

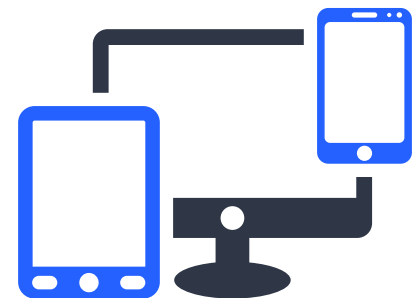
# Center for Graduate Career Success

Supporting graduate schools to scale career support for master's and PhD students



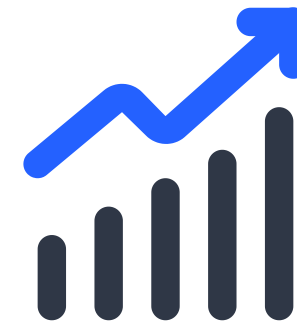
## 80+ Institutions

Deliver comprehensive career support to thousands of graduate students and postdocs.



## Digital Platforms

Beyond the Prof for PhDs & Beyond Grad School for master's students.



## Scale Career Support

Double or triple the number of students engaged at a fraction of the cost of a full-time staff member.



## Proven Track Record

82% of learners feel more prepared and knowledgeable about the job search.

# Agenda

**1**

**Graduate students are entering the worst job market in over a decade.**

**2**

**Students are turning to AI in their job search, but using it in ways that are harmful.**

**3**

**Best practices for connecting students to career support.**

# Worst job market in over a decade

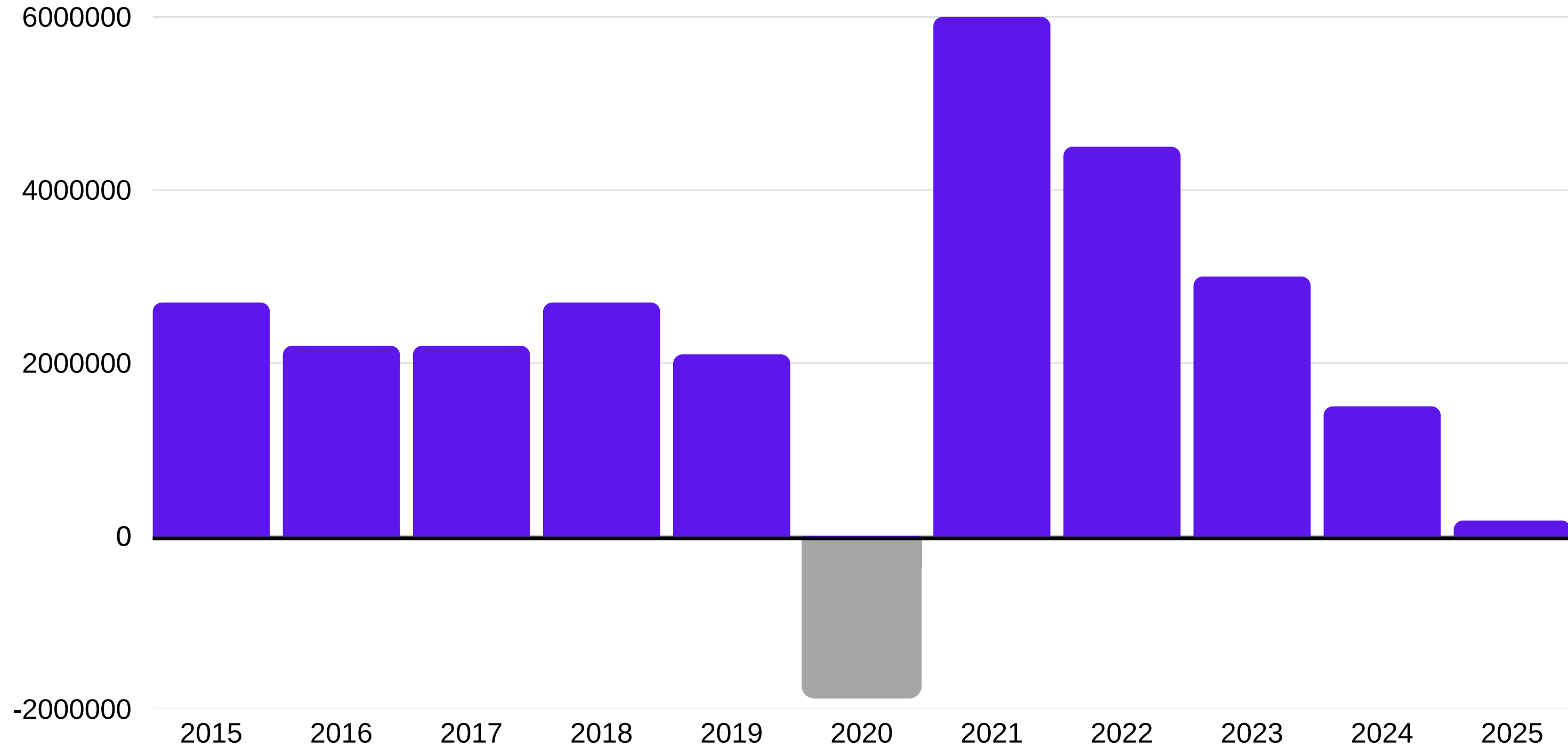
Job growth in the US is stagnant, and many key sectors have cut jobs in 2025.

Entry-level employment options are declining, and students are struggling.



# Worst job market in a decade

Job growth in the United States from 2015 through 2025



# Growth was limited to one sector

Outside of health care, all other sectors saw a decline



Health care companies  
added 391,000 jobs

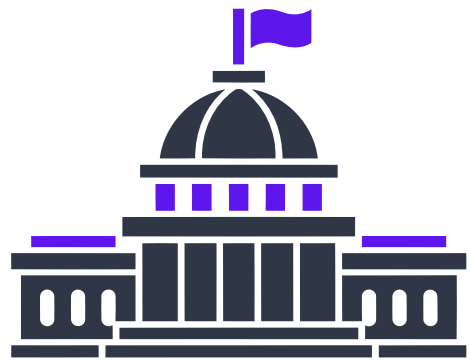


Employment in other sectors fell by a  
combined 210,000 jobs

For a net gain of 181,000 jobs

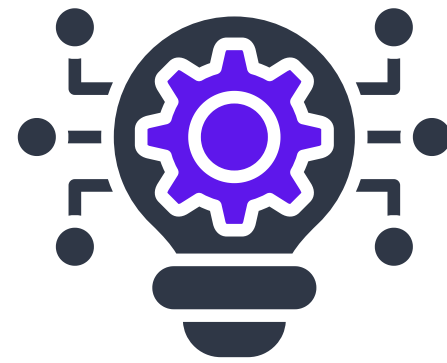
# Over 1 million jobs were cut in 2025

Key sectors that employ master's and doctoral students saw layoffs



## Federal Government

Loss of  
310,000 jobs



## Technology

Loss of  
145,000 jobs



## Finance

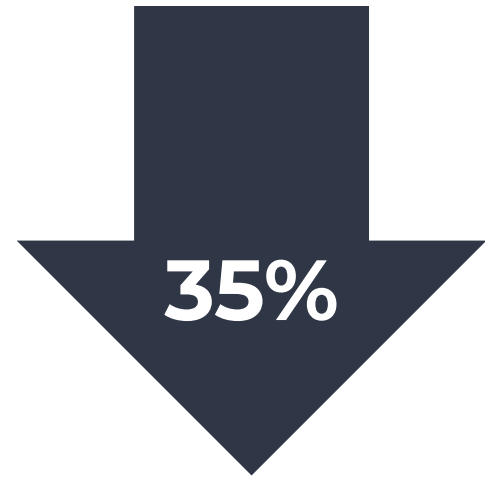
Loss of  
50,000 jobs



## Pharmaceutical

Loss of  
25,000 jobs

# Decline in entry-level positions



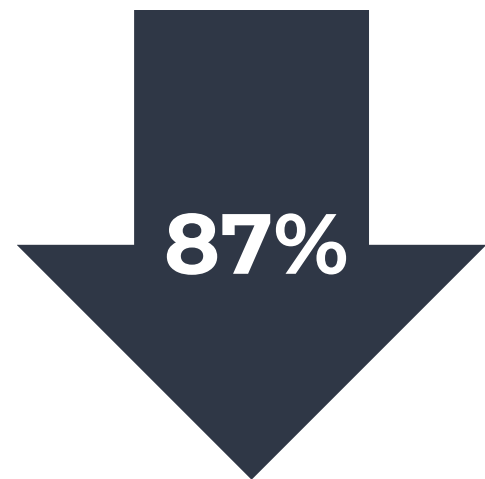
Decline in entry-level jobs in the US since January 2023.

Source: Revelio Labs



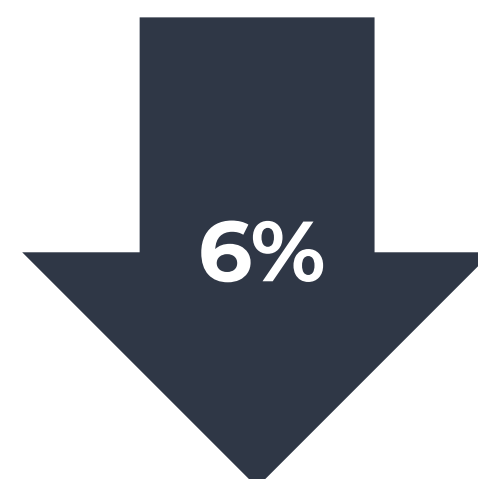
Decline in jobs in tech for people with less than 1 year of experience since 2019.

Source: SignalFire



Decline in job creation between 2024 and 2025. All job growth was in health care.

Source: Bureau of Labor Statistics



Decline in employment of entry-level workers in AI-exposed occupations, compared to a 9% growth in experienced workers.

Source: Stanford Institute for Human-Centered AI

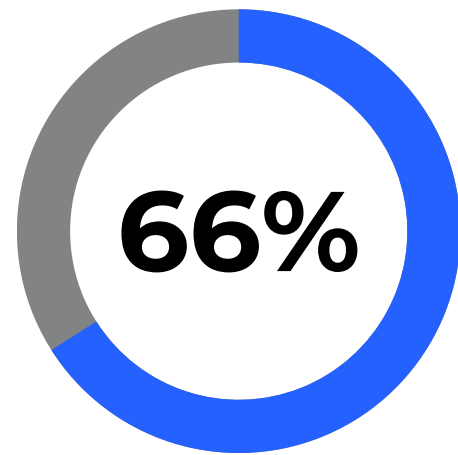
The percentage of full-time job  
postings offering visa sponsorship  
**is less than 2%**

Down from 11% in 2023

Source: Handshake

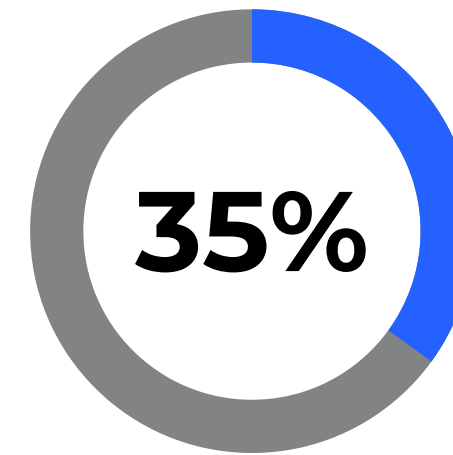
# Impact on Gen Z job seekers

## Underemployment and a shift to blue-collar careers



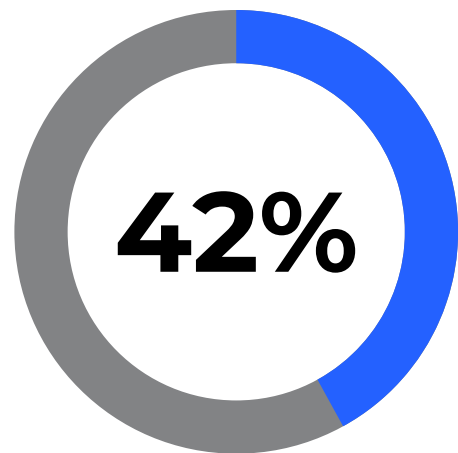
of employers plan to cut jobs or freeze hiring in 2026.

Source: Yale School of Management



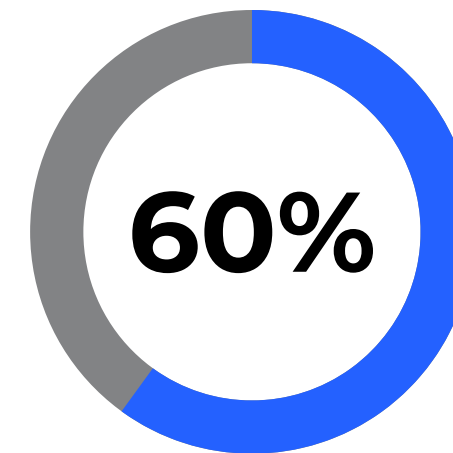
of entry level jobs require 3 to 5 years of experience. In fields like tech, it's as high as 60%.

Source: LinkedIn



of 22 to 27 year olds with a bachelor's degree or higher are working in jobs that do not require a college degree.

Source: New York Federal Reserve



of Gen Zers plan on pursuing a blue-collar job, including half with a bachelor's degree or higher.

Source: Forbes

# Evaluating Graduate Education

The political trend is to hold programs accountable for costs and outcomes.

## Financial Value Transparency

*Regulation passed by Biden Admin*

- Department of Education to calculate typical salaries of alumni **3 years** after graduation.
- All graduate programs are to report costs, financial aid, and typical borrowing amounts.
- Programs to be evaluated on the debt-to-earnings ratio.
- Data to be publicly published, similar to College Score Card, in July of 2026.

## Student Success & Taxpayer Savings Plan

*Law passed by Republican Congress*

- Earnings of master's and doctoral degree holders will be compared to those of undergraduates.
- Programs where alumni do not out-earn those with a bachelor's will lose eligibility for student loans.
- Outcomes measured **4 years after graduation.**

**No grace for a bad economy.**

**The trend across the political landscape is to hold institutions accountable for cost and outcomes.**

# AI has broken the job market

Employers use AI to write job applications.  
Job seekers use AI to write resumes.

Employers say they can't find good talent.  
Graduate students say they are struggling to stand out.



# SOMETHING ALARMING IS HAPPENING TO THE JOB MARKET

A new sign that AI is competing with college grads

## AI Is Wrecking an Already Fragile Job Market for College Graduates

Companies have long leaned on entry-level workers to do grunt work that doubles as on-the-job training. Now ChatGPT and other bots can do many of those chores.

## Job Interviews Are Broken

People are sneaking answers from AI, and who can blame them?

## Laid-off workers encounter new employment challenges amid hiring slowdown

The hiring rates are currently at their lowest point since 2014.

## Employers Are Buried in A.I.-Generated Résumés

Candidates are frustrated. Employers are overwhelmed. The problem? An untenable pile of applications — many of them generated with the help of A.I. tools.

## AI Is Forcing the Return of the In-Person Job Interview

More companies are returning to face-to-face meetings to counter cheating by candidates—and more ominous digital threats

## Flood of AI-generated resumes causes chaos for recruiters, who resort to AI to screen them

The word "ouroboros" comes to mind.

## AI is poised to disrupt the job market — some roles could ‘radically transform,’ report finds

## ‘You’re Fighting AI With AI’: Bots Are Breaking the Hiring Process

It’s bot versus bot on the hiring front lines, as job hunters turn to new tools to counter the AI that’s screening their applications

## How chatbots sent the jobs market into chaos

The rise of AI has triggered a ‘tsunami of sameness’ as jobseekers play employers at their own game

# AI has broken the job market

AI is interviewing AI for jobs. Nobody is winning.

- ➔ Recruiters report a dramatic increase in low-quality AI-generated applications in the past year.
- ➔ No longer posting positions on job boards like Indeed or LinkedIn.
- ➔ Filling positions through networks, referrals, and recruiters (direct outreach), professional associations, and specialized job boards.
- ➔ Using behavioral and skills-based screening tests and assessments to by-pass the resume.
- ➔ Returning to in-person interviews and hybrid or fully in-person work environments. Only 8% of jobs are fully remote.

# Biggest Job Search Mistakes

## AI Resumes

Using AI to craft resumes and worry about having the perfect resume.

Submitting resumes cold seldom works.

## Application Trap

Submitting hundreds, if not thousands, of resumes to online job postings.

It's quality over quantity.

## Transactional

DMing recruiters and hiring managers instead of building relationships and gathering information.

## Best Candidate

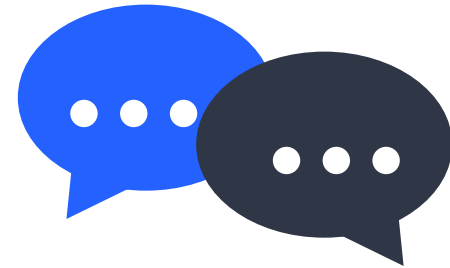
US & Canadian companies prioritize cultural fit (personal skills and qualities) over technical skills.

# Submitting resumes was always bad strategy

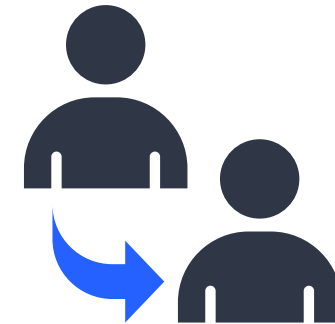
AI has made it practically pointless



11,000 applications  
submitted every  
minute on  
LinkedIn



Only 3% of resumes  
receive a request for  
an interview



50% of new hires  
come from  
employee referrals

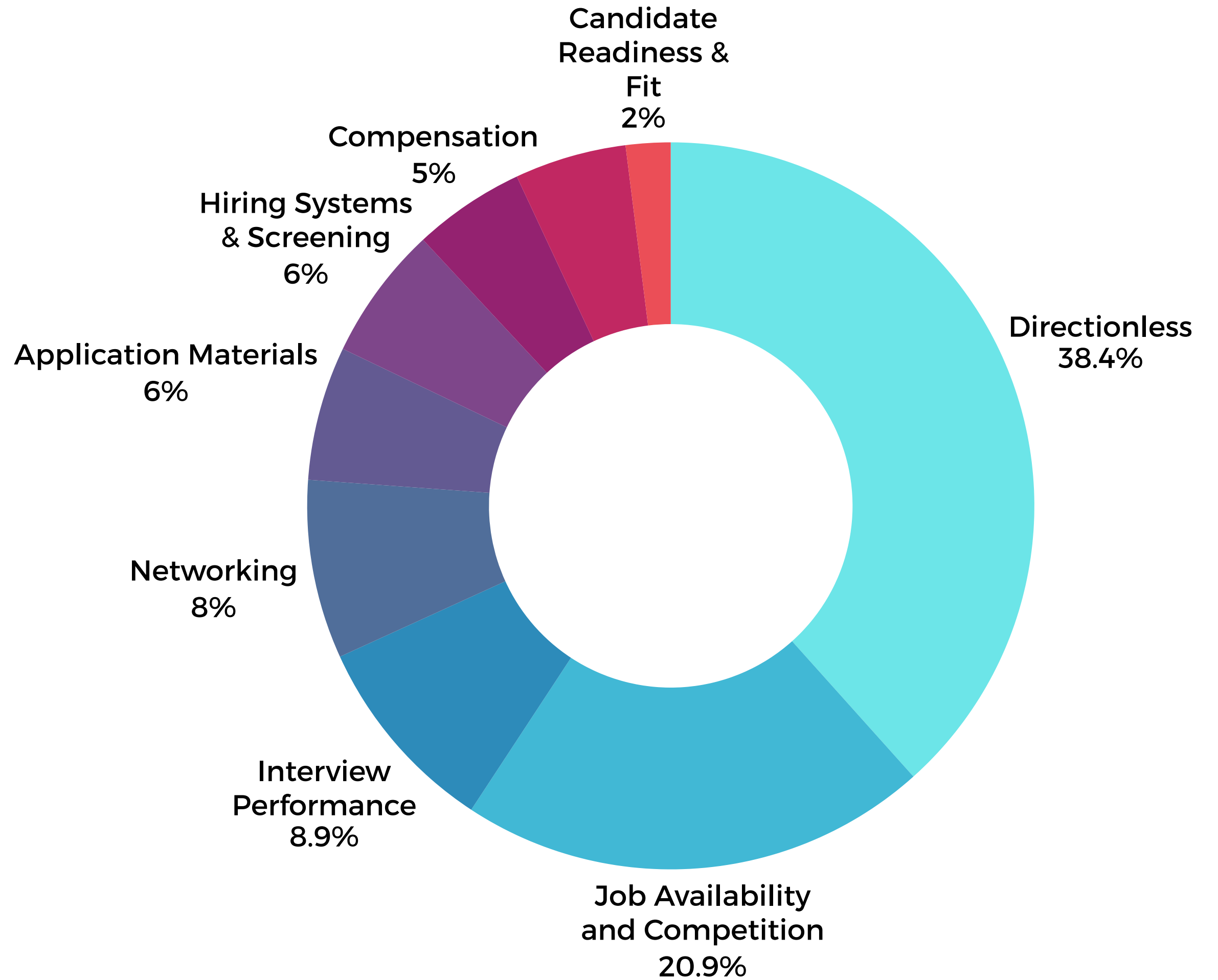


Only 13% of job  
seekers in 2025  
found a job by cold  
applying via a job  
board

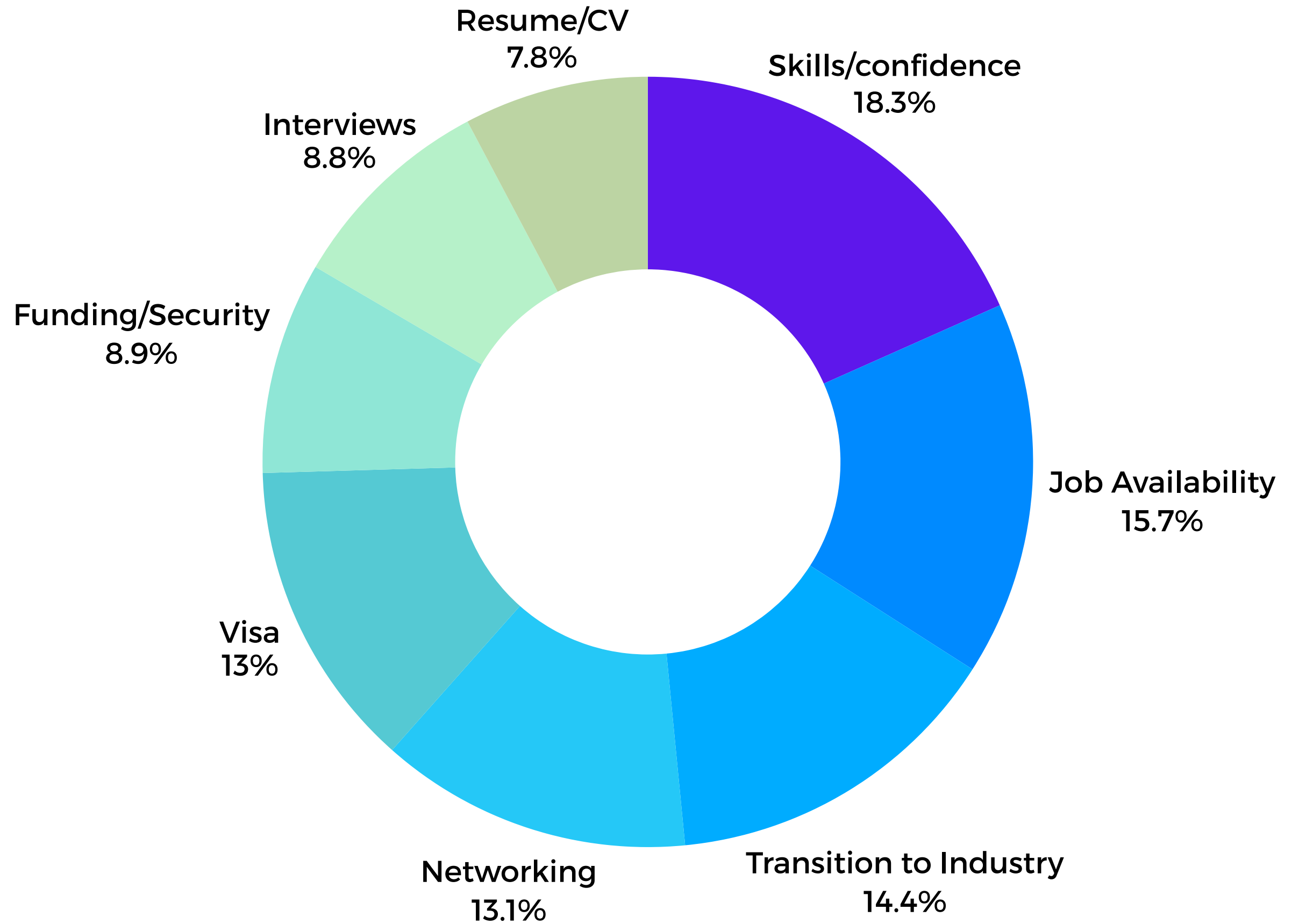
**60% of job seekers in 2025**  
**found their job through**  
**a personal or professional connection**

# Job Search Concerns

## Master's Students



# Job Search Concerns Doctoral Students



# Connecting students to career support

Students are unfamiliar with the university's structure. They often do not know where to look for career support.

Consistently communicate to graduate students about events and resources.



# Best Practices for Reaching Students

## Email

Students are unfamiliar with institutional structure. They often do not know where to look for career support.

Email remains the best approach.

## Be Consistent

Students need access to just-in-time resources. Not everyone is job searching at the same time.

Partners who share events monthly have the highest engagement.

## Departments

Graduate students feel a strong connection to their departments. They look to their advisors first for career support.

Promote through departments.

## Comprehensive

Students who complete instructional video lessons are more knowledgeable and prepared than those who attend one-off events.

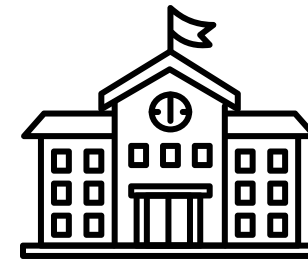
# Engaging Faculty and Departments



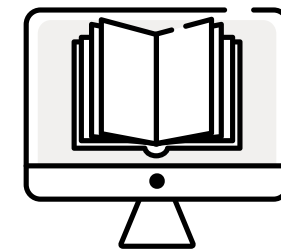
Students often look to their programs and advisors for information about career support before seeking out other on-campus resources.



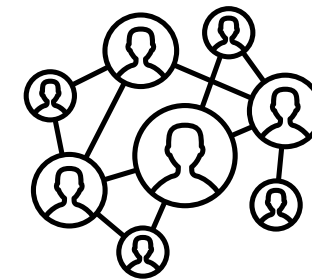
Faculty are a critical link between students and campus support.



**Graduate School Resources**



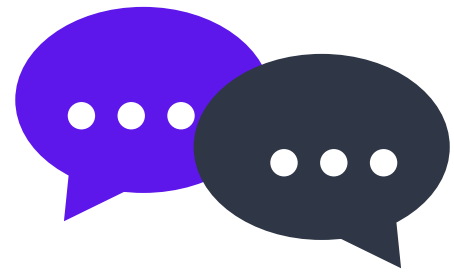
**Online Resources like Beyond the Professoriate**



**Networks within and beyond academia**

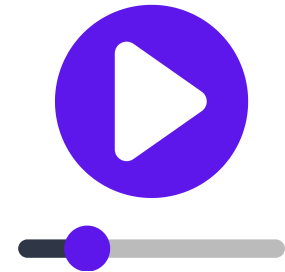
# Beyond Prof + Beyond Graduate School

Providing ready-made resources tailored to graduate students to help you scale



## Live Events

Attend live events throughout the year to become familiar with the job search process and keep up-to-date on job market trends.



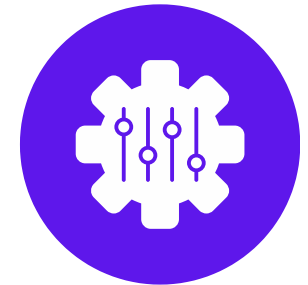
## On-Demand Video Lessons

Video lessons, workbooks, and assessments, will help students explore career options and learn proven job search strategies for launching an academic OR non-academic career.



## Career Video Library

Hear from other PhD and master's alumni to learn how they built their careers after earning their degree.



## Tailored Content

Each platform is designed to meet the unique professional development needs of graduate students: Beyond Prof for PhDs and Beyond Graduate School for master's.

# Preparing PhDs for Career Success

I learned that I am not expected to go the traditional route with my PhD, as job options are really limitless with this degree and to instead look for careers that fit my personality and lifestyle.

- *PhD student, Nursing*

It helped me understand how my skills translate into non-academic roles and made my job search more focused by clarifying which roles to target and what to work on.

- *PhD student, Electrical Engineering*

The career interview library was very helpful for finding jobs I never would have imagined existed, but fit the skillset I developed during my history PhD. This is a great resource that I wish more graduate students had access to.

- *PhD student, History*

# Preparing Master's for Career Success

I appreciate the structured lessons on practical job search strategies, like translating academic experience into resume language that resonates with employers, effective networking, and interview preparation. On-demand flexibility allows busy students to learn at their own pace.

- *Master's student, Francophone Studies*

Beyond grad school helped me navigate the job search in the US, which is completely different than in my home country. And because of this, I have been successful in securing multiple interviews and even a couple job offers.

- *Master's student, Engineering*

I've learned the importance of building a clear and tailored professional brand. This includes understanding how to effectively communicate my skills, experience, and goals to potential employers or collaborators.

- *Master's student, Agriculture & Environmental Sciences*

# What are your goals?

What would you like to achieve?



- Providing career support for graduate students?
- Scaling career support?
- Providing 24/7 career support?
- Equitability in career support?
- Supplementing 1:1 advising?
- Doing more with limited resources?
- Consistency for students as other priorities arise?

# Book an Information Session

[institutions@gradcareersuccess.com](mailto:institutions@gradcareersuccess.com)

- ➔ **Tour of the platforms** and discuss how partners use our resources to scale career support.
- ➔ **Discuss Pricing:** cost is determined by the size of your graduate student and postdoc population.
- ➔ **Outline Onboarding and Implementation:** students will access the platforms through Single Sign-On. Onboarding can take 3 to 6 months.
- ➔ **Trial Access:** we can provide your office and a select number of students with a two-week trial to evaluate the platforms.