



2020-2021 ANNUAL REPORT

CAREER COACHING APPOINTMENTS

Online Resume Review	1,225
Scheduled Appointments	4,117
Applying to Graduate/Professional School	1,132
Resume/Cover Letter Review	885
Mock Interview	426
Career Exploration	400
Internship Search	312
Student Career Coaching Appointment	235
Choose a Career/Major	229
Job Search	219
Interviewing/Networking Assistance	86
Career Skill Development	62
LinkedIn/Handshake Profile Review	42
Scholarship for Unpaid Internships - Coaching	33
Career Exploration & Planning - Instructor Appointment	29
Recent Graduate Career Coaching Appointment	27
Grand Total	5,342

QUICK FACTS

- > Drop-in services were suspended due to COVID-19 Pandemic
- > New Appointment Types were introduced Fall 2020
- > 1.26% decrease from last year (5,410 total)
- > 3,252 unique students served

POST-APPOINTMENT SURVEY

- Implemented in Jan 2021
- 328 total responses
- 14% response rate
- 97% strongly agreed/agreed they gained info and/or resources to help them accomplish their goals
- 9.36 average on 0-10 likelihood to recommend (81NPS)

WORKSHOPS/WEBINARS

60 In-house Workshops/Webinars	4,293
52 Requested Workshops/Webinars	1,159
112 total	5,452 Total

COMPARISON TO 2019-2020

- > 46% decrease in sessions
- > 43% increase in attendees

OTHER EVENTS/PARTNERSHIPS

Dawg Daze	929
(CIRCLE) Building Effective Career Exploration Skills	80
(CIRCLE) Global Leadership Series – Business	10
MEDEX Current Student Panel	15
CIA Info Session	48
What Even Is Consulting? (UW alum Andrew Weckerly)	28
Leading non-technical career opportunities in tech (Google women of Washington)	22
Graduate Student Career Development Essentials (w/CORE Programs)	42
Virtual Career Trek with Pitchbook	8

Grand Total 1,182

DAWG DAZE SESSIONS

- > Internships Explained = 350
- > On-Campus Jobs = 303
- > Pre-Health Huskies = 171
- > LinkedIn Learning = 71
- > Internship Explained, Transfer = 34

ACADEMIC COURSES

Internship Course (Summer 2020)	9
Pre-Law 101 (Fall 2020)	49
Pre-Health 101 (Fall 2020)	297
Non-Tech in Tech Virtual Mentorship Program (Fall 2020)	46
Internship Course (Winter 2021)	13
Physical & Life Sciences Virtual Mentorship Program (Winter 2021)	55
Pre-Health Application Seminar (Winter 2021)	45
Pre-Health Application Seminar (Spring 2021)	34
Career Exploration & Planning (Spring 2021)	27
Non-Profit & Philanthropy Virtual Mentorship Program (Spring 2021)	42

Grand Total 617

EMPLOYER ENGAGEMENT EVENTS

6 career fairs	3,102 attendees	334 employers
4 employer-led workshops	119 attendees	4 employers
9 alumni panels	279 attendees	32 alumni speakers
19 total events	3,500 attendees	370 employers and alumni

16,093

TOTAL CONTACTS WITH STUDENTS/ALUMNI

(8,401 UNIQUE)

(7.3% INCREASE FROM 2019-2020)

MEDIA ENGAGEMENT

Website visits = 309,000 (48.1% increase from 2019-2020)

LinkedIn Learning = 7,494 individuals watched
16,259 hours of content

A&O Freshman Videos = 428 views

A&O Transfer Video = 185 views

YouTube (workshop recordings) = 3,388 total views

- Resume Workshop = 320
- Cover Letters = 303
- Virtual Career Fair 101 = 271

Vimeo (How To/Quick Tips) = 6,000 total views

- Resumes, Getting Started: Formatting pt 1 = 600
- Resumes, Getting Started: Purpose = 464
- Resumes, Getting Started: Formatting, pt 2 = 445

Podcast = 5,939 total plays

- Career Fairs and Employer Events at the Career and Internship Center = 2,382
- City Year and Marcus Ramirez = 2,057
- Learning How to Advance In Your Career with Keena Bean = 1,25

HANDSHAKE DATA

- 4,557 new employer accounts approved
- 54,525 unique approved postings
- 38,638 unique jobs posted
- 12,650 unique internships posted (23% of job and internship postings)
- 413 on-campus student jobs posted

Application Data

	<i>Count</i>	<i>%</i>
Internships	117,756	58.46%
Jobs	69,105	34.31%
On-campus Student Employment	12,201	6.06%
Cooperative Education	830	0.41%
Experiential Learning	432	0.21%
Fellowship	559	0.28%
Volunteer	529	0.26%
Graduate School	9	0.00%
Total	201,421	

Student Handshake Account Logins

	<i>Total</i>	<i>Unique</i>
Senior	198,755	15,252
Masters	59,642	6,539
Junior	51,056	5,718
Sophomore	19,433	3,170
Freshman	2,504	860
Doctorate	1,554	158
Postdoctoral Studies	23	4
Alumni	49,028	7,493
Total	381,995	39,194

OPERATIONAL HIGHLIGHTS

- Moved all operations online starting March 16, 2020 due to the COVID-19 pandemic
- Onboarded three new Handshake partners (iSchool, Allen School of Computer Science & Engineering, College of Built Environments)
- In partnership with FYP, PathwayU usage up 129% from 2019-2020
- Secured Student Technology Funds to cover uConnect web platform fee
- Led 12 Elevating Careers sessions; 387 attendees (faculty/advisers)
- Newsletter Stats: 40.4% open rate, 5.6% click rate
- Campus Internship Development Fund: Sponsored 33 interns for UW departments; 13,426 hours worked
- Scholarship for Unpaid Interns: Four students selected, three completed the program
- OCI was not available given remote work for the whole year