



# EMPOWERING CAREER READINESS THROUGH DATA INSIGHTS

*Eileen Buecher, Melanie Mitchell,  
Corey Davidson, Philip Aguinaga  
UNT Career Ceter*



01. OUR COMMITMENTS & JOURNEY

02. THE DISCOVERY

03. BUILDING CONSISTENCY IN  
DATA REPORTING

04. EMPLOYERS AT UNT

05. MORE ROBUST DATA GATHERING

06. DATA GAPS & SERVICES



AGENDA



# OUR COMMITMENTS

- Prepare students to be career ready because *career readiness is life readiness*.
- All UNT students make informed and confident decisions about their career and life goals.
- Students learn how to identify and communicate their transferable skills developed through their academic, work, leadership, co-curricular, community, and life experiences.
- Students develop skills and knowledge to conduct successful internship, job, and graduate school searches.
- Students have access to on-campus employment, internships, jobs and graduate school guidance and opportunities.
- Career Readiness instructional materials, online resources, networking experiences, and career coaching are provided to students throughout their UNT collegiate experience.

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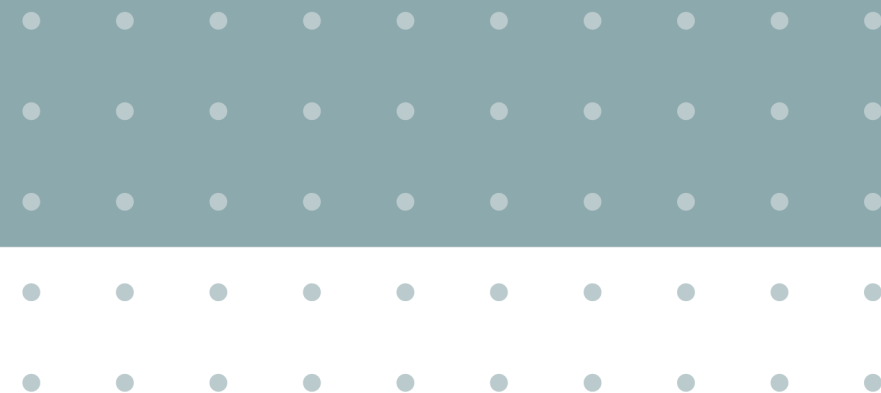
# 2024 - 2025

- College Partners
- President's Consultants
- Updated Coach and Workshop Evaluation

02.

# THE DISCOVERY

*Student Service Fee Presentation  
& Building Career Readiness  
Curriculum*

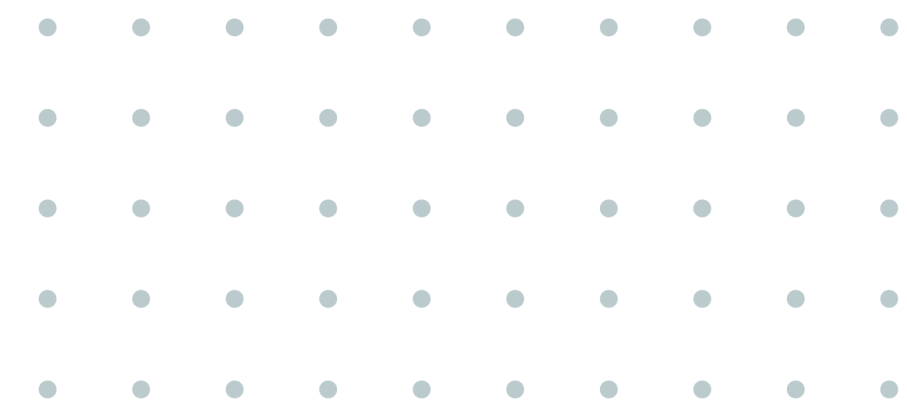


# PREPARING FOR THE STUDENT SERVICE FEE PRESENTATION



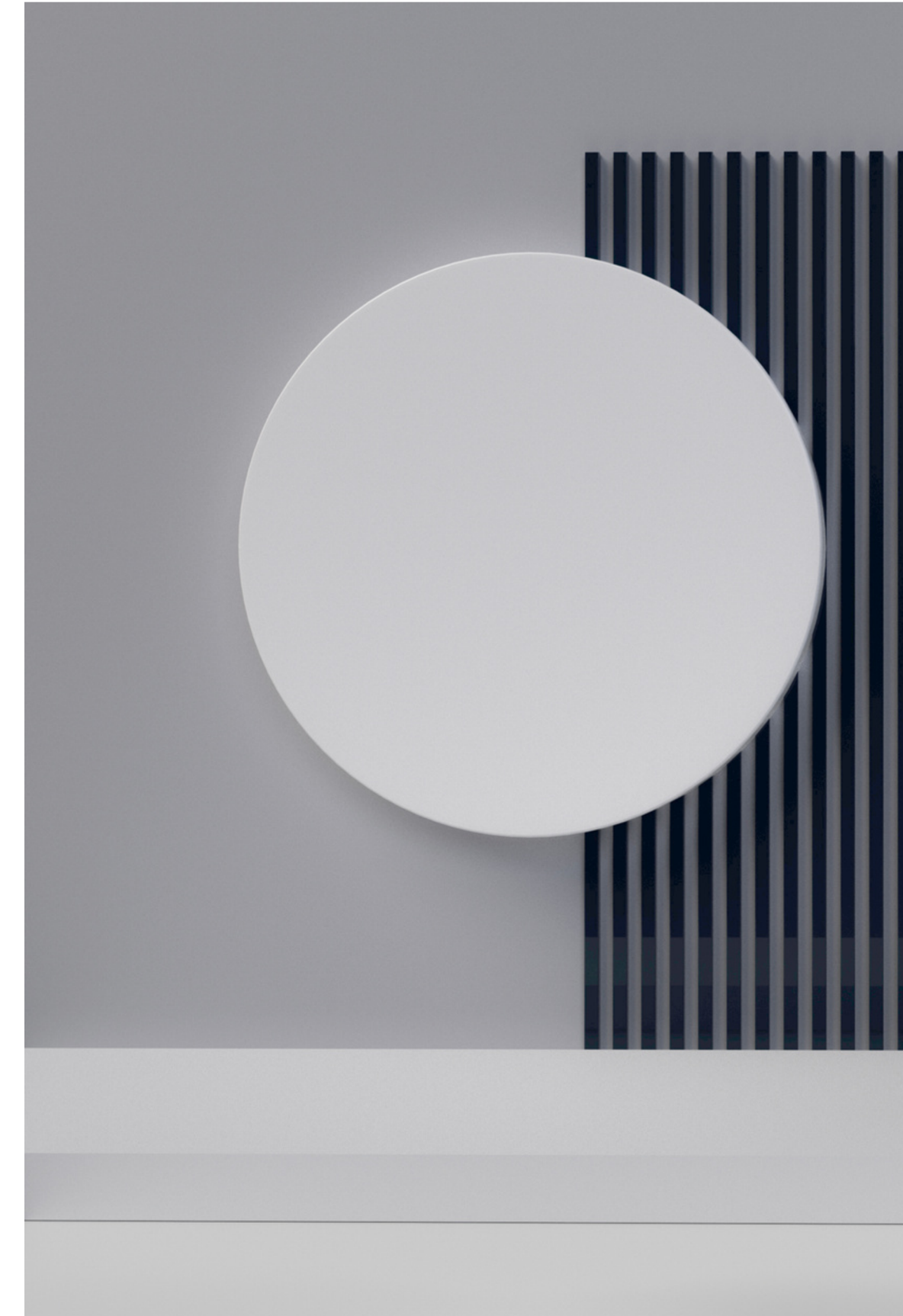
- Review of Data
- *Aha!* Moment
- Clarity

Student Touch Points	Fall 2020 – Spring 2021	Fall 2021
Career Coaching Appointments	4,013	2,019
Classroom/Organization Presentations	161	748
Non-classroom Presentations	1,952	782
Career Ambassadors Outreach	282	652
Career Fairs: Student Participation	2,728	2,527
Career Fairs: Employers	643	538
Networking Events	1,008	233
On-Campus Student Employment	4,726	5,937



# DEVELOPING CAREER READINESS CURRICULUM & UTILIZING FOCUS GROUPS

- Planning based on Research
- Intentionally developed Pre/Post-Tests
- Asking Questions about Evidence
  - How will we know it is working?
  - How to demonstrate learning?
  - How do we compare students taking the course to those not taking the course?
- Staff & Employer Focus Group





**"JUST KEEP  
SWIMMING..."**





03.

# BUILDING CONSISTENCY IN DATA REPORTING



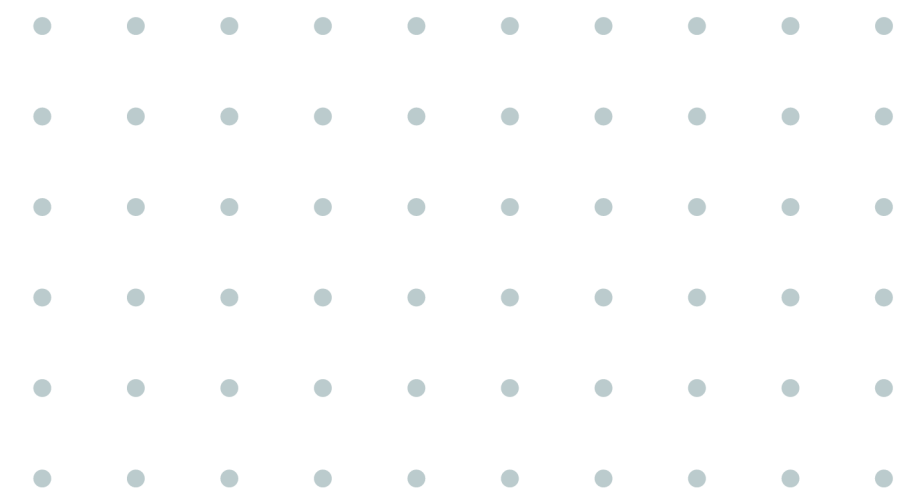


## THEN

- Data was pulled reactively, but we never took a comprehensive view.
- This led to inconsistent reporting.

## NOW

- We've documented our methodology and record keeping processes that captures the full scope of the Career Center's impact.
- This enables repeatable and transparent reporting.





# METHODOLOGY SPREADSHEET

Internship Experiences		Internship Job Postings	Link		Job Postings	Link
Go to Experiences in Handshake		Go to report in Handshake	<a href="#">report link</a>		Go to report in Handshake	<a href="#">report link</a>
Click on "all" tab		Adjust dates in Filters			Adjust dates in Filters	
Filter Term by relevant semesters		Run Report			Run Report	
De-Duped Corporate Engagement - Internship/Job/Events/Sponsorship		De-duped Intern Postings Employers	Link		De-duped Job Postings Employers	Link
Combine employers from internships, jobs, events, and sponsorship		Go to report in Handshake	<a href="#">report link</a>		Go to report in Handshake	<a href="#">report link</a>
Remove duplicates		Adjust dates in Filters			Adjust dates in Filters	
		Run Report			Run Report	
		Download CSV			Download CSV	
		Highlight Employer column			Highlight Employer column	
		Remove duplicates			Remove duplicates	

# Key Benefits

- Faster response to data requests
- Clear reporting methodology for each report
- Semester-based pulls for targeted time periods
- Standardized tracking of job/internship postings that includes dates between semesters
- Data provided to DSA Assessment Team, including:
  - annual reports by college, employer engagement, event data, Graduate Outcome Information, job and internship posting data, and other areas

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# SAMPLE OF DATA

Internship Experiences			Internship Job Postings		
Semester	Total	Column1	Semester	Dates	Total
Fall 2018	534		Fall 2018	8/27/18 – 12/16/18	3,421
Spring 2019	760		Spring 2019	12/17/18 – 5/12/19	5,391
Summer 2019	1898	825 (w/student teaching from	Summer 2019	5/13/19 – 8/25/19	2,527
Fall 2019	389		Fall 2019	8/26/19 – 12/15/19	5,002
Spring 2020	509		Spring 2020	12/16/19 – 5/10/20	5,121
Summer 2020	392		Summer 2020	5/11/20 – 8/23/20	1,837
Fall 2020	262		Fall 2020	8/24/20 – 12/13/20	4,826
Spring 2021	497		Spring 2021	12/14/20 – 5/9/21	6,109
Summer 2021	618		Summer 2021	5/10/21 – 8/22/21	3,425
Fall 2021	591		Fall 2021	8/23/21 – 12/12/21	8,761
Spring 2022	794		Spring 2022	12/13/21 – 5/14/22	12,157
Summer 2022	773		Summer 2022	5/15/22 – 8/21/22	4,349
Fall 2022	523		Fall 2022	8/22/22 – 12/10/22	12,039
Spring 2023	888		Spring 2023	12/11/22 – 5/7/23	13,123
Summer 2023	529		Summer 2023	5/8/23 – 8/20/23	4,562
Fall 2023	447		Fall 2023	8/21/23 – 12/15/23	15,087
Spring 2024	701		Spring 2024	12/16/23 – 5/10/24	15,896
Summer 2024	595		Summer 2024	5/11/24 – 8/18/24	5,733
Fall 2024	409		Fall 2024	8/19/24-12/13/24	20,041
Spring 2025	671		Spring 2025	12/14/24 - 5/9/25	
De-Duped Corporate Engagement - Internship/Job/Events/Sponsorship/MGM Combined			De-duped Intern Postings Employers		
Semester	Total		Semester	Dates	Total
Fall 2018	3,505		Fall 2018	8/27/18 – 12/16/18	1,137
Spring 2019	4,809		Spring 2019	12/17/18 – 5/12/19	1,679
Summer 2019	3,839		Summer 2019	5/13/19 – 8/25/19	1,013
Fall 2019	4,372		Fall 2019	8/26/19 – 12/15/19	1,445
Spring 2020	4,702		Spring 2020	12/16/19 – 5/10/20	1,643
Summer 2020	2,400		Summer 2020	5/11/20 – 8/23/20	650
Fall 2020	3,537		Fall 2020	8/24/20 – 12/13/20	1,169
Spring 2021	6,051		Spring 2021	12/14/20 – 5/9/21	1,838
Summer 2021	5,142		Summer 2021	5/10/21 – 8/22/21	1,231
Fall 2021	6,607		Fall 2021	8/23/21 – 12/12/21	1,879
Spring 2022	9,711		Spring 2022	12/13/21 – 5/14/22	2,905
Summer 2022	5,682		Summer 2022	5/15/22 – 8/21/22	1,395
Fall 2022	6,728		Fall 2022	8/22/22 -- 12/10/22	2,173
Spring 2023	7949		Spring 2023	12/11/22 – 5/7/23	3,044
Summer 2023	4,956		Summer 2023	5/8/23 – 8/20/23	1,428
Fall 2023	3901		Fall 2023	8/21/23 – 12/15/23	2,871
Spring 2024	10,064		Spring 2024	12/16/23 – 5/10/24	3,891
Summer 2024	6912		Summer 2024	5/11/24 – 8/20/24	2,357

# INTERNSHIPS AT UNT

*Data & Collaboration*



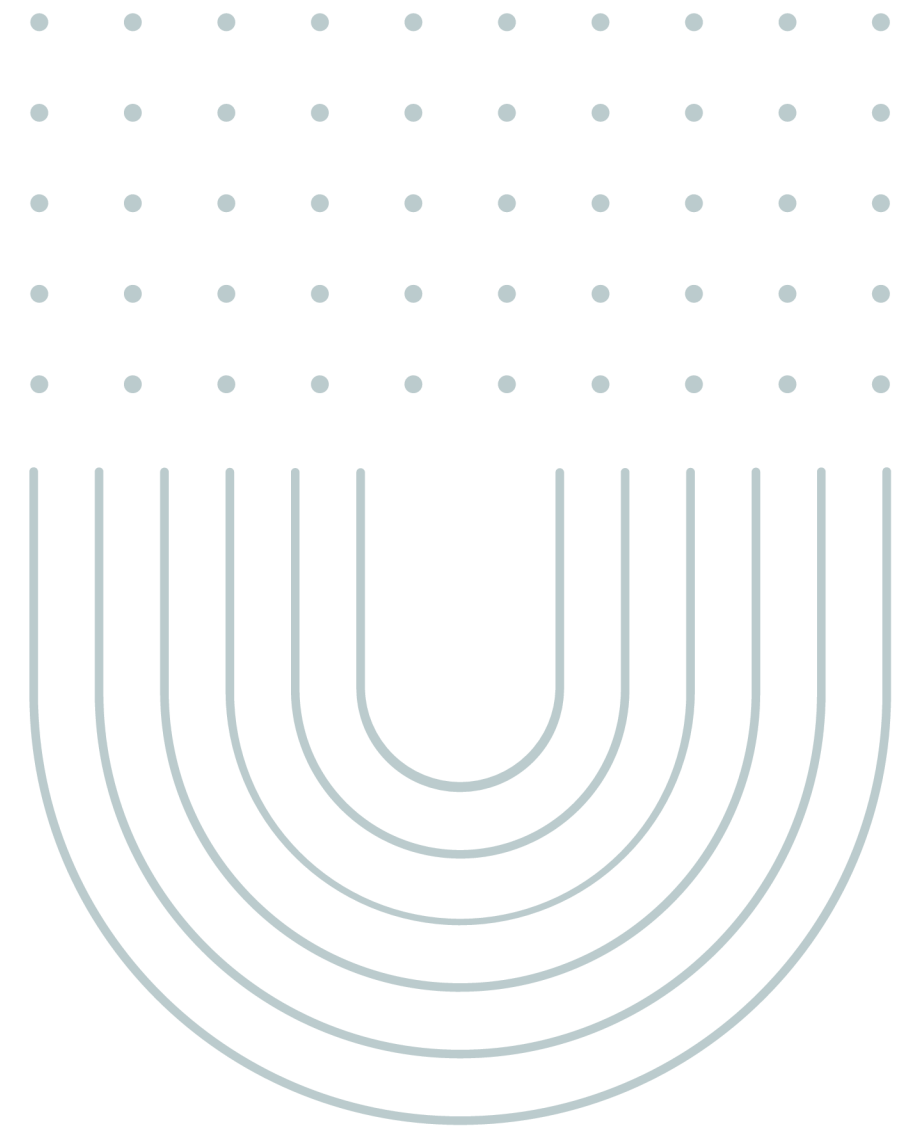


Using **Handshake**, we collect internship data aligned with student majors—supporting faculty approval workflows, gathering accreditation-related data, and enhancing institutional reporting.



**Internship Graduation Cords** - Students report their experience in Handshake to qualify.

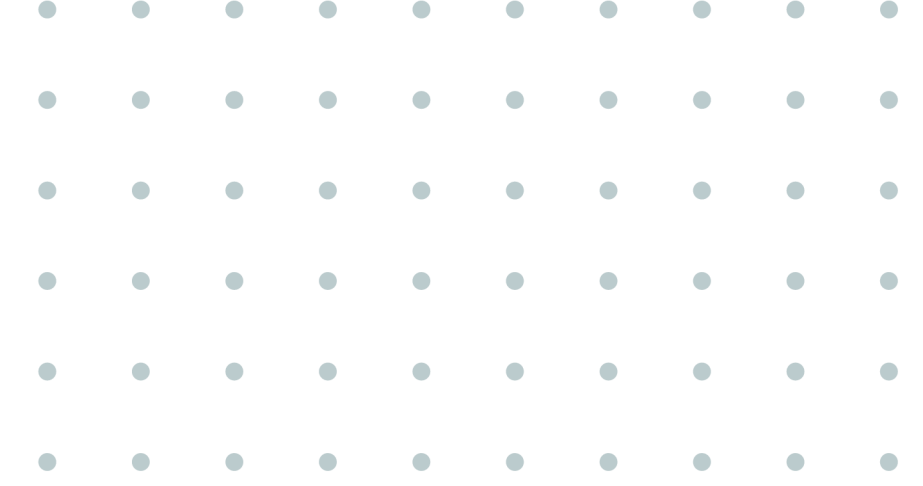
**Unpaid Internship Scholarship** - Applicants must also report their internship via Handshake.



# INTERNSHIP EXPERIENCES



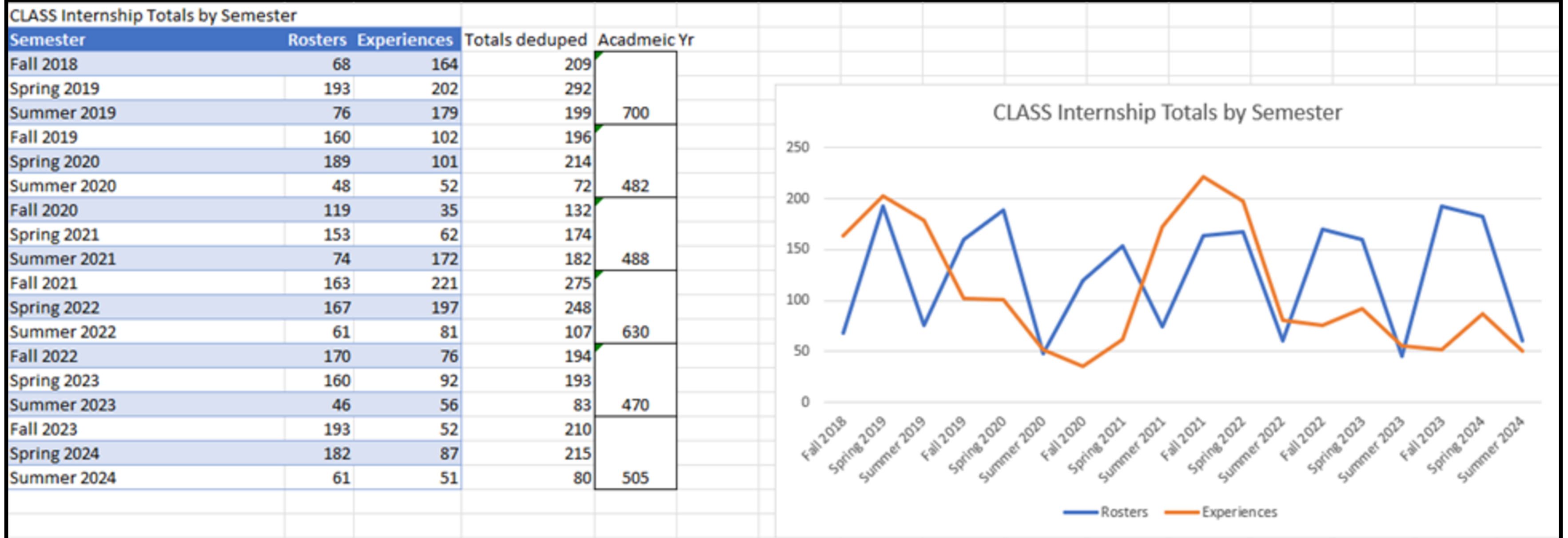
# UTILIZING COURSE ROSTERS



- We expanded our approach due to quite a bit of incomplete data.
- Philip, Melanie, and Corey conducted a **Manual Review** of UNT's course catalog by college to:
  - Identify internship, practicum, student teaching, and experiential learning courses.
  - Ensure we captured all relevant courses.
- After identifying the courses, we brought in additional staff to pull **5 years of rosters**.
- **De-duplicated** data where overlaps with Handshake occurred.

*This process gave us a more comprehensive view of UNT internship activity.*

# CLASS INTERNSHIP DATA



# WHY AN INTERNSHIP SUMMIT?

- This data project revealed how fragmented internship tracking is across campus.
- The summit brings together stakeholders to align systems, share best practices, and improve data consistency.
- Each year, we assemble a planning committee consisting of the Career Center Internship Team, as well as faculty and staff partners from across campus.
- Fall 2023 Summit: 91 Attendees across 30 academic departments and five additional areas
- Fall 2024 Summit: 86 attendees across 23 academic departments and three additional areas





# INTERNSHIP SUMMIT

Monday, November 4, 2024

11 : 00	Welcome/Opening Remarks	Eileen Buecher AVP for Student Affairs and Career Success Corey Davidson Assistant Director, Internships
11:05	TXWORKS	Lisa Shaw TXWORKS Coordinator Amy Dalton TXWORKS Outreach Coordinator
11:35	Panel of Academic Thought Leaders Across Campus	Dr. Christy Crutsinger Panel Moderator and Professor
12: 15	Networking	Transition to groups
12:25	Group Sessions	Ballroom
12:50	Closing Remarks	Eileen Buecher AVP for Student Affairs and Career Success Corey Davidson Assistant Director, Internships
Please feel free to stay and network!		
careercenter.unt.edu		

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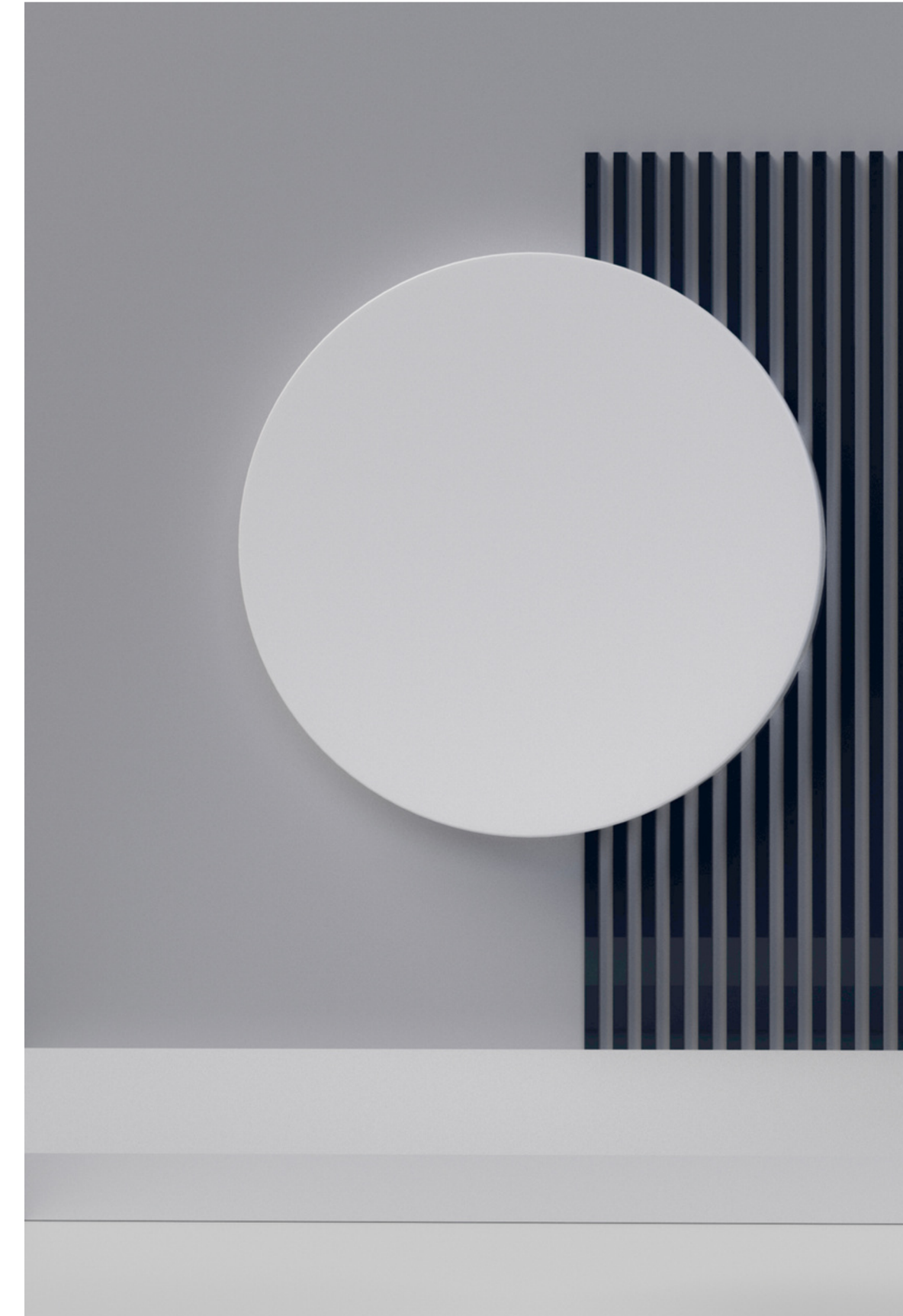
# EMPLOYERS AT UNT

*Gathering Data, Engagement  
Requests, & Outcomes*



# Employer Data Gathering

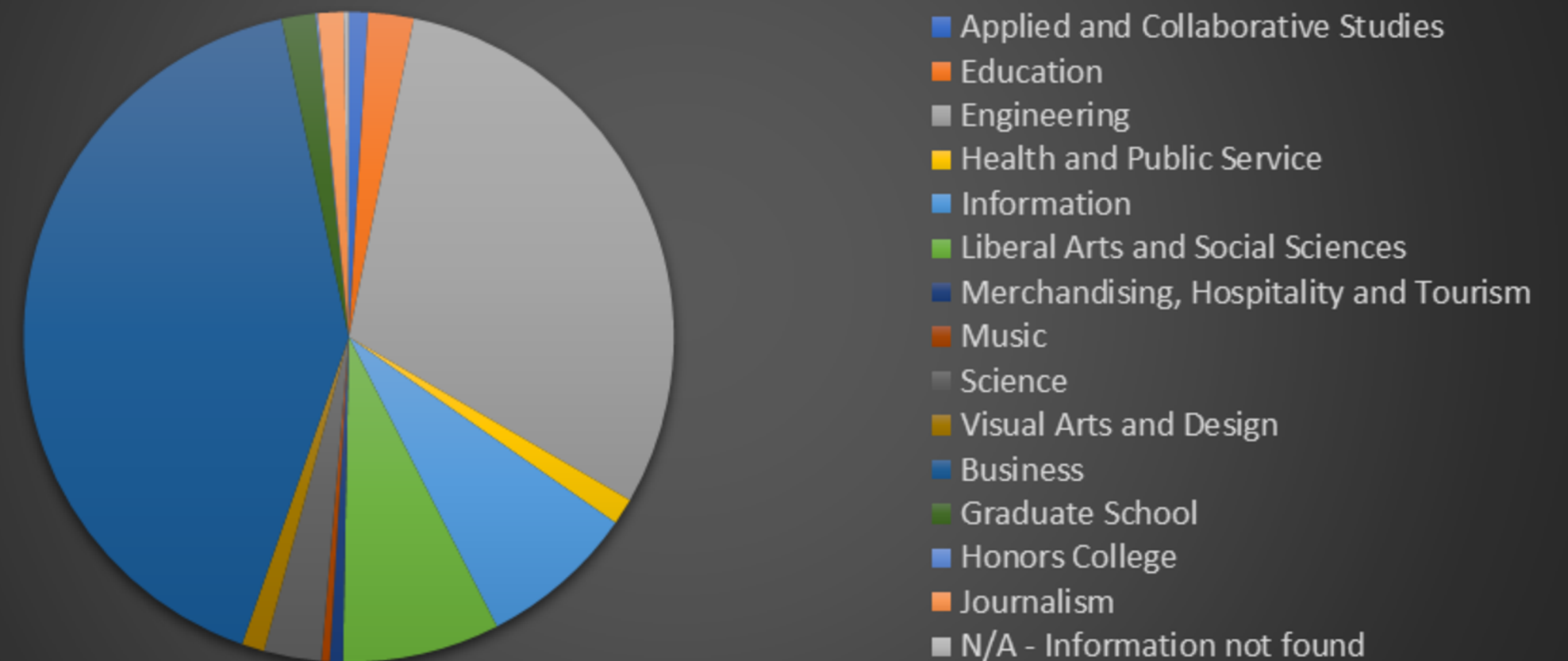
- Employer Engagement Data was needed for strategic priorities and budget
- Desire to drill down on career fair data by employer and student attendance
- After sharing new data within first year, began receiving requests and made a strategic plan for better employer outreach to specific groups



# CAREER FAIR DATA

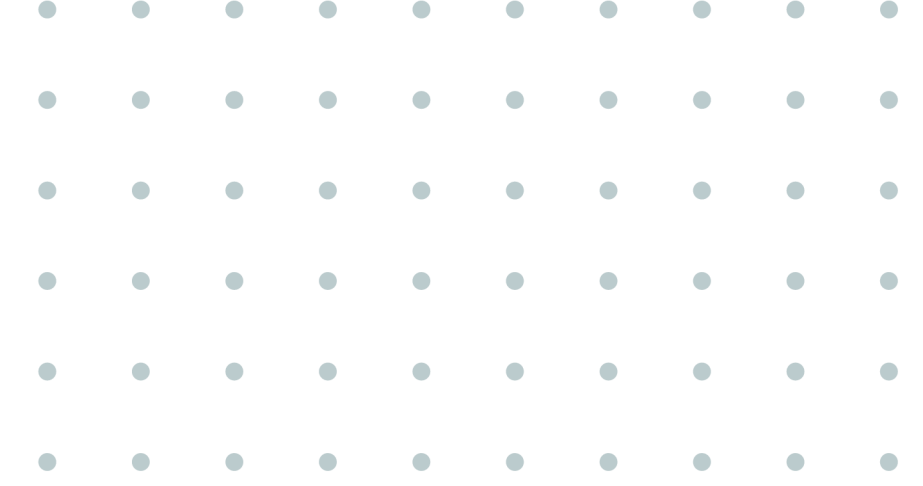
	Emp Meet/Best Practices	Business	CENG /STEM	Education	All Majors	RMI	MTFN	SOJ/Comm /Design	Gov/Non- Profit/Law	Logistics	Finance NS	HR NS
Fall 2019	115	124	88	55	132	37	0	0	0	23	0	15
Spring 2020	0	125	73	147	77	0	33	0	0	15	0	0
Fall 2020	72	71	44	57	63	0	0	0	37	14	0	4
Spring 2021	0	54	28	78	57	0	28	0	0	0	0	3
Fall 2021	128	73	52	67	98	29	0	0	0	0	0	8
Spring 2022	0	96	56	120	136	0	33	12	0	17	23	18
Fall 2022	56	131	113	66	152	43	0	0	0	0	23	15
Spring 2023	0	117	98	124	128	0	43	21	0	21	0	14
Fall 2023	53	139	113	67	98	46	0	0	0	0	17	13
Spring 2024	0	96	104	111	90	0	42	10	0	13	0	10
Fall 2024	56	119	115	50	110	37	42	0	0	0	9	7
Spring 2025	0	102	92	108	94							
<b>2019-2020</b>	115	249	161	202	209							
<b>2020-2021</b>	72	125	72	135	120							
<b>2021-2022</b>	128	169	108	187	234							
<b>2022-2023</b>	56	248	211	190	280							
<b>2023-2024</b>	53	235	217	178	188							
<b>2024-2025</b>	56	221	207	158	204							

## Fall 2022 Career Fair Attendance by College





# EMPLOYER ENGAGEMENT REQUESTS



As Employer data becomes more robust, the Career Center began receiving requests (from Student Affairs leadership, Colleges, Advancement, President's Office, etc.) for engagement data based on employer groups.

These included:

- Companies in the Alliance area in Denton/Tarrant County
- Frisco based companies
- Fortune 500 Companies
- Top Employers in our area (Toyota, Baylor Scott & White, Charles Schwab, etc.)
- Franchising companies
- Semiconductor Employers
- Fortune Companies that are not Engaged

Five Year Engagement Survey of Companies				
	Job Postings	Internship Postings	Career Fairs	Career Center Advisory Board Other sponsorships
American Airlines	39	120	16 Events from 2021-2024; 3 Business; 3 All Majors; 5 STEM; 2 Banking; 1 Logistics; 2 Best Practices	
AT&T	51	52	6 Events from 2022-2024; 3 Business; 1 All Majors; 2 Banking/Finance	
Baylor Scott and White	36	15	6 Fairs from 2019-2023; 3 Engineering events, 2 Health networking events; 1 All Majors Fair + 3 Meet/Greets	
Capital One	19	11	Only Attended Virtual Meet/Greet in Fall	
Caterpillar	52	18	7 Events from 2023-2024; 2 Business; 3 Majors; 1 HR	
Charles Schwab	461	162	30 Events from 2018-2024; 12 Business STEM; 5 Meet & Greet/Best Practices; 1	Sponsored Equity and Diversity

## FORTUNE 100/500 COMPANIES TO ATTEND CAREER FAIRS

- All Majors Fair (attended in last 3 years)

- Fortune 100 (14)

Albertsons  
Amazon  
American Airlines Group  
AT&T  
Berkshire Hathaway  
Boeing  
Caterpillar  
CVS Health  
Enterprise Products Partners  
PepsiCo  
State Farm Insurance  
Target  
TIAA  
Walmart

- Fortune 500 (29 not including Fortune 100)

Broadcom  
Builders FirstSource  
Charles Schwab  
Cintas  
Commercial Metals  
D.R. Horton  
Dollar General  
Equinix  
Equitable Holdings  
Fastenal  
Fidelity National Financial  
Group 1 Automotive  
Hershey  
HF Sinclair  
Hilton Worldwide Holdings  
J.B. Hunt Transport Services  
Lennar  
Northwestern Mutual  
Otis Worldwide  
Parker-Hannifin  
Penske Automotive Group  
RPM International  
Rush Enterprises  
Sherwin-Williams  
Texas Instruments  
Textron  
Travelers  
United Rentals  
Western & Southern Financial Group

- Fortune 1000 (66 Total including all above)

American National Group	Darling Ingredients	Hyatt Hotels	Sally Beauty Holdings
Americold Realty Trust	Encore Wire	Kemper	Schneider National
Applied Industrial Technologies	Federated Mutual Insurance	Martin Marietta Materials	Summit Materials
Clean Harbors	Frontier Communications	Old Dominion Freight Line	TreeHouse Foods
CommScope Holding	Gray Media	RXO	Tri Pointe Homes
		Sabre	Upbound Group
			WEX

# OUTCOMES OF EMPLOYER DATA



- Employer Services Model
- Engaged Employer Flyer by Industry
- Partnering with Departments
- New Events or Parts of Events
  - Campus Partner Expo at Employer Best Practices
  - Mean Green Industry Day
  - Frisco Career Fair
- Employer Outreach in anticipation of new event: Computer Science Fair
- More Research
  - Employer Partners
  - Companies: not recruiting; new in last three years, expanding, alumni recruiting
- Better Outreach to Alumni Employers
  - Mean Green Mentors
  - Support for workshops, mock interviews, etc.

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#### ACCOUNTING

Deloitte  
Ernst & Young  
Grant Thornton  
KPMG  
PwC

#### ARTS & DESIGN

Farnsworth Group, Inc.  
Meow Wolf  
CambriaUSA  
3-form  
Fort Worth Kimball Museum

#### BUSINESS & INDUSTRY

American Airlines  
Charles Schwab  
Echo Global Logistics  
Goldman Sachs  
PepsiCo/Frito Lay

#### EDUCATION

University of North Texas  
North Central Tx College  
AlphaBEST Education  
City Year  
ResponsiveEd  
iTeach  
IDEA Public Schools  
Teach for America  
Many ISDs/UII Regions in Texas  
Medical/Law Schools in Texas  
and surrounding states

#### HEALTH & WELLNESS

Baylor Scott & White  
Cook Children's Health  
CVS Health  
CHRISTUS Health  
Medpace  
iScribeMD

#### SPORTS/HOSPITALITY/RETAIL CO

Marriott Hotels  
Dallas Stars  
Embassy Suites  
Pappas Restaurants  
FC Dallas  
The Hershey Company  
Waffle House  
Winstar World Casino/Resort

#### MUSIC & PERFORMING ARTS

Dallas Symphony Orchestra  
Fort Worth Opera  
Conn-Selmer  
Armed Forces Military Bands  
National & International  
Ensembles

#### PUBLIC SERVICE

Texas Commission on

HILLWOOD  
A PEROT COMPANY®

ALLIANCE  
TEXAS

# MEAN GREEN INDUSTRY DAY

OPEN  
TO ALL  
MAJORS!

Friday, April 11th | 8:30 AM - 5:00 PM

AllianceTexas is a 27,000-acre master-planned commercial real estate development in north Fort Worth. Join us for an exclusive presentation about the various industries and career opportunities located just south of Denton, including logistics/supply chain, emerging technologies, aviation, financial services, and more.

8:30 am - 9:30 am

Jack Barkley, Director of Industrial Leasing, Hillwood  
AllianceTexas Presentation to UNT Students  
Ryan College of Business, BLB 180

9:45 am

Board Bus to Alliance





05.

# MORE ROBUST DATA GATHERING



# Abundance of Career Center Data

- Career Coaching
  - Individual & Group Appointments
  - Updated Evaluations
- Presentation/Workshop
  - Focused Offerings
  - Revamp of Request & Tracking System
- Partnerships & Collaborations
  - College Liaison Model
- Measured Increases
  - Student Engagement: 14,202 (6% increase)
  - Career Fairs & Events: 44% increase
  - Overall Engagement: 50,341 (24% increase)



# GRADUATE OUTCOME INFORMATION

- Formerly known as First Destination Survey
- Low Participation Rates
- Refined in 2023
  - DAIR - Dr. Jason Simon
  - Deans
  - LinkedIn Data
  - Knowledge Rate Team - 20 people
- Increase in Outcome Data & Positive Outcomes
- UNT Class of 2026 - LinkedIn



06.

# DATA GAPS & SERVICES

*What other information would be  
valuable for our stakeholders?*



# GAPS IN DATA TO ADDRESS

- Salary Information (GOI)
- Student Participation Rate (GOI)
- Communication Process/Infrastructure
- Unreported Internships (non-credit)
- Registering for Zero-Credit Courses (UCAR)
- International Students (GOI)



# Data Requests We Can Provide

- Student & Event Engagement by College & Major
- UCAR 1000Z & 2000Z Outcomes
- Top Employers by College/Major & Event
- Overall Employer Engagement by Industry & Major Groups
- Graduate Outcome Information by College & Major
- Qualitative Feedback from Multiple Focus Groups & Career Fair Surveys
- Internships - Student Information & Employer Opportunities

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# THANK YOU

Do you have any questions?

Career Center  
Division of Student Affairs  
Sage Hall, Suite 202  
[careercenter.unt.edu](http://careercenter.unt.edu)

