CAREER CENTER
The UNIVERSITY of OKLAHOMA

ANNUAL REPORT

2022-2023
48% of our graduating class chose to remain in the Sooner state.
MESSAGE FROM THE DIRECTOR

STUDENT OUTCOMES

STUDENT ENGAGEMENT

SOONER SUCCESS STORIES

EMPLOYER RELATIONS

CAREER CENTER STAFF
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
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**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall knowledge rate</td>
<td>88.5%</td>
</tr>
<tr>
<td>Overall placement rate</td>
<td>72.9%</td>
</tr>
<tr>
<td>Overall continuing education rate</td>
<td>82.7%</td>
</tr>
<tr>
<td>Overall success rate</td>
<td>76%</td>
</tr>
</tbody>
</table>
AVERAGE STARTING SALARY FOR STUDENTS WORKING IN OKLAHOMA

$51,751

VS.

$39,445

AVERAGE SALARY IN THE STATE OF OKLAHOMA

Statistic collected from talent.com
**Outcomes**

- **Working**: 44% - Percentage of students that have secured employment.
- **Continuing Education**: 22.6% - Students pursuing an advanced degree.
- **Actively Seeking (Employment)**: 22.6% - Students who are recent graduates and actively seeking employment.
- **No Response**: 11.4% - Percentage of students who have yet to complete the post-graduation survey.
- **Actively Seeking (Education)**: 3.9% - Recent undergraduates seeking continued education opportunities.
- **Armed Forces**: 1% - Recent graduates employed by a branch of the U.S. Armed Forces.
- **Not Actively Seeking**: 1% - Recent graduates who are not looking for further education or employment opportunities.

**Hiring Industries**

- Healthcare: 7.34%
- Internet & Software: 7.34%
- Financial Services: 7.34%
- Construction: 7.34%
- Advertising/PR/Marketing: 7.34%
- Information Technology: 6.93%
- Manufacturing: 6.24%
- Oil & Gas: 5.42%
- K-12 Education: 3.55%
- Govt. Local, State & Fed: 1%
TOP EMPLOYMENT DESTINATIONS

1. **OKLAHOMA**  - 48.7%
2. **TEXAS**   - 30.7%
3. **COLORADO** - 1.5%
4. **CALIFORNIA** - 1.4%
5. **FLORIDA**  - 1.3%
6. **NEW YORK** - 1.3%
7. **ILLINOIS**  - 1.2%
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

### 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
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**
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
Virtual Spring Design & Construction Career Fair
Virtual 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
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!

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.
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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 National Center for Disability Education & Training

OU Outreach

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.

- **892** Employers at Career Fairs
- **79,529** Handshake job postings
- **24,219** Employers on Handshake
- **1,279** Interviews on campus
- **739** Employer hosted events (Virtual & In-Person)
- **578** Companies hiring students to work in Oklahoma
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.

CORPORATE PARTNER PROGRAM

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
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.
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
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Rachel Petersen
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Elisa Murillo
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