Director’s Welcome

Bachelor of Science Combined Outcomes

Individual Degree Program Outcomes

On-Campus Recruiting Analysis

2013 Business Career Fair

Top Employers & Job Locations

Internship

Career Advising Statistics

Career Programming & Workshops

Employer Outreach Initiatives

BCSC Mission, Hours, and Staff
On behalf of the Business Career Services Center at the University of Kansas, thank you for taking time to review our Annual Report. Our department within the Business School exists to elevate the career opportunities of our students. We seek to provide a broad set of experiences that will enable our students to identify their career aspirations, effectively pursue their chosen goals and to succeed in the world of work. We facilitate these goals through one-on-one career coaching, delivery of intentional career programming and an aggressive employer outreach strategy. This report is intended to summarize our activities and accomplishments for the 2013-2014 academic unit.

We are proud to report that employment rates at graduation increased from previous years, with 73% of undergraduate Business students reporting employment by graduation, a 10% increase from the previous year. When those students continuing education are factoring into outcomes, 83% of our undergraduate Business students are professionally engaged at graduation. Our Master of Accounting Program continues to boast exceptional outcomes, with 95% of students employed by graduation.

Some key accomplishments for 2013-2014 academic year are:

- SOAR - (“Succeed. Opportunity. Achieve. Reward”) - This program packaged our career events in a format that encouraged student participation through a fun set of incentives. SOAR was integrated into aspects of our curriculum and was effective in significantly increasing student engagement in career programs. Learn more about SOAR within the Career Programming and Workshops of our Annual Report.
- Staff – As Business School enrollments continue to grow, we are pleased to expand the career advising staff in the BCSC. Our growing staff ensures that we are able to efficiently meet with students and deliver a robust and dynamic set of career programs and events.
- Second Year Experience Seminar – We launched the first Business 210/220 course series this year focused on core career management skills, with an enrollment of 165 sophomores. This seminar course ensures that students are proactively approaching their careers in the School of Business.
- Task Force – The BCSC engaged with a task force of Advisory Council members to explore the possibility of launching an Accounting Career Fair, as well as adjusting the recruiting timeframes in our office. This task force was instrumental in providing necessary input to our faculty and staff. As a direct result of feedback from the task force, we will be launching our first-ever Accounting Career Fair for the fall of 2015.
- Implementation of New Resources – We are pleased to now offer digital mock interviews as well as an enhanced resume builder to KU Business students. These resources join a strong profile of resources such as Vault, WetFeet, GoinGlobal and other subscription-based career resources.

Some key goals for the 2014-2015 academic year include:

- Mentoring – With added staff, we now have the means to devote more resources to the management of our Business Mentoring Program. We look forward to expanding this program in the coming year.
- Website – We plan to launch a new and improved website to serve the needs of our internal and external audiences.
- Social Media – The BCSC is expanding our presence on social media. Please visit the final page of this report for details on how to connect to our office and the KU School of Business on various social media outlets.

I invite you to look through our Annual Report and welcome questions or comments. Thank you for your interest in our office and our efforts on behalf of KU Business students.

Sincerely,

Jennifer Jordan
Director, Business Career Services Center
(785)864-4446
jjordan@ku.edu
### Undergraduate Majors Combined

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Number of Graduates</td>
<td>612</td>
<td>547</td>
<td>609</td>
</tr>
<tr>
<td>Surveys Completed/Response Rate</td>
<td>563 (92%)</td>
<td>500 (91%)</td>
<td>504 (83%)</td>
</tr>
<tr>
<td>% Responses Not Seeking Employment</td>
<td>182 (32%)</td>
<td>180 (36%)</td>
<td>149 (29.5%)</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>162 (89%)</td>
<td>144 (80%)</td>
<td>139 (93%)</td>
</tr>
<tr>
<td>% Responses Seeking Employment</td>
<td>381 (68%)</td>
<td>320 (64%)</td>
<td>355 (70.5%)</td>
</tr>
<tr>
<td>% of Seeking Employed By Graduation</td>
<td>276 (72.5%)</td>
<td>201 (63%)</td>
<td>235 (66%)</td>
</tr>
</tbody>
</table>

### Salary Analysis of Reported Offers

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Salary Range</td>
<td>$27,500-$72,500</td>
<td>$20,000-$72,000</td>
<td>$25,000-$80,000</td>
</tr>
<tr>
<td>Mean Salary</td>
<td>$48,405</td>
<td>$47,317</td>
<td>$47,825</td>
</tr>
<tr>
<td>Median Salary</td>
<td>$49,000</td>
<td>$47,350</td>
<td>$47,250</td>
</tr>
<tr>
<td>Bonus Range</td>
<td>$750-$28,000</td>
<td>$200-$25,000</td>
<td>$500-$25,000</td>
</tr>
<tr>
<td>Bonus Average</td>
<td>$5,200 (Median $3,000)</td>
<td>$4,202 (Median $2,000)</td>
<td>$5,200 (Median $5,000)</td>
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### Source of Offer Analysis

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>School-Facilitated</td>
<td>109 (40%)</td>
<td>121 (60%)</td>
<td>123 (53%)</td>
</tr>
<tr>
<td>Student-Facilitated</td>
<td>71 (25%)</td>
<td>59 (29%)</td>
<td>81 (35%)</td>
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<tr>
<td>Unknown</td>
<td>98 (35%)</td>
<td>21 (11%)</td>
<td>28 (12%)</td>
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### Job Function Analysis

<table>
<thead>
<tr>
<th></th>
<th>2013-2014</th>
<th>2013-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>21 (7.5%)</td>
<td>10 (3.5%)</td>
</tr>
<tr>
<td>Consulting</td>
<td>21 (7.5%)</td>
<td>4 (1.5%)</td>
</tr>
<tr>
<td>Finance</td>
<td>46 (17%)</td>
<td>18 (6.5%)</td>
</tr>
<tr>
<td>General Management</td>
<td>12 (4%)</td>
<td>25 (9%)</td>
</tr>
<tr>
<td>Human Resources</td>
<td>3 (1%)</td>
<td>17 (6%)</td>
</tr>
<tr>
<td>Information Systems</td>
<td>18 (6.5%)</td>
<td>81 (29%)</td>
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</table>
# of Graduates

<table>
<thead>
<tr>
<th>Program</th>
<th>2013-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>193</td>
</tr>
<tr>
<td>Information Systems</td>
<td>89</td>
</tr>
<tr>
<td>Finance</td>
<td>48</td>
</tr>
<tr>
<td>Management &amp; Business Administration</td>
<td>141</td>
</tr>
<tr>
<td>Marketing</td>
<td>100</td>
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<tr>
<td>Supply Chain</td>
<td>84</td>
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Mean Salary

<table>
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<tr>
<th>Program</th>
<th>2013-2014</th>
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</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>$46,496</td>
</tr>
<tr>
<td>Information Systems</td>
<td>$50,765</td>
</tr>
<tr>
<td>Finance</td>
<td>$52,644</td>
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<tr>
<td>Management &amp; Business Administration</td>
<td>$45,629</td>
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<tr>
<td>Marketing</td>
<td>$44,737</td>
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<tr>
<td>Supply Chain</td>
<td>$45,542</td>
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Median Salary

<table>
<thead>
<tr>
<th>Program</th>
<th>2013-2014</th>
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<tbody>
<tr>
<td>Accounting</td>
<td>$48,425</td>
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<tr>
<td>Information Systems</td>
<td>$50,000</td>
</tr>
<tr>
<td>Finance</td>
<td>$53,000</td>
</tr>
<tr>
<td>Management &amp; Business Administration</td>
<td>$45,000</td>
</tr>
<tr>
<td>Marketing</td>
<td>$44,500</td>
</tr>
<tr>
<td>Supply Chain</td>
<td>$45,500</td>
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</table>
### Analysis

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<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Fall Recruiting</strong></td>
<td>42</td>
<td>39</td>
<td>42</td>
</tr>
<tr>
<td><strong>Spring Recruiting</strong></td>
<td>22</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>64</td>
<td>65</td>
<td>71</td>
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### Schedules

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall Recruiting</strong></td>
<td>110</td>
<td>102</td>
<td>107</td>
</tr>
<tr>
<td><strong>Spring Recruiting</strong></td>
<td>35</td>
<td>45</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>145</td>
<td>147</td>
<td>157</td>
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### Interviews

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall Recruiting</strong></td>
<td>886</td>
<td>858</td>
<td>891</td>
</tr>
<tr>
<td><strong>Spring Recruiting</strong></td>
<td>277</td>
<td>296</td>
<td>298</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1163</td>
<td>1154</td>
<td>1189</td>
</tr>
</tbody>
</table>

### Companies

- American Airlines
- American Eagle
- BKD
- BillSoft
- Bank of KC
- BOK Financial
- Baird
- CBIZ
- Cerner
- Commerce Bank
- Deloitte
- Ed & Gallo Winery
- Encana
- Ernst & Young LLP
- Farmers Insurance
- Federal Reserve Bank of KC
- Garmin Intl
- Grant Thornton
- Hallmark Cards
- KCP&L
- Kennedy & Coe, LLC
- KPMG
- McGladrey
- McKesson Corp.
- Marr & Co
- MillerCoors
- Moss-Adams
- Netchemia
- Payless ShoeSource
- PepsiCo
- PWC
- Protiviti
- Renaissance Financial
- Rubin Brown
- Sprint
- Travelers Insurance Company
- Union Pacific
- Walmart
- WESCO Companies
- Wendling Noe & Nelson Johnson
- YRC Freight
Attendance

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2011</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Organizations</td>
<td>122</td>
<td>131</td>
<td>101</td>
<td>92</td>
<td>83</td>
</tr>
<tr>
<td>Students Attending</td>
<td>1255</td>
<td>1300</td>
<td>1100</td>
<td>1090</td>
<td>1216</td>
</tr>
</tbody>
</table>

**The BUSINESS CAREER FAIR is hosted each September and is co-coordinated by the Business Career Services Center and the Undergraduate Business Council. Companies represented at the 2013 Business Career Fair include:**

**Companies**

* Sponsors are highlighted below with a (*)

- AAA - Automobile Club of Missouri
- Advantage Metals Recycling
- AIG
- American Century Investments
- American Eagle Outfitters
- Association of International Petroleum Negotiators
- AXA Advisors
- B/E Aerospace
- Bank of Kansas City
- Becker Professional Education
- BillSoft, Inc.
- **BKD LLP**
- Blue Cross and Blue Shield of Kansas
- Blue Cross Blue Shield of Kansas City
- BNSF Railway Company
- Bordner Installation Group, Inc
- C.H. Robinson Worldwide, Inc
- CapWest Mortgage/Farmers Bank and Trust
- **CBIIZ and Mayer Hoffman McCann PC.**
- Cerner Corporation
- Cloudeeva
- Colorado University-Boulder
- Command Transportation
- Commerce Bank
- ConocoPhillips
- Datamax/UDP
- Dayton Freight Lines
- Deloitte
- Dish Network
- DST Systems Inc.
- E & J Gallo Winery
- Echo Global Logistics
- EKSAH LLP
- EMC
- Emporia State University
- EnCana Oil & Gas Inc.
- Enterprise Rent-a-Car
- **Ernst & Young LLP**
- Farmers Insurance Group
- Farmland Foods
- FDIC
- Federal Reserve Bank of Kansas City
- First Investors Corporation
- First National Bank of Omaha
- Gallup
- GDH Consulting
- Goodyear Tire & Rubber Company
- Gordmans
- Grant Thornton LLP
- GTM Sportswear
- **Hallmark Cards, Inc.**
- Hill's Pet Nutrition
- Home Depot Distribution Center
- **Huhtamaki**
- Insight Global
- Institute for Supply Management - Kansas KC
- Integra Realty Resources
- JPMorgan
**Employer Analysis/Full-Time Employment & Employment By Geography**

**Top Employers & Job Locations**

**Employer Analysis/Full-Time Employment:**
The numbers below represent accepted offers with the following companies that were reported to our department.

**Hiring 2-4 KU Business Grads**

<table>
<thead>
<tr>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

- American Airlines
- BKD
- BOK Financial
- Conoco Phillips
- Deloitte Consulting
- FDIC
- Hallmark
- JC Penny
- MetLife
- Mize Houser
- Netchemia
- PepsiCo
- Piper Jaffray
- Protiviti
- State Street
- Target
- TD Ameritrade
- Union Pacific
- CBIZ
- DST Systems
- Ericsson
- ISN
- KONE
- McGladrey
- RubinBrown
- Insight Global
- Payless ShoeSource
Hiring 5+ KU Business Grads

5
AIG
Ryan Transportation

8
Koch Industries

13
Cerner

15
Ernst & Young
KPMG

16
Deloitte

18
Grant Thornton

21
PwC
**Analysis by employer and geography is based on reported placements only and does not reflect placements for KU Business graduates who did not report their information or reported incomplete information to our office.**
Top Employers & Job Locations

Hiring 2-4 KU Business Interns

2013-2014

2

B/E Aerospace
Boeing
Burns & McDonnell
Campus Special
CAPA
EKS&H
Enterprise Rent-a-Car
Great Range Capital
Intouch Solutions
Ivy Funds
JP Morgan
Kennedy & Coe
Kiewit
Netsmart Technologies
KU Internal Audit
Northwestern Mutual
ONEOK
Pacific Sunwear
ProStaff
Renaissance Financial
RubinBrown
Seabord
Southwestern Publishing
Spirit
State Street
WellsFargo

3

BKD
Dish
Fastenal
H&R Block
Ericsson
Perceptive Software
Sprint
Target
Waddell & Reed
Watco
Westar Energy

4

CBIZ
DST Systems
Marks Nelson CPA
Neuterra
Hiring 5+ KU Business Interns — 2013-2014

Kauffman Foundation
Koch Industries
Deloitte
EY
PwC

Internship Analysis

The Business Career Services Center encourages internships as a method of career exploration and application of business concepts in real-world professional contexts. Internships can be any combination of:

• Part-time or Full-time
• Paid or Unpaid
• For-credit or Non-for-credit
• Summer, Academic Year, or Ongoing

Internships Reported to the BCSC

2013-2014: 323
2012-2013: 258
2011-2012: 220
2010-2011: 221
2009-2010: 252

For internships where compensation data was provided, 87% of the internships were paid. 52% of the internships were non-credit bearing. 48% of interns received academic credit.
Analysis of Direct Career Advising

Individual Career advising and walk-in discussions:

2013-2014: 1272  
2012-2013: 1028  
2011-2012: 990  
2010-2011: 1053

Appointment Feedback Highlights

- 94% of students indicated that they received relevant and helpful information in their appointment
- 93% of students indicated that they would recommend visiting the BCSC to a friend
- 100% of students indicated that they appreciated having a career services office within the Business School
- 92% of students indicated that their career advisor was knowledgeable about career paths
- 93% of students felt that their purpose for the meeting was adequately addressed in the appointment
- 90% of students rated their career advisor very positively on the dimension of openness and respect

The BCSC staff facilitated 1272 individual career advising appointments, including 650 walk-in appointments, during the 2013-2014 academic year.

Appointment Type

<table>
<thead>
<tr>
<th>Appointment Type</th>
<th># of Student Visits</th>
<th>% of Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resume Review</td>
<td>320</td>
<td>25.15%</td>
</tr>
<tr>
<td>Cover Letters</td>
<td>37</td>
<td>2.9%</td>
</tr>
<tr>
<td>Choosing a Business Major</td>
<td>18</td>
<td>1.4%</td>
</tr>
<tr>
<td>Job Search Strategies</td>
<td>18</td>
<td>1.4%</td>
</tr>
<tr>
<td>Interview Preparation</td>
<td>20</td>
<td>1.57%</td>
</tr>
<tr>
<td>Mock Interviews (with a career advisor)</td>
<td>9</td>
<td>0.7%</td>
</tr>
<tr>
<td>Internships</td>
<td>39</td>
<td>3.06%</td>
</tr>
<tr>
<td>Alumni Networking</td>
<td>12</td>
<td>0.94%</td>
</tr>
<tr>
<td>Walk-in Advising</td>
<td>325</td>
<td>25.5%</td>
</tr>
<tr>
<td>Evaluation of Offers</td>
<td>7</td>
<td>0.5%</td>
</tr>
<tr>
<td>A Variety of Career Questions</td>
<td>363</td>
<td>28.53%</td>
</tr>
<tr>
<td>Other/Misc</td>
<td>86</td>
<td>6.76%</td>
</tr>
<tr>
<td>Alumni Career Services</td>
<td>16</td>
<td>1.25%</td>
</tr>
</tbody>
</table>
Programming & Workshops

Our office introduced the new SOAR program for the fall semester 2013. SOAR is an acronym which stands for “Succeed. Opportunity. Achieve. Reward.”

SOAR Pilot Program

The pilot program facilitated the following:

- The BCSC packaged career events into an incentive plan to engage student participation.
- All fall workshops and career programs were assigned a stamp value between 1 and 3 stamps. Values were determined by length of event, level of interaction with industry, etc.
- Each student was provided a “SOAR card” to track participation. Cards were stamped as students departed each event; the student received the number of stamps assigned to that particular event.
- Students who filled their cards with 10 stamps were eligible to win one of four $500 scholarships and other great prizes.
- The overarching goal was create a structure to increase the career readiness of our students. Events were designed with the goal of helping our students to better understand their career options and to enable them to effectively pursue their chosen goals.
- The program integrated seamlessly with the Business 110/120 and Business 210/220 classes (First and Second Year B-School Experiences).

We’re proud to announce that the SOAR program was a resounding success! Some feedback on the pilot program is on the next page.

Engagement

- The BCSC hosted over 50 career events with combined student participation of 1,600 attendees
- Attendance at fall 2013 events almost doubled participation from fall 2012 events
- 86 students completed the program by filling their SOAR cards with 10 stamps

Workshops

2013-2014 Workshop Participation: 1,675 students attending workshops + 268 students participating in classroom or student organization presentations = 1,943 total

2012-2013 Workshop Participation: 1,457 students attending workshops + 224 students participating in classroom or student organization presentations = 1,681 total
Impact

- 74% of students indicate feeling more prepared for their career as a result of attending SOAR events
- 64% of students indicated that they were more inclined to participate in our events due to the incentives offered by SOAR
- 80% of the students indicated that they were more aware of the services and resources offered by the BCSC from SOAR
- 74% of students indicated that the events that they attended were valuable and worth their time
- 76% of students felt that the SOAR booklet was an informative and straightforward resource
- 70% of students felt that 10 stamps was an appropriate level of effort to complete the program
Employer Outreach Initiatives

The Business Career Services Center is committed to strengthening our employer base. Members of our team meet with various organizations throughout the year to expand our recruiting relationships. Below is a summary of employer relations meetings that occurred during the 2013-2014 academic year.

**Correspondence has been conducted with over 250 organizations.**

**Meetings have taken place with the following 110 companies:**

- 360 Energy Engineers
- Adidas
- AIG
- Advisors Excel
- Amazon
- American Airlines
- American Eagle
- Aspen Construction
- B of A/Merrill Lynch
- Bayer
- BKD
- Black & Veatch
- BMO Harris
- Boeing
- BOK Financial
- Boston Financial
- Bottle Rocket Apps
- BTBC
- Cabela’s
- Cargill
- CBIZ
- Cerner
- CH Robinson
- Chubb
- Combat Brands
- Commerce Bank
- Commodity Specialists Company
- Conoco Phillips
- Consortium Research Fellows
- Cross First Bank
- Deloitte
- Douglas County Bank
- DST Systems
- E & J Gallo
- EY
- Ericsson
- Euronet
- Farmer’s Insurance
- Farmland
- Fastenal
- Federal Reserve Bank of KC
- FHL Bank
- First National Bank
- Gallup
- Garmin
- General Motors
- Grant Thornton
- Hallmark
- Hill’s Pet Nutrition
- Huhtamaki
- Huntington Small Business Solutions
- IMA Financial Group
- Insight Global
- JP Morgan
- KC Area Development Council
- KC Chiefs
- KC Southern
- KC SmartPort
- KC Start-up Village
- Koch Industries
- Kohl’s
- KPMG
- Kraft Foods
- KU Hospital
- KU Medical Center
- Lawrence SBDC
- Leslie Rudd Investment Co.
- Macquarie Corporate & Asset Finance
- Mearsk
- McGladrey
- MindMixer
- MIQ Logistics
- Mize Houser & Company
- Morgan Stanley
- National Advisors Trust
- Netsmart
- Northwestern Mutual
- Payless ShoeSource
- PepsiCo
- Perceptive Software
- PFSweb
- PwC
- Protiviti
- QuickTrip
- Rezolve
- RR Donnelley
- Russell Stover
- Sabre Holdings
- SelectQuote
- ShopGracieB.com
These have included student trips to the following cities to meet with companies:

- Chicago
- Houston/ Corpus Christi
- New York
- Omaha
- Seattle
- Wichita
- Southwest Airlines
- Spirit Aerosystems
- Sprint
- Sporting Innovations
- Standard Beverage
- Staples Promotional Products
- State Street
- Target
- TD Ameritrade
- Tradebot
- Transworld Systems
- UMB
- Union Pacific
- UPS

**Special Initiatives**

**These have included student trips to the following cities to meet with companies:**

- Chicago
- Houston/ Corpus Christi
- New York
- Omaha
- Seattle
- Wichita
The mission of the Business Career Services Center (BCSC) is to assist all KU Business students in their pursuit of career-relevant internship and full-time employment.

**Career Development Efforts**
We seek to deliver a comprehensive internal career preparation program that will enable students to develop lifelong career skills that will facilitate immediate and ongoing professional success.

**Employment Efforts**
We seek to facilitate the successful employment of our students through an aggressive external marketing effort to develop strong relationships with employers and the companies they represent.

**Hours**
Monday - Friday 8:00a.m.-5:00p.m. (Closed on all national holidays)
Phone: (785) 864.5591 | Fax: (785) 864.5078 | Email: bcsc@ku.edu

**Staff**
- **Director**
  Jennifer Jordan | (785) 864.4446 | jjordan@ku.edu

- **Assistant Director**
  Jolene Phillips | (785) 864.4581 | jphil@ku.edu

- **Career Advisor**
  Alicia Green | (785) 864.4192 | amgreen@ku.edu

- **Career Advisor**
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