

Using results to strengthen employment opportunities for graduates

Environmental Science BA/BS

"In 2005, the department established the following goals relative to overall preparation:

1. Faculty will work to more effectively advise undergraduate students in their plans upon completion of their degree. All faculty are now discussing post graduation planning with their advisees. Faculty are also advising increasing numbers of students into research and professional internships. The department has established bulletin boards to assist students, and is building a student culture where individuals exchange information about research opportunities. The QEP project will greatly assist with information brokerage.
2. Faculty will work to better coordinate information regarding employment opportunities for students with BA degrees. The increase in science course availability has better prepared B.A. students for consulting employment. This specific improvement does not assist all B.A. majors, however.
3. Given the multidisciplinary nature of the environmental studies/science fields, the department will begin to organize a clearinghouse of information regarding graduate programs in various emphasis areas to better assist students in exploring options for graduate training in this field. Individual advisors are increasingly advertising opportunities to students, and seeking graduate placements for their advisees.

As a result of the 2007 survey, the following additional goal is added to ENVs response:

4. The department will evaluate the advising available to B.A. students, and consider curriculum revisions to improve professional placements.
5. The department will maintain the current trajectories for B.S. students while further increasing research exposure and other forms of engaged education which prompt wise professional choices. This will include committed participation in the QEP program."

Marketing

"With respect to job placement, marketing students are behind other majors in our school when it comes to obtaining employment prior to graduation. For May 2007 graduates, the school average was 61.5%, with majors in management (84%) and finance (69.4%) faring far better than marketing. This suggests that the problem may have more to do with how our department is preparing students for job search, as opposed to (blaming) the school or university placement services...we must make a concerted effort to provide placement incentives and opportunities for marketing students as a part of their curriculum experience. Accordingly, marketing faculty will each be assigned to develop one industry contact that will be willing to recruit at the Baylor Marketing Career Week in Fall 2008 and students in senior level courses will be required to interview with at least one organization (unless showing evidence of prior employment)."