

## Career Services at UW-Green Bay Summary of Activity for 2018-2019

### Major Accomplishments for the Office:

- Implemented services for all three branch campuses. This included onboarding students on Handshake, visiting with staff members on each campus twice, developing handouts and created website visibility for students. Conducted campus visits to both Marinette and Manitowoc for student outreach and a class presentation. Identified staff member at each branch campus as a Career Services liaison. Included branch campus students in all marketing and communication about programs and events for spring 2019.
- Our Career Closet continued to expand with targeted marketing and unique image development. 139 students visited the Career Closet and benefitted by receiving 353 total items.
- Continued success stories campaign to focus on student success with internships, graduate school admission and postgraduate employments. 206 students/graduates agreed to share successes.
- Completed redesign and launch of the new Career Services website including structure, organization, content and link verification. Included sponsorship highlights, RSS Handshake feeds and the inclusion of social media.
- Continued collaboration and partnerships with student organizations, academic departments and offices:
  - 60 speakers & panelists in 14 classes
  - Collaboration on 3 events for student organizations; Presentations made to 7 student organizations
  - Direct support for resume assignments in 10 classes
  - Outreach to our employer partners to attend OrgSmorg and the MESA Fall Open House with 9 employers attending OrgSmorg and 5 employers attending the MESA Open House
  - Provided 57 class presentations in Human Development, College Writing, Social Work, Accounting, Business Administration, Math, Human Biology, Communication, Education, Computer Science, First Year Seminars, Dietetic Internship program, Psychology and PEA
  - Presentations for RCMS, Upward Bound, Campus Preview Days, Transfer Student Orientation, R&R, Tribal Connections, Majors Fair, and Phuture Phoenix
- Increased efforts to serve online students with two online sections of Career Planning; Developed specific website link including targeted handout; Recorded three high profile programs with 124 total views; Began process to record basic workshops with first workshop on Choosing a Major for 2019 with 14 views.
- Collaborated with Kohler on a one-day event for 23 students to engage with upper executives. 44 students, faculty & staff also completed site visit to Kohler.
- Partnered with Schneider to launch a Student Alumni/Mentor program, which had five student participants.
- Coordinated and hosted two annual job fairs on-campus with 77 registered (which is capacity) for both Fall 2018 and Spring 2019. Co-coordinated the Wisconsin Educational Recruitment Fair (WERF) with 65 school systems in Madison and the Internship Draft Day with NEW Manufacturing Alliance Fair with 55 employers. Our second annual, Just In Time Job Fair had 77 employers registered.
- Piloted Career Ready Guide on the NACE competencies in two business classes with 128 students participating.
- Planned & coordinated Business Week 2019 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). Highlights include:
  - 63 of 71 registered students attended the Etiquette Luncheon with 45 community professionals & alumni
  - 46 students attended the security program, *I Know What You Did Last Summer*. 30 individuals viewed the recorded workshop online
  - 41 students participated in mock interviews with 11 interviewers
  - 38 students attended *Tips and Insights for Strong Interviews – presented by Schreiber Foods*. 43 individuals viewed the recorded workshop online
  - 13 students attended the LinkedIn Basics workshop
  - 32 students attended the employer panel, *What Makes the Best Job Applicant Today*. 51 individuals viewed the recorded workshop online
  - 35 students and 30 community members attended the Elevator Pitch Competition
  - 159 students participated in the two LinkedIn Photo Booths
  - 73 employers attended the Spring Job Fair with approximately 207 individuals attending

- All three job fairs had an employer wait list. Therefore, all future job & internship fairs will be 2-day events. Waitlist numbers included: 15 employers for fall 2018, 20 employers for spring 2019 and 3 employers for the JIT fair.
- Coordinated two Mock Interview Days with 58 students and 7 employer interviewers in the fall and 41 students and 11 employer interviewers for spring. Collaborated with Human Biology to have their students participate.
- Administered 14 Millers Analogy Tests, oversaw group testing for one GRE administration for three testers and two LSAT administrations for 39 testers.
- Organized four Professional Photo Booths. Contracted with alumnus to serve as photographer. 210 individuals participated in the two fall booths and 159 individuals participated in the two spring booths.
- Administered 94 Strong Interest assessments and 87 MBTI assessments to individual students and career planning class participants. Managed and monitored 328 accounts in CareerLocker with 371 actual logins.
- Continued to utilize Social Media. Manage two LinkedIn Groups with 552 members in one group and 93 in our employer group. Use Twitter regularly with 572 tweets last year and 1,049 followers. Managed a Facebook page with 592 posts & 1,250 page followers. Manage an Instagram account with 202 posts & 261 followers.
- Conducted 2018 First Destination Survey with 960 out of 1,205 alumni (December 2017, January 2018, May 2018 & August 2018) graduates responding for a 79.7% knowledge rate. Comprehensive analysis by academic unit.
- Taught two sections each semester of our permanent career development course, Career Planning – Human Development 225 serving 89 students in 4 sections.
- Managed & coordinated campus interview visits for 21 organizations with 27 interview schedules for total of 155 interviews scheduled. Hosted 20 organizations for 28 employer/graduate school campus information sessions.
- Supported the Student Affairs & Campus Climate, the University and UW System with service on College Draft Day Planning Committee, College Draft Day, Campus Preview Day, Move-in Day, FYS, GPA, Tribal Connections, Upward Bound & RCMS, Phoenix Orientation, Homecoming, Commencement, Campus Clothing Swap, Admitted Student Day, GB Orientation, Back to School Store, Study Abroad Fair, Student Employment Job Fair, Communication Week, Collaborated with Faculty-led Psychology Research, Graduate Resource Fair Planning Committee, EAB Navigate Content Team, Compensation and Workload Committee, Title and Total Compensation Study Institutional Project Team, All-Campus Program Planners Meeting, Conduct & Accommodations Search Chair, Business Week Steering Committee, WERF Planning Committee, Internship Draft Day Planning Committee, Advisor to WITOnCampus (student organization) and WI Jobs Site Administrator.

#### **Overall Statistics for the year 2018-2019**

- 1,778 individual appointments/contacts with students/alumni with 4 requests for printing services (free-funded by the office) and 5 requests to utilize interview rooms. 97 cancelled appointments and 50 no-shows.
- 494 logins to Vault (online career library) occurred with 40 logins to GoinGlobal.
- 97 alumni/ae served through 29 unique appointments and approval of 68 alumni accounts for Handshake.
- 48,003 jobs and internships posted from all sources. 849 jobs were actually reviewed and declined.
- 148 class & community presentations as well as workshops with total attendance of 5,007.

#### **Noteworthy Highlights**

- 13,637 employers approved to use Handshake.
- 3,282 students with public profiles on Handshake for employers and 784 students with public campus profiles.
- 2,789 unique student logins for Handshake with 4,627 student applications. 37% profile completion.
- Our staff annually coordinates/manages multiple events/ programs each year. The 2018-2019 total was 76 events/programs including: 32 major campus fairs/programs for students, Business Week 2019 (9 major events included in earlier total), 2 off-site job fairs, 4 special internship programs for students, 2 LinkedIn Groups & other forms of social media, 25 special employer programs/assistance, on-campus recruitment program, annual First Destination Survey, graduate testing, services for alumni and community members, Regional Job Fair liaison efforts, Recruitment Partner of the Year, administration of Jobs for WI Grads, 4 course sections of our Career Development course, 3 online content resources (GoinGlobal, Vault, and CareerLocker) and on-line candidate system – Handshake.