

DEPAUL UNIVERSITY CAREER CENTER

Annual Report

2019-2020





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Delivering Services in Unprecedented Times

To varying degrees, every individual has experienced personal and professional impacts as a result of COVID-19. From a Career Center perspective, we witnessed the devastating effect of sudden job loss, financial insecurity, and a recessionary economy on our students and alumni. We heard the frustration, anxiety, sadness, and anger while students tried to navigate a workplace - and future - characterized by uncertainty.

Despite the circumstances, I am proud of the way that our team responded to ensure that students, alumni, and employers had access to the support and services they needed. Relatively quickly, we completely shifted to virtual operations that included virtual career advising appointments, drop-in virtual services, online resume reviews, online chat via the Career Center website, and continued access by phone.

In addition to the above and in response to the changing marketplace, we created new services and resources that help students and alumni navigate the job market, determine their next steps, and identify ways to stand out in the job search. New programs and services included:

- An expanded career library (go.depaul.edu/careerlibrary) and new COVID-19 career resources
- Bi-weekly workshops on job searching during a pandemic and upskilling
- Weekly skills labs on topics like remote work technology, social media basics, and design thinking
- Virtual career fairs and a virtual spring interview day
- A weekly job search club for students and alumni to provide support and normalize the emotions experienced during the job search
- Specific outreach via email and phone to the class of 2020 graduates
- Timely and relevant industry hiring information featured on the Career Center blog
- A new freshmen career exploration program that helps first-year students launch their career journey from the moment they start at DePaul

Although challenging, this has been a tremendous learning opportunity that I believe will forever change the way we work, what we offer, and how we deliver content and services.

Our ability to respond to challenging times and changing circumstances is a direct result of our focus on being a dynamic organization that grows and evolves with demands.

This is reflected in our strategic plan and in our ability to continue making progress against this plan. I am proud to report on some of our accomplishments from 2019-20, and I thank the many partners and collaborators who helped make these possible.

A handwritten signature in black ink that reads "Karyn A. McCoy".

Karyn A. McCoy
Assistant Vice President
DePaul University Career Center



By the Numbers

Success Overview

Engaging Students and Alumni

2,900 unique individuals opted into at least one of our **6 Career Communities**



784 students enrolled in **Career Courses**

3,981 students employed in **6,239 on-campus jobs**

4,224 active students on **Alumni Sharing Knowledge's (ASK) PeopleGrove** platform

1,883 unique alumni available for connections through the **ASK platform**

350 outreach and engagement events with more than **7,000 participants**

5,281 career advising **appointments**

201,660 unique visitors to the **Career Center website**

Engaging Employers

49,274 jobs posted on **Handshake**

17,481 internships posted on **Handshake**

Utilization

79 Net Promoter Score (NPS) **for advising** (70 or above considered excellent)

66% of undergrads used **Career Center services** (an 8% increase from last year)



Our Commitment to Diversity, Equity and Inclusion

Following the killings of George Floyd, Ahmaud Arbery, Breonna Taylor and Tony McDade, among others, DePaul University and the DePaul Career Center committed to taking a stand to advance racial equity in the work that we do and the communities we serve.

This is intentional work that will not just be a “check the box” exercise. We are taking a long-term view of a long-time problem. We are dedicated to educating ourselves and asking tough questions like:

- ***Where do inequities currently exist?***
- ***What can we do right now?***
- ***Where can we have a sustained, systemic impact?***
- ***Who are we most able to influence?***

Collective action is required to bring about change. We have launched several new initiatives in support of this work and will continue to educate ourselves and reflect on how we contribute to racial inequity. Some of the initiatives that have already been launched include:

- Creating a professional development curriculum for our staff that includes anti-racist topics (e.g. implicit bias, microaggressions, communicating across cultures, etc.) and organizational culture topics that support and enhance our ability to do this work (e.g. giving and receiving feedback, active listening, developing resilience, etc.).
- Launching an affinity group for people of color and an anti-racist white caucus for our team.
- Offering an employer education series related to professionalism standards, equity and inclusion, and other topics that address racial inequity in the recruiting process.
- Incorporating DEI initiatives in our individual goal-setting.
- Creating career resources specific to our diverse student populations.

Our commitment to this work is reflected in our long-term approach and our recently created diversity commitment statement that firmly and clearly states our dedication to racial equity and antiracist efforts. See appendix (Page 11) for full statement.

We invite you to join us in this work and welcome your active participation.



Strategic Priority 1:

Integrate career into the student experience

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Q: *How do we best engage the university community in students' career exploration journeys?*

Our ability to reach and impact more students is directly tied to the number of partners we are able to engage in this work across the university. The more partners we have, the more likely we, as a university, will be able to succeed in our efforts to make all students career-ready by the time they graduate.

Examples of this in action in 2019-20:

Faculty Ambassador Network

Approximately 15 faculty members participated in the ideation and design of a new model for collaboration and partnership with the Career Center. They provided insights on the obstacles and barriers to bringing career into the classroom - as well as feedback on the experiences and needs of students from their departments/colleges. They tested career readiness content and helped design new programs. The culmination of this work is a suite of new offerings that will be launched in the 2020-21 academic year.

"Having the Career Center as an integral part of our courses provides students a chance to work with faculty and career experts to think beyond the class and engage with the skills and knowledge created in an educational experience as a part of a career trajectory and job search preparation."

FACULTY AMBASSADOR NETWORK PARTICIPANT

Internship Steering Committee

The Internship Steering Committee was established to bring faculty and staff champions together to actively work toward increasing internship participation at DePaul. The committee meets quarterly and is focused on establishing an internship tracking system, raising student awareness on the importance of internships, developing a DePaul-specific internship definition, and identifying internship promotion and funding options. Committee members represent multiple colleges and departments from across the university.

Career Readiness D2L Classroom and Activity Library

With the pivot to remote learning in March, we accelerated our plan to create and deploy virtual career readiness content and activities for faculty. We created 13 D2L modules that included quizzes, activities, slide decks and reflection prompts to help students engage with our career readiness content. These modules, accessed by over 40 faculty for their courses, include topics ranging from career exploration to job searching to graduate school.



Strategic Priority 2: Develop a holistic model to deliver high quality career education and career experiences

Q: How do we reach and impact the greatest number of students?

Building on the success of our industry-based career communities, we expanded the flexibility and reach of our model by creating a suite of easily accessible career resources, focusing on outreach in addition to engagement, and adding virtual services.

Examples of this in action in 2019-20:

Career Library

The newly launched career library (go.depaul.edu/careerlibrary) houses over 50 videos and PDF resources that students and alumni can access anytime and anywhere. The content was created with a focus on micro-learning in categories like resumes and cover letters, job search tips, networking, skills, and professionalism. Since its launch in September 2019, the number of unique users of the career library has grown to approximately 1,000 per month.



Outreach and Engagement

This year, we distinguished between outreach versus engagement. Outreach efforts focus on meeting students where they are to **inform** and **build awareness** about programs and services. These can include synchronous or asynchronous classroom presentations and activities hosted in conjunction with other events like the involvement fairs. Engagement includes activities where students actively **participate** in services like career advising, career courses, job and internship fairs, and career community events. In 2019-20, the Career Center facilitated 350 outreach and engagement events with more than 7,000 participants across the university.

Career Communities

2,900 unique individuals opted into at least one of our six career communities since they were launched in 2018-19. This represents a 66% increase over last year. Data shows that those who are members in Career Communities—whether undergraduates or graduate students—are more likely to use Career Center services and are more likely to be heavy users of our services compared to others.



Strategic Priority 3:

Use data to inform strategy and tell powerful stories

Q: What data do we need to make data-informed decisions and demonstrate impact?

As our ability to use data to inform decisions and strategy evolves, we are shifting our focus from utilization to impact. The career services field has almost no standardized metrics beyond utilization and career outcomes. We are hoping to transform this by launching new metrics and digging deeper into, and doing more with, the numbers we have.

Examples of this in action in 2019-20:

Net Promoter Score (NPS)

The NPS measures the likelihood to recommend which is considered a strong indicator of satisfaction and future participation. On a scale of 0-10, those selecting 9 or 10 are Promoters; 7 or 8 are Passives; 0-6 are Detractors, and the NPS is the % Promoters minus the % Detractors. In mid-2018, the Career Center began tracking the NPS for a variety of our services to provide real-time insight into where we may need to make adjustments. For context, a score of 30-70 is generally considered great, and a score of 70 or higher is considered excellent. The NPSs for various Career Center services are as follows:



“[The advisor] was, first of all, an outgoing and kind person. It was a great experience just talking to them. [The advisor] was extremely helpful in many ways by suggesting possibilities that I have never heard about.”

Early Engagement and UIP Focus Groups

We conducted four focus groups composed of native freshmen and transfers, and both Career Center users and non-users. The focus groups were designed to help us gain insight into the mindsets and preferences of early engagement audiences at DePaul. The key findings and recommendations have implications for how we communicate and design programs and services for various audiences.

Moving Students from Anxiety to Optimism

Another way we are trying to consistently understand our impact on those who engage with us is to assess students' anxiety and optimism about their futures. When combining all the data from across the Career Center, we find that 70% of students and graduates engaging with us move at least one point in the direction of optimism and 38% move two points in the direction of optimism on a pre-post 5-point scale.



Strategic Priority 4: Define and build career readiness

Q: How do we best help students identify and achieve their career goals?

We believe that every DePaul student should be ready to embark upon their desired careers by the time they complete their degree. This requires that every DePaul graduate be career-ready, which we define as being able to demonstrate the attainment of specific skills, competencies, knowledge, and experiences that broadly prepare them for a successful transition to life after DePaul.



Career Readiness Survey

To inform our understanding of students' perceptions of their career readiness and self-efficacy, the Career Center launched a pilot survey of seniors in 2019-20. The survey was designed to provide insight into student perceptions of value and their own skill levels across the seven components of career readiness.

Here are a few highlights from the survey:

- 68% of seniors indicated they are prepared to begin a career.
- 84% of seniors indicated they are excited about their futures.
- Seniors are not very confident in their career management skills; this conclusion is derived from multiple survey questions.
- According to a factor analysis, students may be optimistic about their futures, but not confident in their skills or knowledge, and vice versa.
- Seniors who had used three or more Career Center services, are significantly less likely than others to feel anxious about the future.
- The majority of those indicating that communication and technology application will be very important skills in their future careers did not feel very competent in those skills.

In 2020-21, we also plan to administer a modified version of the career readiness survey to freshmen to provide us with a baseline and point of comparison.



"It's important to focus on the skills you have rather than the job that you want. With a liberal arts degree in history and anthropology, I have a lot of skills that are suited for a bunch of different jobs."

- JACQUELINE LOPEZ, HISTORY & ANTHROPOLOGY, LAS, '19



Strategic Priority 5:

Engage employers and alumni to provide meaningful experiences, mentoring connections and industry knowledge

Q: *How do we engage others to provide more meaningful, impactful services and experiences for students?*

Supporting students on their career readiness journeys is not something we can do alone. Strong partnerships with employers and alumni are critical to our ability to stay on top of trends, provide students with access to information and opportunity, and help students gain meaningful experiences and make powerful connections.

Examples of this in action in 2019-20:

Student Employment

On-campus jobs are a critical source of work experience for DePaul students. Given that, student employee managers across campus are included as critical employer partners who can affect students' career readiness. In 2019-20, almost 4,000 unique student employees were employed in more than 6,000 positions across the university. Additionally, more than 140 student employee managers participated in training to better manage and provide feedback to their student employees.

Education and Development Grant for Employability (EDGE)

DePaul's EDGE program provides first-year, full-time students with an opportunity to participate in an innovative, campus-wide program combining career readiness and job skills development. Given the historical success of the program, it was revamped for 2019-20 to facilitate growth. As a result, enrollment increased by 56% in 2019-20, from 141 participants in 2018-19 to 220 in 2019-20. Upon completion of the program, 98% of students were able to name next steps they would like to take in order to develop their professional skills.

Employer and Alumni Engagement

- 266 unique employers participated in 5 career fairs that were attended by 2,710 unique students
- Students made 1,259 connections with alumni through the Alumni Sharing Knowledge (ASK) program
- 20 employers engaged 96 unique students in the Job Shadow Program
- 294 strategy conversations were held with 211 unique employers about diversity initiatives, recruiting tactics, events, presentations, and off-campus experiences.
- Over 49,000 jobs and more than 17,000 internships were posted on Handshake



“What most supplemented my education at DePaul was working at the DePaul Art Museum. Constantly being around art and contemporary artists really tested my skills on how to talk about art, and allowed me time to really think about what I liked about museums, and what I wanted to do in the field.”

- JENNA WASHINGTON, HISTORY OF ART & ARCHITECTURE, LAS '19



Appendix





Appendix

Our Commitment to Diversity, Inclusion and Equity

Diversity is embedded in our Vincentian Mission. This is how we live it today.

The DePaul University Career Center upholds and advances the university's commitment to **diversity as a core value**, and strives to create and model an environment that fosters respect, inclusion and equity. We actively work to address and eliminate racism, sexism, classism, ableism, homophobia, xenophobia, transphobia, antisemitism, Islamophobia, and other forms of hatred in our environment.

We are committed to developing and delivering inclusive programs and services and advocating for a more inclusive and equitable approach to career readiness and professionalism. We hold ourselves accountable for being an antiracist and inclusive community through educating ourselves, engaging in self-reflection about our own social identities and positionality, examining our own biases, and taking action when injustices arise.

As a team dedicated to empowering students and alumni to achieve career success and improve their social mobility, we are committed to advancing racial equity by:

- **Enriching** our community by including and amplifying underrepresented and marginalized student and staff voices
- **Educating** ourselves and our employer partners on racial equity and inclusion topics
- **Creating** programs, resources, and services that support and are responsive to our diverse community
- **Respecting** the uniqueness of each individual's ideas and experiences
- **Helping** students and alumni build confidence to thrive in a global, multicultural workplace and make an impact in their careers and communities



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