



Career Application and Research Centers in Universities: Black Sea Region

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Abstract

With the increase in education opportunities of individuals, the number of individuals graduating from universities increases. The competition for limited job opportunities has become even tougher in the face of this increase. It is important for individuals to train themselves in order to exist in a competitive environment. Being aware of this situation, graduates and students attend various courses, seminars or trainings with their individual efforts. Universities, on the other hand, have started to form career centers in order to support their graduates or existing students in a competitive environment. Career centers are career counseling services that enable individuals to realize their potential and career opportunities, make career plans and realize these plans. Today, career centers in both state and foundation universities operate as career application and research centers and career coordinators. In this study, it is aimed to examine career application and research centers in terms of general characteristics and services provided. This study is a descriptive study that expresses the current situation. Universities in the Black Sea Region constituted the sample of the study. For this purpose, document analysis was made by examining the web pages of the career application and research centers of universities. According to this analysis, it was determined that some career application and research centers work very actively, but some centers do not use web pages actively. In order to increase the role of career application and research centers supporting students in the competitive environment, some suggestions have been made for the improvement of career application and research centers.

Keywords: Career Planning, Career Center, Career Application and Research Center

Introduction

With the increase in education opportunities of individuals, the number of individuals graduating from universities increases. The competition for limited job opportunities has increased more in response to this increase. It is important for individuals to train themselves in order to exist in a competitive environment. Being aware of this situation, graduates and students attend various courses, seminars or trainings with their individual efforts. However, in today's rapidly developing and changing conditions, competition continues not only in recruitment but also in business life. In business life, it is considered a necessity for individuals to be more participatory and to have skills such as solving problems in the shortest and most advantageous way (Kara, Güler, Tuna, & Hitay, 2016). In order to have these skills, it is very important for individuals to set career goals, create a career plan and provide career development as well as self-training. It is obvious that one of the institutions that can make this process widespread and effective in today's conditions is universities. In this context, universities have started to form career centers in order to support their own graduates or existing students in a competitive environment.

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Although there is no source in the literature for the first use of the concept of career center (Demir, 2016), it was stated that the concept of career developed with the concept of civil service in the 16th century and began to be studied scientifically in the 1970s (Erdoğan, 2009). According to the Turkish Language Association (2020), career is expressed as "the stage, success and expertise achieved in a profession with time and work". Looking at this definition, it is seen that the process after getting a job is expressed more. However, in order for individuals to direct their careers, they need to realize that their career processes have started before entering the business life. Career centers were needed to raise this awareness and provide comprehensive consultancy services to individuals (Smith, 1978). The career center is one of the career counseling services that enable individuals to realize their potential and career opportunities, to make career plans and to realize these plans. They aim to increase the awareness of individuals and direct their careers through activities such as various interviews, fairs, trainings and business trips. These centers can also support individuals and organizations at the point of meeting supply and demand by establishing links with the business world. In this context, first operational in the career centers are centers in Turkey's Middle East Technical University and Bilkent University (Zeren et al., 2017).

Career fairs are organized under the auspices of the Presidency together with career centers, the first of which is in 2019 Human Resources Office of the President of Republic of Turkey [HRO] (2020a). The main goal of the fairs organized under the leadership of the Presidency Human Resources Office was expressed as to make all young people feel that they are talent, regardless of the university name. The purposes of these fairs are;

- Providing equal opportunities in employment for university students in every region of our country,
- Strengthening the relations with employers by activating the career centers of our universities,
- Increasing public institutions' awareness among qualified workforce and employer brand value, and bringing qualified students and graduates to public institutions,
- Increasing the awareness and capacity of our SMEs, which constitute the majority of employment in our country, about human resources and talent acquisition processes.

The first fair organized in 2019 was organized in 8 provinces in different regions with the cooperation of 87 universities. Within the scope of this fair organized in 2019, more than 70.000 university graduates and members met with 1.315 employers, 351 of which are public institutions. Career fairs, which started to be organized on different dates in every region with the theme of "Talent Everywhere" this year, participate in the fair in order to activate the career centers of universities, to ensure equal opportunity for university graduates and members of the university, and to provide first-hand access to employers. This fair is organized in 10 different cities in cooperation with 130 universities. The calendar of the fair is given in Figure 1. According to this calendar, Trakya Career Fair, Southeast Career Fair, East Anatolia Career Fair and East Black Sea Career Fair have been completed, South Career Fair, Aegean Career Fair, Western Black Sea Career Fair, Central Anatolia Career Fair, Eastern Mediterranean Career Fair and İpekyolu Career Fair is planned to be realized.

Students are required to register to the fairs through the talent gate system and enter the fair with these QR codes (HRO, 2020b). Thanks to this system, it is expected that the resumes of the students will be registered in the system and the relevant data will be reached at what rate these graduates and members are recruited through fairs. Thus, it is planned to benefit from technology in order to determine the effectiveness of the fair. In addition, social media tools are effectively used by the Presidency Human Resources Office as well as the host and stakeholder universities within the scope of the announcement of fairs and events.

In addition to the fair, training, conversation, etc. its activities are tried to be carried out by career centers in both state and foundation universities. Career centers within universities operate either as career application and research centers or career coordinators as a general framework. Although centers with various names were established, in this study, it was aimed to examine the universities in the Black Sea Region only in terms of the general characteristics of the career application and research centers and the services provided.



TÜRKİYE CUMHURİYETİ
CUMHURBAŞKANLIĞI
Kamusal Kurumları

**YETENEK
HER YERDE**

TRAKYA KARIYER FUARI	GÜNEYDOĞU KARIYER FUARI	DOĞU ANADOLU KARIYER FUARI	DOĞU KARADENİZ KARIYER FUARI	GÜNEY KARIYER FUARI
24-25 ŞUBAT'20	02 MART'20	05-06 MART'20	10-11 MART'20	16-17 MART'20
Trakya Üniversitesi Balkan Kongre Merkezi / Edirne	Dicle Üniversitesi Kültür ve Kongre Merkezi / Diyarbakır	Erzurum Recep Tayyip Erdoğan Fuar Merkezi / Erzurum	Şenol Güneş Spor Kompleksi Medical Park Stadyumu / Trabzon	Gökkuşbu Ulusal Fuar ve Kongre Merkezi / Isparta
PAYDAŞ ÜNİVERSİTELER	PAYDAŞ ÜNİVERSİTELER	PAYDAŞ ÜNİVERSİTELER	PAYDAŞ ÜNİVERSİTELER	PAYDAŞ ÜNİVERSİTELER
Çanakkale Onsekiz Mart Üniversitesi Kırıkkale Üniversitesi Tekirdağ Namık Kemal Üniversitesi	Batman Üniversitesi Bingöl Üniversitesi Bitlis Eren Üniversitesi Fırat Üniversitesi Hakkari Üniversitesi Mardin Artuklu Üniversitesi Siirt Üniversitesi Şırnak Üniversitesi	Ağrı İbrahim Çeçen Üniversitesi Ardahan Üniversitesi Artvin Çoruh Üniversitesi Erzurum Teknik Üniversitesi İğdır Üniversitesi Kafkas Üniversitesi Munzur Üniversitesi Muş Alparslan Üniversitesi Van Yüzüncü Yıl Üniversitesi	Aurasya Üniversitesi Bayburt Üniversitesi Giresun Üniversitesi Gümüşhane Üniversitesi Ondokuz Mayıs Üniversitesi Ordu Üniversitesi Recep Tayyip Erdoğan Üniversitesi Samsun Üniversitesi Trabzon Üniversitesi	Afyon Kocatepe Üniversitesi Ağrı Karahisar Sağlık Bilimleri Üniversitesi Aldemir Üniversitesi Alanya Alaaddin Keykubat Üniversitesi Alanya Hamdullah Emin Paşa Üniversitesi Antalya Akev Üniversitesi Antalya Bilim Üniversitesi Burdur Mehmet Akif Ersoy Üniversitesi Isparta Uygulamalı Bilimler Üniversitesi Karamanoglu Mehmetbey Üniversitesi Konya Gıda ve Tarım Üniversitesi Konya Teknik Üniversitesi Necmettin Erbakan Üniversitesi Selçuk Üniversitesi
EV SAHİBİ ÜNİVERSİTE İLETİŞİM	EV SAHİBİ ÜNİVERSİTE İLETİŞİM	EV SAHİBİ ÜNİVERSİTE İLETİŞİM	EV SAHİBİ ÜNİVERSİTE İLETİŞİM	EV SAHİBİ ÜNİVERSİTE İLETİŞİM
Trakya Üniversitesi Kariyer Uyg. ve Arş. Merkezi 0 284 223 42 16 kariyer@trakya.edu.tr	Dicle Üniversitesi Kariyer Planlama Uyg. ve Arş. Merkezi 0 412 241 10 00/Dahili:7861 kariyermerkezi@dicle.edu.tr	Atatürk Üniversitesi Kariyer Planlama ve Mesun İzleme Uyg. Arş. Merkezi 0 442 231 63 21/63 25 kariyer@atauni.edu.tr	Karadeniz Teknik Üniversitesi Kariyer Merkezi 0 462 377 86 87/8670/8688 kariyermerkezi@ktu.edu.tr	Süleyman Demirel Üniversitesi Kariyer Planlama ve Mesunlaştırma Uyg. Arş. Merkezi 0 246 211 16 65 kariyer@sdu.edu.tr
EGE KARIYER FUARI	BATI KARADENİZ KARIYER FUARI	İÇ ANADOLU KARIYER FUARI	DOĞU AKDENİZ KARIYER FUARI	İPEKYOLU KARIYER FUARI
20-21 MART'20	06-07 NİSAN'20	13-14 NİSAN'20	16-17 NİSAN'20	20-21 NİSAN'20
İzmir Kültürpark Fuar Merkezi / İzmir	Bolu Abant İzzet Baysal Üniversitesi Kongre Merkezi / Bolu	Kayseri Dünya Ticaret Merkezi / Kayseri	Çukurova Üniversitesi Kongre Merkezi / Adana	Gaziantep Üniversitesi Mavera Kongre ve Sanat Merkezi / Gaziantep
PAYDAŞ ÜNİVERSİTELER	PAYDAŞ ÜNİVERSİTELER	PAYDAŞ ÜNİVERSİTELER	PAYDAŞ ÜNİVERSİTELER	PAYDAŞ ÜNİVERSİTELER
Aydın Adnan Menderes Üniversitesi Balıkesir Üniversitesi Bandırma Onyeddi Eylül Üniversitesi Dokuz Eylül Üniversitesi İzmir Bakırçay Üniversitesi İzmir Demokrasi Üniversitesi İzmir Ekonomi Üniversitesi İzmir Katip Çelebi Üniversitesi İzmir Tınaztepe Üniversitesi İzmir Yüksek Teknoloji Enstitüsü Kütahya Dumlupınar Üniversitesi Kütahya Sağlık Bilimleri Üniversitesi Manisa Celal Bayar Üniversitesi Muğla Sıtkı Koçman Üniversitesi Pamukkale Üniversitesi Uşak Üniversitesi Yaşar Üniversitesi	Bartın Üniversitesi Bilecik Şeyh Edebali Üniversitesi Çankırı Karatekin Üniversitesi Düzce Üniversitesi Gebze Teknik Üniversitesi Karabük Üniversitesi Kastamonu Üniversitesi Kocaeli Üniversitesi Sakarya Uygulamalı Bilimler Üniversitesi Sakarya Üniversitesi Sinop Üniversitesi Zonguldak Bülent Ecevit Üniversitesi	Abdullah Gül Üniversitesi Aksaray Üniversitesi Amasya Üniversitesi Niğde Üniversitesi Kapakçaya Üniversitesi Kayseri Üniversitesi Kırıkkale Üniversitesi Kırşehir Ahi Evran Üniversitesi KTO Karatay Üniversitesi Nevşehir Hacı Bektaş Veli Üniversitesi Niğde Ömer Halisdemir Üniversitesi Nuh Naci Yazgan Üniversitesi Sivas Bilim ve Teknoloji Üniversitesi Sivas Cumhuriyet Üniversitesi Tokat Gaziosmanpaşa Üniversitesi Yozgat Bozok Üniversitesi	Adana Alparslan Türkeş Bilim ve Tekn. Üniversitesi Akdeniz Karapaz Üniversitesi Çağ Üniversitesi Doğu Akdeniz Üniversitesi Girne Amerikan Üniversitesi Girne Üniversitesi Hatay Mustafa Kemal Üniversitesi İskenderun Teknik Üniversitesi Kilis Ada Kent Üniversitesi Kilis Amerikan Üniversitesi Kilis İlim Üniversitesi Kilis Sosyal Bilimler Üniversitesi Lefke Avrupa Üniversitesi Mersin Üniversitesi Osmaniye Korkut Ata Üniversitesi Tarsus Üniversitesi Torus Üniversitesi Uludağın Arslan Rıfat Üniversitesi Uludağın Kıbrıs Üniversitesi Yakın Doğu Üniversitesi	Adıyaman Üniversitesi Gaziantep İslam Bilim ve Tekn. Üniversitesi Harran Üniversitesi Hasan Kalyoncu Üniversitesi İnönü Üniversitesi Kahramanmaraş İstiklal Üniversitesi Kahramanmaraş Sütcü İmam Üniversitesi Kilis 7 Aralık Üniversitesi Malatya Turgut Özal Üniversitesi Sanko Üniversitesi
EV SAHİBİ ÜNİVERSİTE İLETİŞİM	EV SAHİBİ ÜNİVERSİTE İLETİŞİM	EV SAHİBİ ÜNİVERSİTE İLETİŞİM	EV SAHİBİ ÜNİVERSİTE İLETİŞİM	EV SAHİBİ ÜNİVERSİTE İLETİŞİM
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Figure 1. "Talent Everywhere" Exhibition Program (HRO, 2020c)

Method

Research Pattern

The study, which aims to examine the universities in the Black Sea Region only in terms of the general characteristics of the career application and research centers and the services provided, was carried out with a qualitative approach. One of the research designs in qualitative approach is case study. Case studies aim to express the existing situation with a realistic picture (Creswell, 1998). Therefore, the design in this study has been expressed as a case study.

Working Group

Universities in the Black Sea Region constituted the sample of the study. State and foundation universities operating in the cities of the Black Sea Region are listed on the website of the Council of Higher Education (2020).

Data Collection Tool and Process

Since corporate web pages are used to collect data, document analysis has been performed. For this reason, firstly the cities in the Black Sea Region were listed, and then the state and foundation universities listed by YÖK in these cities were determined. It has been tried to determine whether there are career centers by examining the corporate websites of the universities in question. Universities that are career application and research centers were determined among these centers, and then the availability of web pages was checked. Those who actively use the web page were used as data.

Data analysis

Data analysis was performed for the corporate websites of the career application and research centers of universities. Content analysis was performed while analyzing the data. In order to express the distribution of the data, a table was created by coding as 0 if the variables determined in the data obtained from the corporate web pages, and 1 if they were. The data of the study were analyzed according to the following criteria:

- Universities in the Black Sea Region and career center status
- Cities, universities and founding years that are career application and research centers
- Information on web page
- Career consultancy services provided
- Activities carried out by career application and research centers

Validity, Reliability and Limitations

For the reliability of the study, the data were coded by each researcher and a common decision was reached. However, the codes were re-checked at different times by the researchers and it was found that the coding was the same. However, the themes were determined after taking the opinions of two experts other than the researchers. For the validity of the study, all data were accepted as a whole. A computer screen image was directly included in the findings. Researchers' role in the study; data collection is limited to analyzing and interpreting the findings. The activities on the web pages of career application and research centers that actively use the web site at universities in the Black Sea region have been identified as the limitation of the study.

Findings

Within the scope of the research, it was determined that 22 universities are located in the cities of the Black Sea Region in the YÖK system. Universities that are career centers are determined among these universities. The cities in the Black Sea Region and the number of career centers in those cities are shown in Figure 2.

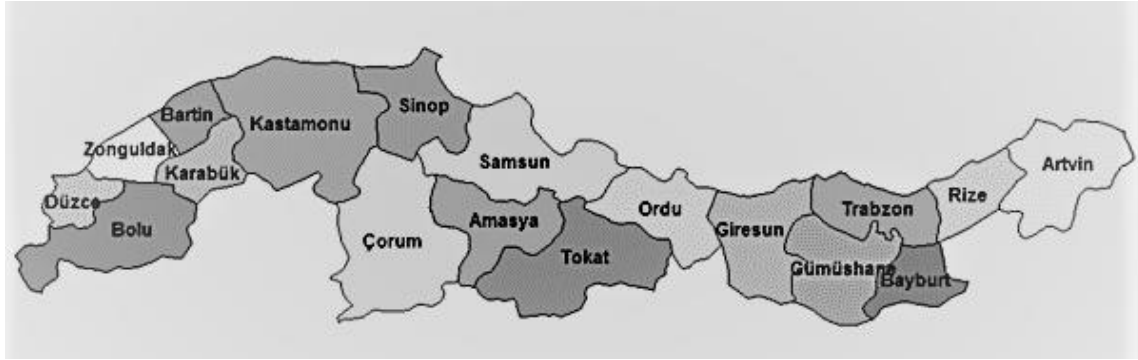


Figure 2. Numbers of Cities and Career Centers in the Black Sea Region

In Table 1, cities, universities located there and status of career centers are expressed. When looking at the names of career centers within these universities, it was determined that some were named as application and research centers, some as centers and some as coordinators. It is seen that some coordinators and centers deal not only with university members but also with their graduates.

Table 1. Cities, Universities Located There and Status of Career Centers

City	University	Career Center Status
Amasya	Amasya University	-
Artvin	Artvin Coruh University	Career Center
Bartın	Bartın University	Career Planning Application and Research Center
Bayburt	Bayburt University	Career Services Center
Bolu	Abant İzzet Baysal University	Bayburt University Career Services Center
Çorum	Hitit University	Business and Human Resources Center
Düzce	Düzce University	Career Development and Graduate Tracking Coordinator
Giresun	Giresun University	Career Guidance and Information Center
Gümüşhane	Gumushane University	-
Karabük	Karabuk University	Career Development Office
Kastamonu	Kastamonu University	Youth and Career Development Application and Research Center
Ordu	Ordu University	Career Development Application and Research Center
Rize	Recep Tayyip Erdogan University	Career Development Application and Research Center
Samsun	Ondokuz Mayıs University	Career Center
Samsun	Samsun University	-
Sinop	Sinop University	Career Development and Alumni Coordinator
Tokat	Tokat Gaziosmanpaşa University	Career Application and Research Center
Trabzon	Eurasia University	Career Center
Trabzon	Karadeniz Technical University	Career Center
Trabzon	Trabzon University	-
Zonguldak	Zonguldak Bülent Ecevit University	Career Center

The status of the application and research centers among the centers in Table 1 has been examined within the scope of the study. Accordingly, no career center was found in Amasya University, Gümüşhane University, Samsun University and Trabzon University. The centers within Bayburt University, Hitit University, Ondokuz Mayıs University, Eurasia University, Karadeniz Technical University and Zonguldak Bülent Ecevit University are career centers; Düzce University, Karabük University and Sinop University act as coordinators. Considering the application and research centers within the universities, it was determined that there are career center

application and research units within 7 universities (31.82%) among 22 universities (100%). Although the directives of the career application and research unit of Recep Tayyip Erdogan University among these universities were published in the official newspaper, the corporate web page is not operational. Therefore, web pages of 6 universities (27.27%) were examined in this study.

Table 2. Cities, Universities with Career Application and Research Centers and Years of Foundation

City	University	Foundation Year
Bartın	Bartın University	2016
Bolu	Abant İzzet Baysal University	2019
Giresun	Giresun University	2012
Kastamonu	Kastamonu University	2014
Ordu	Ordu University	2019
Tokat	Tokat Gaziosmanpaşa University	2019

When Table 2 is examined, universities that are career application and research centers in cities in the Black Sea Region and their establishment years are given. According to the table, it was determined that Giresun University started its activities in 2012, and the Career Application and Research Center of Bartın University, Ordu University and Tokat Gaziosmanpaşa University was established in 2019.

When the general information on the web pages of the Career Application and Research Centers of the universities was analyzed, information on mission and vision, instructions, management, career representatives, contact information, job-internship announcements, consultancy services, talent gate and career days were examined on the web pages. Table 3 shows the findings for this. According to the table, it was found that the most information was on the website of Tokat Gaziosmanpaşa University and the least information was on the web page of Giresun University and Kastamonu University. Although information on career days, consultancy services, management and directives can be found on the corporate web page of each career application and research center, the mission-vision, career representatives, contact information, job-internship announcements and information about the talent door are missing.

Table 3. Information on Web Pages

University	Mission and Vision	Instruction	Administration	Career Representatives	communication	Job-internship announcement	Consultancy services	Talent Gate	Career Days
Bartın University	1	1	1	0	1	1	1	1	1
Abant İzzet Baysal University	0	1	1	1	1	1	1	1	1
Giresun University	0	1	1	0	1	0	1	0	1
Kastamonu University	0	1	1	0	0	0	1	1	1
Ordu University	1	1	1	0	1	1	1	1	1
Tokat Gaziosmanpaşa University	1	1	1	1	1	1	1	1	1

Table 4 shows the findings regarding the consultancy services stated in the corporate web pages of the Career Application and Research Centers of universities. According to the table, information on CV preparation, interview, time management, job search, career choice and entrepreneurship was found in universities. According to the table, it has been revealed that Tokat Gaziosmanpaşa University Career Application and Research Center is the most intense web page to inform about career consultancy services. However, there is no information on career consultancy services provided on the corporate web page of Kastamonu University Career Application and Research Center. Information on job search skills and career choice can only be found on the corporate web page of Tokat Gaziosmanpaşa University Career Application and Research Center.

Table 4. Career Counseling Services Provided

University	Preparing a CV	Interview	Time management	Job Search	Career Choice	Entrepreneurship
Bartın University	1	1	0	0	0	0
Abant İzzet Baysal University	1	1	1	0	0	0
Giresun University	0	0	0	0	1	1
Kastamonu University	0	0	0	0	0	0
Ordu University	1	1	0	0	0	1
Tokat Gaziosmanpaşa University	1	1	1	1	1	1

The activities announced on the corporate web pages that they are carried out by the Career Application and Research Centers are given in Table 5. When the table is examined, it is revealed that the centers concentrate especially on training and interviews. Fair advertisements are for the announcement of the "Talent Everywhere" 2020 fair program, which is organized under the leadership of the Presidency Human Resources Office. When the web pages were examined, it was determined that the only university that announces that it organizes a fair within its own structure (Career Fair in Health), Tokat Gaziosmanpaşa University Career Application and Research Center. No announcement or news was found on the web page of the Abant İzzet Baysal University Career Application and Research Center, other than the announcement for the ongoing "Talent Everywhere" 2020 fair, organized under the leadership of the Presidency Human Resources Office.

Table 5. Activities Performed by Career Application and Research Centers

University	Fair	Education	Interview	Panel	Seminar	Forum	Visit
Bartın University	1	1	1	0	1	0	0
Abant İzzet Baysal University	1	0	0	0	0	0	0
Giresun University	0	0	1	0	0	0	0
Kastamonu University	1	0	0	0	0	0	0
Ordu University	1	1	1	0	0	0	0
Tokat Gaziosmanpaşa University	1	1	1	1	0	1	1

Discussion and Conclusion

Within the scope of the research, it was determined that 27.27% of the universities in the Black Sea Region use the Career Application and Research Center corporate web page. In this context, the corporate web pages of Career Application and Research Center of 6 universities were analyzed. According to the findings obtained, it was determined that some career application and research centers work very actively, but some centers do not use web pages actively. According to this study, Tokat Gaziosmanpaşa University Career Application and Research Center is the center that most effectively uses the corporate website in terms of both information and announcement. This situation, of course, is not the result of other centers not operating effectively. For example, the first announcement on the websites of some universities is “6. Career and Employment Day”. Considering these findings, it can be said that universities' web pages are not used effectively. However, it is obvious that effective use of corporate web pages is important in the face of rapidly developing technology and social media usage. In addition, there is no activity calendar on the web pages of career application and research centers, which have a busy schedule. It is thought that effective use of web pages and other social media channels is important for increasing the role of career application and research centers supporting students in the competitive environment. For this reason, it is recommended to improve the corporate web pages and other social media channels of universities, to add necessary information, to create an event calendar, to make announcements and news.

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