



**Northern Kentucky  
University**

# Career Services Impact Report

**2023-24**

**NKU** | **CAREER  
SERVICES**



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**BILL  
FROUDE**

## Message from Our Director

Career Services staff members are passionate about career development and believe all students can benefit from exploring career options, setting career goals, and developing the skills needed to present their best selves to employers. We are also committed to connecting students with opportunities from employers through career fairs, the Handshake platform, and other job-search resources.

This Impact Report highlights our key accomplishments from 2023–24. Career Expo 2024 set a record for attendance, and we further expanded our “career studio” model, where student peer career coaches offer one-on-one services, lead classroom presentations, and facilitate workshops and programs that allow us to expand our reach. I am deeply grateful to my Career Services colleagues for their unwavering dedication and hard work.

Career Services does not work in isolation; the entire NKU community is essential to supporting student career success. We extend special thanks to the faculty, staff, and departments across campus who prioritize student career readiness, as well as to alumni, employers, and other volunteers who generously offer their time and expertise. When we collaborate, students thrive. Reach out and connect with us. We look forward to partnering with you.

# Our Commitment

Career Services provides programs and services that engage and empower students to:

- establish academic and career goals,
- obtain co-ops and internships,
- secure meaningful employment, and
- manage their careers for rewarding, fulfilled lives.



## Our Team



From left to right: Lisa McElfresh, Sydney Humphrey, Jasmine Smart  
Jennifer Richmond, Ashley Weingard, Bill Froude

**WE ARE COMMITTED TO STUDENT SUCCESS!**

# Our Services

## EXPLORATION

We encourage students to explore their career/major interests early. In their exploration process, we offer resources such as FOCUS 2 , What Can I Do With This Major?, and Candid Career Videos. For undecided students, we recommend taking CEP 101: Career Development .

## PREPARATION

We help students prepare for their career, through resume/cover letter writing, interview preparation, and gaining experiences. Through appointments, presentations, and resources like Big Interview, students can take practical steps towards their future career.

## READINESS

As graduation approaches, we support students entering the job market or applying to graduate school. We guide them on job-search strategies, networking, and using our Handshake platform to create profiles, search for jobs, and explore events and career fairs.



**CAREER SERVICES IS HERE TO HELP AT EVERY STEP OF A STUDENT'S COLLEGE CAREER**

# Our Impact

## Career Exploration, Preparation, & Readiness

<b>793</b>	<b>Student &amp; Alumni Appointments</b>
<b>596</b>	<b>Email Resume Reviews</b>

We are dedicated to fostering a supportive, judgment-free environment where students can discover their identities and build a foundation for their future careers.



### Appointment Types:

- Career/Major Exploration
- FOCUS 2 Assessment Reviews
- Resume Reviews
- Cover Letter Reviews
- Job Search
- Co-op/Internship Search
- Mock Interviews
- Career Fair Prep
- LinkedIn Reviews
- Career Path Planning
- Career Changing

## Handshake

9,787 Students & Alumni with active profiles

16,557 Jobs applied to using Handshake

2,672 Student & Alumni with public resumes

Handshake is our career platform, connecting students with employers, internships, and job opportunities. It helps students explore resources, schedule interviews, and manage their development.

**37 Students**  
enrolled in CEP 101

This career exploration and planning class helps students clarify their major and career paths.

**CAREER ADVISING EMPOWERS STUDENTS TO ACHIEVE SUCCESS**



# Our Impact

## Campus Outreach



**114**

Workshops & Presentations with

**2,381**

Students

**55**

Information Tables with

**3,171**

Participants

**165**

Classroom Announcements with

**3,546**

Students

We engage with students through various channels to promote our services and support their journey toward becoming career-ready.

### Sample Presentation Topics

- Overview of Career Services
- Career Exploration
- Resumes
- Cover Letters
- Interviewing
- Handshake
- LinkedIn/Social Media
- Career Fair Preparation
- Networking
- Job Searching



### We ❤️ classroom collaborations!

Integrating **career-focused assignments** into the curriculum is one of the most effective ways to prepare students for their future careers. We partnered with various faculty to assist with career related assignments including:

- Resume Reviews
- Cover Letter Reviews
- Mock Interviews
- Practice Video Interviews
- Career Exploration Appointments
- LinkedIn Profile Reviews
- Handshake Profile Reviews

**WE CONNECT STUDENTS TO RESOURCES, OPPORTUNITIES, AND SUPPORT NETWORKS**

# Our Impact

## Career Fairs



We hosted **6** Career Fairs

**2,122** & **458**  
Students & Employers  
Attended the Career Fairs



### Career Fairs:

#### Meet the Firms

- Hosted with the Haile College of Business

#### STEM-Health

#### Career Connections

- Hosted with the Haile College of Business

#### Nonprofit-Criminal Justice-Govt

- Hosted with the Dept. of Political Science, Criminal Justice and Org. Leadership

#### Career Expo (STEM-Nonprofit-Govt)

#### Career Expo (Business)

### Our 2023-2024 Career Fair Sponsors:



**CAREER FAIRS OPEN DOORS TO OPPORTUNITY,  
CONNECTING TALENT WITH POTENTIAL**



# We Support

## Co-ops & Internships

**597** Students reported completing a Co-op/Internship in Handshake

Average salary: **\$19.35**

Average weekly hours worked: **28.2**

Average number of academic credits: **2.5**



**Baylie Mastin**  
Fall 2024 Internship  
at



*Attending the career fair was a pivotal moment in my career journey. Career Services played a huge role in preparing me for success. These experiences helped me secure an internship with Bosch, where I gained hands-on experience that ultimately turned into a full-time position.*

*-Baylie Mastin*

### Top Participating Employers:

EDUCATION  
WORK



**INTERNSHIPS & CO-OPS PROVIDE REAL-WORLD EXPERIENCE AND CAREER GROWTH**

# Peer Appointments

## Expanding our Outreach

Our Student Staff  
Completed

# 850

Appointments & Email  
Resume Reviews.

# 61.1%

of all appointments &  
Resume Reviews  
completed by our  
office were with peer  
level staff.

**Peer Resume Reviewers  
completed 601 reviews**

506 Email Resume Reviews

95 Resume Appointments



Grace Riley  
Peer Resume  
Reviewer



Nathaniel Ferguson  
Peer Resume  
Reviewer



Priscilla Pham  
Peer Career  
Coach

**Peer Career Coaches  
completed 202 appointments**

178 Mock Interviews

24 Handshake Reviews



Collin Jarrell  
Peer Career  
Coach



Abhinam Joshi  
Peer Career  
Coach



Tina Ho  
First Year Peer  
Career Coach

**First-Year Peer Career  
Coaches completed 47 Career  
Exploration Appointments.**



Ann Ngo  
First Year Peer  
Career Coach



Adria Poynter  
First Year Peer  
Career Coach



Rita Ghimire  
First Year Peer  
Career Coach

*Working at Career Services has been a transformative experience for my career.*

*Through comprehensive training on platforms like LinkedIn and Handshake, as well as conducting mock interviews, I gained valuable insights that directly contributed to securing my internship at GAIG, where I continue to work today.*

*- Abhinam Joshi*

**LEARNING FROM PEERS FOSTERS COLLABORATION,  
GROWTH, AND SHARED KNOWLEDGE**

# Select Partnerships

## Connecting with the NKU community

### NKU Care Closet/UCAP Partnership

We partnered with the Care Closet by UCAP to offer students the opportunity to select professional attire for career fairs, interviews, and internships/co-ops. All clothing is generously provided by the Care Closet and is available to students at no cost.



Events included:

- Just in Time to Look Your Best, September
- Just in Time to Look Your Best, October
- Love What You Wear Event
- Co-ops, Cookies, & Clothes



### Canes, Careers, & Character Collaboration

We teamed up with the NKU Chapter of the Society for Human Resource Management and were honored to be selected for a \$500 AmplifyNKU Grant from the Norse Wellness Office. This student program offered a valuable space for 28 students to explore their identities and discover how to bring their authentic selves into the workplace.



### B.E.S.T. – Black Employer Showcase & Talent

We collaborated with African American Student Initiatives and several other organizations for the second annual B.E.S.T. Event, which brought together students, employers, and Black-owned businesses for a day of networking and collaboration. The event saw participation from 53 students and 22 employers.



## COLLABORATION BETWEEN DEPARTMENTS SPARKS INNOVATION AND STRENGTHENS SUCCESS

# Select Partnerships

## Connecting with First-Year Students

### First-Year Student Success Hub & First-Year Experience

We partnered with the First-Year Student Success Hub (FYSSH) & First-Year Experience on several opportunities this year. Our goal was to help first-year students consider their career aspirations sooner – helping them feel more confident about their chosen major & leading to greater persistence in their degree programs.



Catharina Andrade Cardoso presented with the Outstanding First-Year Student in Career Readiness award.

**Not pictured:** Faculty member Beth Hickey, recipient of the Exceptional Partner in First-Year Career Readiness.

We reached a total of **564 students** through various events and/or presentations.



<b>Exploration Connection</b>	Facilitated a chance for first-year Exploratory students to meet their FY team and learn how Career Services and FYSSH support them.
<b>UNV 101 Presentations</b>	Brought together all University 101 sections across two days to learn about Career Services & our resources.
<b>Major Minor Fair</b>	Supported student check-in and served as the first stop on the event passport for students to learn about our career/major exploration resources.
<b>First-Year Celebration</b>	Presented two new awards for a faculty/staff member and a first-year student who went above & beyond utilizing our resources.
<b>Party on the Plaza</b>	Joined the celebration of first-year students completing their first academic year with games & prizes.



The R. C. Durr Foundation, Inc.



The heart of Northern Kentucky

### The R.C. Durr Foundation Grant







The 2023-2024 academic year served as the third year in the First-Year Career Advising Initiative at NKU. We are grateful for the support and partnership of the R.C. Durr Foundation to make these efforts possible.

**SUPPORTING FIRST-YEAR STUDENTS SETS A FOUNDATION FOR DEVELOPMENT & EMPOWERS THEIR JOURNEY**



# Thank You!

We invite you to check out select resources linked below:

	<p>Job &amp; Internship platform designed for college students</p>
	<p>Hundreds of industry insights and job info videos</p>
	<p>Career assessment platform for major &amp; career exploration</p>
	<p>Platform connecting students to global opportunities</p>
	<p>Explore career options for various majors</p>
	<p>Video Interview platform with AI feedback (New in Fall 2024)</p>

Questions or interest in partnering with Career Services? Reach out today:

**NKU Career Services**  
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 nku.edu/careerservices