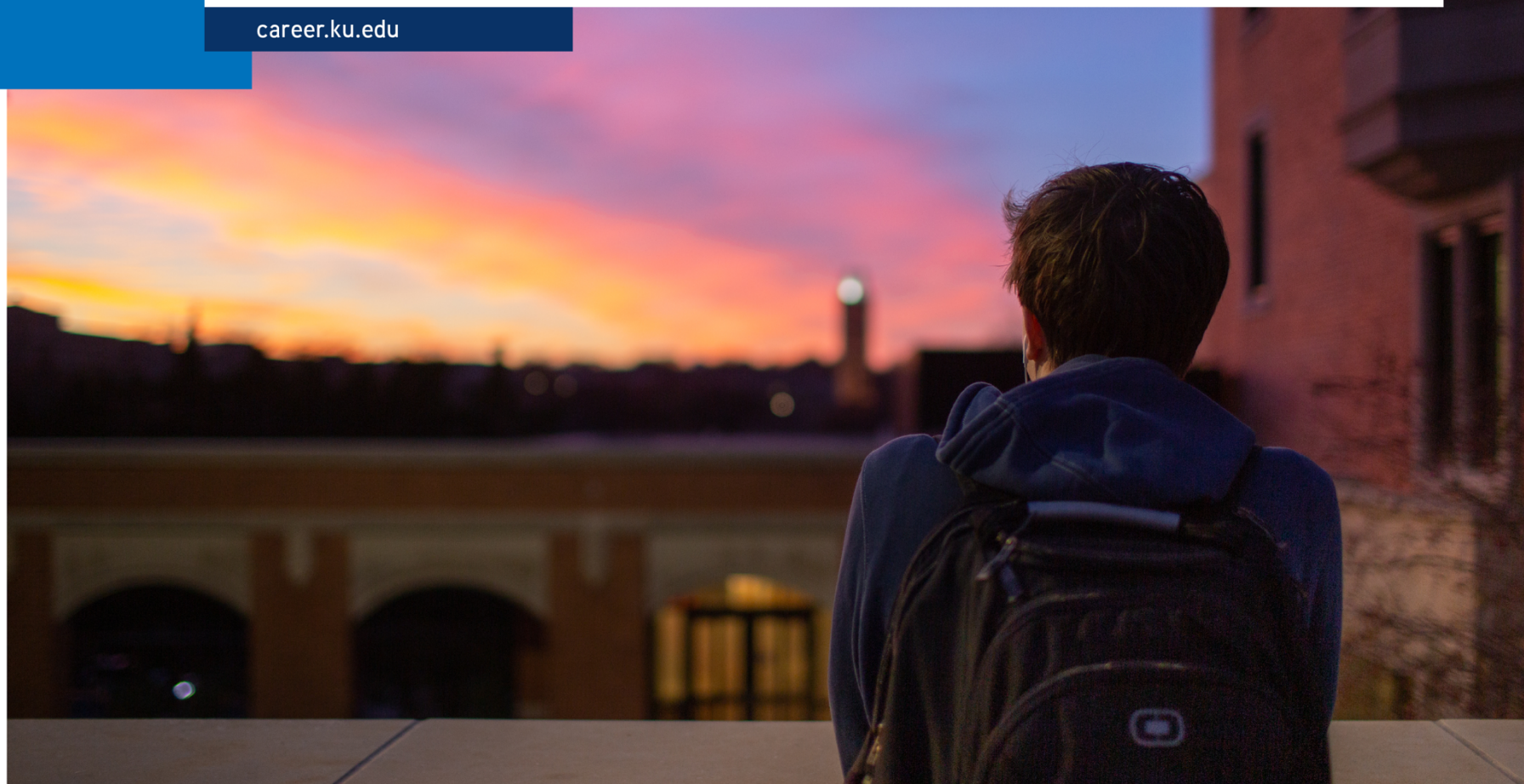




Annual Report 2022-2023

UNIVERSITY CAREER CENTER

career.ku.edu



The University Career Center (UCC) offers a range of resources all intended to educate students about the career development, planning, and implementation process; connect students with employment and experiential learning opportunities; develop partnerships with administrators, faculty, alumni, & employers on projects that enhance career services for students.

KU Academic Success
academicsuccess.ku.edu

University Career Center



“My coach believed in me throughout this whole process, especially at crucial times when I wanted to give up. I am overjoyed to share that I just accepted my dream job.”

- KU senior



“Mocktober Fest was the best experience I’ve had since coming to KU – it made me more confident about networking and interviewing, thank you so much!”

- KU sophomore

For the 2022-2023 year, UCC staff focused on creating new or refreshing old programs to engage students, faculty, and alumni in career readiness initiatives to extend the benefits of career coaching services to students.

2,169

Career coaching appointments

99%

Students would return for another career coaching appointment

7,380

Students signed up for a Hawk Hustle newsletter

44,638

Unique job and internship opportunities posted in HireJayhawks!

2,169 students scheduled career coaching appointments.

- In post-coaching surveys, confidence increased by 1.5 points (1-5 scale). The most common words students used to describe how they felt were **relieved**, **motivated**, and **prepared**.
- 99% of students would recommend this service to someone else (per career coaching evaluations).

3,695 KU students participated in new career readiness programming and workshops.

- Mocktober Fest and Crush the Interview engaged 350 students and 170 alumni in mock interview experiences.
- 98% would recommend a friend to participate.
- 2,225 students participated in new or revamped career readiness workshops; overall, students reported a 1-point increase in confidence in their preparedness with the topic.

7,380 students signed up to receive at least one of the six thematic Hawk Hustle Newsletters written by career coaches, giving career advice and providing jobs, internships, and campus engagement ideas.

- 41% consistent open rate (“good” is considered anything between 25-35%), these newsletters are reaching over 3,000 students throughout the year.
- 70% - workshops were in-person (30% offered virtually)
- 80% of workshop requests came from faculty

STUDENT CONNECTIONS

UCC Staff supported seven career fairs that connect students to internship, volunteer, and full-time job opportunities. Most career fairs saw increased student attendance except for Education events.

2022-2023 Event Attendance

	# students (+/- from last year)	# employers (+/- from last year)
Part Time Job & Volunteer Fair	1256 (+20%)	124 (+52%)
Education Career Fair	91 (-51%)	70 (-41%)
Science Career Fair	135 (+48%)	20 (0%)
Internship Fair	605 (+112%)	55 (-4%)
Career & Internship Expo	728 (+54%)	147 (-2%)
Architecture Fair	285 (+6%)	100 (+10%)
Education Interview Day	79 (-36%)	72 (+14)
Health Careers Expo (new)	86 (+15%)	53 (+26%)

3,287

KU students attended
UCC Career Fairs

670

Employers attended a
UCC Career Fair

STRATEGIC PRIORITIES



Priority #2 Coordinate academic support programs and technologies to promote an integrated student service model.

- University Career Center and Success Initiatives collaborated to integrate HireJayhawks case notes from career coaching appointments into Jayhawk GPS.



Priority #3 Foster student sense of belonging through coordinated peer and community-based support programs.

- UCC staff collaborated with campus service units and student organizations to develop career programming to connect students with alumni and working professionals.
- The International Consult project returned for the 4th year, engaging 24 students from KU and a partnering University in Germany in a week-long problem-based consulting project for the Lawrence Chamber of Commerce.

Priority #4 Enhance support and clarity for students' major selection, career direction, and pathways to degree completion.

- 1,435 new student users signed up for Pathway U account, a self-directed career assessment tool that integrates career information for KU majors.

Priority #6 Proactively connect students with career and experiential learning through curricular and co-curricular activities throughout their academic career.

- UCC staff collaborated with faculty and campus student organizations to integrate career content through workshops and assignments.
- The UCC led 96 workshops by request from faculty and student organization leaders (70 from faculty, 16 from student organizations).
- 23 faculty assigned a UCC coaching appointment, resource, event, or program as an assignment or extra credit, impacting 1,028 students.

STUDENT RETENTION WORK

The UCC staff embarked on the third year of implementing intentional efforts focused on increasing outreach to first generation, underrepresented minority, and low-income students. Compared with the overall KU student population, analysis of disaggregated data of coaching appointments and career fair attendance by race/ethnicity reveals the race/ethnicity of students visiting the career center for student appointments is proportionate to KU student population; all categories are higher than the KU student population (compared to 4/7 the previous year). This is the first year we have disaggregated attendance, providing a benchmark for future years.

Race/Ethnicity of students in UCC appointments and events, compared to total KU student population

	UCC Coaching appointments AY 23, AY 22 (a)(b)	UCC Event Participants (c) AY 23	KU Students(d)
American Indian or Alaska Native	1.7%, 0.6%	.4%	.5%
Asian	7.7%, 5.1%	8.1%	6.2%
Black or African American	4.8%, 4.4%	4.4%	4.3%
Hispanic or Latino	9.6%, 8.5%	11.1%	8.8%
International	10.7%, 7.0%	9.2%	6.8%
Two or more races	6%, 5.2%	5.4%	5.1%
Unspecified	1.1%, 0.8%	.7%	1.9%
White	59.9%, 68.3%	60.8%	66.4%

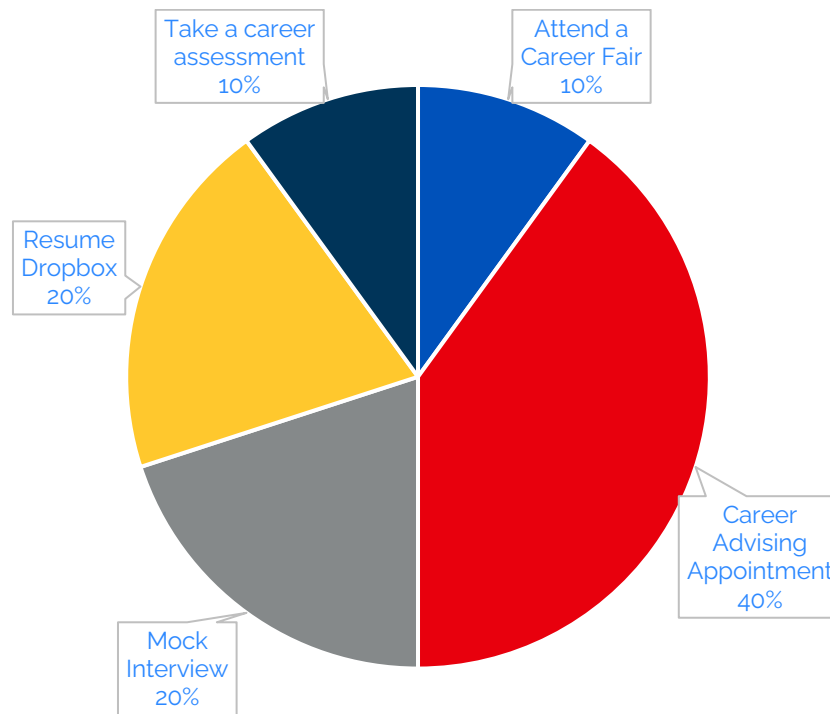
(a) KU University Career Center, Coaching Analytics 2022-2023, (b) 2021-2022

(c) KU University Career Center, Career Fair Kiosk student check-in, 2022-2023, *AY 23 is the first year we have analyzed demographic data of students attending UCC career fairs.

(d) KU Analytics and Institutional Research, Enrollment Dashboard, Fall 2022

CAMPUS PARTNERSHIPS

Embedded Career Readiness Assignments, 2022-2023



Faculty Engagement

- In total, 103 faculty engaged University Career Center services, resources, and events to embed career readiness content into their curriculum, reaching 3,253 students. See Chart, “Embedded Career Readiness assignments, 2022-2023”
- Of the 103, 23 faculty assigned a UCC coaching appointment, resource, event, or program as an assignment or for extra credit, impacting 1,028 students. Seventy faculty invited UCC staff to collaborate on a workshop or presentation in their classroom.

Alumni Engagement

- In partnership with the KU Alumni Association, 175 Alumni participated in UCC educational programming and mock interview events, reaching 1,490 students.
- UCC Career Advising staff guided 1,032 KU students on how to use the Jayhawk Career Network’s flash mentoring tool, KU Mentoring +, to connect with KU alumni.



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