



Career Center

2021 ANNUAL REPORT

Letter from Ken Buckley



Colossians 3:23

Whatever you do, work at it with all your heart, as though you were working for the Lord and not for people.

This scripture is at the heart of our department's mission to prepare students to truly realize their career dreams. Our classroom and coaching efforts push our students to look at their professional careers as part of their testimony to the world, a chance to be an example to others of work ethic, integrity, and making a positive impact in the world.

We provide intentional engagement and career life coaching to help our students embrace the fear and unknowns associated with the post-graduation, professional world. Understanding Colossians 3:23 in a practical application of career development helps turn the uncertainty related to their career future into the strength of hope and peace that comes from feeling a part of God's plan. This attitude to embrace work as more than just a job not only makes our students more employable but provides them with an inner source of purpose rather than frustration when they face life's stress and challenges.

We believe that Career Success Starts Now, meaning that it is never too early to start on your career path. The Baylor University Career Center is here to enhance your education and experience at Baylor and prepare you to go into the world, follow your calling, and find success in all that you do.

Kenneth Buckley

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.



87%

SUCCESS RATE

**STUDENT 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 is based on National Association of Colleges and Employers (NACE) guidelines. We strive to achieve the highest knowledge rate possible to have the most accurate information. With this information, we can determine which students need additional coaching and assistance. It is through the near-perfect knowledge rate that we can increase our placement numbers year after year. We track students placement and success from graduation date through 180 days after graduation.

Knowledge Rate is defined as the percentage of graduating students with credible and verifiable information on the graduates' post-graduation career plans. The higher the knowledge rate, the more accurate the success rates will be. Most institutions strive for a minimum knowledge rate of 65%. The Career Center is diligent in its efforts to contact every graduating student.

Placement Rate is the percentage of students seeking employment that have accepted a full-time professional position.

Success Rate refers to the percentage of students that are doing one of the following:

- Full or part-time employment
- Enrolled in a graduate program
- Participating in a program of voluntary service
- Serving in the U.S. Armed Forces

UNDERGRAD & GRAD COMBINED

99% overall knowledge rate

86% overall placement rate

87% overall success rate

88% overall graduate school rate

2021 BASE SALARIES FOR ALL MAJORS

\$54,998

average base salary undergraduate

\$65,721

average base salary graduate

FIRST DESTINATION SURVEY RESULTS 2021 ACADEMIC YEAR*

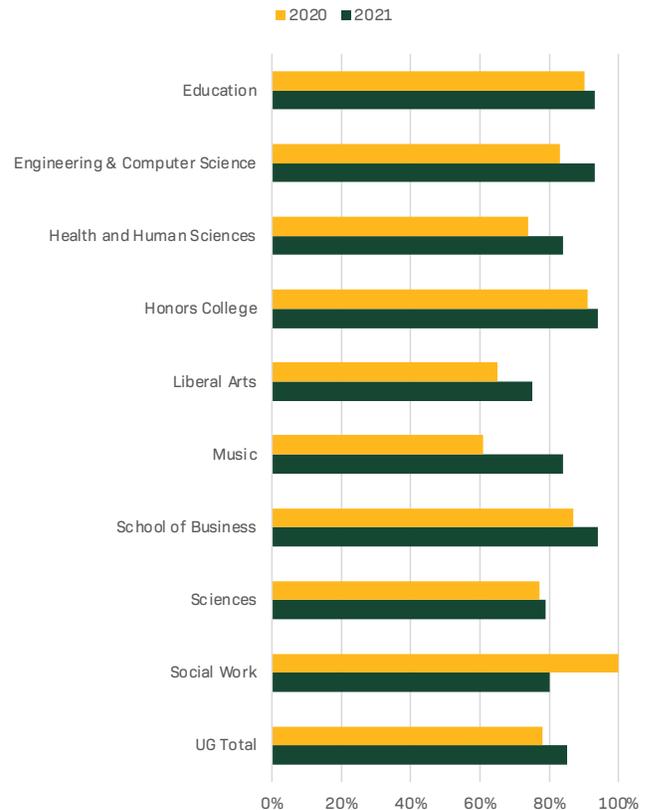
	Knowledge Rate	Placement Rate	Success Rate
Undergraduate	99%	85%	87%
Graduate	98%	87%	88%

*The 2021 Academic year is based on Summer 2019, Fall 2019 and Spring 2020. All data collected through First Destination Survey.

Career Success during COVID-19

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!

Placement 2020, Placement 2021 Comparison



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

6% increase in overall success rate in the past two years



Career Coaching Appointments

The Career Center can help Baylor students with the various steps in their career journeys through a personalized approach to career coaching. Our Career Success Professionals (CSPs) are organized into teams by colleges that specialize in the directions the students can take their degrees, which creates a much more robust approach in understanding the unique needs and goals of the majors. Each appointment is tailored to help identify students' career interests, strategize job and internship searches, craft résumés, and prepare them for networking events and interviews.

In our efforts to provide the most accessible service possible, we offer career coaching in 5 locations across campus and virtually. The result of expanding our appointment options is a 15% increase in appointments with students in the past year.



"The Career Center helped me to feel comfortable and relaxed during my interviews. They gave me the tools to succeed in my interviews and feel confident about myself as an applicant. I truly felt that the career center cared about my future and did everything they could to help me succeed."

*-- Grace Purcell
Health Science Studies | Pre-Med '22*

Appointment types include:

- Résumé, Cover Letter, and Professional Communication
- Networking, LinkedIn and Personal Branding
- Interviews / Mock Interviews
- Job Offer Evaluation and Negotiation
- Career Search Planning: Job / Internship
- Graduate School Planning
- Career Discovery and Assessment

"[My career coaches] were incredibly helpful in more ways than one. They were very responsive in communication leading up to my appointment and gave me insightful and specific ways to edit both my résumé and portfolio. I left the meeting feeling confident and ready to take action on how to better display my skillset to the world."

*-- Hannah Barron, Apparel Design
and Product Development '21*

CAREER COACHING APPOINTMENTS

5,810 total student appointments

25 Career Success Professionals

15% increase in appointments

Professional Development Classes

One of the most beneficial ways the Career Center assists Baylor students is through the Professional Development courses. These courses prepare students for the workforce and allow the Career Center staff to establish strong relationships throughout the semester. In these on-campus, one-credit-hour courses, students explore their career interests and opportunities, learn about the numerous career resources available, practice career-oriented skills, and get ahead in their career plans long before they graduate. In 2021, we increased the number of sections offered of PRD 2101 to allow more students the opportunity to take this valuable class. There are sections for specific areas of study, including liberal arts, engineering, computer science, business, and health and science. All business students are required to take two classes of professional development (BUS 2101 and BUS 3101). We have been able to follow students who take these classes through graduation and have determined the benefits of the course with an 8% higher chance of job placement after graduation over students that did not take the course.

"Professional Development is an excellent class for understanding all that goes into the job process. Application, Interview and Job Negotiation, all these topics, and many more... are covered in-depth to give you an acute understanding of what goes into the process of finding a job. I would highly recommend it!"

-- Zach Baker, History '21

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



2084 students took Career Development classes

8% increase in job placement

Career Center Events

At the Career Center, we work closely with employers, faculty, and students to ensure that our events are timely, appropriate, and engaging. The college-based Career Success Professional (CSP) teams work directly with employers that hire within their majors, which creates a positive connection on all sides. It allows for personalized recommendations from CSPs, networking, and tailored events that target the students where they are at in their degree plan.

8192 total number of attendees

TOTAL CAREER EVENTS

379 including career fairs, employer sessions, and presentations

NUMBER OF EVENTS BY TYPE

- 17** Employer On-site
- 311** Virtual Sessions
- 113** Class Presentations
- 30** Workshops
- 3** Career Fairs



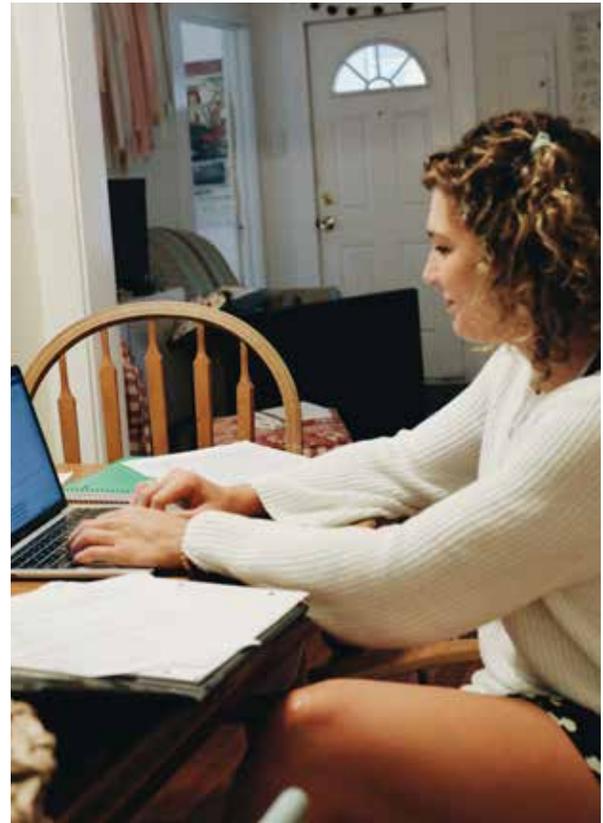
"Hewlett Packard Enterprise (HPE) has enjoyed a long and successful recruiting relationship with Baylor University. We always marvel at the quality of the students we meet every year that embody the character of the University itself. The Baylor Career Center Team is central to all that we do at the 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

Career Day

Career Day is how we refer to our biannual career or recruitment fairs, as it is a full day dedicated to helping students find internships and job opportunities. Employers recruiting students of all majors come together to meet a greater number of students at one time. These events are a valuable resource for Baylor students to meet and interact with multiple potential employers all in one day. Students talk to recruiters about their companies, the application process, details about the jobs they are looking to fill, and networking opportunities.

Both Career Day - Fall 2020 and Spring 2021 were hosted in a virtual platform to provide a safe experience and adhere to Baylor University and CDC guidelines. While these events differ from our in-person career fairs, they were still very successful. One reason was that students could log in from wherever they were, allowing more students to attend, resulting in a 30% increase in attendance in Fall 2020 over Fall 2019.



CAREER DAY ATTENDANCE

	Employers	Students
Virtual Career Day - Fall 2021	146	2075
Virtual Career Day - Spring 2021	137	1384

30%

increase in attendance for virtual Career Day in Fall 2020

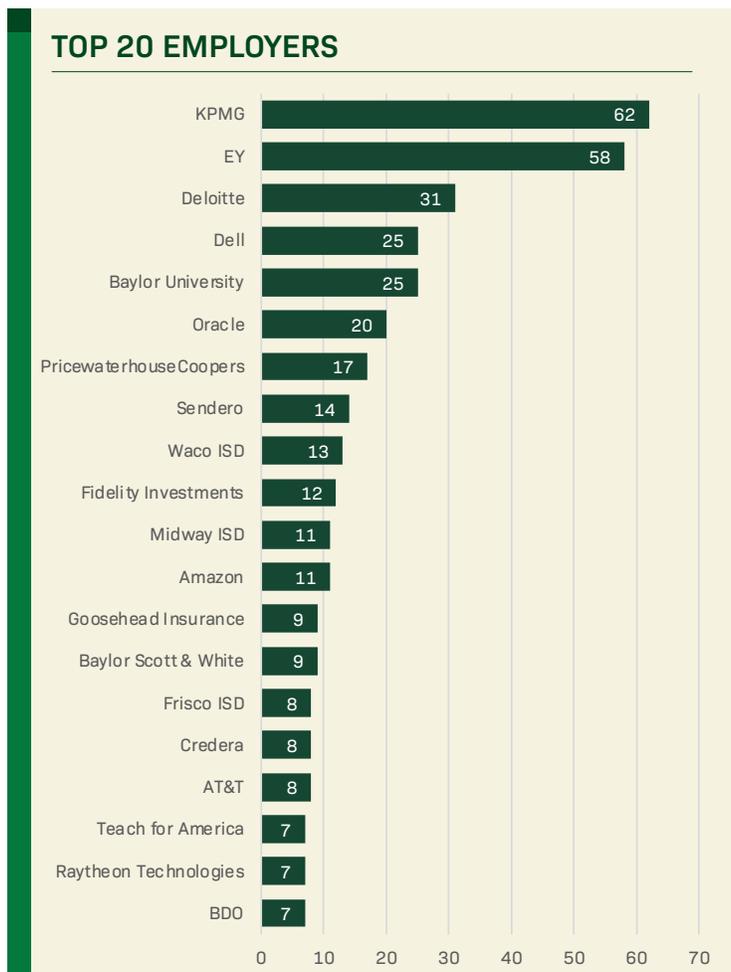
"Though Career Day looked a little different this year, it was still full of employers that wanted to get to know and hire Baylor students. I was able to have meaningful conversations with employers that I was excited to talk to. I didn't worry about them not having my attention or being distracted by other people because it was just the recruiter and me. 2020 has been all about adapting and doing things in a new way."

-- Caleigh Dalton, Marketing '21

Employer Engagement

The Baylor University Career Center offers a concierge-style service to employers to ensure a seamless recruitment experience. Teams of CSPs work with specific colleges and majors along with specific employers hiring those majors and strive to maintain strong working relationships with those employers. Knowing our students and employers well allows us to offer recommendations that make recruitment easier for our 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 will reach out to them and make those connections. We research companies that might match our students' interests and needs each year: this continues to broaden our network to bring in new companies to recruit Baylor talent. This personalized approach assists each employer in their specific recruiting strategies, including, but not limited to, career fairs, conducting interviews, hosting company information sessions or branding events on campus, and posting jobs 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 ensure that many great jobs and internships are available.



"Baylor students have a top-notch education as well as the knowledge and hands-on experience employers are looking for. The Christian atmosphere and mission of Baylor University create potential employees who follow their calling to serve others and live their full potential both personally and professionally."

**--Reina Mendoza-Wiseman, CSP
Baylor University Career Center**



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 globally. 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 all majors.

As we work to establish stronger connections with employers around the globe, we also work with numerous companies in the greater Waco area. We have a dedicated staff member who collaborates with the city of Waco to ensure that there are jobs competitive with larger markets for students that want to stay in the area. Waco is growing, and greater industry opportunities are coming. Employers in the area include SpaceX, Magnolia, Amazon, L3, and Hello Bello.

11,079 total number of unique employers that actively recruit at Baylor University

"The Baylor Career Center goes out of its way to support both the students and employers. As a recruiter, they actively reach out to see what opportunities we have open and connect me with students who meet our qualifications. Not only do they help create valuable introductions to candidates, but an opportunity for campus engagement... I cannot say enough good things about the Baylor Career Center and its dedication to supporting students as well as employers!"

--Amey Wood | Polymedco



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 ensure they are timely and valuable. These resources are available through Handshake. Our CSPs are available to help students learn how to best use the various tools. Resources include:

- Career assessments
- Résumé and applicant tracking system tools
- Internship and job search tools
- Interviewing and networking platforms

PREMIUM CAREER RESOURCES

- Career Shift Job Search and Management
- Handshake Career Management
- Interview Stream Mock Interviewing
- Jobscan Résumé Optimization
- Super Strong Career Assessment
- Vmock Résumé Creation Tool

Handshake

The top resource offered is Handshake. Handshake is the central hub for all Baylor students to access Career Center resources, events, appointments and networking. Launched in 2014, Baylor was one of the first universities in the country to utilize it and boasts one of the highest engagement rates nationwide. 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.

55% increase in jobs listed in Handshake

NUMBER OF JOBS POSTED BY JOB TYPE

- 58,774** Jobs
- 12,712** Internships
- 2,100** Fellowship
- 895** Cooperative Education
- 297** Volunteer
- 394** Experiential Learning

BAYLOR HANDSHAKE USE

- 81.9%** Baylor undergrad engagement
- vs**
- 68.6%** nationwide undergrad engagement
- 61,597** total number of all type of job
- 30,310** unique log-ins

Graduate School Destinations

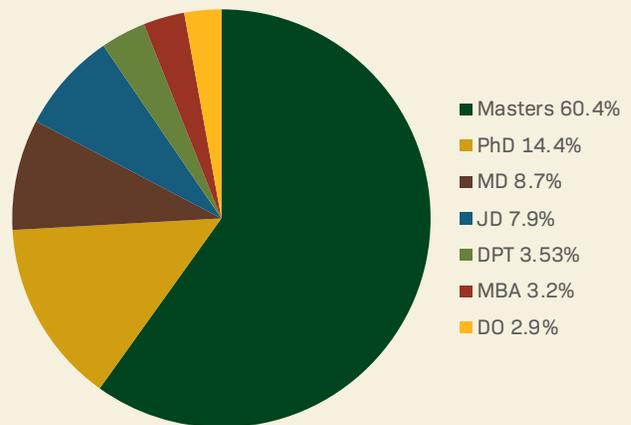
A significant number of Baylor students wish to pursue graduate or professional school after completing their undergraduate degrees. The Career Center staff helps evaluate what types of graduate programs best fit the student's career goals. We can help determine the best time to begin a degree and formulate a timeline for crucial graduate school planning and application steps. Our CSPs help students 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



When an incoming freshman is accepted to Baylor University, they receive a t-shirt that reads "I Know Where I'm Going." The Career Center celebrates all that our students have achieved and the knowledge of where they are going next. We are incredibly proud of the success of all the Baylor graduates!

GRADUATE SCHOOLS DEGREE PROGRAMS



GRADUATE SCHOOL ACCEPTANCE RATE

- 88%** UG students accepted to grad school
- 97%** Grad students accepted to grad school

"Baylor has prepared me to find grad schools to apply to and I know that after Baylor I will be applying to pursue a Ph.D. in Neuroscience. The Career Center has helped me with all of the resources they offer, from résumé workshops to mock interviews. Without these resources I would be LOST, and I know I am not the only first gen student that feels that way. I will definitely be reaching out to the Career Center even more on my senior year next year to ask for aid in the application process."

-- Vanessa Muniz, Neuroscience, '22



Leadership



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



Michael Estep, MBA
Director
Michael_Estep@baylor.edu



Jeffrey Stubbs, MBA
Director
Jeffrey_Stubbs@baylor.edu

Assistant Directors



Amy Ames, M.Ed., LPC, NCC
Assistant Director
Amy_Ames@baylor.edu



Tom Brooks, MBA
Assistant Director
Tom_Brooks@baylor.edu



Tisha Brown
Assistant Director
Tisha_Brown@baylor.edu



Amine Qourzal, MBA
Assistant Director
Amine_Qourzal@baylor.edu



Amy Rylander, EMBA
Assistant Director
Amy_Rylander@baylor.edu

Operations



Andrew Boles, MS
Sr. Technology & Data Analyst
Andrew_Boles@baylor.edu



Shelby Cefaratti-Bertin
Marketing & Communications
Shelby_Cefaratti@baylor.edu



Patti Hueston
Waco Employer Specialist
Patti_Hueston@baylor.edu



Jayne Tooker
Assistant to the Asst. Vice Provost
Jayne_Tooker@baylor.edu

Career Success Professionals



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



Sydnee Corey, LMSW
Math, Health Sciences, Social Work
Sydnee_Corey1@baylor.edu



Emily Dalak
Eng., Comp. Science
Emily_Dalak@baylor.edu



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



Mike Lashombe
Business, Honors College
Mike_Lashombe@baylor.edu



Nick Haynes, LMSW
Social Work, Health Sciences
Nick_Haynes@baylor.edu



Reina Mendoza-Wiseman
Liberal Arts
Reina_Mendoza@baylor.edu



Donna Sparks
Science and Math
Donna_Sparks@baylor.edu



Kaytlin Suarez
Health Sciences
Kaytlin_Suarez@baylor.edu



Caelie Terrazas
Business
Caelie_Terrazas@baylor.edu



Christie Walker
Grad Business, MBA
Christie_Walker@baylor.edu

Office Managers



Laurie Gentry
Administrative Operations Manager
Laurie_Gentry@baylor.edu



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



Baylor University

CAREER CENTER

CONTACT

Sid Rich, West Wing
254-710-3771

Foster, Suite 150
254-710-2975

Rogers, Suite 311
254-710-7516

careercenter@baylor.edu