SHAPING FUTURES THROUGH CONNECTIONS
PROGRESS TOWARD A LIFELONG CAREER CENTER

2017-2018 METRICS FOR SUCCESS
LETTER FROM THE DIRECTOR

The Towson University Career Center staff is pleased to share our inaugural update on the transformational commitment to establish a world-class, lifelong Career Center. After a year of exploration, conversation and strategic planning, the 2017-18 academic year offered the opportunity to make progress on this identified presidential priority.

This year saw the start of a culture change, one where the Career Center is poised to serve as a catalyst for community-driven career integration. This change in mindset and action will allow for the establishment of an ecosystem that encourages all campus stakeholders to be engaged in supporting student success. In working to shape our students’ futures through connections, the Career Center has been able to lay the groundwork to establish the first of our college-based career communities.

We’ve begun inroads into expanding career content into the curriculum, including a career-readiness pilot in the First Year Experience and the expansion of the two-credit life and career planning course. We successfully launched the Handshake career management platform, which has resulted in a 142 percent increase in opportunities for Tu students, and published the first annual report on the career outcomes of our graduating class. This year the Career Center began a new, more strategic approach to external relations that included a focus on employer education and outreach. We also worked on several initiatives aimed at expanding the campus conversation around the value of employer-demanded career-readiness competencies.

We’d like to thank our students for being focused on their career success, our campus partners for supporting the president’s vision, and all of our external allies for their investment in Towson University as the state’s primary workforce engine. In particular, we’d like to express our gratitude to the 2017-18 Career Center Employer Partners listed on the final page of the report.

After an exciting year, the Career Center looks forward to a continued evolution anchored by a focus on fostering connections and leveraged passions. Go Tigers!

Sincerely,

Lorie Logan-Bennett
Director
Creating a world-class, lifelong Career Center is one of eight Towson University Presidential Priorities that align with TU’s strategic plan. To address this priority, the campus-wide Career Readiness Task Force was formed.

After a yearlong process of research, discussion and deliberation, the Task Force recommended the integration of career education and readiness across campus to be led by the efforts of the Career Center, and supported by college-based career communities. Effectiveness will rely on engaging every student early on and in a way that is personalized and accessible.

When fully implemented, Towson University’s commitment to student and alumni career readiness will result in every TU graduate having:

**KNOWLEDGE**
- Obtained knowledge of major and applied career options.

**EXPERIENTIAL LEARNING**
- Completed at least one experiential opportunity that supports development as a professional and aligns with career interests.

**CAREER-READY COMPETENCIES**
- Developed career-readiness competencies and the ability to identify and articulate personal brand/value propositions.

**NETWORKING**
- Established a professional network via connections to individuals and organizations.

**LIFELONG ENGAGEMENT**
- The opportunity to engage as alumni in ongoing career management to achieve evolving goals.

Information about progress towards this and other Presidential Priorities can be found at towson.edu/priorities.

The Career Center assists Towson University students and alumni with career-decision making, developing professional skills, finding jobs and internships and even applying to graduate school. Staff provide access to job and internship postings, on-campus interviews, career advising, online career exploration resources and special events that help students and alumni build connections and prepare for the next steps of their careers.

To reflect the ethos and focus of the recommendations and outcomes presented by the Career-Readiness Task Force, the Career Center applied design thinking principles to revisit its vision, mission, and values, and will be guided by the following going forward:

**VISION**
- A catalyst for community-driven career integration

**MISSION**
- Shaping futures through connection

**VALUES**
- Connected | Passionate | Evolving

“The Career Center mock interview appointment gave me the confidence to understand the skills I have and how to talk about my own experiences as a job candidate.”

—Amanda Carroll ’17, Family & Human Services Major

95% of students who received career advising reported gaining new knowledge to achieve their career goals
CAREER OUTCOMES:
CLASS OF 2017

TOP EMPLOYERS OF TU STUDENTS
Automatic Data Processing, Inc.
Aerotek
AmeriCorps
Maryland Public School Systems
Baltimore Orioles
Brightview Senior Living
CareFirst BlueCross BlueShield
CBS Radio
Children’s National Health System
CohnReznick LLP
CoStar Group
Deloitte
Department of Defense
Ellin & Tucker
Enterprise Holdings
GEICO
General Dynamics Information Technology
Greater Baltimore Medical Center
Institute of Materials Research and Engineering
Insight Global
Johns Hopkins Health System
Johns Hopkins University
Kennedy Krieger Institute
MedStar Health
Mercy Medical Center
Merrill Lynch
Morgan Stanley
NewDayUSA
Northrop Grumman
SC&H Group, Inc.
Service Coordination
Sheppard Pratt Health System
Stanley Black & Decker, Inc.
State of Maryland
T. Rowe Price
TEK Systems
The Arc Northern Chesapeake
The Walt Disney Company
Towson University
Travelers Insurance
Under Armour
University of Maryland
Medical Center
United Parcel Service

TU ALUMNI EMPLOYMENT STATUS

88% of graduates seeking jobs/continuing education found employment/enrollment within 6 months.

85% of employed graduates secured jobs within their field.

$44,656 Average starting salary for full-time employment.

83% of working graduates are employed in Maryland.

6% employed in DC/Northern VA metro area.

Towson University surveyed the 2017 graduating undergraduate class to assess post-graduation status regarding employment and continuing education. The data provided are based on accumulated data from 58 percent of the graduating class of 4,444 students as of November 2017. Data are aggregated from survey results, HEPdata and National Student Clearinghouse.

“...helped me create my personal brand and market myself in a professional environment which lead me to my first full-time job at AmeriCorps VISTA.”
— Sylvia Otieno ’16, International Studies Major
CAREER KNOWLEDGE

CAREER ASSESSMENTS

403
Career assessments*

Our online self-assessment resources, when combined with a career counselor facilitation, help students to be more confident in their major choice and career goals.

*Myers Briggs Type Indicator and Strong Interest Inventory

TRATIFY

717
Tratify logins

Traitify is a visual personality assessment that matches students to careers in less than five minutes.

CAREER COUNSELING

277
Appointments

Career counseling provides students an opportunity to establish career goals, make career decisions, cope with career transition and overcome obstacles to career development.

GENL 121: PERSONAL LIFE & CAREER PLANNING COURSE

The Career Center offers a two-credit, general studies course designed to teach students the process of decision making and its application to career and life choices.

13
Sections offered

258
Students enrolled

30%
Increase in enrollment

99%
of students would recommend course

“This class should honestly be mandatory for all TU students. [The course] taught many great life skills and prepared me greatly for job search.”

—GENL 121 Student’s Course Evaluation

CAREER COMMUNITIES LAUNCH

In 2018-2019, the Career Center will launch—in partnership with Fischer College of Science and Mathematics—the first in its series of career communities. The STEM Career Community will provide staffing and resources to students interested in STEM careers, with tailored career exploration and readiness tools and opportunities to connect with relevant industry employers and alumni.

85%
of employed graduates secured jobs relevant to their career goals
Experiential learning can take many forms—internships, service learning, undergraduate research and more. With employers now ranking relevant internship experience over a student’s major, experiential education opportunities are an invaluable opportunity to apply classroom learning to professional application.

86% of students completed experiential learning

5,619 On-campus student employment positions

7,988 Internship course enrollments

6,020 Experiential education opportunities listed

"I found my internship with Deloitte at the Fall Career & Internship Fair. I really enjoyed the corporate culture, and I learned so much about technology consulting. While I was still interning, I actually received a full-time job offer during the internship exit interview!"

— Josiah Harris, ’17, Business Technology Analyst, Deloitte

Lauren Berger, aka ‘The Intern Queen,’ visited campus and conducted an interactive workshop with TU students about her experiences completing 15 internships while in college.

“I learned about the international relations career field through the Career Center. I then gained help to work on my resume and my cover letter and got my first internship with Atlas Corps, an international nonprofit based in Washington, D.C. I learned so much about professionalism, communication within the workplace, networking, and how nonprofits work.”

— Rose Anzures ’18, B.S., International Studies Major

Business Communications & the Liberal Arts Minor
CAREER READINESS

COMPETENCIES

98%
Employers rate TU students as career ready

A majority of employers who recruit at Towson rate TU students as more career ready than students at other institutions.

CAREER CENTER APPOINTMENTS

- 1,856 Express Hours
- 310 Resume / Cover Letter Reviews
- 376 Mock Interview / Interview Skills
- 277 Career Counseling
- 183 Internship Search
- 91 Job Search
- 76 Graduate School Application Process
- 67 Employer Mock Interviews
- 40 My First Appointment / New Grad Appointment / Salary Negotiation
- 27 LinkedIn / Networking

3,503
Completed

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SENIOR AND GRADUATE STUDENT CONFERENCE

An interactive and empowering event designed for prospective graduates. The Conference provides attendees with the opportunity to network with employers and industry professionals, receive resume reviews, have LinkedIn photos taken, and attend breakout sessions, covering topics that will equip graduates with essential tools for fostering successful professional and personal transitions throughout their careers.

251
Students attended

1,866 Express Hours Appointments
STRENGTHSQUEST
Towson University has collaborated with Gallup to provide TU students with an opportunity to learn about their strengths and how to use them to enhance their personal and academic aspirations.

2,442
Students completed the StrengthsQuest assessment

BIG INTERVIEW
Big Interview is an online video recording platform in which users can record themselves answering interview questions for jobs or graduate school.

1,816
TU students recorded videos

WORKSHOPS + OUTREACH
- 76 Resume / Cover Letter Writing
- 61 Admissions
- 59 Campus Visits
- 54 Other
- 29 Social Media
- 28 Interview Skills
- 20 Overview of Services
- 12 Job Search
- 7 Salary Negotiation
- 4 Graduate School Application

350 Workshops

UNIVERSITY SYSTEM OF MARYLAND B.E.S.T. DIGITAL BADGING INITIATIVE
Towson University is participating in the University System of Maryland’s B.E.S.T. (Badging Essential Skills for Transitions) initiative to enhance the career-readiness of students.

Digital badging raises awareness around employer-demanded skills and provides students with a tool to articulate and share their developed career-readiness competencies.

HANDSHAKE
The Career Center upgraded its career management system to Handshake, a one-stop platform to schedule appointments, find on-campus jobs, apply to internship and job opportunities, and register for career events.

8,817
Approved employers

24,801
Total postings

142%
Job posting increase from 2016-2017

JOB POSTINGS
- 19,270 Jobs
- 6,020 Internships
- 511 Other
NETWORKING: EMPLOYERS ON CAMPUS

CAREER EVENTS AND PROGRAMS

509 Employers attended Career Center sponsored programs and events
416 On-Campus interviews conducted
50 Information sessions and tabling events

CAREER FAIRS AND PROGRAMS

Career Fest Week
Fall and Spring Senior & Graduate Student Conference
Part-Time and On-Campus Job Fair
Teacher Recruitment Fair
Mass Communication and Communication Studies Networking Fair*

Employers and Networking Dinner
Fall Career and Internship Fair
Tigers for Life, Student Athlete Job Fair
Fall and Spring Teacher Recruitment Fair
Education and Child Development Fair
Mock Interview Fridays

SPECIAL PROGRAMS, PANELS AND EVENTS

Community and School Health Career Panel
Service Panel
National Student Employment Week
Sport Industry Speed Networking Event
Actuarial Science & Risk Management Recruitment Event

Professional Etiquette and Networking Dinner
Fall Career and Internship Fair
Tigers for Life, Student Athlete Job Fair
Fall and Spring Teacher Recruitment Fair
Education and Child Development Fair
Mock Interview Fridays

HOSTED PRE-FAIR WORKSHOPS FOR EMPLOYERS

Teamwork in the Workplace*
The Power of Organizational Inclusion: Moving Beyond Diversity*

Employing Veterans: Maryland’s “Hire our Vets” Tax Credit Program*

* Supported events and programs; all other events and programs are sponsored by the Career Center.

“Every year we bring on top notch talent that we recruit directly from Towson University.”

—Talent Acquisition Manager, Enterprise Holdings
The inaugural year of the Career Readiness Task Force focused on foundation building for the continuation of services for TU alumni. This included the exploration of mentor database platforms to connect an engaged community of TU students and alumni, and laying the groundwork for future career engagement and programming that connects TU students and alumni with opportunities.

**MARYLAND CAREER CONSORTIUM ALUMNI CAREER FAIR**

- **134** Employers attending
- **124** TU alumni attending

LinkedIn consultant Mike Shelah presented at the fall and spring Senior and Graduate Student Conferences on how to best maximize LinkedIn.

- **99,000+** TU Alumni on LinkedIn
- **3,155** Members in the TU Professional Network Group in LinkedIn

LinkedIn Photo Booth events:
- **18** LinkedIn Photo Booth events
- **672** Free LinkedIn Headshots
I came in really nerve wracked and scared and the Career Center really helped me get through all of that stress with logical, applicable skills that I can use to allay some of my doubts about job searching.

—Post-appointment Survey Respondent

As minority students, we often are not taught to seek out resources to better ourselves. Let’s seek out these resources and educate each other to create a powerful pipeline of success.

—Maconel James, International Business Major