



2016-2017 ANNUAL REPORT

A YEAR OF GROWTH

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UNIVERSITY OF
CENTRAL MISSOURI
— CAREER —
DEVELOPMENT SERVICES

WELCOME

A LETTER FROM THE DIRECTOR



The 2016-17 academic year was another record breaking year for the Career Services Center. One of the highlights for the year was the Fall B.I.G. Career Expo. The 2016 Fall B.I.G. Career Expo was larger than the 2015 Fall B.I.G. Career Expo by 6%, with 203 employers engaging our students, which is the largest number of employers recruiting at an Expo in UCM history. This was an exciting event for our students and gave them an opportunity to network and engage with employers across a variety of industries; ultimately having an impact on the First Destination Success (FDS) of our graduates. FDS focuses on the goals pursued by our graduates 6-9 months after they leave the institution. The success calculation includes if they are employed, military, graduate/professional school, a volunteer/program of service, planning to enroll in graduate/professional school or not seeking employment at this time.

For the fourth straight year, the FDS rate at UCM was 97%!

In addition to the 97% FDS rate, 97% of our graduates believed their program helped to prepare them for success when asked, "How well do you believe your academic program at UCM prepared you for success in your current primary status post-graduation?"

Additionally, of those who indicated their FDS Primary Status as "Employed Full-Time," the average starting salary for those with undergraduate degrees was over \$41,000; graduate degrees was over \$52,000.

This report is based on a 78% response/knowledge rate of graduates for the 2016-17 academic year.

The Career Services Center is a centralized center serving the entire campus community. Our center works with students and alumni from all academic disciplines and degree programs. The mission of Career Services is to educate students on career development related topics and to connect them with opportunities with employers in the areas of business, industry, government, education and healthcare.

Individual assistance is available in the areas of:

Handshake

Student Employment

Individualized Career Development Plans

Application Materials

Internship and Job Search

Graduate and Professional School Preparation

The efforts of achieving a 97% FDS rate are an indication of UCM's strong commitment to our students. The UCM community should be very proud of this accomplishment and our office appreciates the partnership and support of administration, faculty, staff, and alumni.

Sincerely,

Amber Goreham
Director, Career Services Center
University of Central Missouri

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CAREER DEVELOPMENT SERVICES

CAREER DEVELOPMENT HIGHLIGHTS

OUR YEAR IN REVIEW

OPEN OPTION SUCCESS RATE

RETENTION RATE

Based on the 70.7% UCM Average

GRADUATION RATE

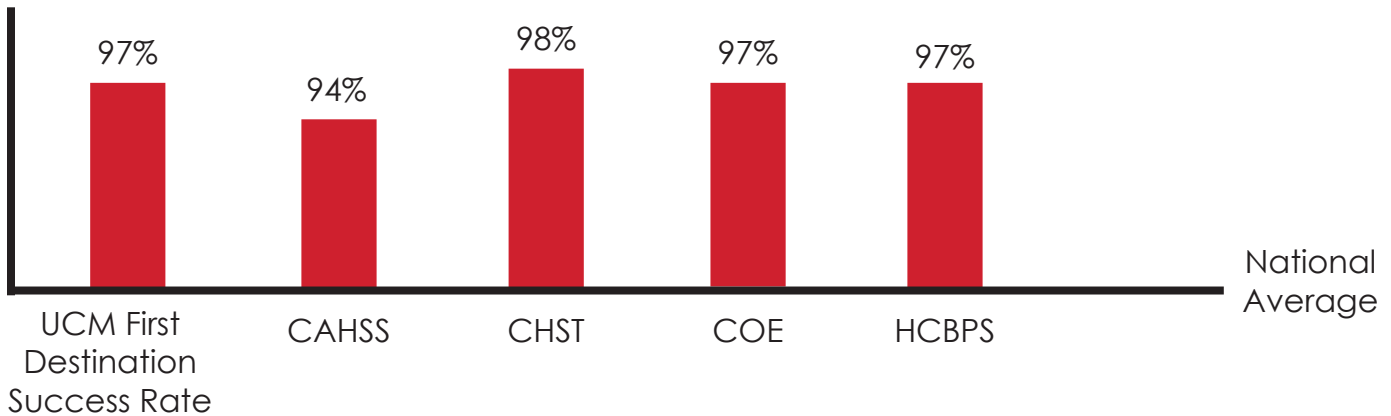
Based on the 28.7% UCM Average

(Students who completed the Open Option Program)



FIRST DESTINATION SUCCESS RATE

97% Overall



How well do you believe your academic program at UCM prepared you for success in your current post-graduation status?

97% Satisfaction Rate

YEARLY HIGHLIGHTS

Career Counseling & Development Appointments	2,336
Career Development Presentations	286
Employer Mock Interviews	995
Peer Mentor Walk-In Appointments	1,105
Open Option Academic Advising Appointments	204
Open Option Prospective Individual Visits Through CVO Appointments	115
Reinstated Students	5



“

Career Services was extremely helpful to me during my senior year of college. They literally helped me through the entire process of trying to find a job, working on my resume and cover letter. They were so patient with me and always made themselves available! I'm beyond thankful for all the dedication and hard work everyone puts into their jobs!

”

- Asia Garrison, Digital Media Production Alumni

4,760 TOTAL INDIVIDUAL STUDENT ENGAGEMENTS

“

In the Career Services Center we have a wide variety of tools available to help students grow and expand their networks for the future. We strive to help students reach their end goal after college, whether that be graduate school or full time employment.

”

Allison Ratliff, Social Studies Education and Career Development Ambassador



286 GROUP ENGAGEMENTS

CAREER DEVELOPMENT AMBASSADORS

The Career Development Ambassadors (CDAs) who work at the Career Services Center receive a unique opportunity to be career ready, as well as network with potential future employers. There are a total of 14 CDAs on staff within the Career Services Center; nine that focus primarily on assisting students by reviewing resumes and cover letters, and five additional students that cover the front desk, or their specialty positions that are utilized in order to run the center at an efficient level. These positions vary from social media and communications specialist, budget analysis and monthly metrics specialist, or website and technology specialist.

The five students who review other student's cover letters and resumes are of vital importance to the UCM community. This service gives our UCM students a leg up on the competition due to their excellent resume and professional skills. In addition to assisting others, this knowledge of the finer points of a resume and cover letter greatly benefit the CDAs in their own personal job search.

In addition to learning career readiness skills, our CDAs also gain an uncommon exposure to employers. In addition to regular on campus recruiting that our CDAs are present for, our CDAs also assist with our B.I.G. Career Expos and Interview Days. On average there are over 200 employers that attend our fall and spring Career Expos, our CDAs get the opportunity to assist and network with the employers while they are on campus. Our CDAs are able to achieve a higher level of career readiness, as well as copious opportunities to network with employers during their time as employees at the Career Services Center.



**Megan
Berry**



**Nick
Cookinham**



**Molly
Espey**



**Alyssa
Evans**



**Emma
Gibbons**



**Robert
Irick**



**Kerri
Jensen**



**Kayla
Kramer**



**Harrison
Mehlman**



**Emily
Northen**



**Callie
Rackers**



**Allison
Ratliff**



**Kara
Siedhoff**



**Samantha
Walker**

EMPLOYER PARTNERS

The Red Advantage In-Residence Partner program was a new option in Career Development Services offered to employers with strong recruiting interest at UCM. Based on employer and student feedback during the 2015-16 academic year that our interview rooms were small and uncomfortable, Career Development Services initiated a space revitalization plan. With budget being a concern and with employers always looking for ways to build their brand on the UCM campus, Career Development Services developed the Red Advantage In-Residence Partnership program.

With a sponsorship of \$5,000, employers received a room naming opportunity including signage and company information displayed in the interview room. This program also allows the employer to have access to their space at any time, gives them various opportunities to work with our center and to connect with students. Through this plan we can now provide bigger and better interview space, virtual interviewing capabilities and a state-of-the-art environment that is inviting for students.

**Our Red Advantage In-Residence Partners include:
Ervin Cable, Kiewit and Mid-Am Building Supply**



HANDSHAKE

During the 2016-17 academic year, the Career Services Center implemented a new online recruiting tool for students called Handshake. Handshake makes it easy for 200,000+ companies to recruit UCM students and alumni. UCM students have the ability to:

- Easily find jobs and internships
- Build a student profile that is visible to employers
- Receive career recommendations that are personalized to them based on their interests and connections
- Upload their resume and make viewable to employers
- Sign-up for on-campus interviews
- Sign-up to participate in information sessions and hall tables
- Sign-up and view who is attending UCM Career Expos
- Sign-up for career events and workshops

In addition to Handshake helping our students, Handshake partners with 400+ universities to also provide service to the employers who are recruiting at UCM. Employers recruiting UCM students and alumni have the ability to:

- Post jobs at multiple schools
- Directly message UCM students
- Narrow down applications through a powerful applicant filtering tool
- Sign-up to participate in on-campus interviews, information sessions, and hall tables
- Sign-up to participate in Career Expos
- Handshake also provides employer trust scores helping to prevent fraudulent activity

The implementation of Handshake has been a great tool for our students, alumni and the employers we serve.



COLLEGE SUMMARIES

THE COLLEGE OF ARTS, HUMANITIES & SOCIAL SCIENCES

Art & Design	84%
Communication	92%
English & Philosophy	95%
Government, International Studies & Languages	100%
History, Anthropology, Africana Studies & Social Studies	93%
Music	100%
Sociology, Gerontology & Cross Disciplinary Studies	93%
Theatre & Dance	100%

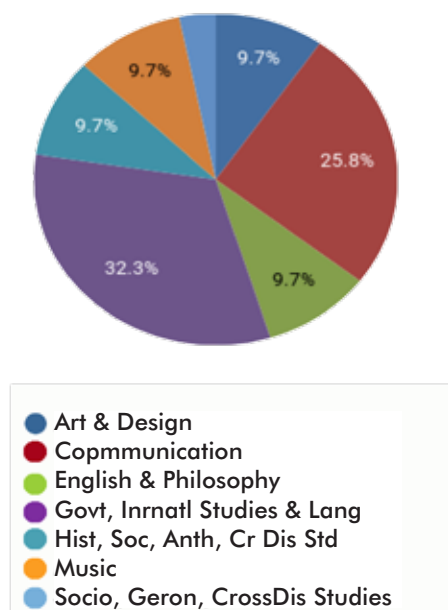
Average Salary Range

Undergraduate:
\$38,933

Graduate:
\$43,947

TOTAL 94 %

Majors Chosen by Open Option Students
College of Arts, Humanities & Social Sciences



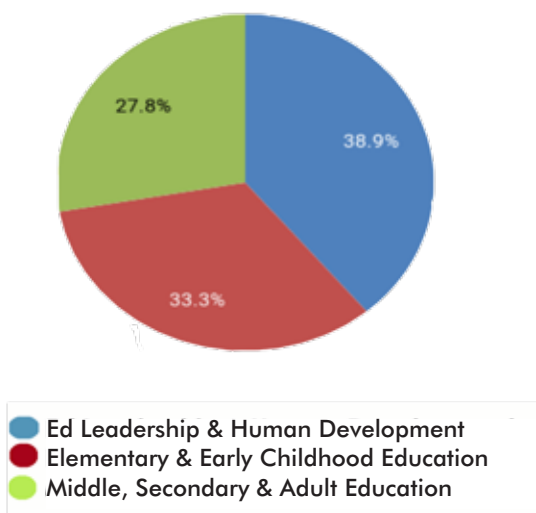
EMPLOYER HIGHLIGHTS

- American Institute for Research (AIR)
- American Jazz Museum
- AmeriCorp
- Archidec
- Boy Scouts of America
- Cleveland Play House
- Disney Corporation
- Enterprise Fleet Management
- Gateway Arch Park Foundation
- GlynnDevins
- Harvest Productions
- Inter-State Studio & Publishing Company
- KC Audio Visual
- KMBC Channel 9 News
- Lifestyle Publications
- Lockton Company
- Starlight Theatre
- Sullivan Higdon & Sink
- Sweetwater Sound
- West Central Independant Living Solutions

THE COLLEGE OF EDUCATION

Career & Technology Education	96%	Average Salary Range
Educational Foundations & Literacy	95%	
Educational Leadership & Human Development	98%	
Elementary & Early Childhood Development	98%	
TOTAL	97%	Undergraduate: \$36,241
		Graduate: \$44,099

Majors Chosen by Open Option Students
College of Education



EMPLOYER HIGHLIGHTS

- Belton School District 124
- Blue Springs R-IV School District
- Bright Horizons
- Burrell Behavioral Health
- Columbia Public Schools
- Crittenton Children's Center
- Fort Zumwalt R-II School District
- Grain Valley R-V School District
- Holden R-III School District
- Jefferson City Public Schools
- Kansas City International Academy
- Liberty Public Schools
- Missouri Department of Social Services-Children's Division
- Parkway C-2 School District
- Punkin Patch Daycare
- Raymore-Peculiar R-II School District
- Raytown C-2 School District
- Sedalia 200 School District
- Shawnee Mission School District

THE COLLEGE OF HEALTH, SCIENCE & TECHNOLOGY

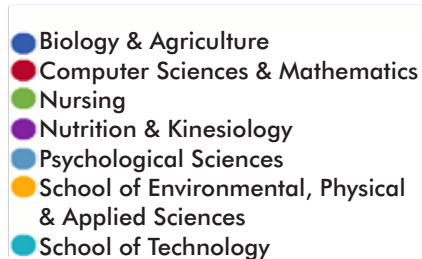
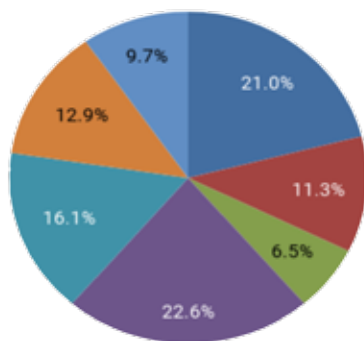
Biology & Agriculture	97%
School of Computer Science & Mathematics	98%
School of Environmental, Physical & Applied Sciences	100%
Nursing	100%
Nutrition & Kinesiology	96%
Psychological Science	95%
School of Technology	97%
TOTAL	98%

Average Salary Range

Undergraduate:
\$48,123

Graduate:
\$61,945

Majors Chosen by Open Option Students
College of Health, Science & Technology



EMPLOYER HIGHLIGHTS

- Amazon
- Bayer Crop Science
- Black & Veatch
- BP Crop Science
- Burns and McDonnell
- Cargill, Inc.
- DST
- Ford Motor Company
- General Motors
- HCL Global Systems, Inc.
- Honeywell
- JE Dunn Construction
- Kansas City Bone and Joint
- Kansas City Mavericks
- Kiewit
- Missouri Department of Conservation
- Nestle Purina, Inc.
- Pathways Community Health
- Saint Luke's Health Systems
- SSM Health

THE HARMON COLLEGE OF BUSINESS & PROFESSIONAL STUDIES

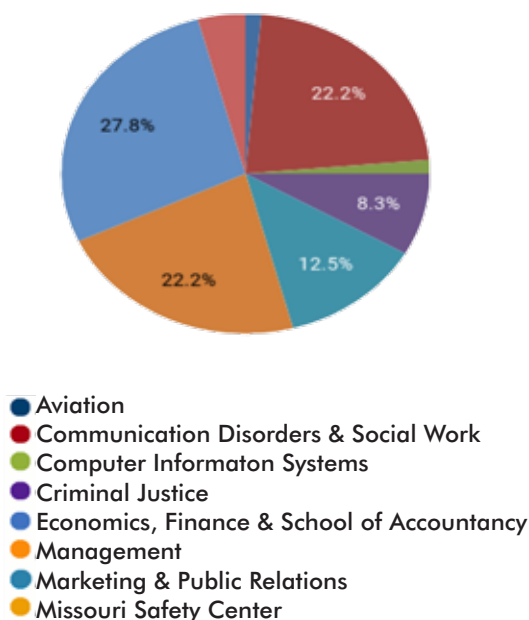
Aviation	96%
Computer Information Systems	99%
Communication Disorders & Social Work	98%
Criminal Justice	98%
Economics, Finance & The School of Accountancy Management	94%
Marketing & Public Relations	98%
Missouri Safety Center	88%
TOTAL	97%

Average Salary Range

Undergraduate:
\$41,494

Graduate:
\$60,394

Majors Chosen by Open Option Students
Harmon College of Business & Professional Studies



EMPLOYER HIGHLIGHTS

- BDK LLP
- Capgemni LLC
- Cerner Corporation
- Department of Homeland Security
- Federal Reserve Bank of Kansas City
- FleishmanHillard
- Hallmark
- H&R Block
- Jet Blue Airways
- MarksNelson
- Missouri Department of Corrections
- Missouri State Highway Patrol
- Services Management Group
- Shamrock Trading, Inc.
- State Farm Insurance
- Target
- UMB Financial Corporation
- Woody Financial Group
- Worlds of Fun
- World Wide Technology

GATEWAY CENTER

RETENTION & GRADUATION

Open Option Students

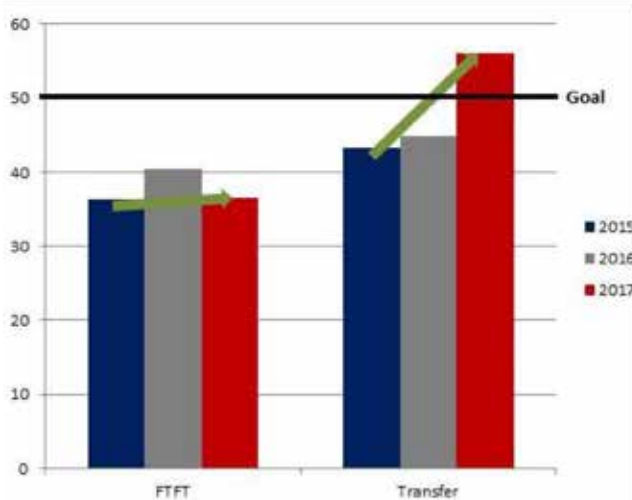
Successfully Completed Exploring Majors and Careers Course

Fall Cohort	N	Retention					Graduation				
		1st Year		2nd Year		3rd Year	4 Years	5 Years	6 Years	7 Years	8 Years
		Spring	Fall	Spring	Fall	Spring					
2003	14	85.7%	78.6%	78.6%	71.4%	64.3%	35.7%	64.3%	71.4%	71.4%	71.4%
2004	66	87.9%	72.7%	63.6%	62.1%	53.0%	18.2%	40.9%	43.9%	45.5%	45.5%
2005	34	94.1%	79.4%	82.4%	76.5%	76.5%	47.1%	76.5%	82.4%	82.4%	82.4%
2006	73	94.5%	78.1%	74.0%	74.0%	71.2%	30.1%	53.4%	63.0%	65.8%	68.5%
2007	92	92.4%	72.8%	68.5%	65.2%	65.2%	35.9%	57.6%	62.0%	63.0%	63.0%
2008	91	91.2%	79.1%	75.8%	72.5%	72.5%	31.9%	62.6%	64.8%	65.9%	67.0%
2009	105	92.4%	80.0%	80.0%	79.0%	75.2%	42.9%	69.5%	70.5%	71.4%	72.4%
2010	104	94.2%	78.8%	78.8%	71.2%	69.2%	30.8%	51.9%	58.7%	59.6%	
2011	115	94.8%	77.4%	73.9%	73.0%	71.3%	33.9%	53.0%	58.3%		
2012	134	92.5%	81.3%	74.6%	67.2%	65.7%	27.6%	50.0%			
2013	165	97.0%	78.8%	73.3%	66.1%	65.5%	32.1%				
2014	202	91.1%	74.8%	69.8%	66.8%	65.8%					
2015	231	93.1%	78.8%	76.6%	72.3%						
2016	174	91.4%	75.4%								
Average		92.8%	77.5%	74.1%	70.0%	67.8%	32.5%	56.3%	62.1%	64.1%	65.9%

All University First Time, Full-Time Freshmen

Fall Cohort	N	Retention					Graduation				
		1st Year		2nd Year		3rd Year	4 Years	5 Years	6 Years	7 Years	8 Years
		Spring	Fall	Spring	Fall	Spring					
2003	1,358	87.1%	69.9%	65.6%	60.6%	57.9%	24.2%	43.8%	48.4%	50.1%	51.6%
2004	1,436	86.8%	71.0%	68.5%	64.3%	61.9%	26.4%	45.4%	51.0%	53.3%	53.9%
2005	1,485	85.1%	68.9%	65.1%	60.5%	58.8%	28.2%	46.3%	50.4%	52.0%	52.3%
2006	1,507	87.0%	70.7%	66.8%	60.7%	58.5%	27.6%	45.3%	49.3%	51.3%	52.0%
2007	1,427	88.2%	71.9%	68.6%	64.7%	62.6%	30.0%	49.8%	53.5%	54.8%	55.4%
2008	1,586	88.5%	72.8%	68.9%	64.3%	62.5%	29.2%	47.6%	52.9%	54.2%	55.3%
2009	1,479	88.0%	72.5%	68.7%	63.6%	61.3%	30.6%	47.9%	52.1%	53.6%	54.2%
2010	1,547	88.0%	72.5%	68.8%	64.8%	62.7%	32.1%	48.7%	51.7%	53.8%	
2011	1,649	86.6%	68.6%	64.5%	59.6%	57.8%	28.6%	45.5%	49.1%		
2012	1,762	86.8%	68.8%	64.7%	59.1%	57.0%	28.8%	44.6%			
2013	1,746	87.7%	69.7%	65.6%	60.8%	58.6%	29.7%				
2014	1,687	87.3%	70.8%	66.2%	61.7%	59.5%					
2015	1,641	88.4%	70.7%	67.7%	63.7%						
2016	1,578	86.5%	71.9%								
Average		87.3%	70.7%	66.8%	62.1%	59.9%	28.7%	46.5%	50.9%	52.9%	53.5%

OPEN OPTION YIELD MANAGEMENT



Yield is a percent of students who choose to enroll in a particular college, university, or program after being offered admission. The yield rate can be used to identify the amount of interest prospective students have in enrolling in a particular program of higher education.

Yield Management is a proactive program to increase the Open Option (OO) Program yield. The program is managed by the Graduate Assistant in the Gateway Center. Career Development Ambassadors (CDAs) personally contact each prospective OO student and provide them with information about the OO Program.

Gateway Center CDAs are all former OO students serving as peer mentors, enabling a "peer-to-peer" conversation with OO prospective students to answer questions about the program, or UCM in general.

Data Collection:

Yield Management data is collected in an ongoing process in collaboration with the Office of Admissions and the use of their databases. Each week, the Office of Admissions provides both the inquiry and admit lists that provide necessary contact information on the prospective students, and other background information.

As a first method of contact for both, inquiry and admitted OO students, a letter was sent from the Director of Career Development Services. In addition, the CDA's personally reached out to admitted students 14-19 days following their admission to UCM to ensure they received their letter and to engage in "peer-to-peer" conversation about being an OO student as a second method of contact. Two attempts are made to contact each prospective OO student by phone. If the prospective student does not answer, the CDA will leave a voicemail. After two unsuccessful attempts by phone, the CDA will send an email to the remaining students.

If the OO prospective student is a transfer student with 30 or more credit hours, CDAs work with those individuals to set up an appointment with their designated Career Counselor. This allows the Counselor to review their transcript, develop scheduling options, and to start building their Counselor-Student relationship. This also ensures their visit to campus will be more productive, should they be visiting.

A follow-up email is sent to those contacted by phone two-three weeks following their initial conversation. OO prospective students visiting campus are contacted by email one business day prior to their visit to welcome them to UCM and one week after to follow-up. Visiting student data is obtained from the Campus Visit Office in the Office of Admissions.

The Open Option yield rate goal is to exceed 50%.

CAREER CENTER

EMPLOYER DEVELOPMENT & ON-CAMPUS ACTIVITY

127 Employer Interview Schedules

On-Campus Recruiting	42
Fall B.I.G. Interview Day	40
Spring B.I.G. Interview Day	20
Fall Education Interview Day	13
Spring Education Interview Day	12

**New
Employer
Contacts:
6,549**

2,079 Student Interviews with Employers

On-Campus Recruiting	340
Fall B.I.G. Interview Day	348
Spring B.I.G. Interview Day	135
Fall Education Interview Day	86
Spring Education Interview Day	175
Employer Mock Interview Week	995



**Employer
Recruiting
Activities:
73**

**Employer Mock
Interview
Schedules:
125**

**Total
Employer
Visits:
688**

EVENT ATTENDANCE

EVENT	STUDENTS	EMPLOYERS
Fall B.I.G. Career Expo	1,702	203*
Spring B.I.G. Career Expo	1,094	164
Education Career Expo	189	103
Healthcare Career Expo	170	36

*Largest Number of Employers in UCM Recruiting History



Career Development Services hosts four career expos each year. These events give students the opportunity to network and connect with employers of interest in the areas of business, education, healthcare, industry and government.



METHODOLOGY

Data Collection:

Career Development Services (CDS) collects First Destination data in an ongoing process whereby graduating students can self-report at any time, before or after graduation, as appropriate. University of Central Missouri (UCM) graduates can report this information when they have received and accepted a job offer, have been accepted into a graduate program, received a commission to one of the armed services, signed a commitment to participate in a service program, etc.

CDS conducts a campaign centered on each graduation. Graduating students who have firmly established plans are asked to complete the Graduate Follow-up Survey (GFS) online when they apply for graduation. The Office of the Registrar mails a postcard reminder to complete the survey to each graduating student with their diploma. International and domestic graduates who have already self-reported through the methods listed above, are removed from the full list to create a pool of graduates the Career Center will need to call.

At the six-month mark following graduation, Office of Technology downloads a comprehensive list of graduates from Banner. International Student Services supplies the Career Center a comprehensive list of International Graduates' employment information ("Knowledge") from the Department of Homeland Security – Student and Exchange Visitor Information System (SVIS).^{*} This information is uploaded into our GFS calling survey.

CDS actively attempts to contact each of the graduates in this pool using the following methods:

1. Four attempts are made to contact each graduate in person by phone.

After the fourth attempt by phone:

2. The survey is e-mailed out to the remaining graduates.
3. The remaining list is broken down by Academic Department and sent to faculty to gain "Knowledge" on the graduate. *
4. Other sources, mostly electronic media, are used to gain "Knowledge" about the graduate's first destination. *

** "Knowledge" is defined by NACE as information that is both reasonable and verifiable. The target goal for UCM's "Knowledge" rate goal is 60%.*

Salary averages are computed and reported using averages of \$5,000 ranges. Isolated reports of salaries that were higher than \$150,000, and lower than \$15,000, were intentionally removed to avoid skewing, or distorting, the overall salary averages.

Any questions regarding the report methodology, can be directed to CDS at careers@ucmo.edu, or by calling 660-543-4985.

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Designed and produced by Molly Espey and Hannah Staul, Career Services Communication Strategists, April 2018