MISSION
The mission of Career Services is to enhance the career development of students by teaching career planning/job search skills and by facilitating the exchange of information among students, alumni, faculty, administrators, and employers.

OBJECTIVES
1. Assist students in career preparedness through career advising, counseling, programming and instruction.
2. Facilitate and increase employer visibility and interaction opportunities with students.
3. Provide access to new online products to assist students in making informed decisions about choosing a major/career or to assist them in their job search or application for graduate school. Promote the Web page through extensive use of the hiresooner.com URL.
4. Provide services to increase employment after graduation, graduate and professional education opportunities, and experiential experience while in school.
5. Collect information about students’ plans after graduation and on internships and co-ops while they are still attending school.
6. Develop partnerships and collaborate across campus with academic colleges, university and community organizations and departments to support students’ career success.
EXECUTIVE SUMMARY

Career Advising: 4,886 total meetings

Mock Interviews: 300 interviews conducted

Career Center Outreach: 92 workshops with 11,684 attendees; 365 class/organization presentations with 15,652 students

Career Planning Classes: 301 total students enrolled

Career Fairs: 9 career fairs; 4,039 students; 614 employers

On-Campus Recruiting: 7,608 HIREsooner registrants; 225 employers; 771 interview schedules; 5,448 interviews

Job Listings and Resume Referrals: 5,498 online job postings; 43,943 resume book referrals
PROGRAMS/ SERVICES

CAREER CENTER OUTREACH

- 92 Workshops
- 11,684 Workshop Attendees
- 365 Class/Organization Presentations
- 15,652 Presentation Attendees

CAREER/JOB SEARCH ADVISING

- 1,232 Career Advising Appointments
- 2,568 Walk-in Advising
- 1,086 Resume Critiques (Week)
- 300 Mock Interviews

WALK-IN ADVISING BREAKDOWN BY COLLEGE

<table>
<thead>
<tr>
<th>COLLEGE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architecture</td>
<td>30</td>
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<tr>
<td>Arts &amp; Sciences</td>
<td>410</td>
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<tr>
<td>A&amp;GS</td>
<td>36</td>
</tr>
<tr>
<td>Business</td>
<td>946</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>9</td>
</tr>
<tr>
<td>Earth &amp; Energy</td>
<td>273</td>
</tr>
<tr>
<td>Education</td>
<td>48</td>
</tr>
<tr>
<td>Engineering</td>
<td>483</td>
</tr>
<tr>
<td>Fine Arts</td>
<td>16</td>
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<tr>
<td>Geosciences</td>
<td>0</td>
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<tr>
<td>International Studies</td>
<td>37</td>
</tr>
<tr>
<td>JMC</td>
<td>78</td>
</tr>
<tr>
<td>Law</td>
<td>5</td>
</tr>
<tr>
<td>Liberal Studies</td>
<td>2</td>
</tr>
<tr>
<td>Graduate College</td>
<td>3</td>
</tr>
<tr>
<td>University College</td>
<td>218</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
</tr>
<tr>
<td>Not Listed</td>
<td>0</td>
</tr>
</tbody>
</table>
CAREER FAIRS

<table>
<thead>
<tr>
<th>Career Fair</th>
<th>Total Students</th>
<th>Total Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sooner Showcase Career Fair</td>
<td>1,042</td>
<td>141</td>
</tr>
<tr>
<td>Engineering Career Fair</td>
<td>1,438</td>
<td>142</td>
</tr>
<tr>
<td>JMC Career &amp; Internship Fair</td>
<td>117</td>
<td>27</td>
</tr>
<tr>
<td>Spring Career Fair</td>
<td>980</td>
<td>131</td>
</tr>
<tr>
<td>Summer Camp Job Fair</td>
<td>75</td>
<td>8</td>
</tr>
<tr>
<td>CoA Career &amp; Internship Fair</td>
<td>102</td>
<td>21</td>
</tr>
<tr>
<td>Teacher Job Fair</td>
<td>135</td>
<td>44</td>
</tr>
<tr>
<td>Greater Grads Career Fair</td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>4,039</td>
<td>614</td>
</tr>
</tbody>
</table>

ON-CAMPUS INTERVIEWS

- Employers: 225
- Schedules: 771
- Interviews: 5,448
- Info Session Pre-Recruiting Meetings: 44

INTERVIEWS BY COLLEGE

<table>
<thead>
<tr>
<th>College</th>
<th>Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Architecture</td>
<td>166</td>
</tr>
<tr>
<td>College of Arts &amp; Sciences</td>
<td>328</td>
</tr>
<tr>
<td>Atmospheric and Geographic Sciences</td>
<td>4</td>
</tr>
<tr>
<td>College of Business</td>
<td>3,119</td>
</tr>
<tr>
<td>College of Continuing Education</td>
<td>7</td>
</tr>
<tr>
<td>College of Earth and Energy</td>
<td>953</td>
</tr>
<tr>
<td>College of Education</td>
<td>53</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>1,640</td>
</tr>
<tr>
<td>College of Fine Arts</td>
<td>7</td>
</tr>
<tr>
<td>Journalism and Mass Communication</td>
<td>43</td>
</tr>
<tr>
<td>College of Law</td>
<td>19</td>
</tr>
<tr>
<td>College of Liberal Studies</td>
<td>0</td>
</tr>
<tr>
<td>International and Area Studies</td>
<td>4</td>
</tr>
</tbody>
</table>

Job Listings
- Online Job Postings: 5,498
- Employers Posting Jobs: 1,877

Online Resume Books
- Referrals: 43,943
- Employer View Resumes: 4,182
HIRESOONER ACCOUNT BREAKDOWN

Total Students Enrolled
A&S Job Search Class: 110
Engineering Job Search Class: 13
Internship or Co-Op Credit: 178
Total: 301
WEB PAGE ACTIVITY

Total Number of HIREsooner.com Visits: 174,683
Number of HIREsooner.com Page Views: 512,309
Number of Countries Visiting HIREsooner.com: 147

ONLINE SERVICES

<table>
<thead>
<tr>
<th>Online Resources</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimal Resume</td>
<td>2,202</td>
</tr>
<tr>
<td>FOCUS2</td>
<td>479</td>
</tr>
<tr>
<td>InterviewStream</td>
<td>14</td>
</tr>
<tr>
<td>GoinGlobal (page views)</td>
<td>4,058</td>
</tr>
<tr>
<td>Passport Careers (page views)</td>
<td>1,989</td>
</tr>
<tr>
<td>Career Spot video views</td>
<td>7,622</td>
</tr>
<tr>
<td>Candid Careers</td>
<td>591</td>
</tr>
<tr>
<td>YouTube Workshop Views</td>
<td>11,065</td>
</tr>
<tr>
<td>Total</td>
<td>28,020</td>
</tr>
</tbody>
</table>

MARKETING AND SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Social Media Outlets</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Likes</td>
<td>1,577</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>2,262</td>
</tr>
<tr>
<td>LinkedIn Members</td>
<td>2,083</td>
</tr>
<tr>
<td>Pinterest</td>
<td>812</td>
</tr>
<tr>
<td>Instagram</td>
<td>49</td>
</tr>
<tr>
<td>Total</td>
<td>6,783</td>
</tr>
</tbody>
</table>
**Final Destination Data**

**Final Destination**

- Attending graduate school: 22%
- Received and accepted full-time position: 82%
- Seeking employment: 13%
- Postponing job search: 3%

**Classification of Employed Students**

- Employed in Oklahoma: 53%
- Employed out of state: 47%

*Note: some students reported they accepted a full-time position and are also attending graduate school.*
ASSESSMENT
Career Services strategically chose programs/services/resources to assess and implemented assessment tools for those areas. The final assessment report included results and program and learning outcomes. It was published in the Division of Student Affairs Assessment Report.

Career Services has an active representative on the Student Affairs Assessment Committee.

ANNUAL REPORT
Published a Career Services 2012-13 Annual Report and posted it to the Career Services web page.

Contributed to the Student Affairs 2012-2013 Annual Report showing how Career Services supported the goals of the Division of Student Affairs.

JOB SEARCH GUIDE
Career Services staff wrote, designed, and published a new Job Search Guide. 4,000 copies were printed to distribute to students.

TRAINING
Staff members participated in Green Zone training hosted by the Veterans Support Alliance. OU Green Zone is a network of faculty and staff who volunteer to take the extra step to provide assistance for those students who served our country.

Staff members participated in Sooner Ally Training. The Sooner Ally program is an LGBTQ cultural and awareness training that allows participants to focus on understanding LGBTQ concepts and issues and to become an advocate to create an LGBTQ-affirming campus.

Staff members attended a Career Coaching workshop sponsored by the National Association of Colleges and Employers.

CAREER EVENTS
Staff participated in planning the Major/Minor Fair that provides
students the opportunity to explore majors that might be of interest.

Assisted in hosting nationally-known speaker Donald Asher on campus. He presented two presentations: Choosing a Major and How to Get a Job with Any Major.

OU Career Services, along with other Career Services offices in the state, partnered with the Oklahoma City Chamber of Commerce to host the Greater Grads Career Fair. The Career Fair focuses on promoting internships in Oklahoma City.

Hosted several events called Lunch & Learn, which featured a free lunch for the students and guest speakers from various industries.

Worked closely with the College of Architecture, the College of Journalism and Mass Communication, and the College of Education to organize and host specialty career fairs for students in each of those colleges.

Career Services participated in the GIS Expo Day, informing students about our services.

OPEN HOUSES
Career Services hosted several open houses with staff from across campus to introduce them to new services available through the office.

SUCCESSFUL PARTNERSHIPS
Partnered with the Construction Science Departments to promote the Construction Science Career Fair through the Career Services web page and to host the interviews conducted the following day.

Partnered with the ConocoPhillips Geology and Geophysics Department to coordinate and host the interviews conducted after the ConocoPhillips Geology and Geophysics Spring Expo.

Staff from Career Services attended and spoke at the Arts & Sciences Recruiter’s Day.

Career Services staff helped to teach a class offered in the College of Business, which focuses on job search preparation. Over 1,000 students each year are required to get their resume critiqued by Career Services and upload their resume to their HIREsooner account.

Assisted the Engineer’s Club with the Engineering Career Fair by hosting information about the Engineering Career Fair on the Career Services web page. Through the web
page, employers are able to register for the career fair and students are able to see information about the event and about the employers that are attending.

Worked closely with the Graduation Office to host an event for juniors called Junior Jump Start. The focus of the event was to give juniors information on how to conduct an effective job search before they started their job search their senior year.

Partnered with Student Life in the Division of Student Affairs to host the Spring Career Fair. The event was co-hosted by the American Indian, Asian American, Latino American, and African American Student Life offices.

Partnered with Allied Health at the Health Sciences Center to post job openings on the HIREsooner Job Board for the Allied Health majors.

Presented numerous times at the request of Housing and Food Services to residents in the residence halls.

Partnered with the Leadership and Volunteerism office to provide a standardized form, through Career Services' resume writing program, Optimal Resume, for students to use when applying for University awards.

Partnered with University College to provide a standardized resume builder, through their resume writing program, Optimal Resume, for students to use to track their accomplishments, and work experience throughout their college career.

Met with representatives from Student Athlete Development to coordinate career services for student athletes between the two offices. Career Services presented workshops to student athletes on various job search topics. Career Services also participated in the Passport to Your Career event hosted by Student Athlete Development.

Work closely with Student Affairs at the OU Tulsa campus to provide job search resources and services for students.

Presented a resume writing workshop for peer educators in the Women’s Outreach Center.

Partnered with Kaplan, the Graduate College, OU MBA program, OU Law School, and OU Med School to host workshops focusing on admission to graduate and professional school.

**OTHER**

Provided a photo booth during the Spring Career Fair for students and alumni to have a professional photo made for their LinkedIn accounts.

Shared information about workshops, career fairs and full-time and internship opportunities with students via Facebook, Twitter, the Career Services Blog, and LinkedIn.

Career Services was asked to present to various student organizations, fraternities, and sororities on services provided by Career Services and other job search topics.
Staff are members of the **Oklahoma Association of Colleges and Employers**, the **Southern Association of Colleges and Employers**, and the **National Association of Colleges and Employers**. Served on the Communications Committee for OkACE.

Hosted a workshop presented by the **Department of State Diplomat in Residence** for students interested in working for the State Department.

Served as a panel member for the Graduate Teaching Academy Panel Discussion and spoke to the **Academia Career Class**.

Provided **Gallop Strengths Quest** presentations for:
- CAS 4091 (4 sections)
- Lead Your Way Leadership Class
- OU Housing Center Student Association
- President’s Community Scholars
- Price College Multicultural Business program
- International Leadership Class
COLLEGE ACTIVITIES

COLLEGE OF ATMOSPHERIC & GEOGRAPHIC SCIENCES
Liaison: Rick Dubler

Spoke to senior level Meterology and Geography classes about resume writing, interviewing, and services provided by Career Services.

Hosted a Career Services table at the GIS Day Expo.

COLLEGE OF ARTS & SCIENCES
Liaisons: Mary Delaney, Debbie Boles, Erin Hamby

Presented to several classes about services provided by Career Services and on various job search topics including: resumes, cover letters, and overview of Career Services.

Visited 56 classes and 1,332 students in the College of Arts & Sciences during the fist week of classes in the fall and spring semesters to inform students about upcoming career fairs, workshops, resume critique times, and on-campus interviewing opportunities.

Worked with the College of Arts and Sciences to distribute information about the Arts & Sciences Networking event for students and recruiters that was held after the fall and spring career fairs. Career Services attended the event both semesters.

Biology Advising Event.

AVIATION
Liaison: Rick Dubler

Spoke to Aviation senior-level capstone class about HIREsooner and On-line Networking.

Presented about Career Services to three classes.

Represented Career Services at the Norman Chamber of Commerce Aviation Breakfast.

Toured the Aviation department and training facilities.

Attended the American Eagle Pipeline Interviewing Workshop and organization overview.

Represented Career Services at the Aviation Spring Banquet.

Taught dining etiquette during a formal meal to Aviation Senior Capstone classes in the fall and spring semesters.
MICHAEL F PRICE COLLEGE OF BUSINESS
Liaison: Lizzy Tahsuda

Conducted numerous mock interviews with business students to better prepare them for real interviews.

Spoke to 40 classes with 2,057 students during the first week of each semester to educate students about Career Services.

Surveyed Capstone classes, gathering post-graduation information from 512 graduating seniors.

Presented information about Career Services and other career planning topics to various student organizations including: MBA Prelude Week, Beta Alpha Psi, B Ad 2091, JCPenney Leadership Program, Energy Management Student Association, & the American Marketing Association.

Represented Career Services at numerous College of Business functions including: MIS Banquet, Steed School of Accounting Board of Visitors Meeting, Steed School of Accounting Banquet, Energy Management Banquet, College of Business Golf Tournament, and Price College of Business Honors Luncheon.

Manned a Career Services table in Price Hall during Back to Business Week and the Business Transfer Student reception.

Hosted an introductory breakfast for the Price College of Business Advisors.

Participated in the JCPenney Leadership Program Roundtable Discussion on interviewing, salary negotiation and resume writing.

Worked with College of Business student groups to get volunteers for the Sooner Showcase Career Fair.

COLLEGE OF ARCHITECTURE
Liaison: Rick Dubler

Spoke to freshmen Interior Design and Architecture majors, Interior Design Capstone class, and Construction Science class about various job search topics including services provided by Career Services, Professional Dress, and resume writing.

Participated in a Lunch & Learn about preparing for the career fair for Construction Science.

Participated as a panel member for the Construction Science Student Group Mock Interview Panel.
Met with Associate Dean and College staff to plan the College of Architecture Career Fair.

**COLLEGE OF ENGINEERING**
Liaison: Rick Dubler

Presented about Career Services to 8 student organizations in the College of Engineering including: AISES, Chevron Phillips Scholar Mentor Program, ECE, Graduate Student Society, DLC Mentor, NSBE, and the Black Student Association.

Represented Career Services at various College events including: Oxy Intern Event in Houston, Halliburton Women’s Welcome Dinner, CoE Deans and Directors Meet and Greet, MEP Diversity and Inclusion Program Kickoff, AME Student Career Talks, Shell Fall Fest, Schlumberger New Engineers Welcome, School of Computer Science Reception, and the MEP Reception.

Visited 45 classes and 2,367 students in the College of Engineering during the first week of classes in the fall and spring semesters to inform students about upcoming career fairs, workshops, resume critique times, and on-campus interviewing opportunities.

Presented to 10 classes and 875 students about services provided by Career Services.

**MEWBORNE COLLEGE OF EARTH & ENERGY**
Liaison: Rick Dubler

Spoke to 150 students in Technical Communication class about resume preparation.

Attended the Mewborne College of Earth and Energy Welcome Back BBQ, which was sponsored by Samson.

Visited 14 classes and 1,196 students in the Mewborne College of Earth and Energy during the first week of classes in the fall and spring semesters to inform students about upcoming career fairs, workshops, resume critique times, and on-campus interviewing opportunities.

**COLLEGE OF EDUCATION**
Liaison: Sabrina Dufran

Spoke to graduating Education majors at the Internship Closure Meeting about services provided by Career Services and collected final destination information.
COLLEGE OF JOURNALISM AND MASS COMMUNICATION
Liaison: Sabrina Dufran

Made classroom announcements in approximately 4 classes at the beginning of each semester to promote upcoming career fairs, workshops, on-campus interviews, and other Career Services events.

Met with JMC students throughout each semester to help with job search, resume writing, interviewing skills, etc.

Presented/hosted workshops on various topics including “Professional Dress,” “Interviewing,” “How to Find an Internship,” “Cracking the Hidden Job Market,” and “How to Write a Winning Resume.”

Worked with Gaylord College faculty, staff, and students in planning, publicizing, and hosting the JMC Career & Internship Fair.

Conducted a final destinal survey in 4 senior capstone classes/95 students at the end of each semester.

Provided 8 specific workshops to Gaylord College on resume writing, internships, networking and interviewing advice.

Worked with Gaylord College faculty and staff to recruit 27 employers to attend the 2013 JMC Career & Internship Fair.

Presented to 21 classes and student organizations regarding Career Services, resume writing, professional job search, and internships.

COLLEGE OF INTERNATIONAL STUDIES
Liaison: Sabrina Dufran

Made classroom announcements in approximately 3 classes at the beginning of each semester to promote upcoming career fairs, workshops, on-campus interviews, and other Career Services events.

Met with International Studies students throughout each semester to help with job search, resume writing, interviewing skills, etc.

Presented/hosted workshops on various topics including “Professional Dress,” “Interviewing,” “How to Find an Internship,” “Cracking the Hidden Job Market,” “How to Write a Winning Resume,” and “Job Search for International Students.”

Worked with Dean and staff to discuss employer recruitment opportunities.

Presented to classes and student organizations regarding Career Services, resume writing, professional job search and internships.
Met with Academic Advisors in College of International Studies regarding upcoming year events, workshops, and career fairs for 2014-15.

Presented “Leveraging Your Study Abroad in the Job Search” with Brooke Hammer in the Oklahoma Memorial Union.

Presented to the “Understanding Your Global Community” class about Career Services online resources and services we offer.

Conducted a final destination senior survey in 2 senior capstone classes at the end of each semester.

**UNIVERSITY COLLEGE**
Liaison: Debbie Boles

Spoke to several Gateways classes and Transfer Student Classes throughout the year about the services offered by Career Services.

Presented information on the importance of internships and how to find one as part of the Student Success Series.

**GRADUATE COLLEGE**
Liaison: Debbie Boles

Held a Career Services Open House for new graduate students.

Provided a table of information about Career Services at the Graduate Student Resource Fair.

Conducted dining etiquette workshop for over fifty PhD students in both the fall and spring semesters.
HIRE
the Best
HIRE SOONER