

2022-2023



CAREER CENTER  
*The* UNIVERSITY of OKLAHOMA



**ANNUAL REPORT**





**OKLAHOMA WORKFORCE RETENTION**

**48%**

of our graduating class chose to remain  
in the Sooner state.

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**CAREER CENTER  
STAFF**

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## MESSAGE FROM THE DIRECTOR



**ROBIN HUSTON**

I am delighted to present the annual report for the University of Oklahoma Career Center, spotlighting the transformative strides and accomplishments achieved during the 2022-2023 school year. This period witnessed significant change and growth, firmly establishing the Career Center as a beacon of excellence within the University community.

Our renewed focus on career and professional development became integral to the Lead On, University strategic plan, which also is one of the four pillars of purpose within the Division of Student Affairs. This strategic alignment underscores the paramount importance of holistic student success, with career readiness playing a pivotal role in realizing this vision.

The expansion of our team from 11 to over 20 full-time employees was a fundamental milestone, prompting a comprehensive reimagining of our space. The new Career Center, reopened in March 2023, now boasts multi-use spaces, virtual interview rooms, and enhanced functionality, amplifying our capacity to serve students and stakeholders effectively.

Strategic staffing entailed crafting inventive roles meticulously designed to meet distinct needs. New entry-level career coaches, an experiential learning coordinator, and an events team empower us to proactively engage with our partners, expanding our outreach and impact.

Recognizing the non-linear nature of the path from college to career, fall of 2022 marked a transition to the career communities model. This customizes networks to provide each student with access to employers, events, and resources directly aligned with their career interests. The overwhelmingly positive response from students and employers affirms the success of this approach.

In the spirit of 'career everywhere,' our goal is to meet students at various touchpoints throughout their academic journey. Whether in classrooms, group meetings, or across campus, we are dedicated to supporting students along their career paths.

This report provides a glimpse into the vibrant life and dedication of our exceptional staff. The Career Center remains committed to offering a comprehensive and seamless experience for students and alumni as they navigate the transition from academia to the professional realm.

Thank you for your continued support and partnership in making the OU Career Center a leading force in shaping successful career trajectories. We eagerly anticipate the opportunities and achievements that the coming year will bring.

Sincerely,

**Robin Huston**  
*Director, Career Center*





# STUDENT OUTCOMES



# POST GRADUATION PLANS SURVEY

The First-Destination Survey asks graduating undergraduate students about their plans after graduation. This information provides data on the outcomes of an OU education. Our survey is based on the guidelines set forth by the National Association of Colleges and Employers (NACE). In an effort to increase survey response rates, the Career Center played an integral role in the creation, and Spring 2023 launch, of the “Graduate OU” resource site on Canvas. As the main source of information regarding graduation, the Post-Graduation Plans Survey was added as one of the final steps to complete on the Canvas site. With this new model of survey distribution, there was a 13% increase in response rate.

## KNOWLEDGE RATE

is defined as the percentage of graduating students with credible and verifiable information about their post-graduation career plans. Most institutions strive for a minimum knowledge rate of 65%.

## PLACEMENT RATE

is the percentage of students who have accepted a full-time professional position out of those who were seeking a full-time position.

## CONTINUING EDUCATION RATE

is the percentage of students who are furthering their education after graduation, out of those who sought to do so.

## SUCCESS RATE

refers to the percentage of students who are doing one of the following:

- Full or part-time employment
- Enrolled in a graduate program
- Participating in a program of voluntary service
- Serving the U.S. Armed Forces

## UNDERGRADUATE

88.5%

Overall knowledge  
rate

72.9%

Overall placement  
rate

82.7%

Overall continuing  
education rate

76%

Overall success  
rate





\$**51,751**

AVERAGE STARTING SALARY FOR  
STUDENTS WORKING IN OKLAHOMA

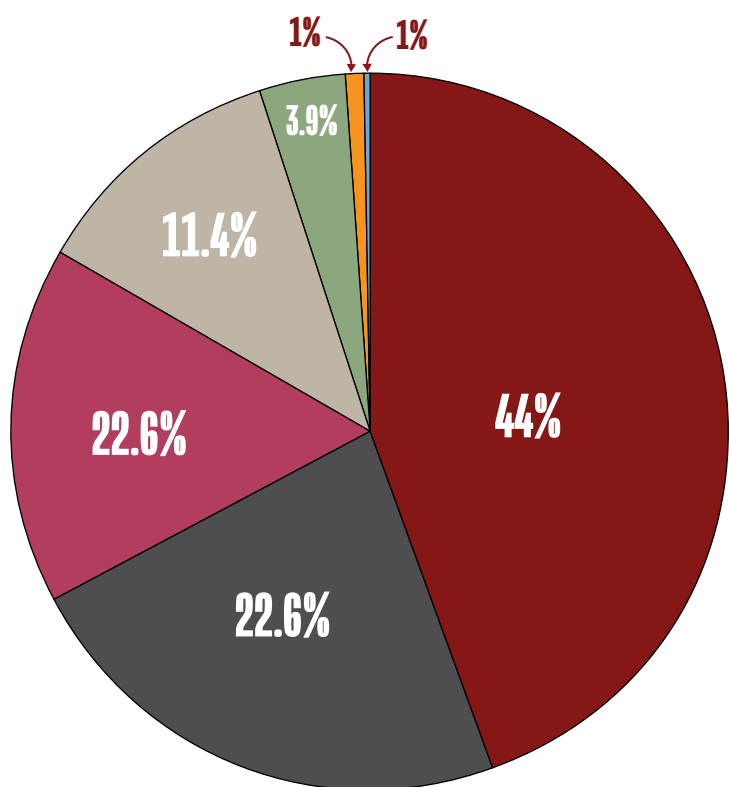
**VS.**

\$**39,445**\*

AVERAGE SALARY  
IN THE STATE OF OKLAHOMA

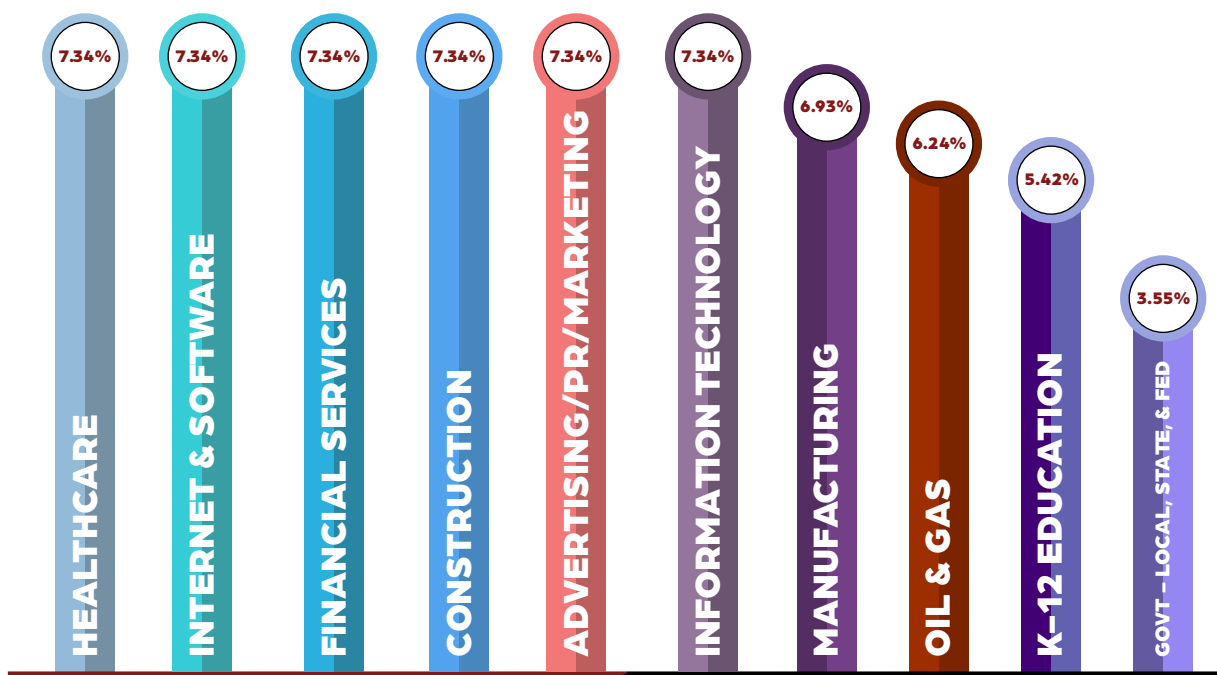
\* Statistic  
collected from  
talent.com

# OUTCOMES



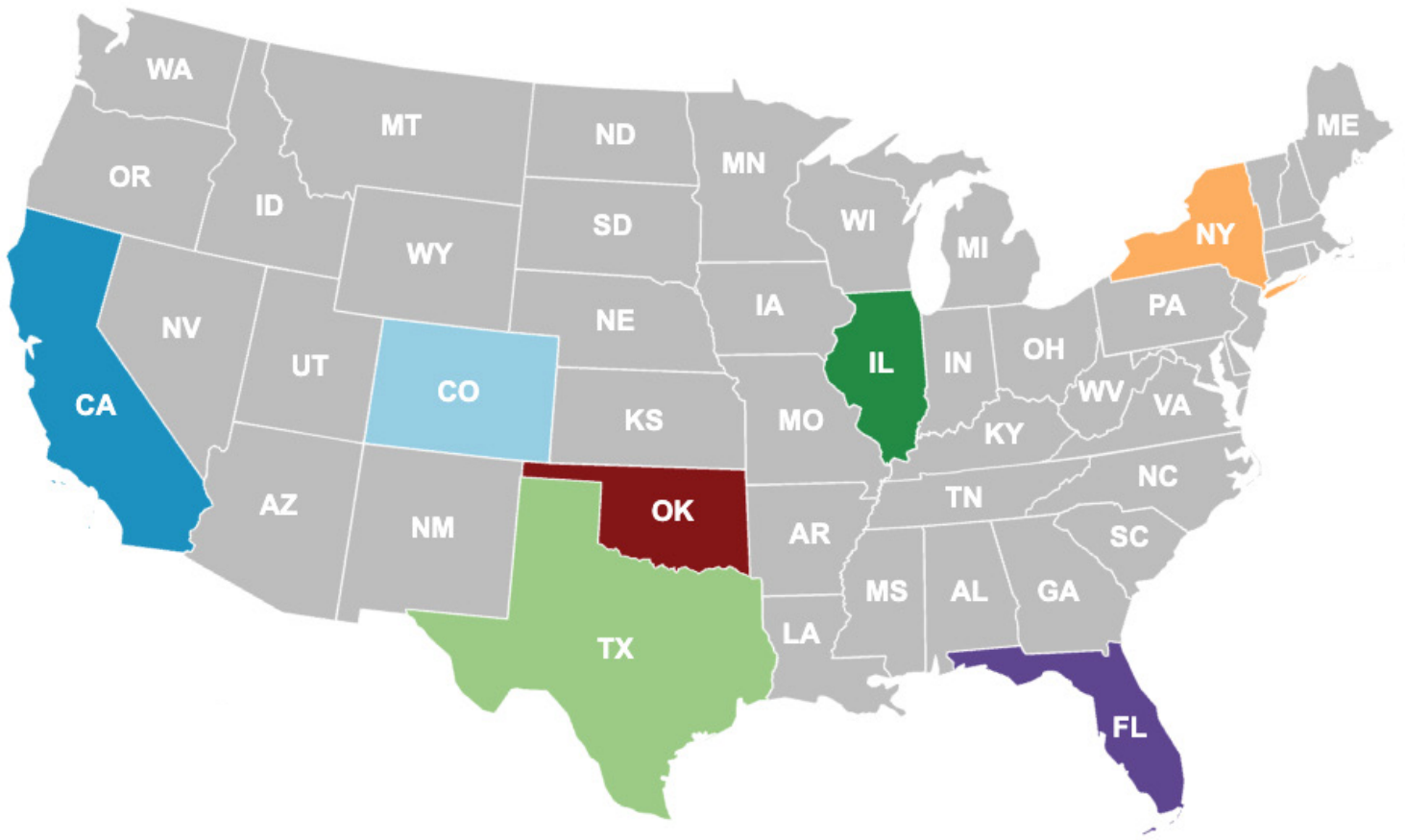
- 44% WORKING**  
Percentage of students that have secured employment.
- 22.6% CONTINUING EDUCATION**  
Students pursuing an advanced degree.
- 22.6% ACTIVELY SEEKING (EMPLOYMENT)**  
Students who are recent graduates and actively seeking employment.
- 11.4% NO RESPONSE**  
Percentage of students who have yet to complete the post-graduation survey.
- 3.9% ACTIVELY SEEKING (EDUCATION)**  
Recent undergraduates seeking continued education opportunities.
- 1% ARMED FORCES**  
Recent graduates employed by a branch of the U.S. Armed Forces
- 1% NOT ACTIVELY SEEKING**  
Recent graduates who are not looking for further education or employment opportunities.

# HIRING INDUSTRIES





# TOP EMPLOYMENT DESTINATIONS



**48.7%** OKLAHOMA

**1.3%** FLORIDA

**30.7%** TEXAS

**1.3%** NEW YORK

**1.5%** COLORADO

**1.2%** ILLINOIS

**1.4%** CALIFORNIA



# STUDENT ENGAGEMENT





# STUDENT ENGAGEMENT BY THE NUMBERS

The Career Center strives to provide services and programs that prepare students for participation in a global society and that is responsive to workforce needs. The following are some OU Career Center highlights from the 2022-2023 academic year.

## HANDSHAKE USAGE

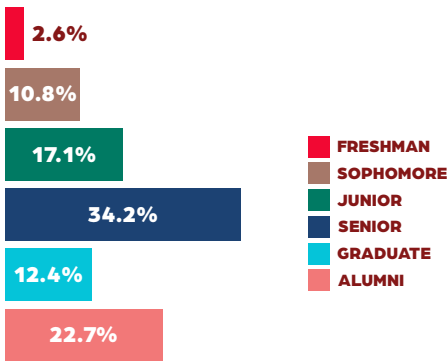
12,050  
UNIQUE  
USERS



67,477

UNIQUE HANDSHAKE  
LOGINS

### STUDENT LEVEL



## CAREER ADVISING

2,711

TOTAL  
SESSIONS

1,713

SCHEDULED  
APPOINTMENTS

998

DROP-IN  
APPOINTMENTS

## WORKSHOPS & PRESENTATIONS



415

CLASS/ORGANIZATION  
PRESENTATIONS



17,233

ENGAGEMENT TOUCHPOINTS  
CLASSROOM/ORGANIZATION  
PRESENTATIONS

# CAREER COMMUNITIES

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In the fall of 2022, the Career Center officially switched from College-specific advising to a Career Communities model which includes six communities based on industries of interest, rather than major. As part of a Career Community, students are connected to specialized advising, career resources, job opportunities, networking events, and more.



**BUSINESS, FINANCE,  
CONSULTING &  
SALES**



**HEALTH, WELLNESS,  
LIFE SCIENCES, &  
THE ENVIRONMENT**



**MEDIA, MARKETING,  
COMMUNICATION &  
THE ARTS**



**EDUCATION,  
NON-PROFIT, &  
SOCIAL IMPACT**



**GOVERNMENT, LAW,  
& INTERNATIONAL  
STUDIES**



**ENGINEERING,  
TECHNOLOGY, &  
PHYSICAL SCIENCES**



**CAREER  
EXPLORATION**



## **CAREER SERVICES FOR ALUMNI**

Wherever Sooners are in their professional journey, the OU Career Center is here to collaborate, empower and support them along their way. Recent OU graduates (up to three years after graduation) have full access to all Career Center services, including one-on-one advising, career fairs, professional photo drop-ins, networking tools and events. Alumni more than three years out have access to Handshake and all of the resources therein.

## **OU CONNECTIONS**

OU Connections is an online community of OU alumni, students, parents, staff and faculty. It's an OU-exclusive network where members can match with a mentor, post and apply for job opportunities, join a community group, access a directory of Sooner community members and more.

## **APPOINTMENT TYPES INCLUDE:**

- > Resume/Cover Letter Critique
- > Starting Your Career Journey
- > Job/Interview Search
- > Interview Preparation & Advice
- > Mock Interviews
- > Career Advice

# CAREER FAIRS

Sooner Showcase Career Fair	Engineering Career Fair	Fall Design & Construction Career Fair	Aviation Career Fair	Non-Profit & Community Engagement Career Fair	Spring Career Fair
Atmospheric & Geographic Sciences Career Fair	Aerospace Career Fair	Journalism & Mass Communication Career & Internship Fair	Teacher Job Fair	Spring Design & Construction Career Fair	<b>VIRTUAL</b> Big 12 Career Fair

## JOB & INTERNSHIP FAIRS BY THE NUMBERS

776 EMPLOYERS	657 HEADSHOTS TAKEN	1,005 INTERVIEWS	7,139 STUDENT ATTENDEES
			



# SOONER SUCCESS STORIES







Hermès  
PR Intern

# KATE FRANK



The Career Center has amazing resources that ultimately helped me land my position at Hermès! Growing up in Oklahoma, wanting to work in fashion always seemed unrealistic because of the competitive nature of the industry.

The Career Center helped me strategically tailor my resume to each application, leveraging my skills and experiences to compete for a position with hundreds of applicants. I reviewed my resume at least five times with the Career Center before submitting my application, and I could not be more thankful for their advice and recommendations! I highly recommend using the resources available at the Career Center!



# COREY MURPH



The Career Center helped me to gain the confidence and skills to navigate my case interviews, which in turn enabled me to receive an offer. My experience with the career center was amazing. The team of professionals I had the privilege of working with were incredibly supportive and provided me with an extensive array of resources– all of which set me up for success.



City of Hope Associate  
Management Fellow



# CHRISTIAN ROSS



“

The Career Center was very helpful in providing me with helpful feedback on my mock interview and provided me with resources for areas that I needed improvement in following the mock interview. With these resources, I felt more than prepared for my pharmacy school interview and saw a lot of improvement in my confidence, during the interview.

The Career Center is very supportive and knowledgeable when it comes to career advice and preparation. As a student, you can leave there feeling confident and well informed.

”

The University of Oklahoma  
College of Pharmacy

# GRACIE HALL

“

The Career Center helped me create a professional resume and learn the hidden rules about interviews that no one tells you.

One of the hardest things about my program is that you have to interview well to get required practicum placements—they aren't just handed to you.

My last interview with Lindsey really helped me grow my confidence, and Lindsey and Stephanie were both really supportive and helpful.

They are truly there to support students and help us succeed. I believe that they really care about what they do and the students that they help.

”



OU Outreach  
The National Center for Disability Education & Training  
PRE-ETS Specialist





# EMPLOYER RELATIONS





# EMPLOYER ENGAGEMENT BY THE NUMBERS

The University of Oklahoma Career Center is dedicated to helping students and employers connect. The following are some employer highlights from 2022-2023.



# TOP HIRING EMPLOYERS



**BOEING**



**DELOITTE**



**EY**



**NORMAN PUBLIC  
SCHOOLS**



**NORTHROP  
GRUMMAN**



**JPMORGAN  
CHASE & CO.**



**THE UNIVERSITY OF  
OKLAHOMA  
NORMAN CAMPUS**



**U.S AIR FORCE**



**AIR FORCE CIVILIAN  
SERVICE - TINKER**



**PAYCOM**

## CORPORATE PARTNER PROGRAM

The OU Career Center has reenvisioned the Corporate Partner Program, an employer partner program, offering a multitude of opportunities to enhance each organization's recruitment experience. The engagement program is invaluable in delivering our mission of career development and related career and life planning skills to University of Oklahoma students and alumni and to provide access to internship and employment opportunities.

## A TAILORED RECRUITING STRATEGY FOR EVERY EMPLOYER

The Corporate Partner Program provides opportunities for participating companies to boost their brands while positioning themselves as premier employers-of-choice for OU students.

- Multiple one-on-one consulting sessions for employer branding & strategic recruiting
- Featured brand promotion during peak recruiting seasons
- Priority access to targeted recruiting events
- Preferred booth placement at Job & Internship Fairs
- Featured promotion of job postings during the first week of each semester

# CORPORATE PARTNERS

Our Corporate Partner Program presents a unique opportunity for employers to kickstart their recruiting efforts on campus. The "Boomer" level is the entry point for companies looking to boost their brand on campus. The "Sooner" level offers expanded access to the second tier of perks that enhance recruiting pipelines. The "Oklahoma" level represents the highest level of engagement, packed full of premium benefits for maximum brand visibility.

## OKLAHOMA LEVEL



**Enterprise  
Mobility**



**Midfirst  
Bank**



**OneOk**



**Williams**



**Mewbourne  
Oil Company**



**Chevron**

## SOONER LEVEL



**Shell**



**Phillips66**



**AlphaBest**



**ConocoPhillips**

## BOOMER LEVEL



**Love's**



**Honeywell**



# CAREER CENTER STAFF

## DIRECTOR'S TEAM



**Robin Huston**  
*Director*



**Julius Bitarabeho**  
*Marketing Coordinator*



**Laney Bailey**  
*Office Manager*

## EMPLOYER RELATIONS TEAM



**Justin Morris**  
*Associate Director  
Employer Relations*



**Kyle Pedersen**  
*Senior Assistant Director  
Recruitment & Development*



**Conner Todd**  
*Assistant Director  
Events & Outreach*



**Ali Rhoades**  
*Experiential Learning  
Coordinator*



**Kendyl DeArana**  
*Events Coordinator*



**Kelsey Brown**  
*Employer Relations  
Specialist*



**Gail Cummings**  
*Employer Relations  
Specialist*

# STUDENT ENGAGEMENT TEAM



**Rick Dubler**  
*Associate Director  
Student Engagement*



**Debbie Boles**  
*Senior Assistant Director  
Career Advisor*



**Joe Daves**  
*Senior Assistant Director  
Career Advisor*



**Sheniqia Haynes**  
*Assistant Director  
Career Advisor*



**Lauren Monterroso Shaw**  
*Assistant Director  
Career Advisor*



**Ava Hiser**  
*Assistant Director  
Career Advisor*



**Lindsey Mastin**  
*Assistant Director  
Career Advisor*

# CAREER COACHING TEAM



**Stephanie Joseph**  
*Career Coach*



**Rachel Petersen**  
*Career Coach*



**Elisa Murillo**  
*Career Coach*



**Isabella Fournier**  
*Career Coach*



# CAREER CENTER

*The UNIVERSITY of OKLAHOMA*

## CONTACT US

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## BECOME A CORPORATE PARTNER



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