# Table of Contents

Responding to Trends in a Thoughtful, Strategic Way ........................................ 3

By the Numbers Success Overview ................................................................. 4
  Career Success
  Engaging Students
  Engaging Employers

Pursuing a Bold Vision and Mission ............................................................... 5

Strategic Priority 1: ................................................................................. 6
  Integrate career into the student experience

Strategic Priority 2: ................................................................................. 7
  Develop a holistic model to deliver high quality career education and career experiences

Strategic Priority 3: ................................................................................. 8
  Use data to inform strategy and tell powerful stories

Strategic Priority 4: ................................................................................. 9
  Define and build career readiness

Strategic Priority 5: ................................................................................. 10
  Engage employers and alumni to provide meaningful experiences, mentoring connections and industry knowledge

Appendix ........................................................................................................ 11
Responding to Trends in a Thoughtful, Strategic Way

Preparing students to navigate and thrive in a constantly evolving job market is an urgent mandate that requires an integrated and comprehensive effort, and an understanding of how changing student needs and a dynamic employment landscape impact our role in ensuring career success.

As the Career Center considered how to best prepare students who are ready to contribute to society and succeed professionally, we examined the impact of the following environmental and industry trends.

- **Debate on the value of a degree:** The return on investment (ROI) of a degree is increasingly linked to career outcomes. This requires that we balance our focus on exceptional academics with attention to career outcomes, internships and graduate school attainment.

- **Unpredictable future of work:** New graduates entering the workplace face increasing uncertainty regarding the future of how they will work, where they will work, what jobs they will do and for what organizations. To help graduates successfully navigate the ever-changing workplace, we need to help graduates connect their curricular, co-curricular and work experiences to the transferable skills that ensure their success in the workplace.

- **Changing needs and characteristics of students:** Today’s college students are more diverse, bring varied levels of life and career experiences into the classroom, and place more value on flexibility, employability and affordability. Given this, it’s important that our services are tailored to meet the varied needs of DePaul students.

- **Increased employer expectations:** Employers have increased expectations of the skills that today’s college students and graduates bring to internships and entry-level positions. Preparing students to succeed in this environment requires a university-wide focus on incorporating skill development into all aspects of a student’s experience at DePaul.

Given these trends, how do we ensure students are poised to take on the challenges and opportunities of the 21st century workforce?

Our reflection on this question, as well as conversations with many of our stakeholders, resulted in the Career Center’s 2020 Strategic Plan which provides the visionary framework to guide us as we transform DePaul University’s career exploration landscape. During academic year 2018-19, the first year of our plan, we created the structures and foundations that will enable us to help students navigate the intersection of interests, skills, values and passions.

We are proud to report on the progress we made, and excited to highlight some of the key initiatives and stories from the year. Thank you to all of the university partners who collaborated with us and contributed to making career an integral part of the university landscape.

Karyn A. McCoy
Assistant Vice President
DePaul Career Center
2018-2019 CAREER CENTER ANNUAL REPORT

By the Numbers
Success Overview

Career Success | Career Success Rates*

- 93% Bachelor’s Degree Recipients
- 94% Graduate Degree Recipients
- 60% Of all undergraduates had an internship

Both are up 1 percentage point from last year.

* % graduates who are employed, continuing their education, volunteering, serving in the U.S. military, or pursuing other goals within 6 months of graduation

Engaging Students

6 Career Communities provided career coaching to over 3,100 students and alumni, and engaged over 5,500 students and alumni in 225 community-specific programs and events.

- 766 connections made between students and alumni through Alumni Sharing Knowledge
- 791 students enrolled in career courses
- 184,300 unique visits to the Career Center website
- 4,170 students employed in over 6,700 on-campus jobs

Engaging Employers

- 440 Over 440 employers recruited on campus
- 2,300 Over 2,300 on-campus interviews conducted
- 48,500 Over 48,500 jobs posted on Handshake
- 15,200 Over 15,200 internships posted on Handshake
Pursuing a Bold Vision and Mission

VISION
The DePaul Career Center inspires excitement about the future and empowers DePaul students to own and shape their personal and professional journeys.

MISSION
The DePaul Career Center helps students build confidence, explore possibilities, and develop a powerful personal brand. We leverage our relationships with employers, alumni, faculty and staff to facilitate meaningful experiences, mentoring connections and partnerships that position students for success in their careers and their communities.

Central to our vision and mission is our ability to engender optimism and build confidence by providing value and encouraging future participation. This year we began assessing levels of anxiety or optimism, as a proxy to gauge excitement. We will continue to track this going forward along with other metrics of success like the Net Promoter Score (NPS) as an indicator of satisfaction.

Optimism
Participants in Career Community events were asked to rate their levels of anxiety or optimism about their futures on a five-point scale, both before and after attendance. We will continue to study this in the coming years.

Overall:
- 47% of all respondents reported an increase of at least one point in optimism
- 19% of all respondents reported an increase of at least two points in optimism

Average ratings for optimism:

<table>
<thead>
<tr>
<th>Before participation</th>
<th>After participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.17</td>
<td>3.84</td>
</tr>
</tbody>
</table>

21% increase
Strategic Priority 1: 
Integrate career into the student experience

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

The Career Center is a catalyst for an integrated, university-wide approach to students’ career preparation. Partnering with faculty and other campus departments allows us to act as resources for one another, ultimately enabling us to reach more students in more effective, efficient and consistent ways. Together, we can help students understand how their unique DePaul education prepares them for the marketplace and provides flexibility in pursuing post-graduate options and employment opportunities.

Examples of this in action in 2018-19:

Educational Development Grant for Employability (EDGE)
We redesigned this signature career development program for freshmen and incoming transfer students, and enrolled 50% more students in the program in 2019-20.

Faculty Engagement
Understanding that faculty are a trusted resource for students, we engaged approximately 25 faculty from academic departments across the university in conversations about their perceptions of career services, preferred ways of receiving support, and what every student should know/have/do (career-related) by the time they leave DePaul. Various initiatives will be launched in 2019-20 as a result of what we heard.

Career Curriculum
We designed and developed eight new two-credit courses to help students navigate the career development process, and provide them with the tactical steps they need to explore, search and design their career toolkit. All courses launched in fall 2019 (see Appendix on page 11).

“When I officially committed to DePaul, I was an undeclared major. I was overwhelmed at what classes I should be taking and [worrying about] if having no major would rob me of graduating within four years. But luckily, I found a path that works for me through the utilization of DePaul’s resources. I highly recommend taking the two credit course UIP 200—a course dedicated to helping students find their career paths through analyzing one’s values and interests—with Professor Childs to help you find your way. This course and advice from my adviser helped me the most.”

NICK SEDA, USER EXPERIENCE DESIGN, CDM, ’22
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?

Maximizing opportunities for career success requires that students actively utilize our services – either in person or online. To facilitate resource and service delivery that is comprehensive and responsive, we created a model that is both flexible and targeted.

Industry-Based Career Communities:

We launched six new career communities in fall 2018 to provide opportunities for exploration and experiences in a supportive, community-building way. Career communities promote flexibility in how students explore and reinforce that major does not have to equal career. They enable students to cultivate professional skills with guidance from career advisors, industry experts, alumni, faculty and employers in their chosen field of interest.

In our first year of service, over 1,700 students and alumni opted-in to at least one career community, and many opted-in to more than one.

6 career communities (see Appendix on page 11) provided career coaching to over 3,100 students and alumni, and engaged over 5,500 students and alumni in 225 community-specific programs and events.

“By going to networking and career events, I have learned so much about the business world; hearing people’s experiences has opened my eyes to a lot. I’ve gotten the opportunity to learn about many different companies. It has helped me get an idea of what type of environment I want to work in post-graduation.”

ANDREA SERRANO, HONORS ACCOUNTING, BUSINESS, ’22
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?

By developing a comprehensive plan to collect and share data, we can better articulate and illustrate the impact of career services, leverage opportunities to form collaborative goals, bolster campus partnerships, drive data-supported decision-making, and ultimately integrate the story of career success into every corner of campus.

Examples of this in action in 2018-19:

Career outcomes:
Beginning with the class of 2018, new data collection methods were used to gather our annual career outcomes survey information that enables us to get more robust information. This helps us better understand the career paths of our students and facilitates our ability to tell more impactful stories.

Career success rates:
Both are up 1 percentage point from last year.

<table>
<thead>
<tr>
<th>Bachelor's Degree Recipients</th>
<th>93%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Degree Recipients</td>
<td>94%</td>
</tr>
</tbody>
</table>

* % graduates who are employed, continuing their education, volunteering, serving in the U.S. military, or pursuing other goals within 6 months of graduation

Career success website:
To showcase the career success and post-graduation paths of DePaul graduates, and highlight alumni stories related to career outcomes, we launched a career success website (go.depaul.edu/careersuccess) that allows current and prospective students, and the DePaul community to search for and view employment and outcome statistics by major/program, college, and degree level (bachelor’s or master’s).

New data collection and assessment practices:
To facilitate our understanding of which programs and services deliver the most impactful experiences for our students, we implemented new metrics and assessments that include learning outcomes for our Alumni Sharing Knowledge (ASK) program, first-year learning outcomes, formalized assessments of confidence and optimism, and survey protocols for how we evaluate and assess the impact of events and programs.

For example, we have begun to more systematically collect data about the impact of our marketing strategies. Typically, word-of-mouth is the highest reported knowledge source for events, regardless of industry. Yet we learned that more of our students and alumni are learning about our events through Handshake than word-of-mouth. This has implications for our communication strategies going forward.
Strategic Priority 4: Define and build career readiness

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

A career-ready DePaul graduate is able to demonstrate and articulate specific skills, competencies, knowledge and experiences critical to a successful transition to life after DePaul. Ensuring this requires a continuum of services that can be delivered efficiently on a large-scale.

Examples of this in action in 2018-19:

Defining career readiness:
We developed a seven-prong definition of career readiness that is unique to DePaul and guides the development of content and experiences that will help students become career-ready.

Transferable skills:
Students’ abilities to identify and articulate their transferable skills are important to their confidence, career development, and future success. To provide guidance for how students think about transferable skills, we identified nine of the most in-demand skills (see Appendix on page 11) that students should focus on acquiring through courses, jobs, internships, co-curricular involvement, and other experiences.

Transferable skill resources and assignments:
To facilitate transferable skills conversations across the university, we created a transferable skills booklet for faculty and staff that contains resources and assignments that can be incorporated into the curriculum and other co-curricular trainings.

“I practically lived in DePaul’s Career Center. The services offered are extremely beneficial. My advisor provided amazing feedback during our mock interviews. She supported me through my job search from the beginning to the end.”

ALLISON UGOALA, HEALTH SCIENCE, CSH, ’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?

Employers and alumni are essential partners in providing an immersive, real-world educational experience for students. Cultivating strategic, mutually beneficial partnerships with employers and alumni enables us to develop and deliver transformative career experiences to students.

Examples of this in action in 2018-19:

Reframing Alumni Sharing Knowledge (ASK):
ASK has historically been known as a mentorship program. Recognizing that alumni can contribute in many ways beyond mentorship, we conducted focus groups with alumni and students to gain insight into how we can best engage alumni in support of students. The focus groups informed problem statements, learning outcomes and programming ideas that will be used in the re-launch of ASK in 2019-20.

Diversity Opportunities Networking Fair:
Diversity is a core value at DePaul. We understand that a diverse workforce and educational environment is directly related to our success and is essential in preparing DePaul students to live and work in a global community. Launched in January 2019, the Diversity Opportunities Networking Fair connected our diverse student population with prospective employers who have dedicated diversity initiatives and recruiting for internships and full-time jobs.

Diversity statistics:
- Students of color account for 39 percent of total enrollment
- 1,325 students have international student status

Employer and alumni engagement:
- Over 440 employers on campus
- Over 2,300 on-campus interviews conducted
- 766 connections made through ASK
- 24 employers engaged 141 students in the Job Shadow Program
- Over 15,200 internships posted on Handshake
- Over 48,500 jobs posted on Handshake
Appendix

Appendix A, B and C
A: **Career Communities** (p. 4, 7)

**Career Exploration**
This community helps students and alumni learn about themselves and explore career paths by connecting values, interests and skills to career exploration.

**Business, Entrepreneurship and Consulting**
This community serves students and alumni interested in the utilization of strategy and analysis to help organizations function efficiently.

**Education, Nonprofit and Government**
Members of this community have a wide range of interests that include helping and advocating for others, educating children and adults, solving societal issues, creating policy and serving in government (federal, local, municipal) roles.

**Health Care and Science**
Members of this community are focused on improving lives by applying research and technology to fieldwork, clinical environments, lab functions and a wide variety of other roles.

**Media, Communications, Arts and Entertainment**
Members of this community are interested in careers that use various forms of media, writing and communication to produce creative content and expression. What each branch of this community has in common is an emphasis on strong written and interpersonal skills, artistic/creative expression and an understanding of relevant communication and information channels across industries.

**Technology and Design**
Members of this community are focused on the implementation of skill-sets anchored in visual design, interactivity, research, user experience, and data analysis to inform decisions, solve complex problems, and drive innovation.

B: **Career Curriculum: Career Development Courses** (p. 6)

- **UIP 200** - Design Your Future: Career & Major Exploration
- **UIP 205** - Create Your Career Toolkit
- **UIP 210** - Harness Your Strengths
- **UIP 215** - Launch Your Search: Job & Internship Search Strategies
- **UIP 220** - International Students: Job & Internship Strategies
- **UIP 225** - Reposition Your Career Plan
- **UIP 290** - Student-Athletes: Explore Careers
- **UIP 295** - Student-Athletes: Kickstart Your Career Strategy
The Career Center’s focus on transferable skills stems from the need to meet new demands in today’s rapidly changing workplace. Technological advancements, elevated employer expectations of new graduates and the propensity to shift careers have increased the importance of skills like adaptability, flexibility, communication and problem solving. Helping students identify the transferable skills they acquire in courses, jobs and internships, co-curricular involvement, and other experiences is important to their career development and success.

Following are nine of the most important transferable skills and the ways they are demonstrated:

- **Adaptability/flexibility**: Deal well with new or difficult situations. Learn new information quickly. Change direction, if needed, to solve problems.
- **Communication**: Articulate thoughts, ideas and messages clearly and effectively in order to educate, influence or persuade others.
- **Creativity and innovation**: Combine knowledge from different areas to produce unique ideas or solutions. Use imagination, visualization, design, aesthetic, social and literary talents.
- **Decision making and ethical judgment**: Apply a cognitive process to select a solution to a particular problem or challenge from a range of solutions. Act with integrity.
- **Global fluency**: View the world from others’ perspectives and interact respectfully with all people. Value, respect and learn from other cultures and differences.
- **Leadership**: Leverage the strengths of others to achieve common goals. Use interpersonal skills and empathy to coach, guide and motivate others.
- **Problem solving and critical thinking**: Exercise sound reasoning to analyze issues, make decisions and overcome problems. Able to raise vital questions and obtain, interpret and use knowledge, facts and data in this process.
- **Teamwork/collaboration**: Work with diverse groups of individuals to reach a collective objective by sharing knowledge, learning and building consensus. Manage and negotiate conflict.
- **Technology application**: Leverage existing technologies to accomplish a given task. Demonstrate adaptability to new and emerging technologies.
CONTACT:

Lincoln Park Campus
Suite 192
Schmitt Academic Center
2320 North Kenmore Avenue
Chicago, Illinois 60614-3250
(773) 325-7431

Loop Campus
Suite 9500
DePaul Center
1 East Jackson Boulevard
Chicago, Illinois 60604-2287
(312) 362-8437