

CAREER CENTER | 2024-2025

ANNUAL REPORT



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LETTER FROM THE DIRECTOR

The most recent NACE Spring 2025 Job Outlook shows a modest 0.6% increase in hiring nationally for the Class of 2025, with 90% of employers planning to maintain or expand recruitment – signaling continued opportunity for our students. This trend reinforces the value of the Career Center’s tailored, student-centered services that prepare students to thrive even in a competitive job market.



**DR. KELLY
RAPP**

Director of Career Center

Across multiple national studies¹, students consistently cite career preparation as a primary reason for attending college, often motivated by the potential for better jobs and higher income. They seek more purposeful, career-aligned guidance to support informed decisions throughout and beyond college. This underscores the importance of the comprehensive services offered by the Career Center which enhance student success and support the University’s enrollment and retention goals. To ensure our work remains responsive, we collect data on seniors’ post-graduation plans and use those insights to refine our offerings.

Our Career Center team is our greatest strength. Although we said goodbye to a long-time colleague this year, we welcomed two new full-time staff members with over 20 years of higher education experience each. We were able to expand our team by one full-time position thanks to support from the College of Business. We also proudly celebrated the graduation of six student employees.

Key accomplishments this year include the launch of a professional headshot photobooth – made possible by a generous gift from Enterprise Mobility and partnership with the MSU Bookstore – and the publication of a 24-page student career guide. The photobooth provides free headshots for students and alumni to support their job searches. The guide offers practical tips on career exploration, resume writing, cover letters, interviewing, and more.

We remain committed to empowering every student for lifelong career success and look forward to another year of helping our MSU Bears reach their goals.

Sincerely,

A handwritten signature in black ink that reads "Kelly Rapp". The signature is fluid and cursive.

Kelly Rapp, Ph.D.

¹bit.ly/ChroniclePathways; bit.ly/ForbesPriorities; bit.ly/NSLSWhitePaper



CAREER CENTER OVERVIEW

We're here to help students find and start meaningful careers, every step of the way.

We exist to bridge the gap between the high quality education students receive at Missouri State and the transition to lifelong career success. The Career Center's role is primarily educational. Individuals learn career-planning and job-search techniques that they will use not only during college and immediately after graduation but throughout their careers. Career Center staff members provide career counseling, introduce relevant resources, and teach career management skills. Students who use the Career Center's services enhance their career awareness and job-search strategies. Early career planning equals career success.

MISSION

To provide comprehensive career development services to students along their path to lifelong success and to foster partnerships among students, employers, faculty, and staff.

MEET THE STAFF



Dr. Kelly Rapp

Director of Career Center



Margie Stewart

Associate Director
Employer Engagement



Dr. Mike Wood

Associate Director
Career Development & Education



Todd Euglow

Assistant Director
Career Center Operations & COB



Kristina Rosewell

Administrative
Assistant



Sherry Elkins

Career Resources Specialist
RCASH



Rebekkah Wall

Career Resources Specialist
MCHHS



Gretchen Gawron

Career Resources Specialist
COB



Megan Krom

Career Resources Specialist
RCASH & COE



Danelle Maxwell

Career Resources Specialist
CNAS & AG




Jennifer Downer

Employer Relations Assistant



our team is better with
student workers!

- four **Graduate Assistants**
- eight **Student Career Ambassadors**



STUDENT CONTACT

Career Center
MISSOURI STATE UNIVERSITY



STUDENT CONTACT

5,494 total one-on-one student contact points

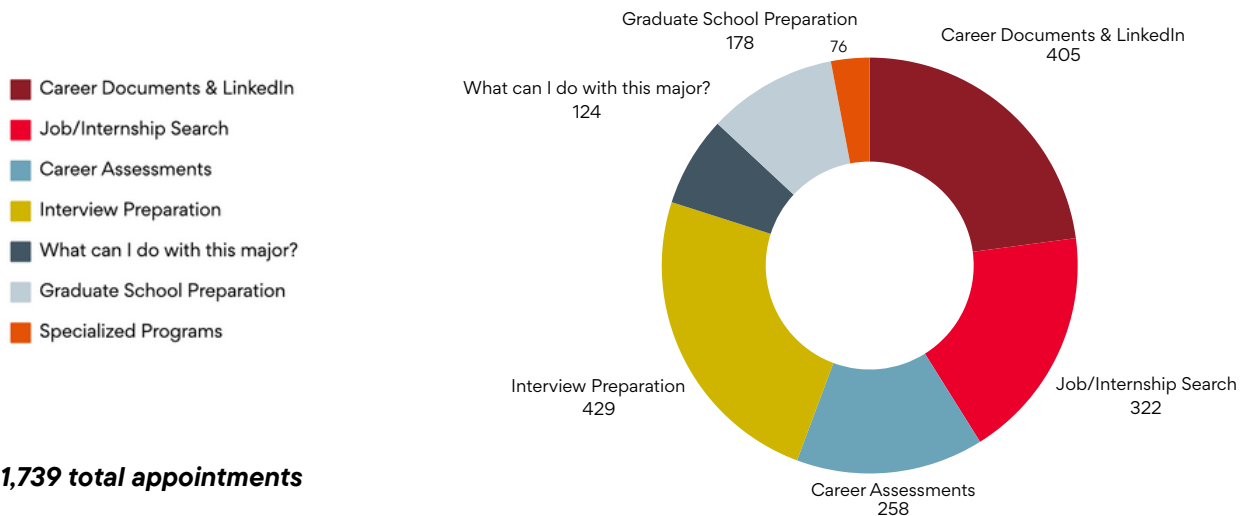
1,769
pre-planned appointments

793
drop in visits

2,932
Handshake résumé reviews

The Career Center helps Missouri State students through personal and accessible approaches to career exploration, job preparation and searching, and employer connections. Students can make **appointments** year round to meet with trained, field-specific **Career Resources Specialists**. Students can also utilize our **drop in hours** (at our Carrington Hall location), as well as meet virtually - all prioritizing student accessibility to our expansive resources.

PRE-PLANNED APPOINTMENTS BY CATEGORY

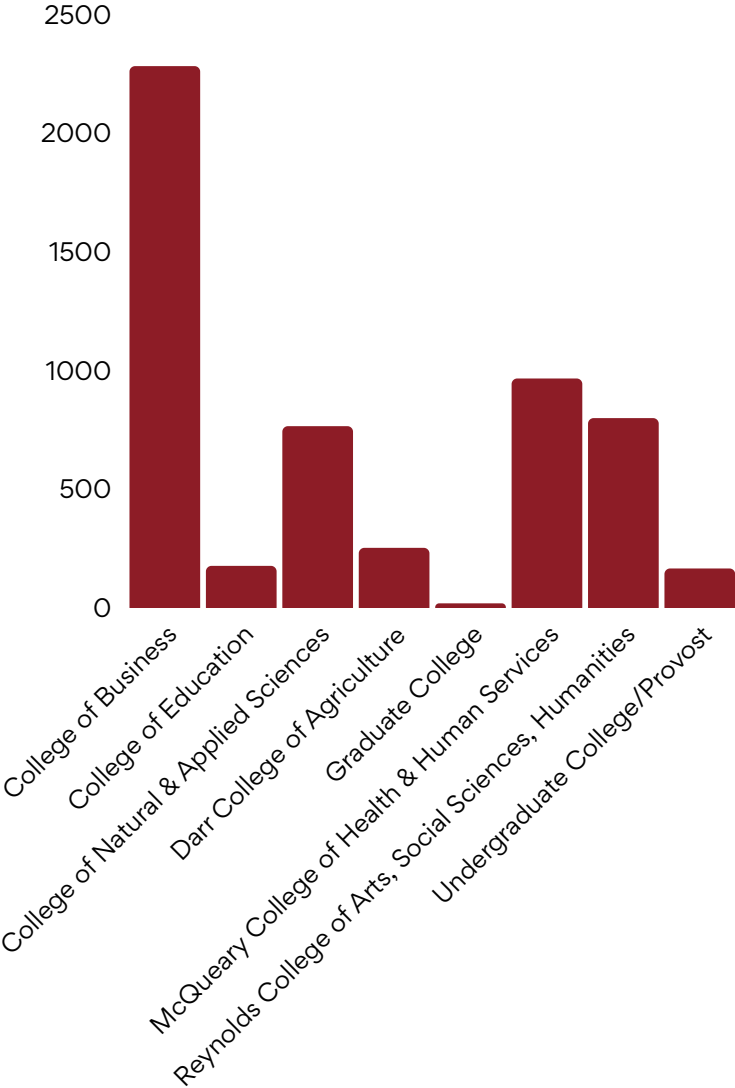


STUDENT CONTACT

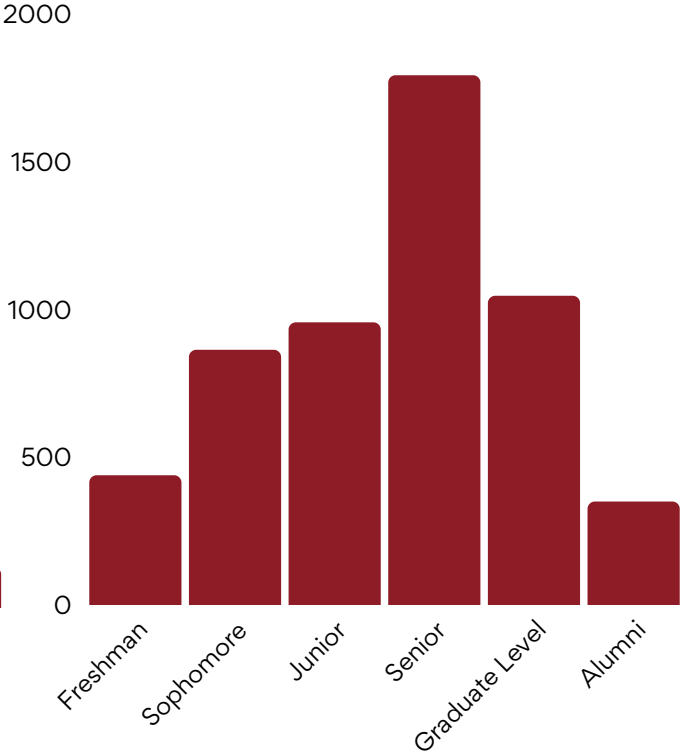
BY THE NUMBERS

5,494 total one-on-one student contact points

STUDENT CONTACT BY COLLEGE



STUDENT CONTACT BY YEAR



Zoom In Person Phone Email

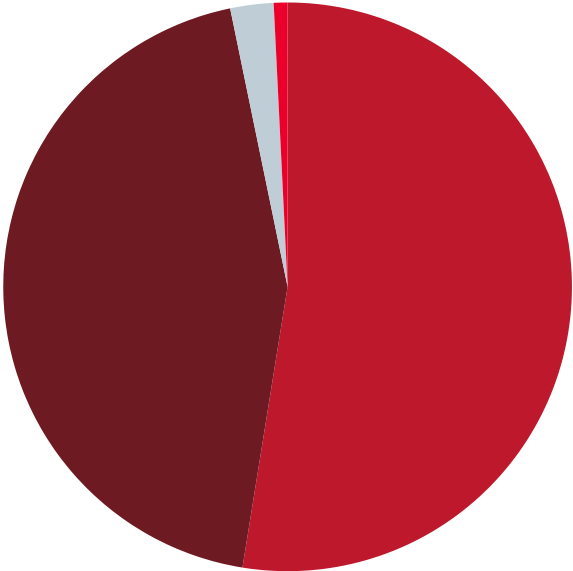
Phone 2.5% Email 0.78%

MODALITY

*excluding Handshake résumé upload reviews

In Person 44.2%

Zoom 52.5%



full time office locations

Carrington Hall 309
Glass Hall 276



CAMPUS WIDE IMPACT

CAMPUS WIDE IMPACT

Outside the walls of our offices, the Career Center ventures into many opportunities for student connections across campus. From partnering with academic departments to provide relevant in-class **presentations** and faculty-requested **class assignments**, to presenting for **student organizations**, we strive to meet the career needs of our campus community.

The Career Center also hosts several free workshops throughout the year, like our **Résumé Cafe events** and **Mock Interview Day**. Our Career Resources Specialists and Student Career Ambassadors make themselves accessible by hosting **Career Corners** and **Career Center Tabling** throughout the semester. Students dive even deeper by enrolling in **IDS 120**, our academic course on exploring majors and careers.



* PRESENTATIONS AT A GLANCE

4,134

student attendees

145

requested presentations

TOPICS

- Résumé and Cover Letter Development
- Career Center Overview
- Interviewing
- LinkedIn
- Job/Internship Search
- Networking
- Skills/Career-Readiness Competencies
- What Can I Do With a Major In.....?
- Handshake Overview
- Professionalism

RECIPIENTS

**non comprehensive*

*Bear POWER
Bears Lead
Leaders in Community Service
Fraternity & Sorority Life*

*Art & Design
Agriculture
Chemistry
Communication & Media
Criminology & Criminal Justice
Dietetics & Nutrition
Education*

*Centennial Leaders
Peace Corps Prep
Student Governments
10+ student organizations*

*Engineering
First Year Foundations
Hospitality Leadership
Kinesiology
Management
Nursing
Physical Therapy*

CAMPUS WIDE IMPACT

CLASS ASSIGNMENTS

We're proud to partner with academic departments, allowing faculty and staff the opportunity to submit requests for class assignments.

24

class assignments

561

students served

TOPICS

- Mock Interview
- Résumé Review
- Cover Letter Review
- Portfolio Review
- Graduate School Preparation

IDS 120: EXPLORING MAJORS & CAREERS

Our **IDS 120: Exploring Majors and Careers** course is designed to assist students in learning the process for making meaningful academic and career choices that are aligned with their unique strengths, interests, values, and personality. Taught by our **Career Resources Specialists**, students participate in self-assessments, major and career exploration, and decision-making activities.

4

Course sections

59

Students enrolled

WORKSHOPS AT A GLANCE

We hosted **Résumé Café** and **Mock Interview Day** events across campus, open to all students, along with targeted workshops designed to meet the unique needs of specific student groups. In addition to students receiving résumé assistance from Career Center staff, several events included **employer participation** (where employers were also reviewing résumés or conducting interviews), providing easily accessible networking opportunities.

In collaboration with the Office of International Services, we delivered presentations to international students preparing for **Optional Practical Training (OPT)**. These sessions highlighted career planning tools tailored to the unique needs of international students. To support continued exploration, a resource sheet with clickable links was provided, offering easy access to all tools and information discussed during the sessions.

368

student attendees

10

workshops

32

employer attendees

PROFESSIONAL DEVELOPMENT EVENTS

ETIQUETTE DINNER

The Career Center hosted a special event focused on the importance of dining etiquette and professionalism. Our **Etiquette Dinner** was held on Wednesday, April 9 in the Crystal Ballroom in Kentwood Hall. Our guest speaker was **Jaimie Trussell**, CEO of Crossline Community Outreach. **Forty-four students** participated in this event which was sponsored by Enterprise Mobility.



COLLEGE OF BUSINESS ALUMNI PANEL

The Career Center held a Networking and Relationship Building alumni panel to educate students about strategies for effective networking, building professional relationships, and advancing their career. The panelists spanned a range of business industries, offering students a variety of professional connections.



JCPENNEY VIRTUAL SUIT-UP EVENT

The Career Center promoted the JCPenney Virtual Suit-Up Event, providing Missouri State students and recent alumni with an exclusive opportunity to purchase professional attire at a discount. This more-affordable business wear, shoes, and accessories helps participants prepare for career fairs, interviews, and the workplace.

418
student participants

CAMPUS WIDE IMPACT OUTREACH



126

Career Corners hosted by
Career Resources Specialists



9

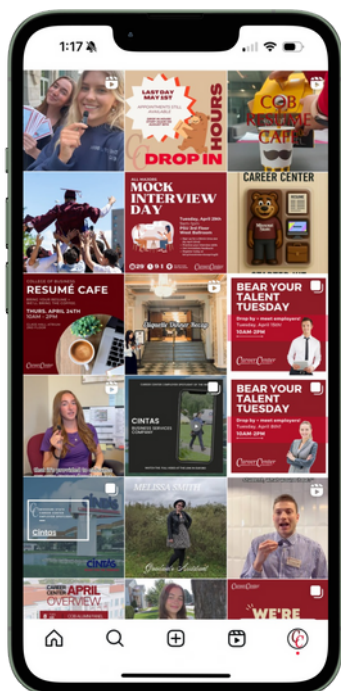
Tabling events hosted by
Student Career Ambassadors
218 Students reached

**CAMPUS
WIDE**

- Ann Kampeter Health Sciences Hall
- Strong Hall
- Hill Hall
- Cheek Hall
- Glass Hall
- Plaster Student Union
- Blair-Shannon Dining Hall



MARKETING ENGAGEMENT



Our strategic communication consists of multichannel marketing campaigns to **actively engage with and inform Missouri State University students**. We create content and regularly post on our social media channels: Instagram, Facebook, X (Twitter) and LinkedIn. We collaborate with departments across campus to promote student events and important free resources (*via monitor graphics in campus buildings, departmental newsletters, SOAR, The Standard, and others*). Our digital presence creates opportunities for relevant employer engagement as well.

44,452

Instagram reel views

15+

reels created

1.4K

Instagram followers

@msucareercenter



TESTIMONIALS



HOW GREAT IS THE CAREER CENTER?

“The Career Center has been key in helping me develop my skills and refine my interests. I have been able to find study abroad opportunities, internships, and jobs all through the Career Center and their supportive staff. I am so grateful for everything they have done to nourish my academic development.” - **Zoie Costello, Political Science, Spring '25 Graduate**

“The Career Center ... helped me clearly understand career opportunities. Building a strong CV and learning how to navigate the job market has made a big difference in my career journey. As an international student, it's been an essential source of support and knowledge, and I'm truly grateful.” - **Efim Okov, Dramatic Writing, Graduate Student**

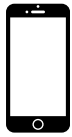
“Margie was instrumental in making sure I was prepared to apply and interview for my first full-time job as an IT specialist. Her resumé critique and interview coaching at the Career Center made all the difference in both my preparedness and confidence as I was taking the first steps in starting my career.” - **Bradley Davidson, MS in Information Technology, '23 Graduate**

“Being a freshman in college and realizing that the major I came in with might not be the one for me definitely had me worried, but the Career Center helped me take the steps to get me in the right program for what I wanted to do. I ... took the assessments that they offer. I also took the IDS 120 class which helped me explore different options ... All of that eventually led me to a program that I fell in love with!” - **Elizabeth Mertens, Criminology & Criminal Justice and Chemistry, Junior**

“I reached out to the Career Center to prepare for an upcoming hiring opportunity at my current job. For starters, I had my resume reviewed and the feedback helped land me the job interview. ... I was anxious before, but Gretchen gave me tips on what I needed to work on and put my mind at ease.” - **Angelica Pedroza, Communication Studies, Senior**

“Sherry truly went above and beyond to help me. Her support from refining my CV to arranging a mock interview played a big role in helping me secure my Graduate Assistantship. I'm grateful for her guidance and always recommend the Career Center to others.” - **Sewly Khatun, Project Mgt, Graduate student**

TOOLS & RESOURCES



6,311

unique students who
logged into **Handshake**



1286

Big Interview
student users

Handshake

- * Students and alumni use **Handshake** to make Career Center appointments, stay up to date on Career Fairs and events, get recruited by top employers for full time jobs, part time jobs, internships and more.

 **biginterview**

- * **Big Interview** helps students practice interview skills using their own webcam and provides automated performance feedback.

 **kuderjourney**

- * **Kuder Journey** is an assessment that allows students to gain insights on interests, skills, and work values, then explore a range of career and education options.

 **What Can I Do
With This Major?**

- * **What Can I Do With This Major** features 100 major profiles with information on career paths, employers hiring in specific fields, strategies and more.

 **GoinGlobal**
Jobs here, there, everywhere.

- * **GoinGlobal** provides jobseekers with tools to fast track their career explorations, employment, internship and study abroad resources for more than 120 locations.

CAMP WA



CAMP
WAR
EAGLE
CWESTAFF.COM



EMPLOYER ENGAGEMENT

Career Center
MISSOURI STATE UNIVERSITY





EMPLOYER ENGAGEMENT

66,475 job postings
tailored to students

21,959 internship postings
tailored to students

500+ engaged
employers

TOP INDUSTRIES RECRUITING

- Healthcare
- K-12 Education
- Government - Local, State & Federal
- Non-Profit - Other
- Manufacturing

The Career Center connects students and alumni with employers ready to recruit by inviting them to Career Fairs and events, providing ample networking opportunities as well. **There are more than 500 engaged employers who partner with our office** to host events, attend on-campus employer visits (Bear Your Talent Tuesdays), Career Fairs and **post jobs with our students in mind.**

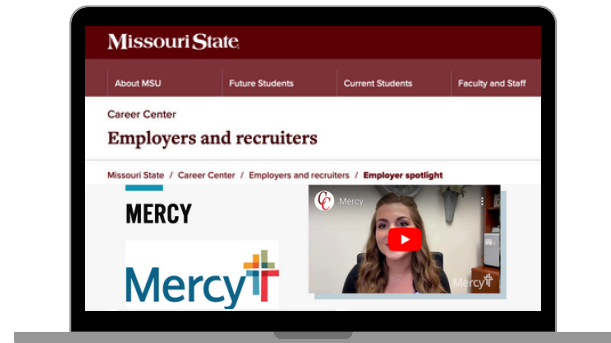
OUR MOST ENGAGED EMPLOYERS

O'Reilly Auto Parts
FORVIS Mazars
City Utilities
Scribe America
ALDI
Amazon
City Year
Enterprise Mobility
State of Missouri
Sherwin Williams
Bass Pro Shops
Schrieber Foods
Lockton
Associated Electric
Cooperative, Inc
Cushman & Wakefield

EMPLOYER ENGAGEMENT OPPORTUNITIES

EMPLOYER SPOTLIGHT

With our **Employer Spotlight** program, we offer the opportunity for one employer per week to be featured across our social platforms and university website (with a custom graphic highlighting their logo, summary text, and shared promotional video) to reach our student audience.



BEAR YOUR TALENT TUESDAYS

Organizations and employers may request to reserve designated Tuesdays to recruit on campus, known as **Bear Your Talent Tuesdays**. This opportunity is available in most academic buildings or various locations on campus. This includes a contact table and promotion on our social media, allowing students to casually and easily interact with recruiting employers.



13

Bear Your Talent Tuesdays/other employer tables



GIVING BACK

Employers also volunteer with the Career Center, offering their time and services through events like our Mock Interview Day, Résumé Cafes, informational panels for student organizations or classes, as well as job shadowing opportunities to serve our students.

CAREER FAIRS



11

career fairs this
academic year

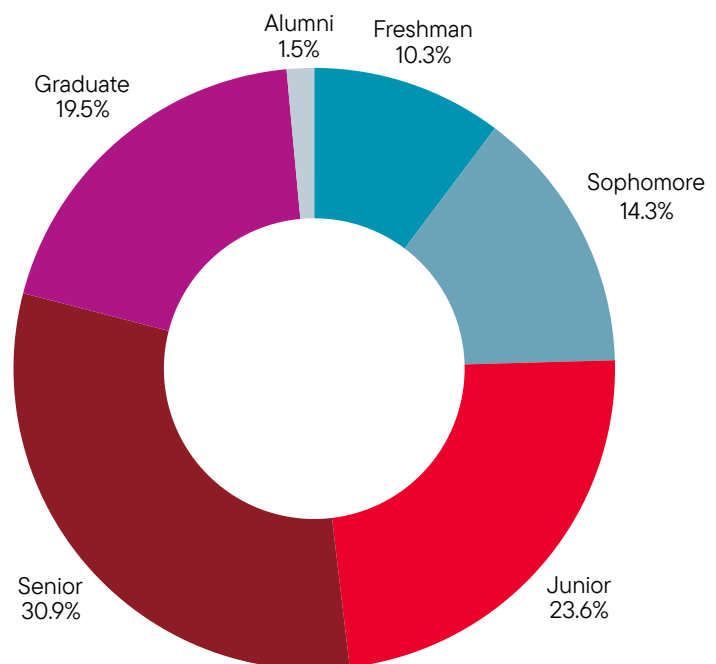
504

employer
attendees

2,428

student
attendees

Missouri State University attracts employers locally, nationwide and globally. Employers want to connect with students as they build the talent pipeline for their organizations. Employers recruit students and alumni for full time jobs & internships by **attending our career fairs**. The Career Center hosts an annual **Job and Internship Career Fair open to all students**, as well as partnering with departments at MSU to host **several industry specific career fairs** throughout each semester.



CAREER FAIR STUDENT ATTENDEES BY YEAR IN SCHOOL

ENTERPRISE MOBILITY SPONSORSHIP



PROFESSIONAL HEADSHOT BOOTH

Sponsored by Enterprise Mobility, the Missouri State University Career Center's **Professional Headshot Booth** provides students, alumni, and staff with free access to high-quality professional photos. The headshot booth is located in the **Missouri State University Bookstore** and is available during the bookstore's regular business hours. Students begin their session by entering their Missouri State email address into the Iris Professional Headshot Booth system. After the session, their self-selected headshots are emailed directly to them. Since the ribbon-cutting launch in September, attended by Boomer Bear and President Williams themselves, 600 students through 950 unique sessions have taken advantage of this resource.



ETIQUETTE DINNER

Enterprise Mobility played a key role in supporting student career readiness by sponsoring the 2025 **Etiquette Dinner**, a signature event hosted by the Missouri State University Career Center. Held in the Crystal Ballroom at Kentwood Hall, the event provided students with a full-service, multi-course dining experience paired with a guided conversation on professional etiquette. Guest speaker **Jaimie Trussell**, CEO of the Council of Churches of the Ozarks, led students through real-world etiquette scenarios to help them feel more confident in formal networking and business dining settings. Enterprise Mobility representatives **Ivy Bass, Joel Frias Cabral, and Emily Nicholson** were in attendance, offering students the opportunity to engage directly with professionals and build meaningful employer connections.



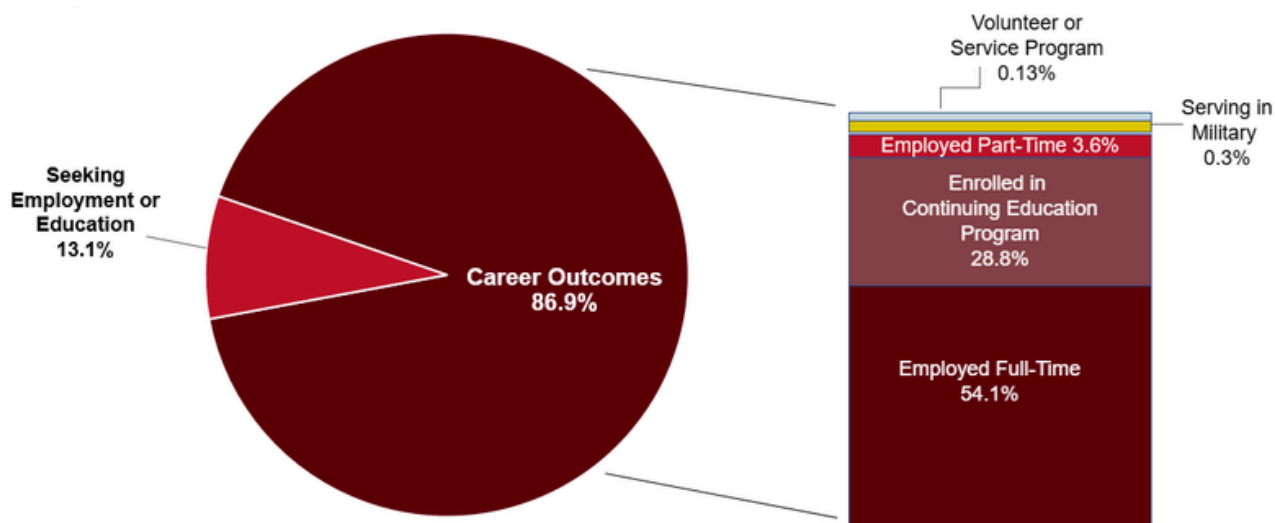


GRADUATION OUTCOMES

Career Center
MISSOURI STATE UNIVERSITY

GRADUATION OUTCOMES

2023-2024 STUDENT SUCCESS AFTER GRADUATION



Knowledge Rate is the percent of graduates for which the institution has reasonable and verifiable first-destination information. The 2023-2024 knowledge rate for Missouri State University is 75%. The 2017-2019 knowledge rate averaged 91%, and after sinking to the post-COVID low of 63% between 2020-2022, it is on the rise again.

TOP EMPLOYERS

CoxHealth
Mercy
Springfield Public Schools
O'Reilly Auto Parts
Missouri State University
Enterprise Mobility

TOP LOCATIONS

Springfield, Missouri
St. Louis, Missouri
Kansas City, Missouri
Overland Park, Kansas
Ozark, Missouri
Branson, Missouri
Dallas, Texas

YEAR END ACCOMPLISHMENTS



Sherry Elkins collaborated with International Student Services to develop and deliver a series of presentations to approximately 65 students pursuing Optional Practical Training (OPT), providing career guidance tailored to international students.



Megan Krom planned and hosted a new virtual Teacher Career Fair in the spring, offering this flexible networking opportunity for education majors conducting their student teaching off-campus.



Danelle Maxwell organized a Career Center staff tour of Darr Agricultural Center, strengthening internal awareness of DCOA programs and enhancing support for students in agricultural and environmental sciences.



Gretchen Gawron presented on career-related topics to student organizations including Future Business Leaders of America, Entertainment Management Association, and Women in Business, extending the Career Center's reach throughout campus and beyond.



Margie Stewart facilitated the Advising Students for Career Readiness: Employers' Perspective forum, bringing together advisors and industry professionals from O'Reilly, Mercy, and others to bridge academic advising and employer expectations.



Rebekkah Wall led the Division of Student Affairs Planning and Assessment Team in compiling eight years of assessment summaries to support Missouri State's upcoming Higher Learning Commission (HLC) accreditation review.



Mike Wood accompanied faculty and staff on a tour of FBI, Chemical Corps, and Engineer Corps training facilities at Fort Leonard Wood, gaining deeper insight into the Defense and Strategic Studies student experience.

**WE LOOK FORWARD TO ANOTHER YEAR OF SUPPORTING
MSU BEARS ON THEIR PROFESSIONAL JOURNEYS.**



Career Center
MISSOURI STATE UNIVERSITY