



2021-2022
ANNUAL REPORT

University Career Center

career.ku.edu

The 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 for students

KU Academic Success
academicsuccess.ku.edu



“My (career) coach is absolutely amazing! She is so transparent and helpful and really cares and shows that she has my best interest. She is so generous with her time and such a helpful, smart person to talk with and get advice from! I should have met with her sooner.”

Undergraduate Student

SUCCESS METRICS

UCC staff returned to campus to offer in-person services, events, and programs in early August 2021, holding on to virtual/remote options to offer more flexibility. Being flexible led to good engagement of services, programs, and events for students, campus partners and employers.

- Introduced a 30-minute block for all appointment types; offered two new appointment types: Getting Started and Networking.
 - 30% increase in coaching appointments (2020-2021)
 - 63% of the appointments were virtual
- Increase in event attendance and job postings.
 - 44% average increase in students' attendance at career fairs, 73% increase in employers attending
 - 61% - Job postings increased significantly due to changes in HireJayhawks and a robust labor market.
 - More than 26K opportunities posted in HireJayhawks!
 - 70% - workshops were in-person (30% were offered virtually); 80% of workshop requests came from faculty
- Increase in student engagement on all fronts (virtual, events, and newsletter)
 - 5086 students engaged in one or more of the six Career Communities
 - 49% - Average open rate for Hawk Hustle newsletters ("Good" open rates for emails falls between 20-30%)
 - 434 views of Beyond KU career programming series showcasing interdisciplinary career options

30%

Increase in coaching appointments

44%

Increase in career fair attendance

5086

Students Engaged in Career Communities

61%

Increase in job postings/internships in HireJayhawks.

STUDENT CONNECTIONS

UCC Staff approached all new ways of connecting career learning outcomes to students when operations returned to campus. This included fresh approaches to workshops, career fairs, and other connection points for students to include virtual, hybrid and in person events, resources and events.

2021-2022 Event Attendance

	# students	# employers
Part Time Job & Volunteer Fair	1225	104
Education & Public Service Career Fair	187	119
Science & Technology Career Fair (new)	91	24
Internship Fair	286	57
Career & Internship Expo	474	150
Architecture Fair	268	91
Education Interview Day	124	63
Health Careers Expo (new)	75	42

1454

Pathway U student
accounts

380

Students taking
TruTalent

Academic Success Strategic Priorities



Strategic Priorities

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

- [Integrated HireJayhawks portal into the my.ku.edu portal.](#)

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

- International Consulting Project was held virtually with partners in Germany for KU students; one student noted how, “this has changed my career direction and I’m excited for my future!”
- Winter Boot Camp. UCC collaborated with more than 15 campus and off-campus partners such as the KU Alumni Association to offer mock interviews and resume reviews for 174 graduating seniors. Featured in [KU Alumni Magazine](#).

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

- 30% increase in coaching appointments by offering early evening availability and 30-minute appointment blocks.
- Implemented Pathway U, a self-directed career assessment tool that integrates career information for KU majors.
 - 1454 new student users signed up for an account.

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

- Collaborated with faculty to integrate career content into 90 classrooms using zoom, pre-recorded, or in-person options. 70% of integrations were in-person workshops facilitated by a career coach.

STUDENT RETENTION WORK

We are in our second year of implementing intentional efforts focused on increasing outreach to first generation, underrepresented minority and low-income students. Highlighted events and initiatives this year include:



Mocktail and Mingle

More than 40 students and 10 Alumni participated in this casual networking event focused on first generation college students. This was a collaboration between KU Alumni Association, Academic Retention and Engagement Center, and the University Career Center



Career Diversity Resources

Created diversity themed web content for 12 different identity groups containing 374 resource links to job and internships, networking groups and publications.

Developed print resources to guide students in appointments and workshops for assessing inclusive organizations in company research.



Coaching Appointments

Analysis of disaggregated data of coaching appointments by race/ethnicity, compared to KU student population reveals the race/ethnicity of students visiting the career center for student appointments is proportionate to KU student population; 4/7 categories are higher than KU student population.

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“All of my students are passionate about what they learn in Women, Gender and Sexuality Studies classes, but many seem to think that other majors are more practical or marketable. I’ve brought UCC into my classes to dispel this assumption by showing students how to find job opportunities that match their interests and how to pitch their skills to potential employers. In addition to building career skills, students leave these sessions more confident in their academic work.”

- Dr. Stacey Vanderhurst,
Women Gender Sexuality Studies



ADDRESS

1300 Sunnyside Ave.
Summerfield Hall, Rm. 206
Lawrence, KS 66045



CONTACT

785-864-3624
ucc@ku.edu
career.ku.edu