

## **Career Services at UW-Green Bay Summary of Activity for 2019-2020**

### **Major Accomplishments for the Office:**

- 3,602 unique students engaged through appointments, events, programs, job fairs & class presentations
- 7,126 student attendees for events, programs, job fairs & class presentations representing 3,602 unique students
- Outreach to 171 classes with total student engagement of 4,698 students
- Expanded outreach to additional campus locations with more class presentations and scheduled visit days for students to make staff appointments. See addendum for additional location specific statistics
- Partnered with JCPenney to offer our first Suit-up Event with 86 students & alumni. Bus transportation offered with 12 students accessing. The event was rescheduled due to snowstorm, which influenced final attendance.
- Our Career Closet saw 151 students visits and benefitted by receiving 385 total items. 357 items were donated.
- Continued success stories campaign with 347 students who found success with internships, graduate school admission and postgraduate employments and 194 agreed to have success highlighted
- Developed new resources for students: List of State, Regional and National Rotational Management/Training programs for graduates; List of State, Regional and National Undergraduate Research Opportunities, and added the Business News Annual Book of Lists to the Resource Center in Handshake.
- Continued collaboration and partnerships with student organizations, academic departments and offices:
  - 26 speakers & panelists in 15 classes
  - Collaboration on 4 events for student organizations; Presentations made to 8 student organizations; 2 events were cancelled and 2 presentations cancelled due to covid-19.
  - Direct support for resume assignments in 10 classes
  - Invited employers to attend OrgSmorg and MESA Open House in Fall 2019
  - Provided 171 class presentations across all colleges including capstone classes, First Year Seminars and Gateway Courses over both semesters and summer
  - Presentations/Participation with RCMS, Upward Bound, Pre-College, Campus Preview Days, Transfer Student Resource Fair, First Gen Resource Fair, NWTC Transfer Resource Fair, High School Campus Visits, GB Orientation, Tribal Connections, Majors Fair, and Phoenix Orientation
- Increased employer partnerships with Year Two of Schneider Student Alumni/Mentor program (5 students), Schreiber Foods On-campus Internship Fair, 4 site visits to Millipore Sigma (5), Dental City(16), Imperial Supplies(13) and Associated Bank(17). Three site visits cancelled due to covid-19.
- Coordinated and hosted two virtual job fairs in May 2020; Green Bay Area Public Schools VJF had 29 students participating and 36 scheduled chat sessions; UW-Green Bay VJF with 30 registered employers and 18 participating students and alumni resulting in 41 scheduled chat sessions
- Partnered with faculty to utilize the Career Ready Guide in 11 courses in fall, spring and summer semesters resulting in 355 students completing the guide
- Implemented 2-day job fairs for both fall & spring semesters. virtual participated in spring 2020. 421 students attended the fall event and 353 students attended the spring event. Collaborated with UW schools on Wisconsin Education Recruitment Fairs (In-person & virtual) with 22 attendees from UW-Green Bay. Co-sponsored Internship Draft Day with 31 students attending. Our Education & Just in Time Job Fairs were cancelled due to covid19.
- Coordinated six Mock Interview Days with 119 students and 10 employer interviewers in the fall and 43 students and 11 employer interviewers for spring; Collaborated with two faculty members to have 3 classes participate in fall; 2 additional classes were not able to participate due to covid19 and 2 days were cancelled in April
- Organized four Professional Photo Booths. Contracted with alumnus to serve as photographer. 178 individuals participated in the two fall booths and 170 individuals participated in the two spring booths.
- Conducted 2019 First Destination Survey with 969 out of 1,142 alumni (December 2018, January 2019, May 2019 & August 2019) graduates responding for a 84.9% knowledge rate. Comprehensive analysis by academic unit.

- Administered 102 Strong Interest assessments and 164 MBTI assessments to individual students and career planning class participants. Managed and monitored 285 accounts in CareerLocker with 342 actual logins; Piloted Focus 2 for spring with 61 accounts created and 127 total logins. Began contract with Career Candid.
- Administered 4 Millers Analogy Tests, oversaw one LSAT administration for 21 testers and cancelled one LSAT
- Planned & coordinated Business Week 2020 with Cofrin School of Business. Primary responsibilities for 9 major events (Mock Interview Day, Four content focused programs with speakers and panelists, Etiquette Luncheon, Professional Photo Booths and Spring Job Fair), and extensive involvement/planning in two other events/efforts (Elevator Pitch Competition and Business Week Dinner which was cancelled). Highlights include:
  - 49 of 54 registered students attended the Etiquette Luncheon with 42 community professionals & alumni
  - 52 students attended *Professionalism Defined* presented by alumna Sara Oettinger with Imperial Supplies with 59 students viewing the recorded presentation
  - 43 students participated in mock interviews with 11 interviewers
  - 80 students attended *Writing & Communication Tips for Your Career*, presented by alumna Cate Whitman with Paper Transport and 42 students viewed the recorded presentation
  - 2 students attended the LinkedIn Basics workshop
  - 37 students attended the program, *Everyone Leads: Are You Ready When Opportunity Knocks?* Presented by faculty member, David Radosevich and 37 students viewed the recorded presentation
  - 25 students and 27 community members attended the Elevator Pitch Competition
  - 170 students participated in the two LinkedIn Photo Booths
  - 122 employers attended the Spring Job Fair with approximately 353 individuals attending
- Continued to utilize Social Media. Managed 2 LinkedIn Groups with 569 members in 1 group and 92 in our employer group. Use Twitter regularly with 567 tweets last year and 1,043 followers. Managed a Facebook page with 601 posts & 1,398 page followers. Manage an Instagram account with 267 posts & 375 followers.
- Taught two sections each semester (online & in-person) of our permanent career development course, Career Planning – Human Development 225 serving 95 students in 4 sections
- Taught two sections each semester of our permanent skills class, Professional Skills for your Career for the first time since spring 2015 serving 48 students in 4 sections
- Managed & coordinated campus interview visits for 20 organizations with 23 interview schedules for total of 118 interviews scheduled. Hosted 17 organizations for 22 employer/graduate school campus information sessions.
- Supported Enrollment Services, Student Affairs, the University and UW System with service on College Draft Day Planning Committee, Common CAHSS Planning Committee, Common CAHSS, Campus Preview Days, Move-in Day, FYS, GPS, Tribal Connections, Upward Bound & RCMS, Phoenix Orientation, Homecoming, Transfer Fair, Commencement, Admitted Student Day, GB Orientation, Study Abroad Fair, First Gen Fair, Majors Fair, Phoenix Orientation, Student Employment Job Fair, Communication Week, Graduate Resource Fair Planning Committee, Graduation Resource Fair, National Student Employment Week, Health & Human Services Fair, EAB Navigate Content Team, Compensation and Workload Committee, Title and Total Compensation Study Institutional Project Team, All-Campus Program Planners Meeting, First Gen Programming Group, CSOB Student & Community Engagement Search Committee, Business Week Steering Committee, Registration Outreach Calls, WERF Planning Committee, WERF Coordinator, Internship Draft Day Planning Committee, Advisor to WITOn-campus (student organization) and WI Jobs Website Administrator.

#### **Overall Statistics for the year 2019-2020**

- 1,905 individual appointments/contacts with students/alumni representing 1,351 unique individuals; 7 printing request (funded by office) & 3 requests to utilize interview rooms. 15 cancelled appointments and 9 no-shows.
- 2095 logins to Vault (online career library) occurred with 279 logins to GoinGlobal.
- 60 alumni/ae served through 23 unique appointments and approval of 37 alumni accounts for Handshake.
- 52,905 jobs and internships posted from all sources. 2,087 jobs were actually reviewed and declined.
- 272 total class/community presentations, events, programs and workshops with total attendance of 7,126.

#### **Noteworthy Highlights**

- 16,756 employers approved to use Handshake.
- 4,616 students with public profiles on Handshake for employers and 3,143 students with public campus profiles.
- 3,417 unique student logins for Handshake with 6,582 student applications and 1,184 student have resumes in Handshake. 33% profile completion.