahmiyer
Business, MBA
Laura_Pahmiyer@baylor.edu



Amine Qourzal, MBA
Assistant Director
Amine_Qourzal@baylor.edu



Amy Rylander, MBA
Director
Amy_Rylander@baylor.edu



Donna Sparks
Science, Health
Donna_Sparks@baylor.edu



Jeffrey Stubbs, MBA
Sr. Director
Jeffrey_Stubbs@baylor.edu



Alex Stucky, LMSW
Social Work, CSD
Alex_Stucky@baylor.edu



Marissa Watson, MA
Business
Marissa_Watson@baylor.edu



Emily Whiddon
Assistant Director
Emily_Whiddon@baylor.edu



Kyle Wiseman
Business
Kyle_Wiseman@baylor.edu



Reina Wiseman
Engineering & Computer Science
Reina_Wiseman@baylor.edu





Baylor University

CAREER CENTER

Sid Rich, West Wing
254-710-3771

Foster, Suite 150
254-710-2975

Rogers, Suite 311
254-710-7516

careercenter@baylor.edu

baylor.edu/careercenter