



Shaping futures through connections

Progress toward a
lifelong Career Center



The new Media, Arts and Communication Career Community is located on the first floor of the Center for the Arts.

LETTER FROM THE DIRECTOR

The Towson University Career Center team is pleased to share our second update on the transformational commitment to establish a world-class, lifelong Career Center. We're happy to report that the 2018-19 academic year was productive and impactful, with significant progress made toward this identified Presidential Priority.

The Career Center has expanded its commitment to serve as a catalyst for community-driven career integration. The highlight of this year's work is the successful launch of TU's first STEM Career Communities. With the STEM Career Community's debut less than a year ago, we've already seen a 22% increase student engagement. We've also continued to make inroads into expanding career content into the curriculum, including the full integration of career ready skills content into the first year experience and the expansion of the two-credit life and career planning course to 18 sections, including a study abroad in London. These efforts are paving the way for a change in mindset to foster the establishment of an ecosystem that encourages all campus stakeholders to be engaged in supporting student success.

Other priorities addressed this year include student network development and a focus on career-readiness competencies. To cultivate connections, the Career Center launched both the TIGER L.E.A.P. job shadowing program and two Diversity Works networking receptions. Additionally, employer relationships have expanded dramatically since the transition to the Handshake career management system, with over 38,000 opportunities posted in 2018-19. To support students' abilities to articulate their value to an expanded network, we launched a new Career Ready Skills website and are continuing our exploration of digital badging around these competencies. Additionally, efforts to understand outcomes expanded, with the Career Center taking the lead in career and first destination outcomes data collection, analysis and distribution.

As we look forward to continued growth and impact, 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 Maryland's primary workforce engine. In particular, we'd like to express our gratitude to the 2018-19 Career Center Employer Partners listed on the final page of the report.

After an exciting year, the Career Center is motivated to continue to innovate, connect and evolve. Go Tigers!

Sincerely,

Lorie Logan-Bennett
Director

PRESIDENTIAL
PRIORITY:
**LIFELONG
CAREER CENTER**

Creating a world-class, lifelong Career Center is one of eight Towson University Presidential Priorities that link and align with the university's strategic plan.

To address the President's identified priority, the Career-Readiness Task Force was formed. Via a year-long process of research, discussion and deliberation, the Task Force recommended the formation of a career ecosystem across campus to be led by the efforts of the Career Center and supported by college-based career communities. Effectiveness will rely on reaching and engaging every student early-on, with personalized and easy/anytime access that is scalable and relationship-based.

TU is poised to foster a campus-wide career ecosystem that has defined career outcomes and is led and supported by a world-class Career Center that leverages the talents and relationships of the TU community in a way that is scalable, accessible and efficient.

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.

EXPERIENCE

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

COMPETENCIES

Developed career-readiness competencies and the ability to identify and articulate their brand/value propositions.

NETWORK

Established their 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 the Career Center's progress toward this and other Presidential Priorities can be found at towson.edu/priorities.

VISION

A catalyst for community-driven career integration

MISSION

Shaping futures through connection



“On my first day at Towson, I came into the Career Center for general information. The following day, I returned for Express Hours, during a break in my schedule, with my resume and a cover letter to work on with a career peer advisor. This 30-minute session was my huge welcome-to-Towson moment where I walked out smiling, reassured that I made the right move in transferring and I could reach my goals through Towson.”

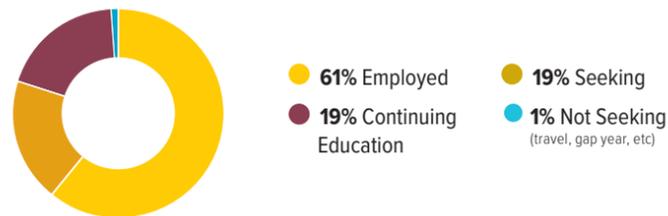
– Information Systems, Junior

CAREER
OUTCOMES:
CLASS OF 2018

TOP EMPLOYERS OF TU STUDENTS

- | | |
|----------------------------------|---------------------------------------|
| Aerotek | NewDay USA |
| CareFirst BlueCross BlueShield | PriceWaterhouseCoopers |
| Enterprise Holdings | Stanley Black & Decker |
| Greater Baltimore Medical Center | State Farm |
| Johns Hopkins Health Systems | T. Rowe Price |
| Johns Hopkins Medical Center | Target |
| LifeBridge Health | TEKsystems |
| Maryland Public School Systems | Towson University |
| Maryland State Government | United States Army |
| MedStar Health | University of Maryland Medical Center |
| Morgan Stanley | UPS |

TU ALUMNI EMPLOYMENT STATUS



87%
of students were engaged
in experiential learning
while in school

79%
of employed graduates
are in positions related to
their career goals

\$42,319
Average starting salary for
full-time employment

82%
of working graduates
are **employed in
Maryland**

7%
employed in
DC/Northern VA
metro area

Towson University surveys the graduating undergraduate class each year to assess post-graduation status regarding employment and continuing education. The data provided are based on accumulated data from 3,157 members (68% of the graduating class as of November 2018). Data are aggregated from survey results, HEPData, Handshake and National Student Clearinghouse.



SAMPLING OF GRADUATE SCHOOLS

- | | |
|-------------------------------|---|
| Carnegie Mellon University* | Notre Dame of Maryland University* |
| Duke University* | Pennsylvania State University |
| Fordham University | Towson University* |
| George Mason University* | University of Alberta (CAN) |
| George Washington University* | University of Colorado – Boulder* |
| Georgetown University* | University of Delaware* |
| Howard University* | University of Florida |
| The Johns Hopkins University* | University of Maryland, Baltimore County* |
| Loyola University Maryland* | University of Maryland, College Park* |
| New York University | |

*Schools that admitted multiple TU students.

“I was introduced to an entirely new career path during [my] appointment that I had never considered before. The information given to me provided a path I never knew existed to accomplishing my goals and left me with a very positive and hopeful outlook toward potential careers.”

-Senior, Electronic Media & Film Major

LAUNCH OF THE STEM CAREER COMMUNITY

In September 2018, the Career Center launched its first Career Community, in partnership with Fisher College of Science and Mathematics. The STEM Career Community is designed to offer targeted resources for students and alumni pursuing careers in STEM related industries.

The STEM Career Coach works with students one-on-one regarding career planning resources and exploration.

SUCCESS IN 2018-19

Of all of the colleges, Fisher College of Science and Mathematics (FCSM) saw the most dramatic increase in student engagement with the Career Center over last year—a 22% jump in engagement over last year. In fact, for the first time ever FCSM students were the most engaged of all colleges at TU.

In fall 2018, the STEM Career Community unveiled a new space in Smith Hall, allowing students to meet with the STEM Career Coach in a familiar academic space, resulting in an 8% increase in FCSM students who sought career coaching.

Increased engagement with employers interested in hiring STEM students resulted in a 14% increase in FCSM students attendance at career fairs.

The STEM External Outreach Coordinator works with employers and alumni to offer unique and meaningful career-related opportunities to students pursuing STEM related degrees. Unique programming included site visits to collaborative workspaces and bio-manufacturing facilities, invitations to city and statewide networking events and access to alumni who can become connectors and mentors. The TU STEM network is continuously expanding its reach through its targeted affiliations to include active membership in the Maryland Tech Council. Collaborating with Advancement, Alumni Relations and the Center for Innovation and Entrepreneurship has also ensured growth in employer partnerships resulting in more job and experiential learning opportunities.

SITE VISITS

Additional external outreach efforts resulted in a number of site visits to regional STEM employers. Students were invited to attend site visits at the following organizations:

Cisco

Emerging Technology Centers
MoJoe Brewing Co., Founders Approach, IsItGood and Adashi Systems

Thermo Fisher Scientific

University of Maryland BioPark
NextStep Robotics, ARM Systems, LLC., b.well and Paragon Services



Fall 2019

The Career Center will launch the second Career Community—Media, Arts and Communication—in partnership with the College of Fine Arts and Communication.



871
appointments conducted
with STEM Career
Community students

“[The STEM Career Coach’s] presentation at the software engineering club encouraged me to seek out advice and guidance from him. I am now confident I can secure an internship this summer after our first meeting.”

—Freshman, Computer Science Major

91% of employed FCSM graduates are in positions related to their career goals – highest of all colleges

ADDITIONAL STEM INDUSTRY PROGRAMMING

Actuarial Science and Risk Management Job Fair
(co-sponsor with Department of Mathematics)

Coffee with the STEM Coach— Internship, Research and Shadowing Info Session*

Coffee with the STEM Coach—STEM Student Panel*

General Dynamics Information Technology Early Talent Clearance Program Info Sessions

Men of Color in STEM*

STEM Security Clearance Info Session*

TEKSystems Job Shadow Day

Tiger LEAP Job Shadowing Program
(16 STEM employer hosts)*

*New events

handshake

3,000+
STEM industry employers

20,000+
STEM positions (65% increase)

12,000+
STEM full-time jobs (65% increase)

5,000+
STEM internships (60% increase)

**CAREER
KNOWLEDGE**

By developing a broader understanding of major and career options students are better prepared for post-graduation planning. Career knowledge is developed through a variety of curricular and extracurricular opportunities created and supported by the Career Center.

CAREER ASSESSMENTS

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

1,123

students completed career assessments offered by the Career Center

CAREER COUNSELING

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

273

one-on-one career counseling appointments

GENL 121: PERSONAL LIFE & CAREER PLANNING COURSE

Career Center staff and other university adjunct faculty instruct a two-credit, general studies course designed to teach students the process of decision making and the application of this process to career and life choices.

18

sections of GENL 121 offered

344

students enrolled (a **31% increase** over previous year)

99%

of students who completed the course would recommend it to a friend or peer

“As a student who is changing my major, I had a wonderful and reassuring appointment! Would definitely recommend [career counseling] to a student struggling with their major/ career decision.”

—Junior, Psychology Major



92%

of students who received one-on-one career advising reported gaining new knowledge to achieve their career goals.

“Over the course of this semester [in GENL 121: Personal Life and Career Planning], I have developed new skills that I can use in my career. From resumes, job applications, job interviews, etc., I now know what to expect as a recent graduate going into the workplace. I learned that my experiences through college have given me the jumpstart I need in order to start my career after college.”

—GENL 121: Personal Life & Career Planning Course student



GENL 121: STUDY ABROAD IN LONDON

In minimester 2019, TU students traveled to London for GENL 121 Study Abroad. Students completed coursework that was complemented by immersive cultural experiences including site visits to international employers.

EXPERIENTIAL
LEARNING

Experiential learning can take many forms – internships, service learning, undergraduate research and more. With employers now ranking relevant internship experience over students’ majors as a greater determinant for hiring, experiential learning provides students with an invaluable opportunity to apply learning in the classroom to professional applications.

87% of students completed an experiential learning experience during their time at TU (class of 2018)

7,473 | 8,012
enrollments in internship courses offered at TU | experiential learning opportunities posted in Handshake – a 33% increase from last year

5,369 on-campus employment positions available at TU

TIGER L.E.A.P.

LEARN. EXPERIENCE. APPLY. PRACTICE.

TIGER LEAP JOB SHADOWING PROGRAM

Sixty-three students completed job shadowing experiences through the inaugural Tiger LEAP Job Shadowing Program. The opportunity allowed students to explore a potential career field by experiencing “a day in the life” of an industry professional.

Host organizations included:

- | | |
|--|--|
| Catonsville Comprehensive Dentistry | Maryland Department of the Environment |
| Centers for Medicare and Medicaid | McCormick Taylor |
| Charleston Area Medical Center | MedStar Health (Good Samaritan Hospital) |
| Chubb Insurance | Mosaic Learning |
| City Wide Maintenance of Central Maryland | National Aquarium |
| Greater Baltimore Medical Center | TU Library Information Technology Services |
| The Hospital of the University of Pennsylvania | TU Office of Technology Services |
| Knotch, Inc. | The United States Navy |



“The [Tiger LEAP] experience was great, it helped me figure out what field in computer science I am interested in and allowed me to see the applications of computer science to solve real world problems.”

– Sophomore, Computer Science major

100%

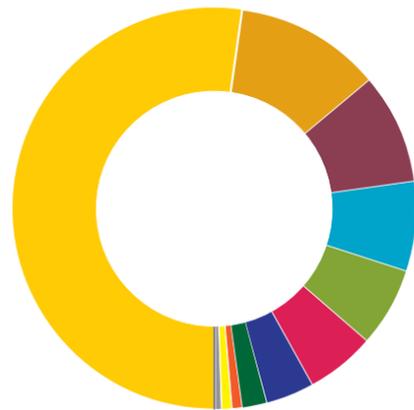
of participants said Tiger LEAP gave them a better understanding of careers in their field/industry of interest

CAREER READINESS
COMPETENCIES

To aid students in preparing for life after they leave TU, the Career Center helps students learn to identify and articulate skills that will be integral to their future careers. This included offering a wide variety of opportunities for students to develop knowledge of personal branding techniques and cultivate invaluable professional skills.

96% of employers that attend TU career fairs agree that TU students are able to articulate their skills, strengths, knowledge and experiences related to their desired jobs and careers.

ONE-ON-ONE APPOINTMENTS



3,852
completed appointments

18%
increase from 2017-2018

- 2,008 Express Hours
- 442 Resume / Cover Letter Reviews
- 347 Mock Interview / Interview Skills
- 273 Career Counseling
- 251 Employer Mock Interviews
- 215 Internship Search
- 151 Job Search
- 69 Graduate School Application Process
- 38 LinkedIn / Networking
- 31 New Grad Appointment
- 23 My First Appointment
- 1 Salary Negotiation



CAREER READINESS PROGRAMMING

21% increase in student attendance at Career Center events and programs over previous year

The following programs provided tools to students to identify and articulate career ready skills:

International Students: Using your OPT and CPT Info Session*	MVP to CEO program for female student-athletes
Employer Express Hours*	Preparing for Grad School Mini-Conference
Employer Mock Interviews	Professional Etiquette and Networking Dinner
Life After College event series*	Senior and Graduate Student Conference

*New events

1,200+
professional headshots taken at 26 LinkedIn Photo Booth events

300+
professional clothing items donated to TU students through the Career Center Closet

393 workshops and tabling events given to classes, student organizations and incoming TU students

WORKSHOPS + OUTREACH



- 91 Resume / Cover Letter Writing
- 47 Orientation + Admissions Intro to Career Center
- 32 Overview of Career Center Services
- 28 Interview Skills
- 20 Career Assessment Facilitation (MBTI, CliftonStrengths, Strong Interest Inventory, Traitify, O*Net Interest Profiler)
- 18 Social Media
- 14 Internship – Search & How to Maximize
- 9 Job Search
- 7 Salary Negotiation / Financial Literacy
- 7 Networking / Job Fair Prep
- 6 Graduate School Application
- 5 Other
- 3 Researching Employers

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.



TOOLS AND RESOURCES



“Extremely impressed by the caliber of students. They were very well spoken with organized thoughts and questions and demonstrated a high level of professionalism. We look forward to future job fairs!”

– Fall Career & Internship Fair 2018 Employer

NETWORKING:
**EMPLOYERS
ON CAMPUS**

CAREER EVENTS AND PROGRAMS

509
employers attended
Career Center sponsored
programs and events

50
information sessions
and tabling events

handshake

Handshake, the Career Center's career management system, is a one-stop resource for students and alumni to schedule appointments, find on-campus jobs, apply to internships and jobs, and register for career events.

38,302 | **11,557**
total postings | approved employers

53% | **62%** | **33%**
increase in job postings | increase in full-time job postings | increase in internship postings



THE FOLLOWING PROGRAMS CONNECTED TU STUDENTS WITH EMPLOYERS:

- | | |
|---|---|
| On-Campus & Part-Time Job Fair | On-Campus Interviews |
| Fall Career & Internship Fair | 64 Employer Info Tables and Info Sessions |
| Spring Mega Job & Internship Fair | Network & Serve Event
Stanley Black & Decker* |
| ASRM Recruitment Fair | Sport Industry Speed Networking Event |
| Nursing Recruitment Events
Fall and Spring | Employer Mock Interview Fridays |
| Teacher Recruitment Fairs
Fall and Spring | Employer Express Hours* |
| Tiger for Life, Student Athlete Job Fair
Fall and Spring | |

*New events



EMPLOYERS ON-CAMPUS

577
employers attended
Career Center-
sponsored events

14%
increase in employer
engagement
at Towson University

1,315
on-campus interviews through
On-Campus Recruiting and the
Teacher Recruitment Fair

251
mock interviews conducted with
industry specialists through the
Employer Mock Interview Program

100%
of employers feel that
Towson University and the
Career Center are committed
to developing an inclusive,
equitable and culturally
fluent campus community

**DIVERSITY WORKS
NETWORKING
EVENTS**

Diversity Works fall 2018 and spring 2019 events connected 126 students to 54 employers dedicated to equitable hiring practices focused on creating a diverse workforce in their respective industries.

100% of employers who attended Diversity Works said they have a better understanding of TU's diverse student body

Alumni representatives from the Jewish Tigers, LGBTQ+, Latinx, Asian and Towson Black Alumni Alliances were in attendance.



“This event was AWESOME! What a great way to recruit for talented, diverse candidates. Thank you!”

—Diversity Works Employer

**LIFELONG
ENGAGEMENT
WITH ALUMNI**

Engaging alumni, both as job seekers and supports for students, remains a priority. This year we saw an increase in alumni utilization, as well as additional intentional partnerships with Alumni Relations on a variety of initiatives, including: increased alumni communication, a pre-job fair professional development workshop for alumni, partnership with Alumni Alliances at the Diversity Works networking reception, alumni presenters at the Life After College conference and the Maryland Career Consortium's Career Fair.

1,479
Career Center alumni users

45%
increase in appointments with alumni

1,200+
employer contacts in Handshake are TU alum

21,000+
job opportunities for TU alum in Handshake

The Career Mentor Database will be launching in fall 2019 and will include TU alumni volunteering to mentor TU students and recent alumni. The intention is to foster lifelong engagement with the university while empowering our students to develop connections essential to their future success.

“It's very important to me to be involved [as an alumna] because it helps build me as a person, but also helps me reaffirm my identity of who I am as a black woman at a predominately white institution. I feel like I have to be involved with these things so I can stay in touch with who I am, but also learn new parts of myself.”

—Saraubi Harrison '19



CAREER CENTER PROFILE

CAREER CENTER OPERATIONS

Lorie Logan-Bennett
Director

Keith Jones
Marketing & IT Coordinator

Emily Tipton
Assessment & Analytics Coordinator

Jasmine Korr
Administrative Assistant

CAREER EDUCATION & ADVISING

Casey Miller
Associate Director, Career Education and Advising

Danielle Brower
Career Counselor

CAREER COMMUNITIES

Cory Anderson
Assistant Director, Career Communities

INTERSHIPS AND EXPERIENTIAL EDUCATION

Glenda Henkel
Associate Director, Experiential Learning

Katie Pluemer
Student Employment Coordinator

STUDENT EMPLOYEES

CAREER PEER ADVISORS

Vanessa Akoto
Rebecca Altschul
Julia Amoriello
Amy Fondersmith
Rediate Hailemeskel
Manuela Inostroza
Timothy Neil
Mykala Porter
Nima Sherpa
Lateefat Shinaba
Mia Williams

EMPLOYER RELATIONS INTERNS

Abigail Nadaner
Kiana Pena-Acosta
Kelly Pozda

MARKETING INTERNS

Madison Cary
Nicole Francese

Matthew Smith
Science, Technology, Engineering and Mathematics (STEM) Career Coach

Marcy Lightfoot
Media, Arts and Communication (MAC) Career Coach

EXTERNAL RELATIONS

Manette Zinkand
Associate Director, External Relations

Tia Howard
Financial Literacy & Off-Campus Employment Coordinator

Tasha Benn
Recruitment Coordinator

Alyssa Sapia
Science, Technology, Engineering and Mathematics (STEM) External Relations Coordinator

Emily da Silva
Graduate Assistant

Leah Fondersmith
Experiential Learning Coordinator

Shelby Strasser
Graduate Assistant

PUBLIC SPEAKING INTERNS

Emma Campbell
Alexa Herman
Kayla Matthews

VIDEOGRAPHER

Natalie Bland

STUDENT ASSISTANTS

Alice George
Alivia Graham
Brooke Harkme
Chloe La Roche
Matthew Lebowitz
Mook Phawapoothanon
Amaris Pryor
Aliyah Thompson



“After leaving the Career Center, I had a better understanding of the direction I want to be heading. I can honestly say that the career counseling appointment helped me figure out my career and education paths. It was an all-around awesome experience that helped me realize there are options out there, and that I am not stuck in a rut.”

—Junior, Social Sciences Major

CAREER CENTER
PARTNERS

BLACK & GOLD PARTNERS:



TOWSON TIGER PARTNERS:



“ [In my internship with Stanley Black & Decker], I assisted with the CRAFTSMAN launch event, where 110 influencers and editors experienced the unveiling of over 1,200 new products.”

– Isabella Rodriguez, Business Administration Major



“I was really grateful for the opportunity [to intern with the Baltimore Orioles]. In the sport management field you strive for the top, so this was great start for my resume. I love that TU has provided these opportunities for people who want a successful career path. It helped me shape a successful future.”

– Alex Blanks, Sport Management Major



Towson University Career Center | 7800 York Road, Suite 206, Towson, MD 21252
410-704-2233 | careercenter@towson.edu | towson.edu/careercenter