



KENNESAW STATE
UNIVERSITY
EXTERNAL AFFAIRS
Career Planning and Development

Career Planning and Development

Advising Team Report

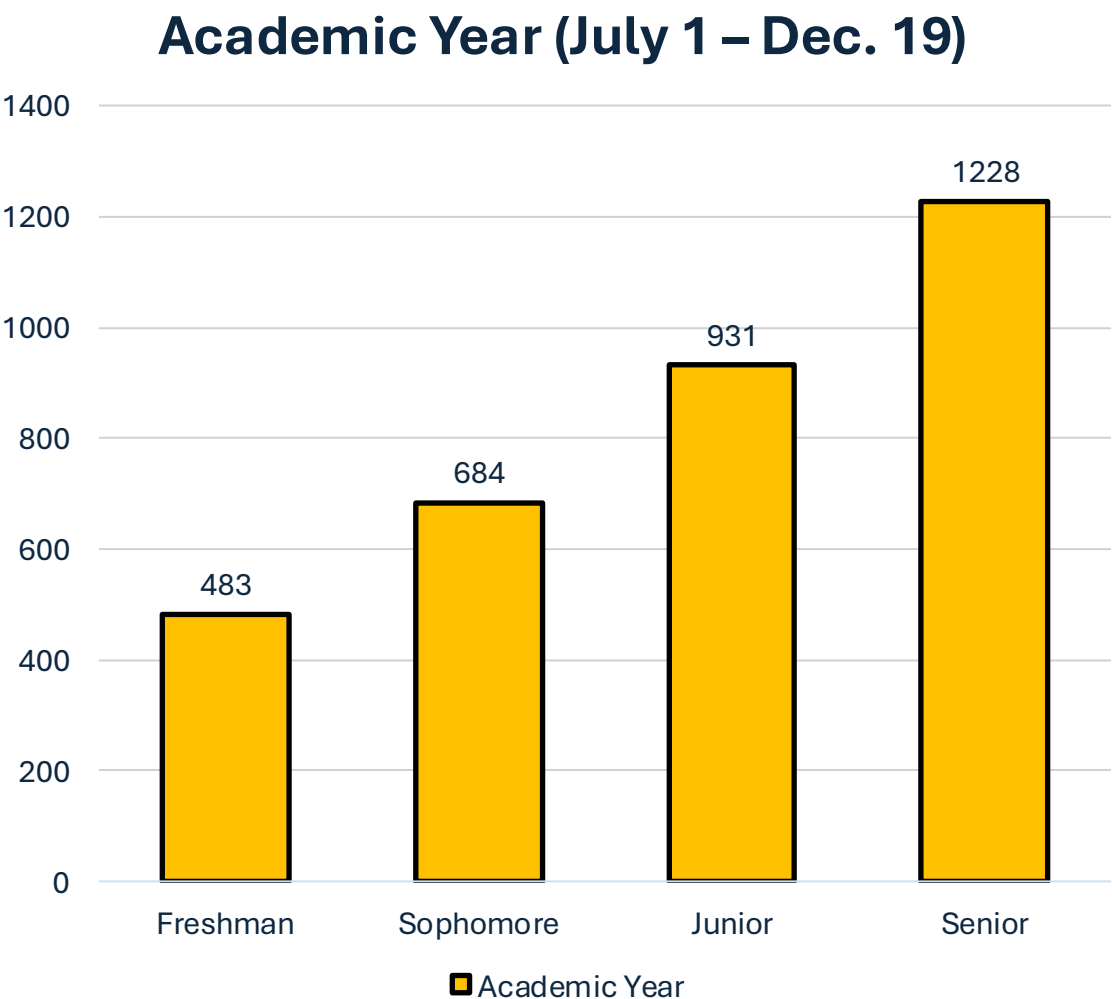
July 1, 2025 to December 19, 2025

A review of college and student engagement

Undergraduate Students

Note: The data presented in the following slides reflect engagement exclusively from undergraduate students and do not include master's, doctoral, or alumni populations. At KSU, undergraduate students comprise approximately 90% of the total student population, making this group central to the department's advising, programming, and career readiness efforts.

Advising Appointment Distribution by Class

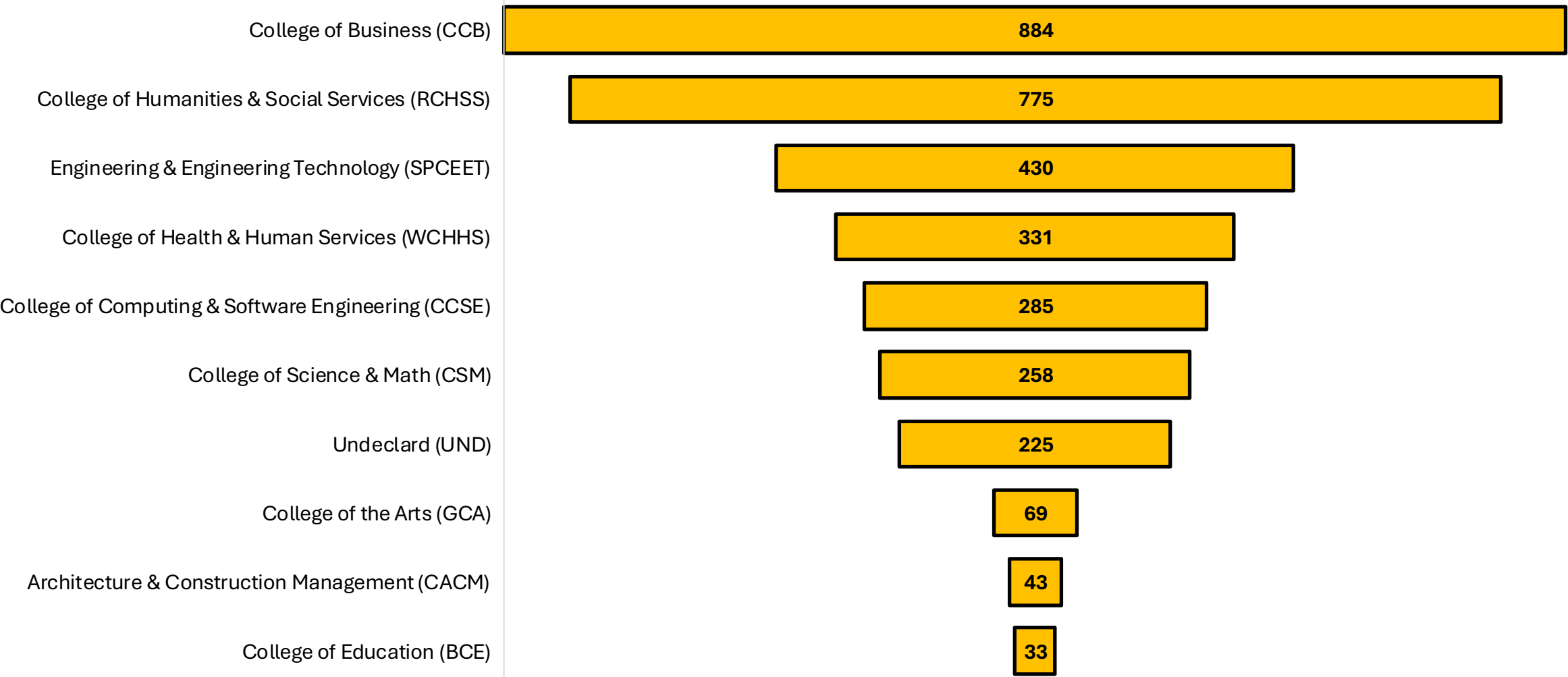


Key Insights

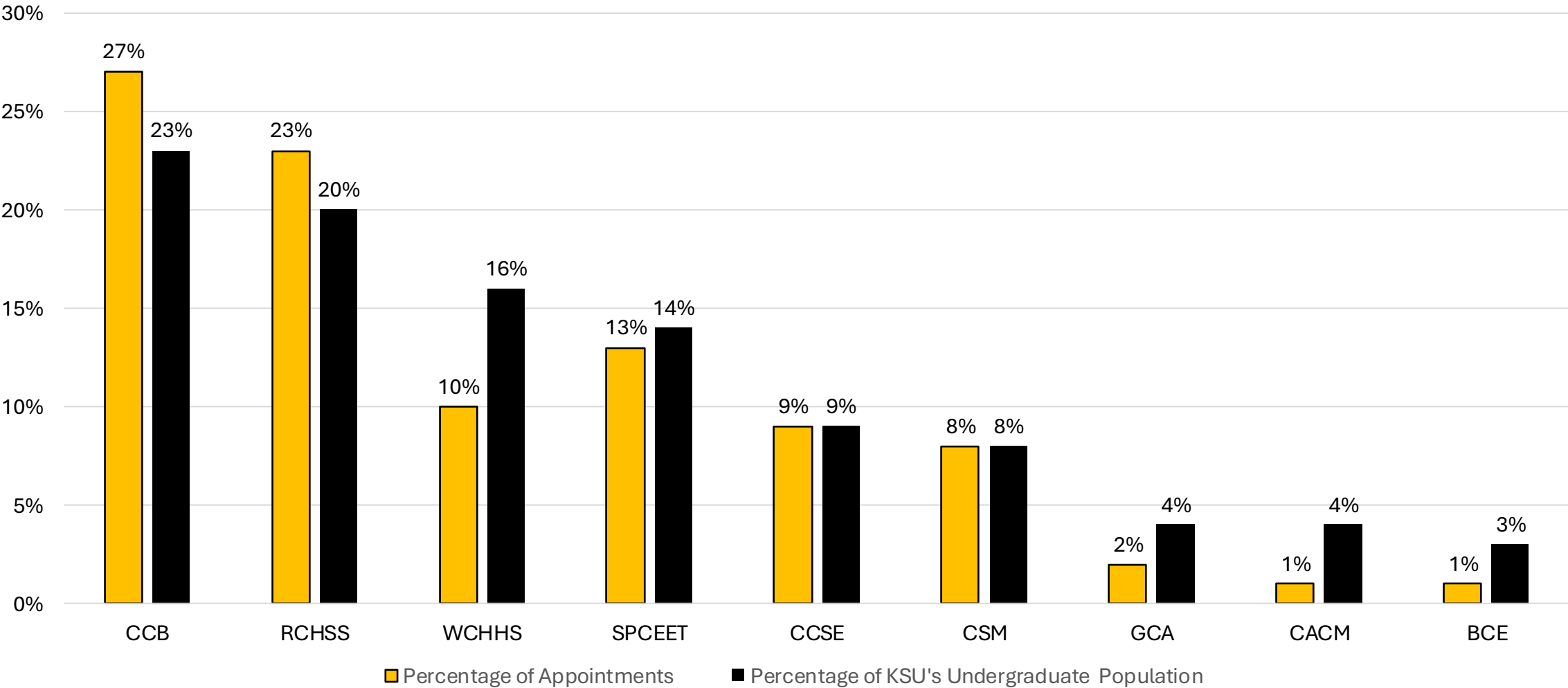
The distribution of student advising appointments during the first half of the academic year at KSU shows a strong concentration of upper-division students. Seniors accounted for 1,228 appointments (**37%**), while Juniors represented 931 appointments (**28%**). Combined, Juniors and Seniors made up nearly **65%** of all advising appointments, reflecting strong focus on career readiness, internship preparation, and post-graduation planning priorities.

Underclass students were also meaningfully represented, with 684 Sophomore appointments (**21%**) and 483 Freshman appointments (**15%**). These engagements underscore early utilization of career advising services, supporting proactive career exploration and long-term planning.

Advising Appointments by College (July 1 – Dec. 19)



Distribution of Appointments Compared to KSU's Undergraduate Population



Appointment Types and Modality (July 1 – Dec. 19)

Appointment Types & Modality

- **Job/Internship Search:** 1068 (32%)
- **Resume/Cover Letter Help:** 869 (26%)
- **Exploring Your Career Path and Major Options:** 868 (26%)
- **Internship/Co-op Credit Support:** 280 (8%)
- **Graduate School Interest:** 155 (5%)
- **Interview Coaching:** 93 (3%)

- **Virtual Appointments:** 64%
- **In Person Appointments :** 36%

Key Insights

Advising appointment topics reflected strong demand for career readiness support, with job and internship search and resume and cover letter development comprising the largest areas of engagement. Together with career path and major exploration, these trends indicate that students are seeking support both in clarifying direction and executing next steps toward employment.

More specialized needs—including internship/co-op credit support, graduate school interest, and interview coaching represented a smaller but meaningful portion of advising, often requiring more individualized guidance.

In terms of delivery, appointment modalities highlight the importance of flexible advising that balances accessibility with opportunities for deeper, relationship-based engagement.

Student Satisfaction

Participation Snapshot

109 students shared feedback, providing valuable insights.



96% report Very Satisfied or Satisfied

2% indicated that they were neither dissatisfied or satisfied and 2% indicated that they were dissatisfied or very dissatisfied.



94% report Agreeing or Strongly Agreeing that they are confident in initiating the next steps of their professional journey

4% indicated that they neither agree or disagree and 2% indicated that they disagree or strongly disagreed



95% of students stated that they would recommend the career center to a peer

5% state that they would not recommend DCPD to a peer

Notable Quotes

“ [The advisor] answered all the questions that I had. I showed up late and my technology was unprepared and [they] still took the time to meet with me and help me, that was very much appreciated and made me feel a lot better. [They] did such a fantastic job I can't thank [them] enough! ”

“ [The advisor] was great at providing several resources for career success, suggesting advice on template formats, while providing action verbs to detail skills and relevance on resume. Overall, exceptional positive reinforcement and great person to converse with. ”

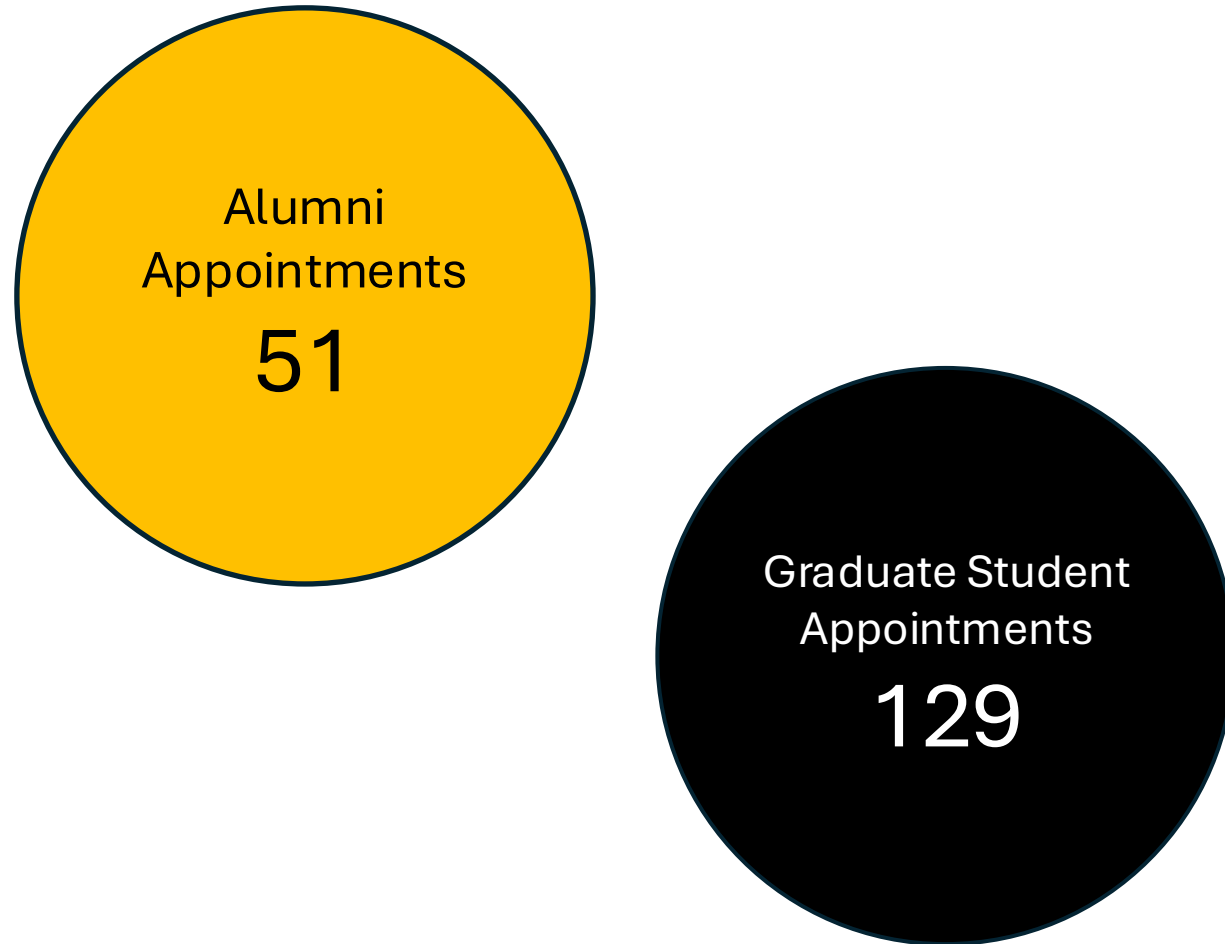
“ [The advisor] was amazing!! They were extremely helpful and helped me narrow down jobs in fields I would actually be interested in :) 10/10 experience!!! ”

“ [The advisor] was amazing and did a bunch research to be prepared for my appointment! ”

Graduate Students And Alumni

The data presented in the following slides reflect engagement with alumni and graduate students, including master's and doctoral populations. While graduate students represent a smaller proportion of the overall student body, their career development needs are often more specialized and discipline-specific, requiring targeted advising, programming, and employer engagement strategies.

Graduate and Alumni Appointments (July 1 – Dec. 19)



Note

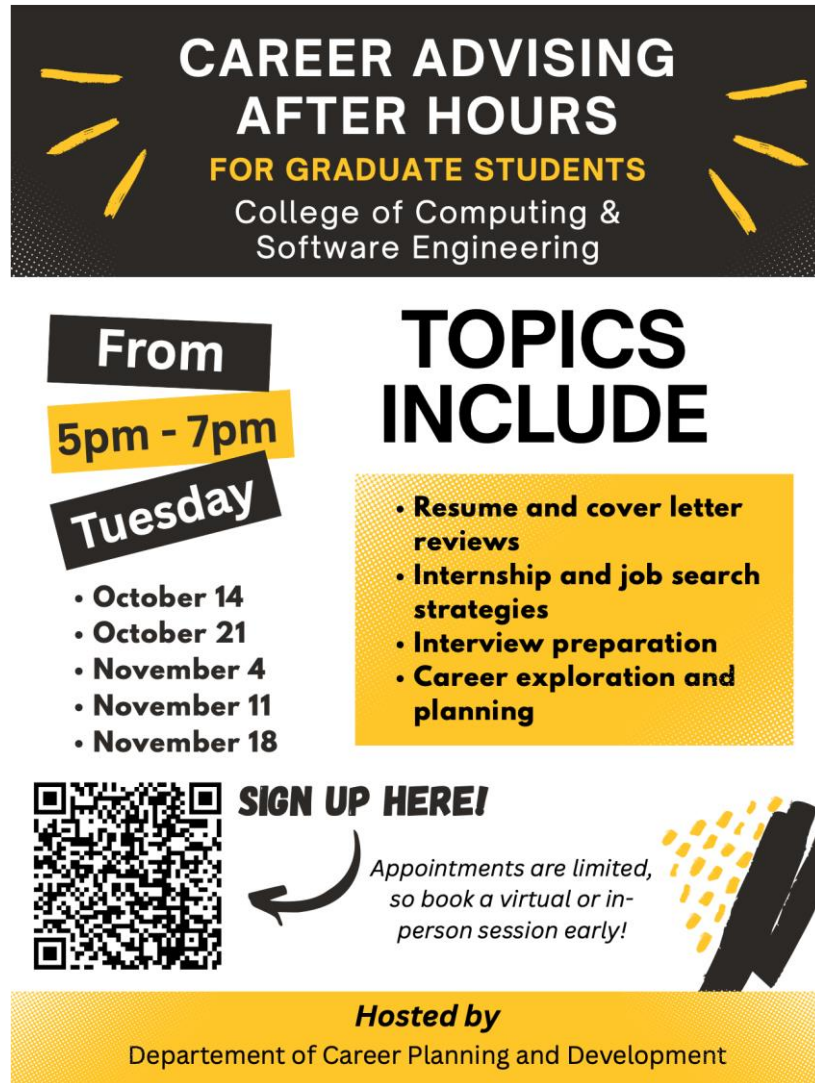
While graduate student and alumni appointments represent a smaller share of total advising volume, these engagements are higher-touch and are intentionally staffed by Associate Directors and above. In total graduate students and alumni accounted for 180 appointments in the first half of AY 25-26. Currently, DCPD serves alumni up to two years post-graduation.

Graduate & Alumni Advising Appointments by College (July 1 – Dec. 19)

Academic College	Graduate Appointments	Alumni Appointments
CCSE*	55	4
CCB*	36	12
WCHHS	17	10
RCHSS*	12	14
SPCEET	5	4
GCA	0	4
CACM	3	0
CSM	0	3
BCE	1	0

**Starred colleges indicate university academic units that received additional outreach efforts*

Additional Graduate College Outreach



**CAREER ADVISING
AFTER HOURS**
FOR GRADUATE STUDENTS
College of Computing &
Software Engineering

From
5pm - 7pm
Tuesday

- October 14
- October 21
- November 4
- November 11
- November 18

**TOPICS
INCLUDE**

- Resume and cover letter reviews
- Internship and job search strategies
- Interview preparation
- Career exploration and planning

SIGN UP HERE!

Appointments are limited,
so book a virtual or in-
person session early!

Hosted by
Department of Career Planning and Development

Evening Appointments Pilot

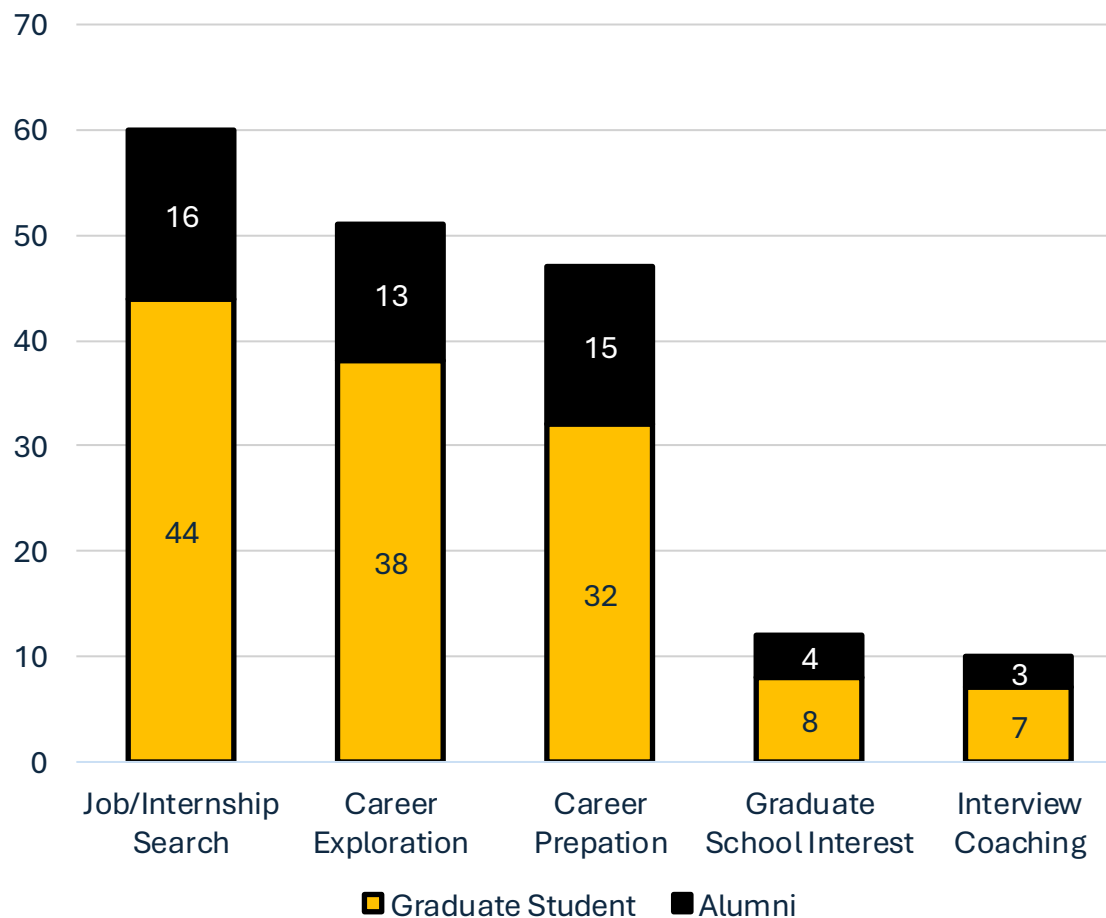
Between October and November 2026, DCPD piloted evening advising appointments for graduate students, offering 20 additional in-person and virtual appointment slots on select Tuesdays from 5:00–7:00 p.m. The program was introduced to increase access for students with daytime work or other commitments. Promotion occurred through outreach to college deans and staff and inclusion in the graduate student newsletter.

13 of available 20 appointments were utilized, indicating strong demand for extended-hour services. Due to staffing limitations, the pilot was limited to students in the **Coles College of Business**, the **Radow College of Humanities and Social Sciences**, and the **College of Computing and Software Engineering**.

The department plans to continue the pilot in the Spring semester.

Graduate & Alumni Advising Appointments by Type

Appointment Type (July 1 – Dec. 19)



Key Insights

Career outcomes remain the primary driver for both populations

- Graduate students and alumni most frequently engage around **job and internship search** (44 grad; 16 alumni) and **career exploration** (38 grad; 13 alumni), reinforcing that both groups prioritize navigating immediate and long-term career transitions.

Graduate students show strong demand for career preparation

- Graduate students engage heavily in **career preparation** (32), suggesting an ongoing need to translate advanced education into competitive application materials.

Faculty Requested Presentations & Workshops

The Department of Career Planning and Development delivers presentations and workshops designed to support students across the university. These offerings include presentations and workshops open to the entire KSU community, including undergraduate students and graduate students, as well as customized classroom presentations provided at the request of faculty and academic programs. The following slides highlight colleges that requested participation from the department, illustrating both the breadth of campus engagement and the demand for tailored, discipline-specific career programming.

Career Readiness Engagement (July 1 – Dec. 19)

Event	Frequency	Total Attendance	Average Attendance
Workshops	25	1020	40.8
Presentations	81	2200	27.4

Key Insights

While one-on-one advising appointments will continue to be a cornerstone of Career Planning and Development, the department will increasingly prioritize workshops and presentations as scalable engagement strategies. Workshops and presentations have yielded average attendance of **40.8** and **27.4** students respectively, demonstrating their effectiveness in reaching larger student audiences. Although the need for individualized coaching remains critical, strengthening partnerships with faculty will allow the department to engage more students—particularly those who may be unfamiliar with career services—earlier and more consistently within the academic experience.

Colleges Requesting Presentations

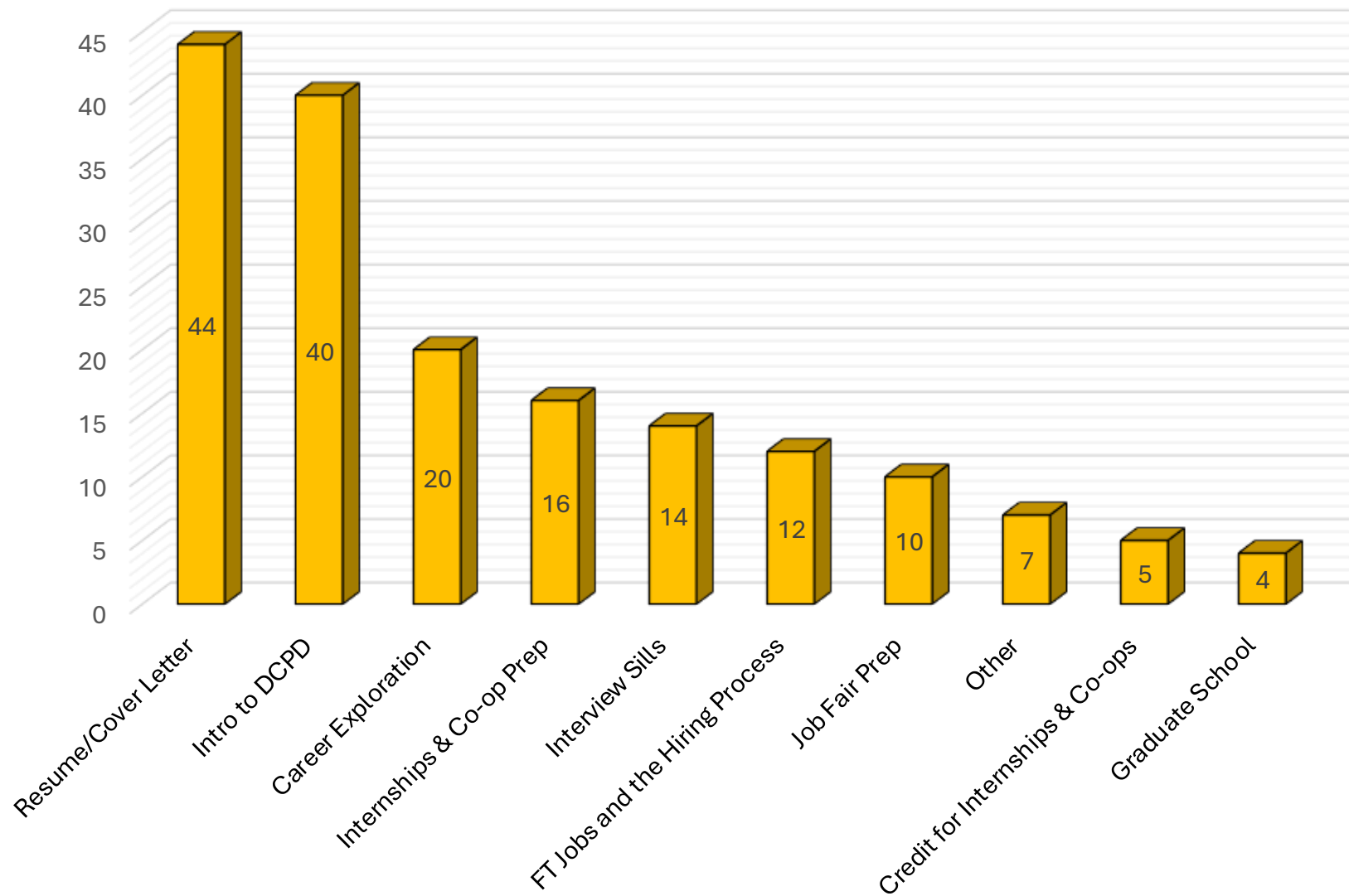
College Representation Breakdown

1. College of Science and Math: 23
2. Radow College of Humanities & Social Sciences: 22
3. Wellstar College of Health and Human Services: 19
4. Coles College of Business: 10
5. Geer College of the Arts: 4
6. Southern Polytechnic College of Engineering: 3
7. College of Computing and Software Engineering: 0
8. Bagwell College of Education: 0
9. College of Architecture and Construction Management: 0

Key Insights

College-level participation in career presentations varies, indicating both strong existing partnerships and clear opportunities to expand engagement. Strengthening collaboration with underrepresented colleges will allow Career Planning and Development to more equitably support students' career readiness and align services with disciplinary needs.

Campus Request by Topic (July 1 – Dec. 19)



Note

While DCPD facilitated 81 presentations during the first half of AY 2025–26, many sessions covered multiple topics. **80%** (65) of presentations included two or more topics, and **32%** (26) included three or more topics.

Content most frequently focused on resumes and cover letters, which were included in over **half of all presentations**. Nearly one-quarter of the presentations addressed career exploration, reflecting key areas of demand across academic partners.

Additional Outreach and Partnerships

In addition to programs hosted directly by the Department of Career Planning and Development, the office actively partners with campus units to support and enhance their programming. While student attendance at these collaborative events is not captured in departmental engagement totals, these partnerships are critical to extending our reach, strengthening relationships across campus, and supporting student success through shared, coordinated efforts.

Partner Organizations (July 1 – Dec. 19)

Student Engagement & Support	Residence Life	Enrollment Services	Honors College
Care Services	Academic Coaching & Support	New Student Programming	Global Education
KSU Athletics	Graduate College	Coca Cola Scholars	Undergraduate Research

Example Events Include:

- Extreme Student Involvement Fair- Student Affairs
- Roc the Rec- Campus Recreation
- Sophomore Social- Student Engagement & Support
- Resources for Hunger & Homelessness- Care Services
- Brand You- Academic Coaching & Support
- Professional Development Night- Honors College
- International Student Orientation- Global Education
- Etiquette 101- Athletics



DCPD was also recently featured on the Wellbeing@KSU Podcast in partnership with Student Affairs. Click the image to watch.