

CAREER CENTER | 2023-2024

# ANNUAL REPORT



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# LETTER FROM THE DIRECTOR



**DR. KELLY  
RAPP**

Director of Career Center

As we reflect on the past year, it is important to acknowledge the dynamic employment trends and their impact on our students. According to the NACE Job Outlook for Spring 2024, nationwide hiring is projected to decrease by 5.8%. However, employers in the Midwest – where the majority of our students seek opportunities – are predicting a 9.4% increase in job openings. This robust regional market highlights the importance of our tailored, student-centered career services.

Our strength lies in our exceptional team. This year, we welcomed two new full-time staff members and celebrated the graduation of four student employees. We hold a combined total of over 70 years of experience in career services, blending the insights of seasoned veterans with the fresh perspectives of new professionals.

Last fall, we participated in MSU’s first-ever Innovation Accelerator, where our pitch for “embedded career development across campus” won the people’s choice award and was selected for further exploration. This initiative exemplifies our commitment to enhancing student success and supporting the University’s enrollment and retention goals. To this end, we continue to collect data on the post-graduation plans of our seniors to help refine our offerings.

The Chronicle of Higher Education reports that over 80% of first-year students consider improving their chances of getting a better job as one of the most important reasons for going to college.<sup>1</sup> The MSU Career Center is committed to helping students achieve this goal through our personalized career services, including guidance on graduate studies for those seeking to further their preparation.

We are committed to fostering an environment where every student is empowered for lifelong career success, and we look forward to another year of supporting our MSU Bears on their professional journeys.

Sincerely,

A handwritten signature in black ink that reads "Kelly Rapp". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

**Kelly Rapp, Ph.D.**

<sup>1</sup> Fischer, K. (2022, August). *The path from college to career*. The Chronicle of Higher Education. <https://www.chronicle.com/report/free/the-path-from-college-to-career>



# 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



*Jacob Miles*

Career Resources Specialist  
CNAS & COE



*Megan Krom*

Career Resources Specialist  
RCASH & AG



*Quinlan Meade*

Marketing Coordinator



*Jennifer Downer*

Employer Relations Assistant



our team is better with  
student workers!

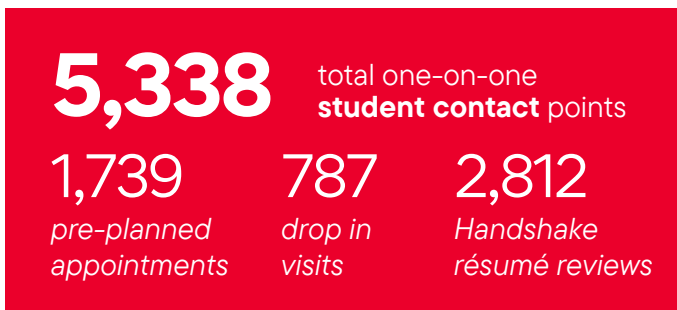
- four **Graduate Assistants**
- eight **Student Career Ambassadors**



# STUDENT CONTACT

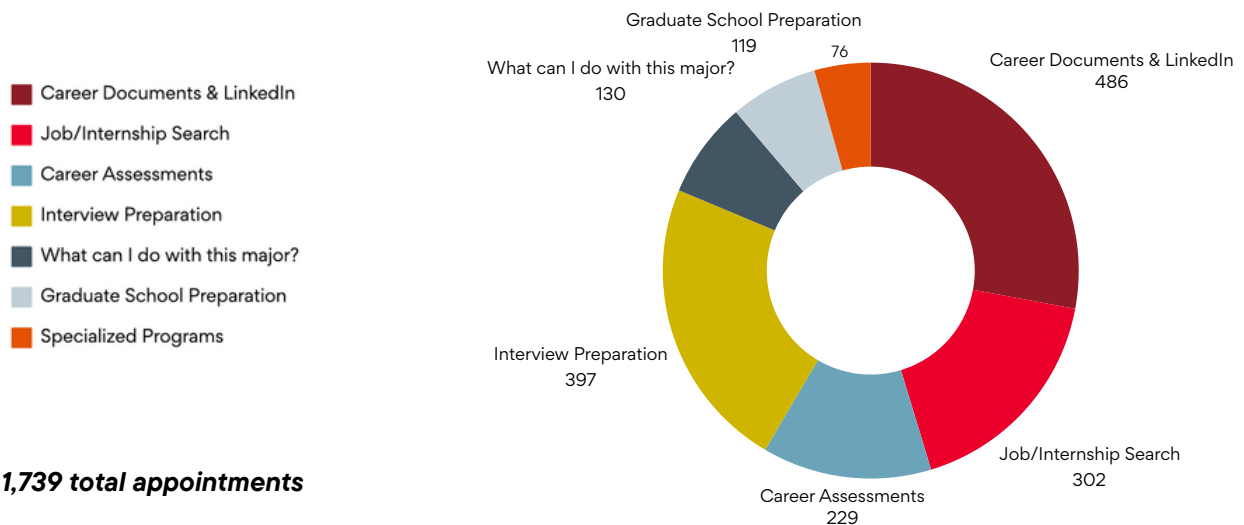


# STUDENT CONTACT



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

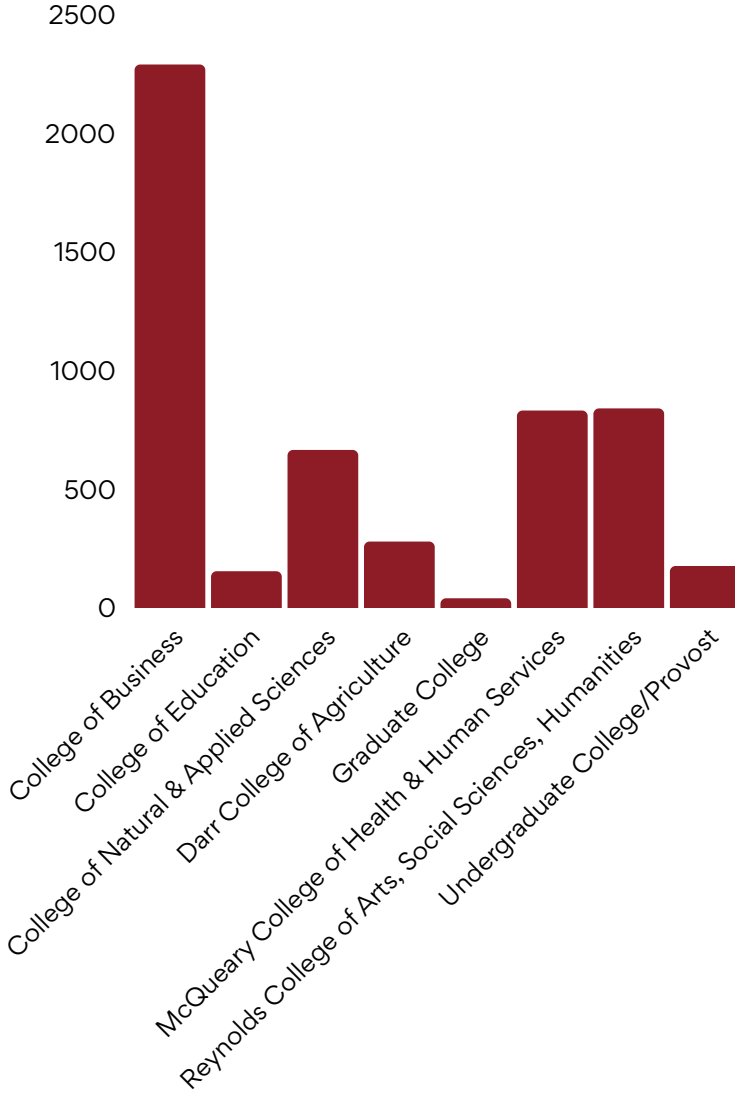


STUDENT CONTACT

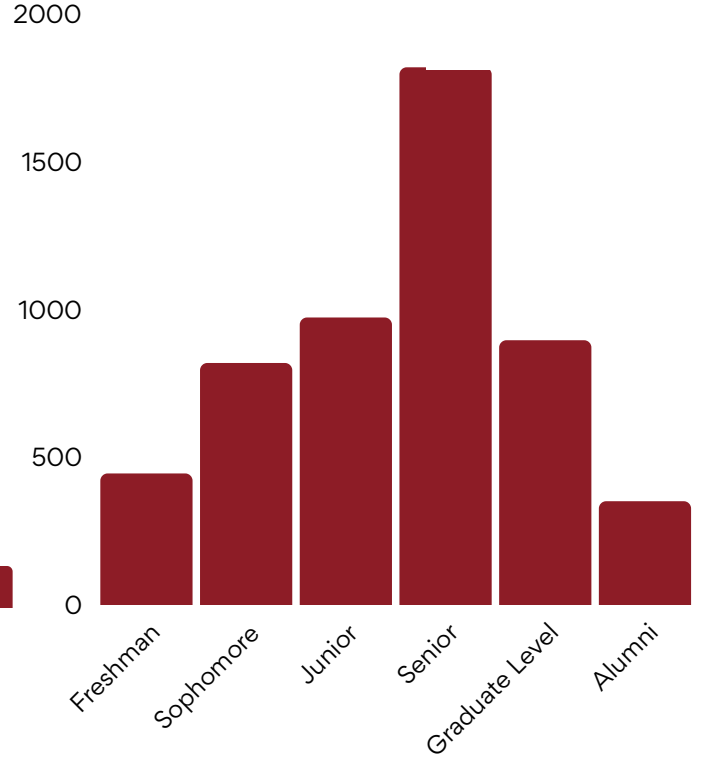
# BY THE NUMBERS

**5,338** total one-on-one student contact points

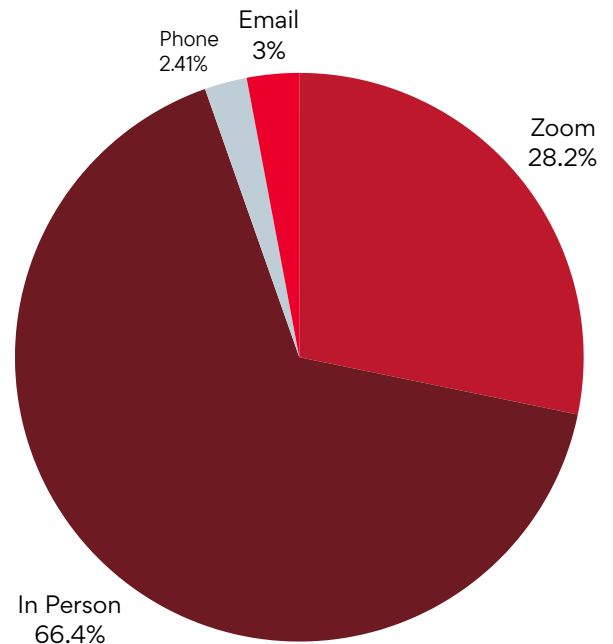
STUDENT CONTACT BY COLLEGE



STUDENT CONTACT BY YEAR



Zoom In Person Phone Email



full time office locations

Carrington Hall 309  
Glass Hall 276

MODALITY

\*excluding Handshake résumé upload reviews



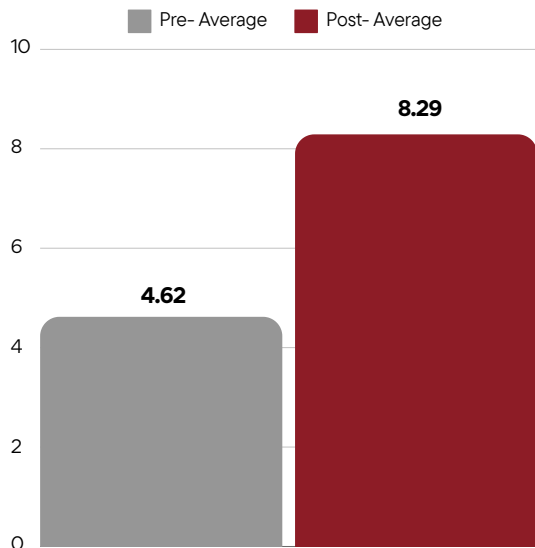
## STUDENT CONTACT

# BEFORE AND AFTER

## STUDENT GAINS

Take a look at how students reported our impact on their career development.

### CONFIDENCE IN DECISION-MAKING



Scale of 1-10 with 10 being the most confident

In our **career counseling** appointments, staff members assist students with their major and career exploration through the use of evidence-based assessments.

**Pre-appointment:** Prior to meeting with our team, students are asked to rate their current level of confidence in their ability to make a decision regarding their career and/or major.

**Post-appointment:** When asked the same question after the series of career counseling appointments, students reported statistically significant\* gains in their confidence about making career and major decisions.

\*  $t(20) = 7.017, p < .001, d = 1.53$

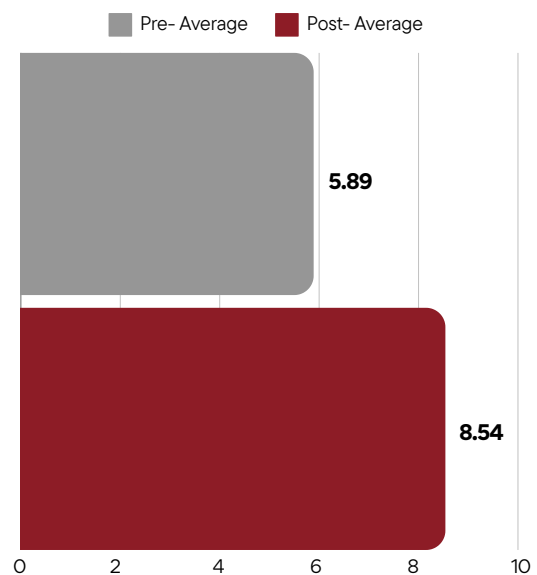
### KNOWLEDGE OF OPPORTUNITIES

We also offer **major exploration** appointments. Titled "What Can I Do With a Major In...?," these appointments match students with a Career Resources Specialist knowledgeable about career paths in a specific academic area.

**Pre-appointment:** In a survey prior to their appointment, students are asked, "Please rate your current level of knowledge regarding careers associated with your major(s) of interests."

**Post-appointment:** After meeting with the Career Center, students reported statistically significant\* gains in their knowledge of opportunities available in their academic major.

\*  $t(25) = 5.564, p < .001, d = 1.09$



Scale of 1-10 with 10 being the most knowledge



# 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

**2,740**  
student attendees

**129**  
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  
Peace Corps Prep  
Bears Lead  
TRiO Upward Bound*

*Sociology & Anthropology  
Art & Design  
Biology & Chemistry  
College of Business  
Engineering  
Criminology  
Dietetics & Nutrition*

*Elementary Education  
English  
Hospitality  
Kinesiology  
Math  
Media  
Music  
Physical Therapy  
Social Work  
Student Affairs  
Theatre & Dance*

## 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.

## TOPICS

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

1,101

students served

46

class assignments

# WORKSHOPS AT A GLANCE

We held **Résumé Cafe/Review Events** across campus open for all students, as well as specific workshops tailored to student need (*Honors College, Veteran Students, College of Business, virtual College of Education*). In addition to students receiving résumé assistance from Career Center staff, several events included **employer participation** (where employers were also reviewing student résumés), providing easily accessible networking opportunities.

209

student attendees

12

Résumé Cafe/Review Events

46

interviews at Mock Interview Day

FORV/S



paddio

Central Bank  
of the Ozarks

Mercy†

\*non comprehensive

# IDS 120: EXPLORING MAJORS & CAREERS

5

course sections

73

students enrolled

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.

# CAMPUS WIDE IMPACT OUTREACH

 **56**

*Career Corners hosted by Career Resources Specialists*

 **12**

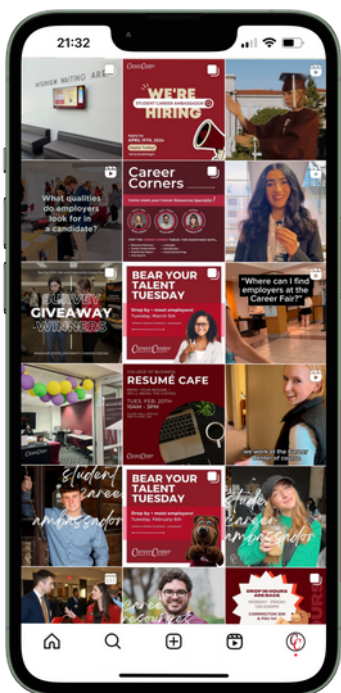
*Tabling events hosted by Student Career Ambassadors*

**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.

**18,582**

Instagram reel views

**10+**

reels created

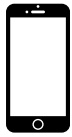
**1.2K**

Instagram followers

@msucareercenter



# TOOLS & RESOURCES



**3,084**

unique students who logged into **Handshake**



**546**

**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.



# EMPLOYER ENGAGEMENT

*Career Center*  
MISSOURI STATE UNIVERSITY



# EMPLOYER ENGAGEMENT

**62,631** job postings tailored to students

**20,352** internship postings tailored to students

**300+** engaged employers

## TOP INDUSTRIES RECRUITING

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

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 300 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

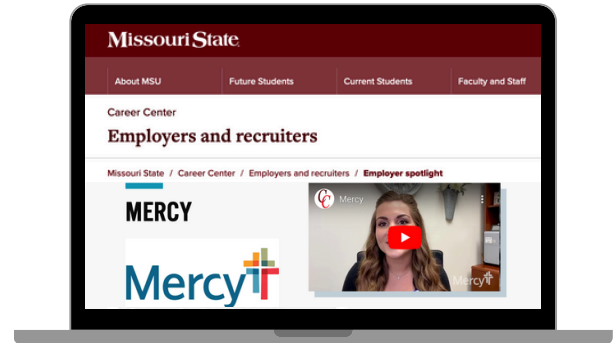
O'Reilly Auto Parts  
 State of Missouri  
 Mercy  
 American National  
 FORVIS  
 Paddio  
 Fischer Homes  
 Enterprise Mobility  
 CoxHealth  
 City Utilities  
 ALDI  
 Anders CPA  
 Swank Motion Pictures  
 Williams Keeper  
 Waffle House



# EMPLOYER ENGAGEMENT OPPORTUNITIES

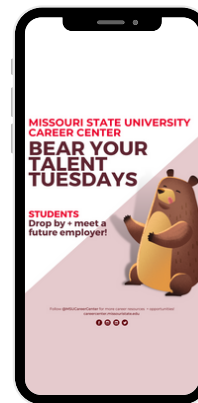
## EMPLOYER SPOTLIGHT

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.



## GIVING BACK

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

# CAREER FAIRS



10

career fairs this academic year

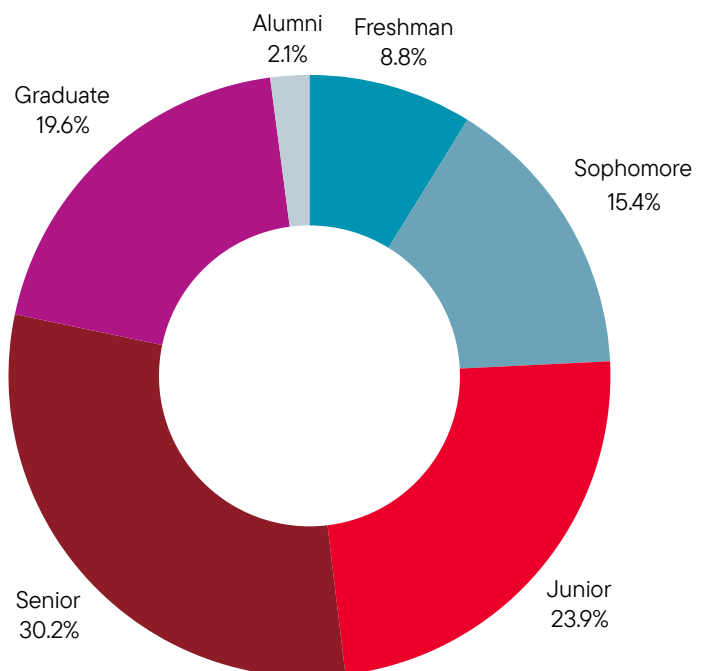
517

employer attendees

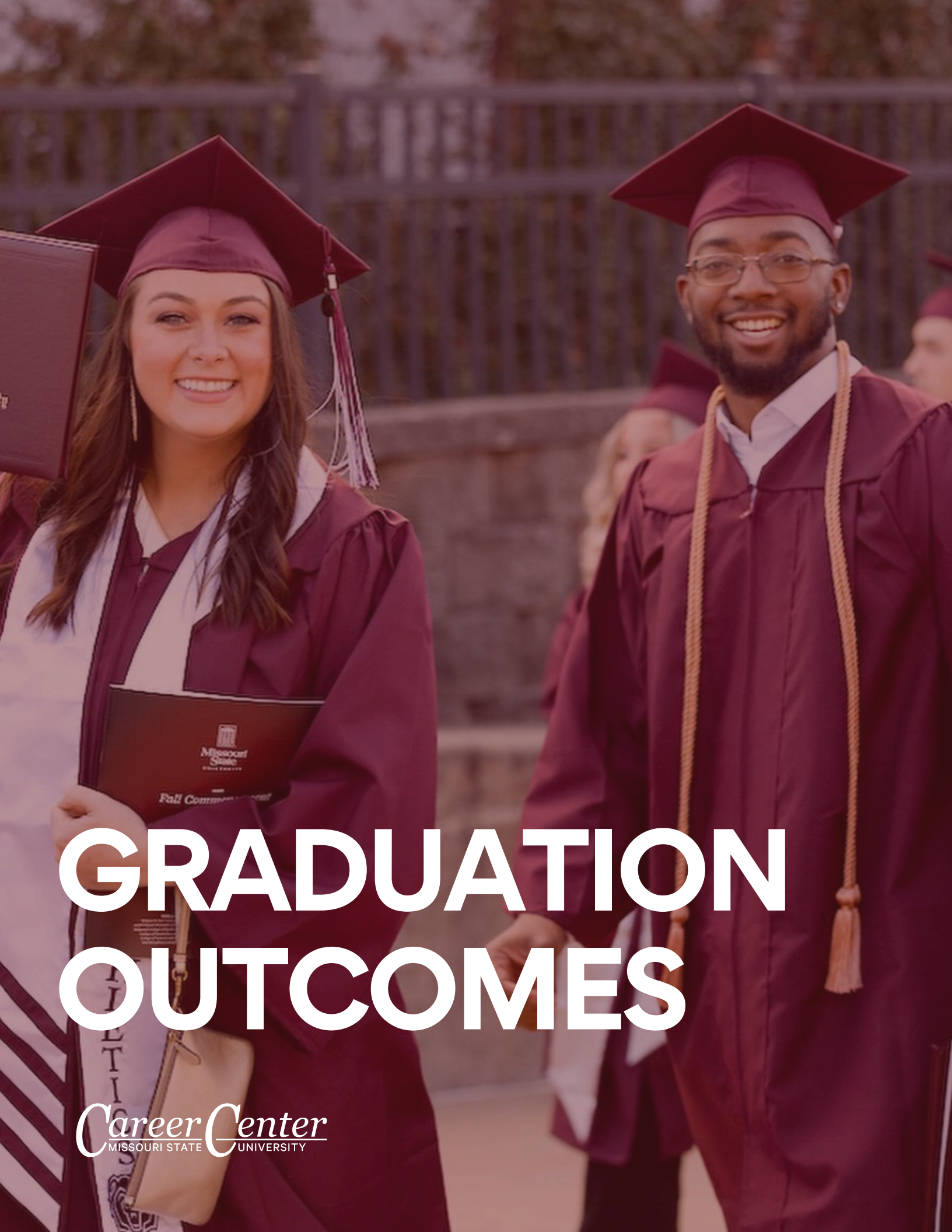
2,600

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

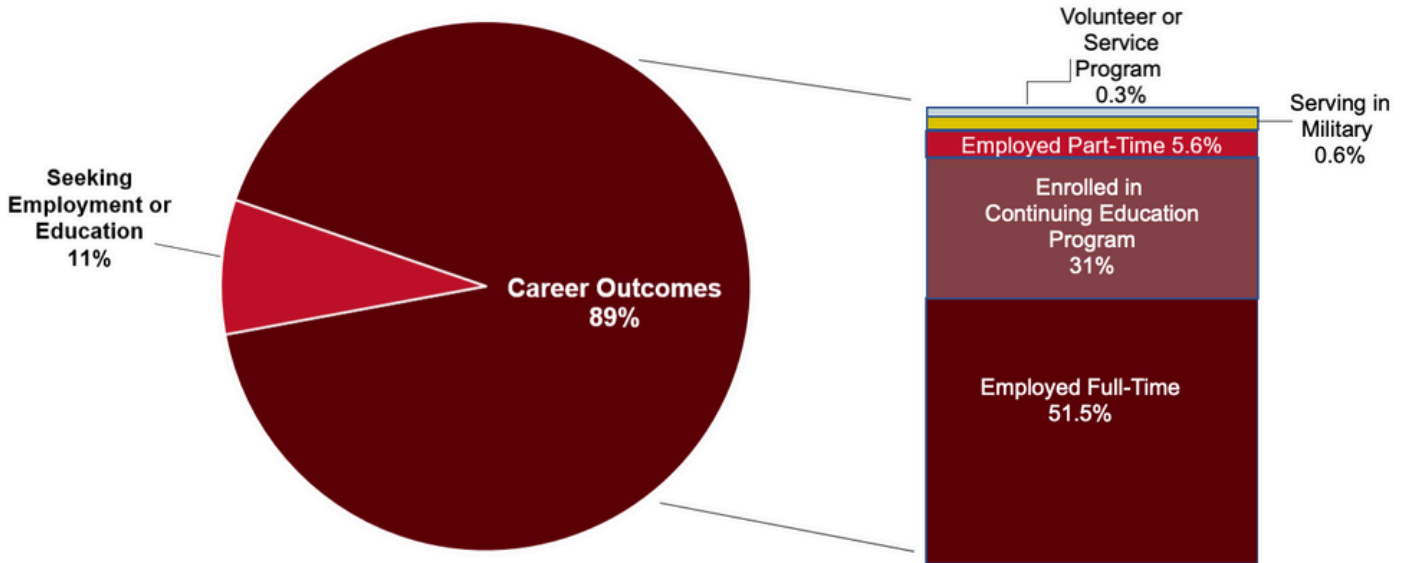


# GRADUATION OUTCOMES

*Career Center*  
MISSOURI STATE UNIVERSITY

# GRADUATION OUTCOMES

## 2022-2023 STUDENT SUCCESS AFTER GRADUATION



Knowledge Rate is the percent of graduates for which the institution has reasonable and verifiable first-destination information. The 2022-2023 knowledge rate for Missouri State University is 69.7%. 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

- Mercy
- CoxHealth
- O'Reilly Auto Parts
- Springfield R-XII School District
- Missouri State University
- Cerner Corporation
- Bass Pro Shops/ Cabela's



# YEAR END ACCOMPLISHMENTS



**Division of Student Affairs Award:** Quinlan Pulleyking Meade (Career Center Marketing Coordinator), **Outstanding New Part Time Staff**



**Division of Student Affairs Award:** Margie Stewart (Career Center Associate Director, Employer Engagement), **Outstanding Long-Standing Staff Member**



**Fraternity and Sorority Life Award:** Todd Euglow (Career Center Assistant Director, Operations), **2024 Faculty Advisor of the Year**



**Maroon and White Honors Banquet Recognition:** Sherry Elkins (Career Resources Specialist & IDS 120 Instructor), **Impactful Faculty to a Student Athlete**



**Accepted Position as Division of Student Affairs Planning and Assessment Committee Chair:** Rebekkah Wall (Career Resources Specialist), *with a focus on increasing departmental collaboration and outcomes reporting*



**Gateway Career Services Association/Missouri Career Development Association:** four Career Center staff members attended the joint conference



**Continued expansion of partnerships across campus and the community:** collaborative initiatives with Peace Corps Prep, Mercy and CoxHealth Job Shadowing, Bear POWER, Bears Lead, Student Government Association, International Business Programs, Finding Your Path LLC, Women in STEM, Student Employment, the eFactory, and more

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



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