



# FROM CAMPUS TO CAREER:

HELPING YOUR STUDENT NAVIGATE TODAY'S JOB MARKET

## STUDENT PROFESSIONAL DEVELOPMENT CENTER

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# TOPICS FOR TODAY

- SPDC: Overview and Key Metrics
- Recruiting Trends and the AI-Driven Future of Work
- Supporting Your Student in Their Search
- Q&A

Client Portfolio M

KEY BENEFITS

- Competitive p
- Located in C  
South End
- Grov  
po
- In

ROBERT  
WELER

# INTRODUCING THE SPDC

- The Student Professional Development Center (SPDC) is the Career Services office on campus.
- We have a robust, multidimensional team, with staff working across Career Advising & Education, Corporate & Employer Relations, and Operations & Communications – working together in support of our Elon students' career success!
- We market our services widely and host 500+ career programs each academic year..

# SPDC ACROSS CAMPUS



Moseley Center 140



McEwen Communications  
101



Koury Business School 106



Koury Athletics  
137



# APPOINTMENT TYPES/SPDC SERVICES

- Resume Review
- Cover Letter Review
- Major/Career Exploration
- Utilizing LinkedIn
- Business Cards
- Professional Photos
- Mock Interviews
- Internship Search
- Networking
- Job Search
- Graduate School Support
- E-Portfolios

*Available for free and for life!*

# ELON JOB NETWORK (EJN)

- Make Appointments
- Discover Events
- Look for Jobs/Internships
- And more!

<https://elon-csm.symplicity.com/students/index.php>



The  
**WALT DISNEY**  
Company



**GOLIN**



## **COMMUNICATIONS AND SPORT MANAGEMENT MEET + GREET**

Tuesday, 3/3 | 3-5PM | Snow Atrium/Schar Building  
Connect with and have informal chats with alumni and employers  
in the sport and communications industries

# SPDC: KEY METRICS

**95%**

of the Class of 2024 were employed, in graduate school or doing service within nine months of graduation

**92%**

of the Class of 2024 accepted a position related to their career goals

**\$74K**

median salary for Elon graduates

**88%**

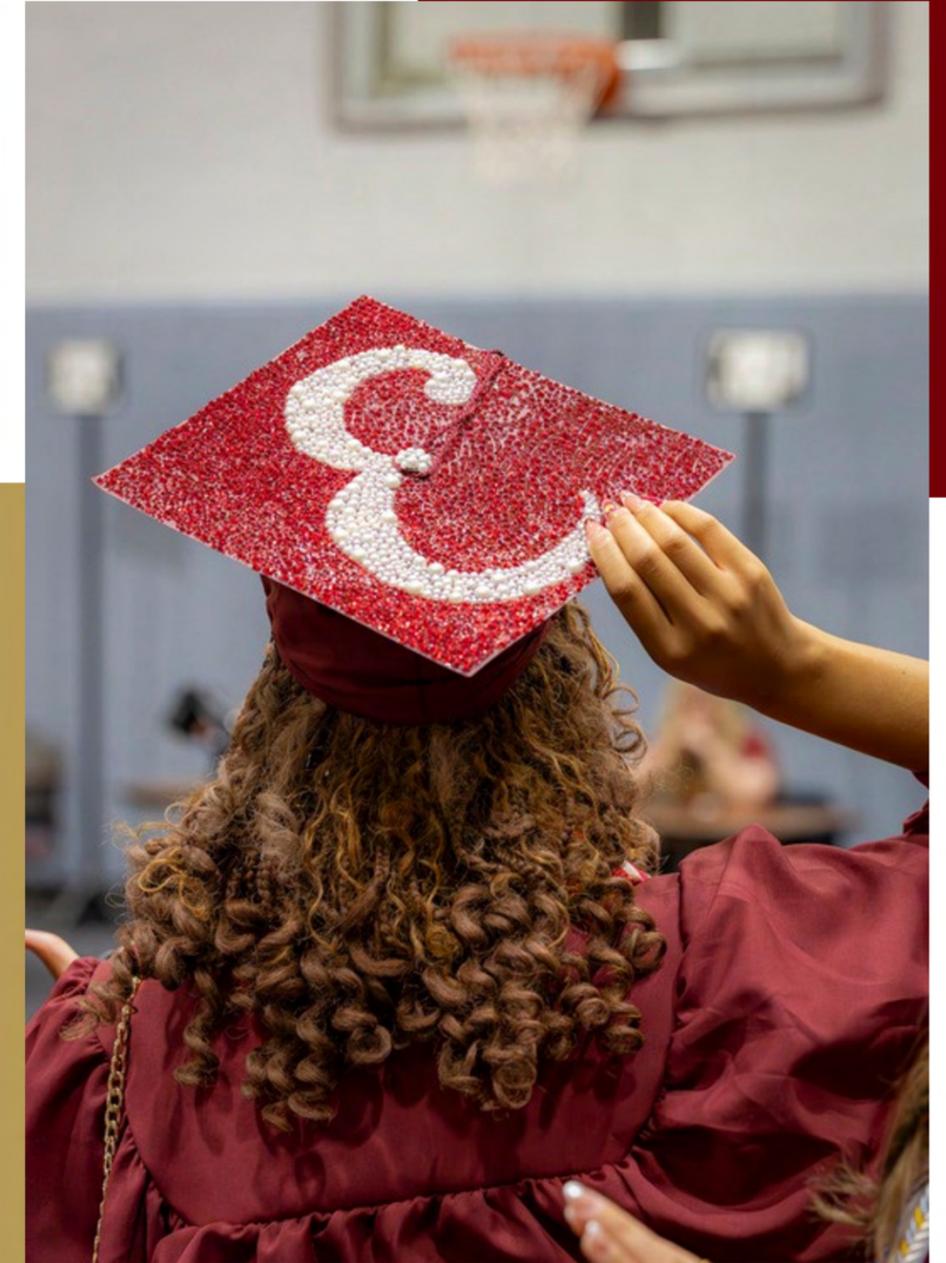
completed an internship

**#9**

in internships (U.S. News & World Report)

**500+**

career programs each academic year



# DATA BITES

Bureau of Labor Statistics

## Overall Unemployment Rate

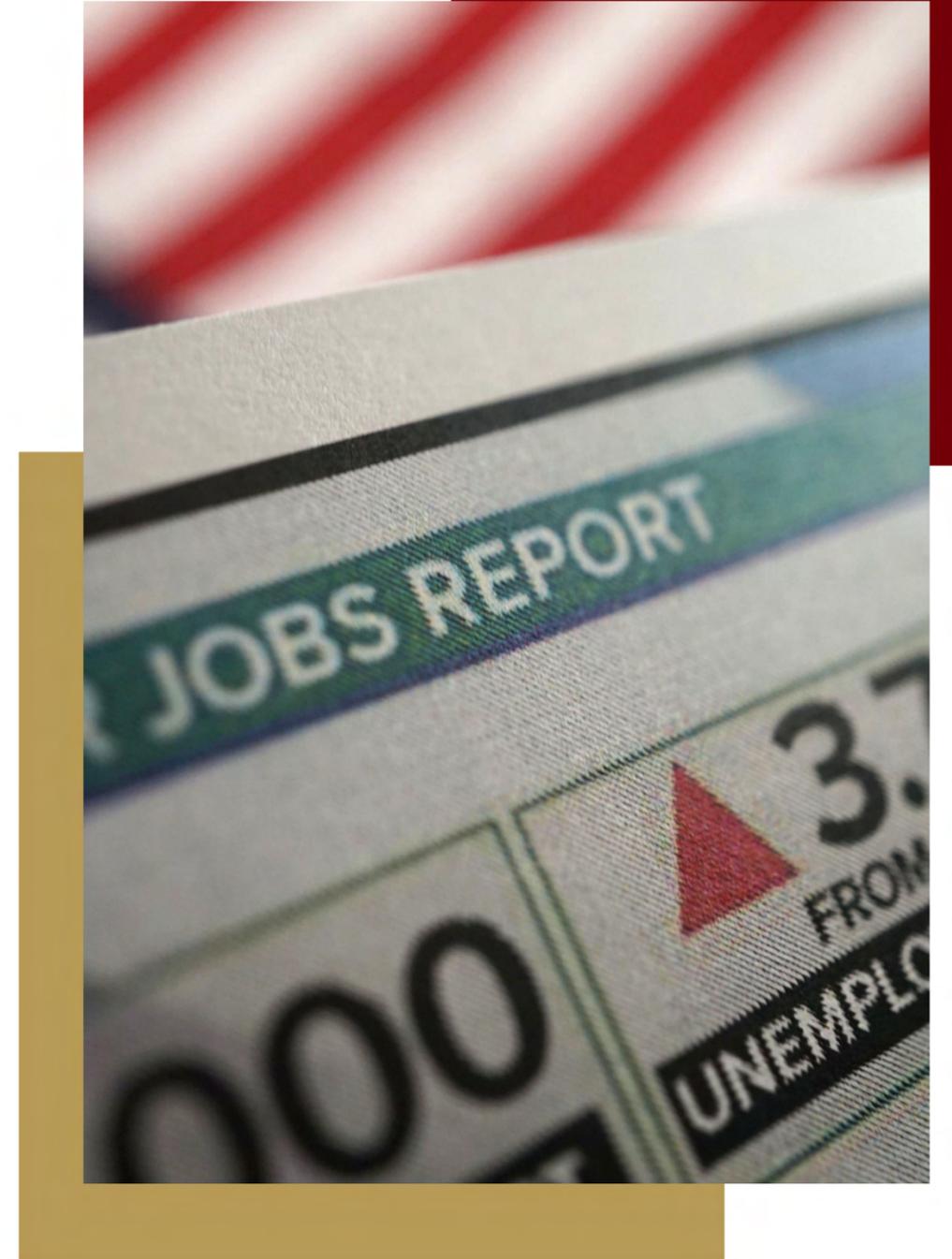
**4.3%**

## Unemployment Rate

### Bachelor's Degree Grads, Age 20-24

**5.5% (January 2026)**

**5.4% (January 2025)**



# DATA BITES

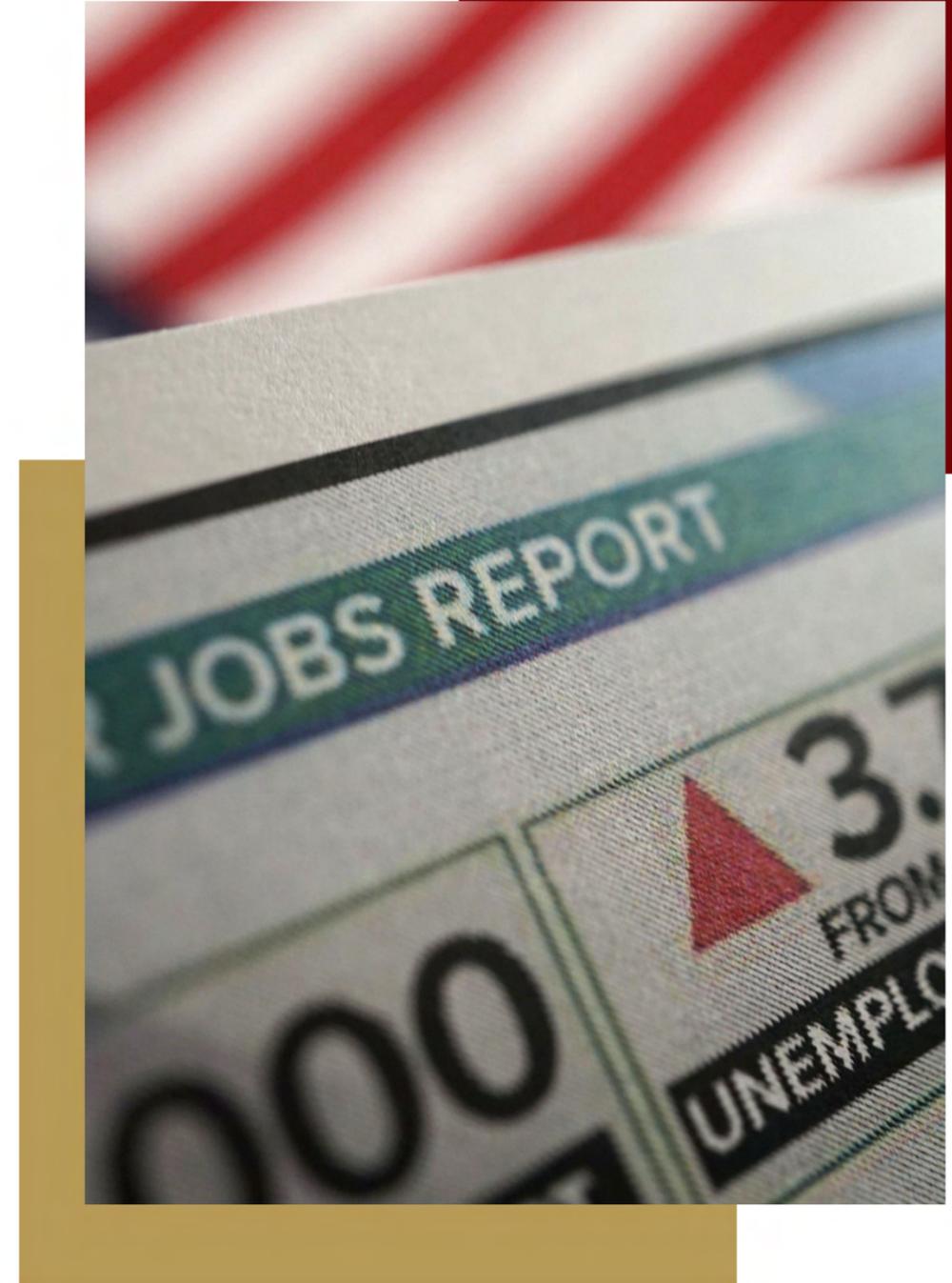
→ FIGURE 1

## Average salaries by discipline, bachelor's degrees

| Broad Category                    | 2026 Salary Projection | 2025 Salary Projection | % Change |
|-----------------------------------|------------------------|------------------------|----------|
| Computer Sciences                 | \$81,535               | \$76,251               | 6.9%     |
| Engineering                       | \$81,198               | \$78,731               | 3.1%     |
| Mathematics and Statistics        | \$74,184               | \$69,709               | 6.4%     |
| Business                          | \$68,873               | \$65,276               | 5.5%     |
| Agriculture and Natural Resources | \$67,154               | \$63,122               | 6.4%     |
| Social Sciences                   | \$66,155               | \$67,316               | -1.7%    |
| Communications                    | \$63,767               | \$60,353               | 5.7%     |

Source: Winter 2026 Salary Survey,  
National Association of Colleges and Employers

nace



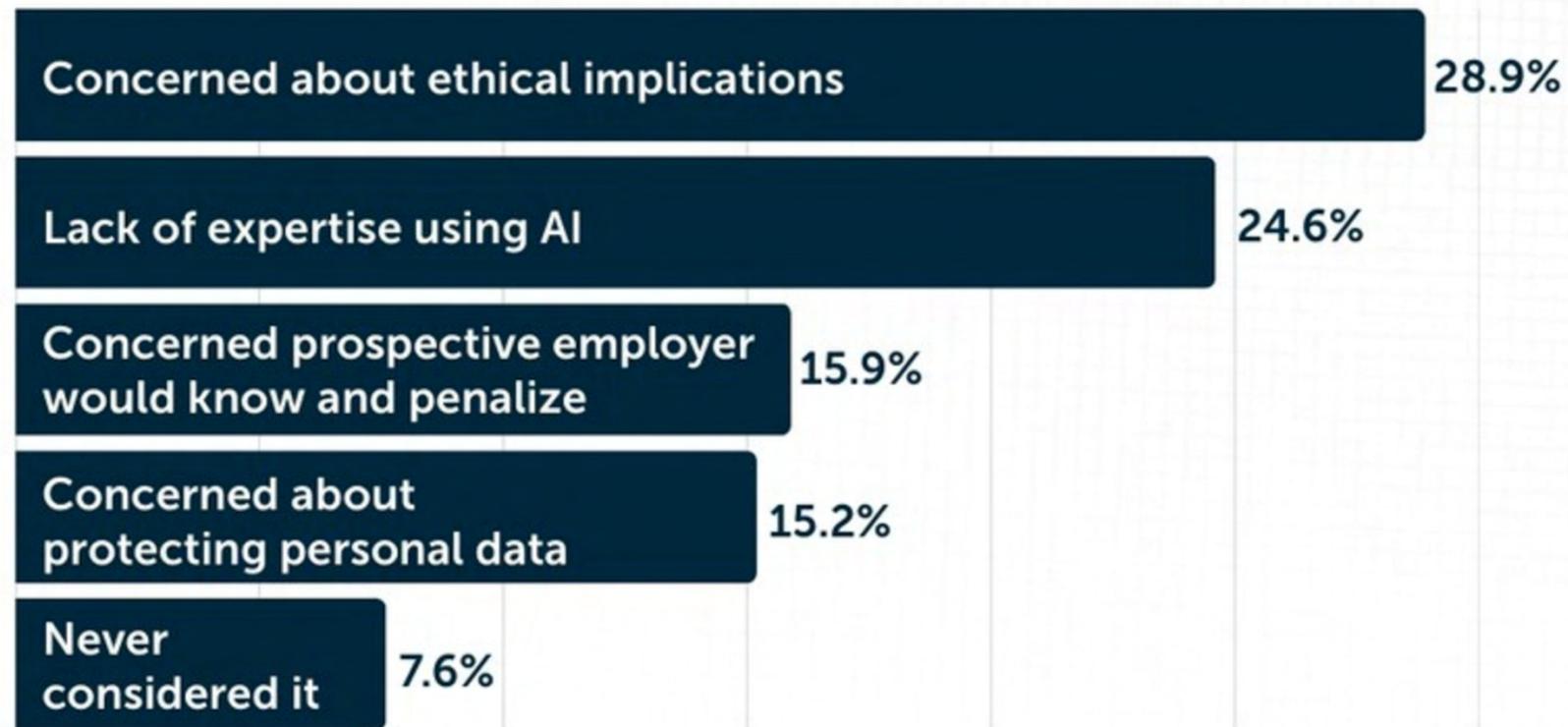
# NACE JOB OUTLOOK REPORT

- **Employer Confidence Is Cautious, but Opportunities Remain**
  - Economic uncertainty has led to more selective hiring, but well-prepared students are still in demand.
  - Organizations value the college degree and higher education – employers reported that 79% of their entry-level jobs require a bachelor's degree.
- **Skills Over Scores**
  - Employers are prioritizing skills such as communication, problem solving, and teamwork over grade point averages.
- **Internships and Early Career Experiences Are Essential**
  - Internships and co-ops remain the most reliable pathways to full-time employment. Employers value hands-on experience and early engagement.
- **AI Is Reshaping the Hiring Process**
  - Employers are rapidly adopting AI to screen candidates and manage recruiting tasks. Students must learn how to present themselves effectively in digital formats and use AI tools responsibly.

# NACE AI RESEARCH

→ **FIGURE 1**

## Reasons for not using AI yet



Source: 2025 Student Survey Report,  
National Association of Colleges and Employers

# NACE AI RESEARCH

→ **FIGURE 2**

## Use of AI in the job search

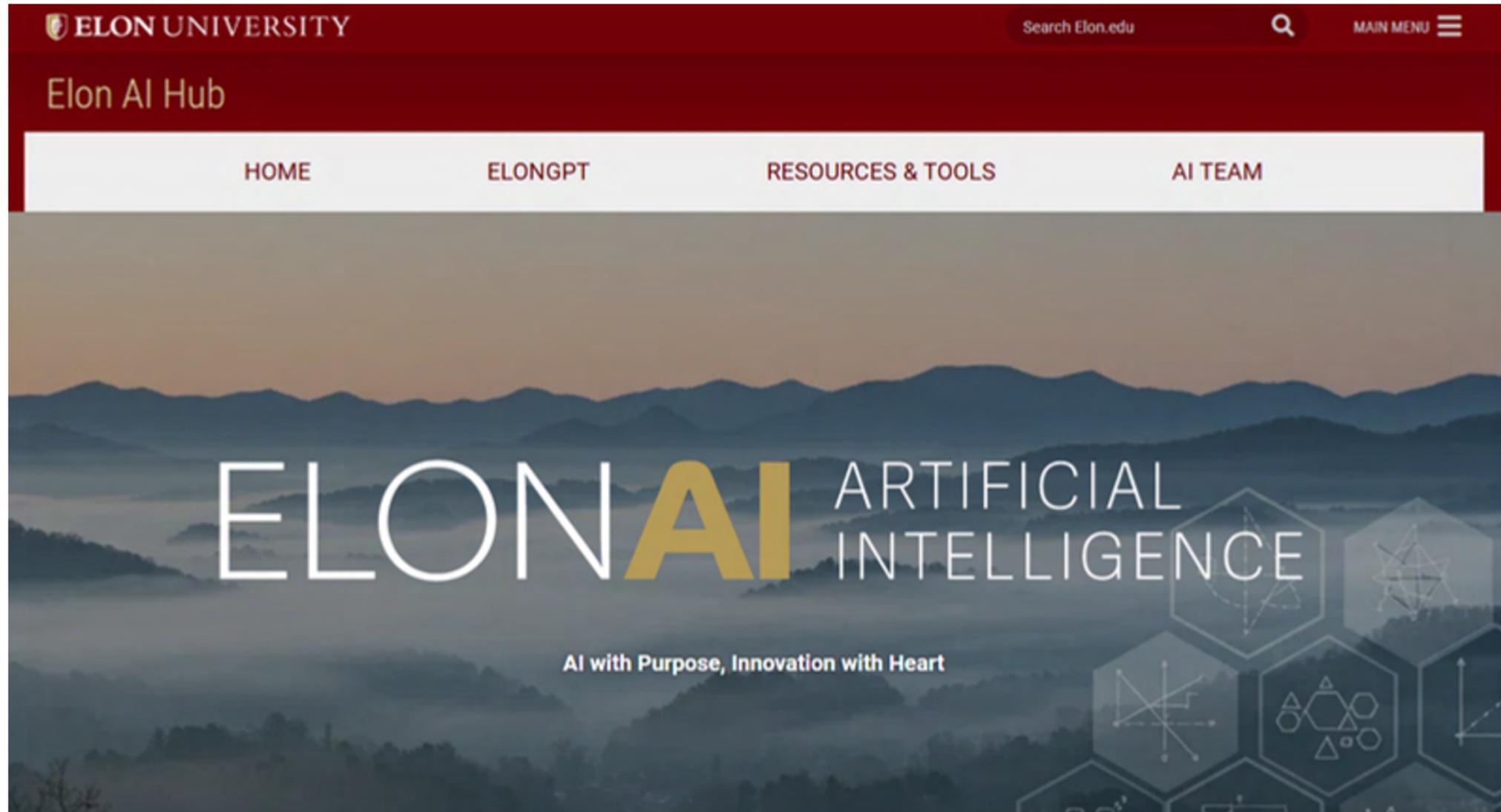


Source: 2025 Student Survey Report,  
National Association of Colleges and Employers

# AI & THE FUTURE OF WORK

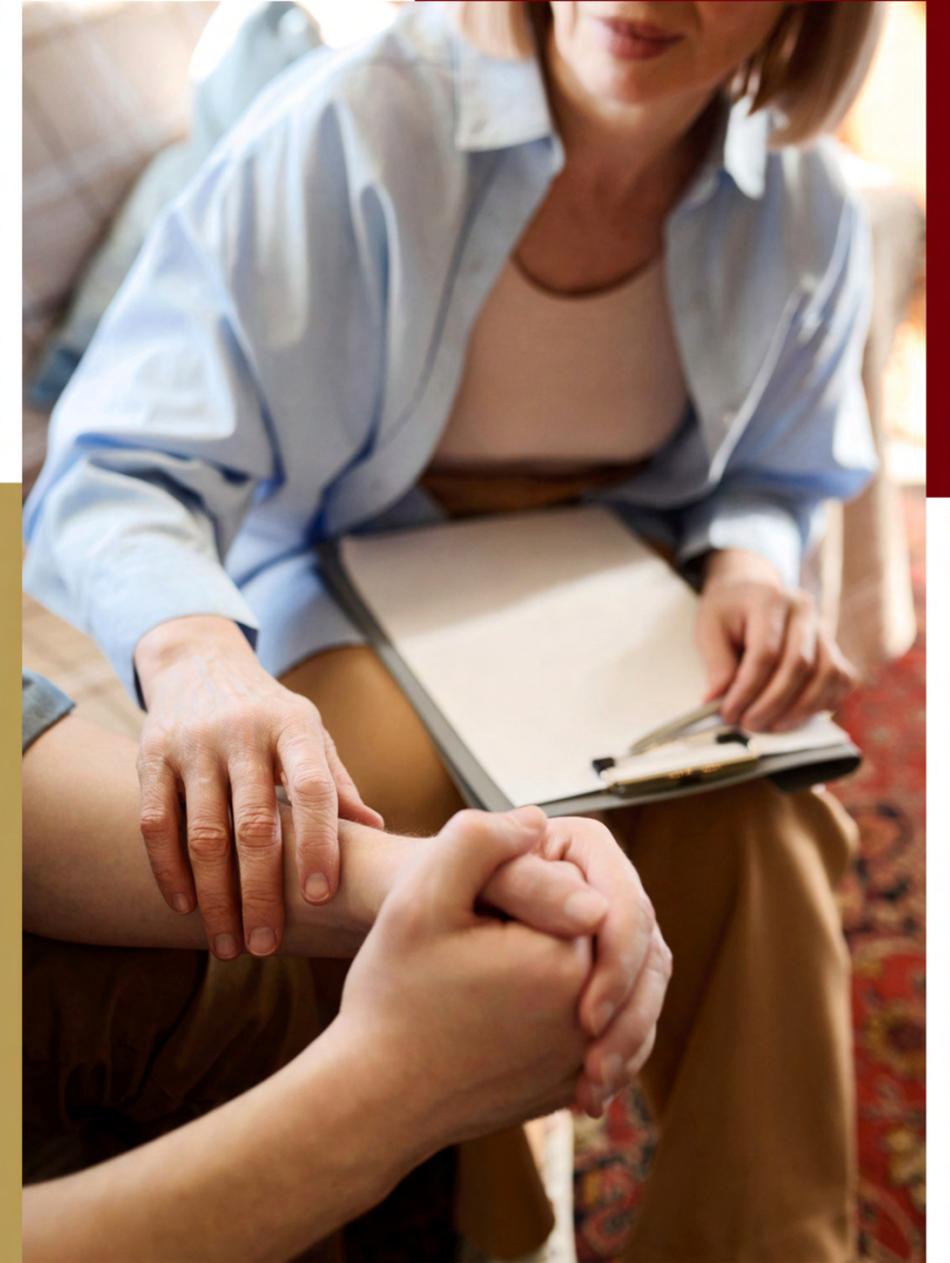
- **Adoption Is Rapid**
  - 75% of knowledge workers use AI; nearly half started in the last 6 months.
- **Efficiency & Productivity Gains**
  - Average 66% boost in efficiency for tasks like writing, analysis, and coding.
- **Skills Shift**
  - AI literacy is now as essential as computer skills were in the 1990s.
  - New roles emerging: AI trainer, prompt engineer, ethics officer.
- **Human Skills Still Matter**
  - Creativity, adaptability, and ethical judgment remain irreplaceable.
  - Employers still highly value in-person contact with students via career fairs, info sessions, class visits, etc. (in-person or virtual)
- **Job Market Outlook**
  - Net gain of 78M jobs by 2030 as new roles outpace displaced ones.
  - Emerging and high demand fields include AI/ML specialists, data science, cybersecurity, and more!

# ELON AI HUB



<https://www.elon.edu/u/ai/>

# HOW CAN I SUPPORT MY STUDENT IN THEIR SEARCH?



# KNOW THE MARKET: WHAT ARE EMPLOYERS LOOKING FOR?

## Competencies for a Career-Ready Workforce Definitions



### Career & Self Development

Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.



### Communication

Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.



### Critical Thinking

Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.



### Equity & Inclusion

Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different cultures and backgrounds. Engage in anti-oppressive practices that actively challenge the systems, structures, and policies of racism and inequity.



### Leadership

Recognize and capitalize on personal and team strengths to achieve organizational goals.



### Professionalism

Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.



### Teamwork

Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.



### Technology

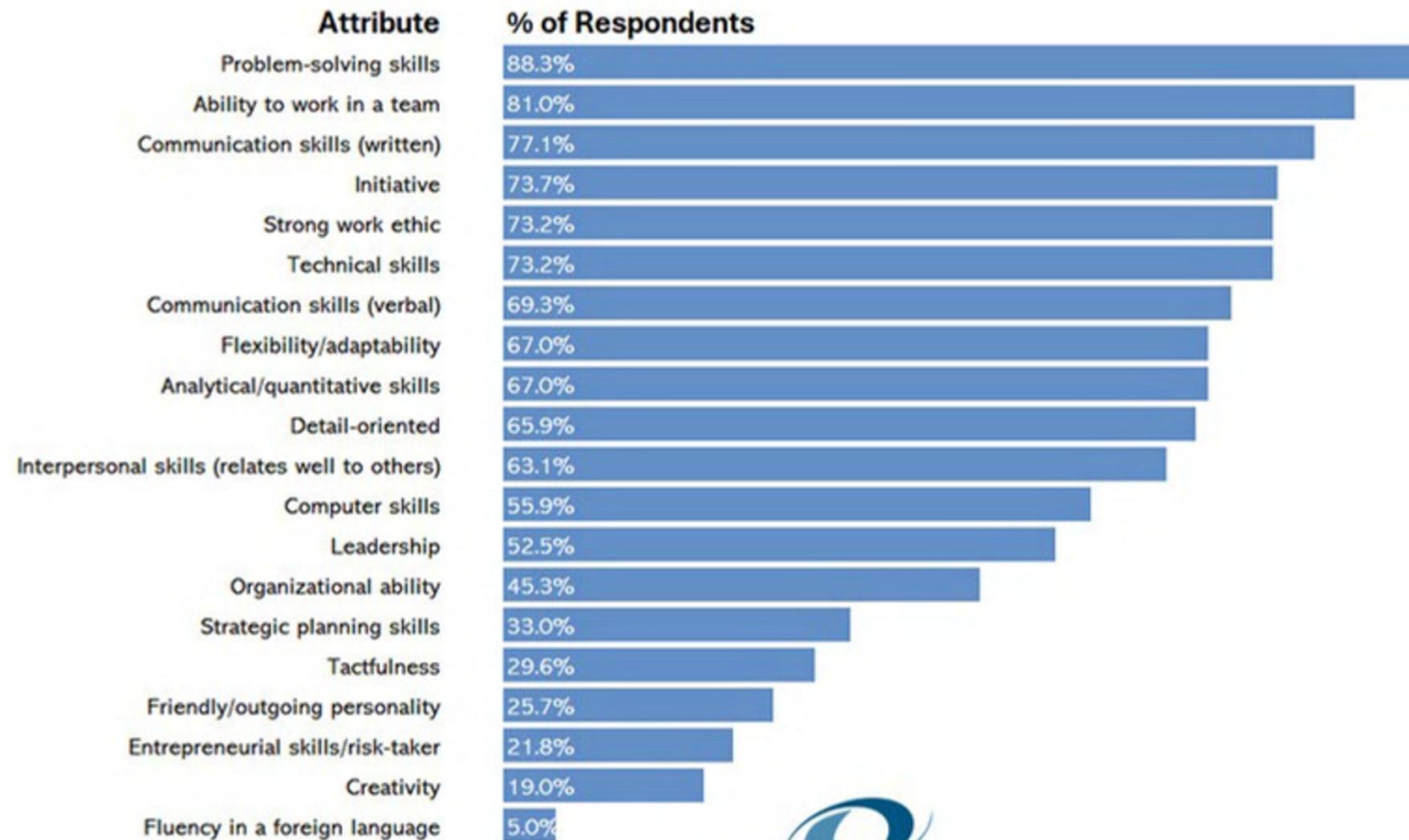
Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.

[naceweb.org/career-readiness-competencies](https://naceweb.org/career-readiness-competencies)

CAREER READINESS  
COMPETENCIES

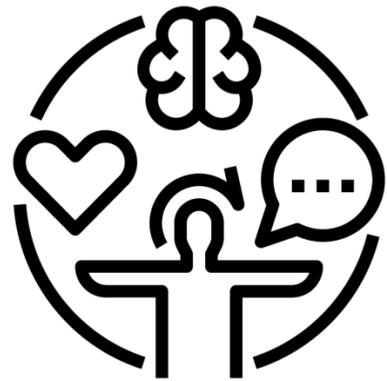
# KNOW THE MARKET: WHAT ARE EMPLOYERS LOOKING FOR?

**Figure 1**  
**Attributes Employers Seek on a Candidate's Resume**

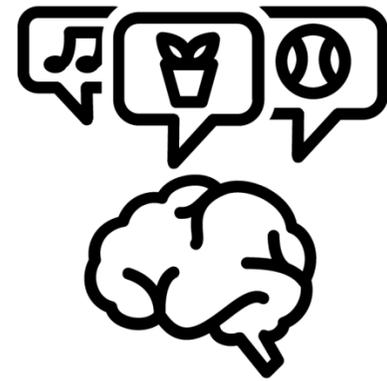


Source: Job Outlook 2025  
National Association of College and Employers

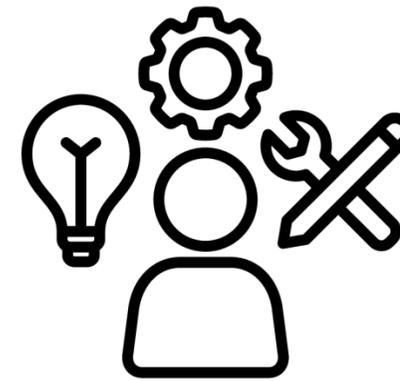
# KNOW YOURSELF: VIPS



**VALUES**



**INTERESTS**



**PERSONALITY**



**SKILLS**

# MARKET YOURSELF

- **Resume**

- Edit and customize, depending on the industry.

- **Cover Letter**

- Tailor to the job description.

- **LinkedIn**

- Make sure your profile is updated, accurate, and optimized

- **Network**

- Grow your network, reaching out to alumni and/or professionals.
- Join student and/or professional organizations.



# Q & A

{ questions + alumni }

AI-driven engagement tool allowing Elon students to reach out to alumni and ask questions on a variety of topics.

**Database of over 35,000 alumni!**

Popular topics:

- **Career Transitions:** Shifts between majors and industries (e.g., education to business)
- **Gap Year Planning:** Interest in post-grad experiences before further education
- **Location Readiness:** Cost of living, neighborhoods, and lifestyle tips
- **First-Gen & International Students:** Support with navigating job markets and visa issues
- **Portfolio Development:** Help showcasing skills for design, UX, and comms



[Elon.edu/AskAlumni](https://Elon.edu/AskAlumni)



# LET'S COLLABORATE!

- **Class visits**
- **Engage with Student Orgs**
- **Connect recruiters from your company to SPDC**
- **Other ideas?**
  - Drop them in the chat or email me at **[rwade2@elon.edu](mailto:rwade2@elon.edu)**



**QUESTIONS?**