

Career Services at UW-Green Bay Summary of Activity for 2020-2021

Major Accomplishments for the Office:

- 5,037 unique students engaged through appointments, Handshake, programs, job fairs & class presentations
- 6,631 student attendees for events, programs, job fairs & class presentations representing 3,276 unique students
- Outreach to 192 classes with total student engagement of 4,484 total students
- Partnered with JCPenney for a virtual Suit-up Event in Spring 2021 with 91 students & alumni participating
- Our Career Closet saw 44 students visits and these students received 197 total items. 433 items were donated
- Collaborated with UWS Career Services colleagues to offer UW System Career Treks, offering virtual employer tours for students; Hosted one tour each semester (Acuity & Imperial Supplies) and promoted all 26 virtual tours; 22 students from UW-Green Bay attended Career Treks for 2020-2021
- Continued collaboration and partnerships with student organizations, academic departments and offices:
 - 19 speakers & panelists, both real-time and recorded in 14 classes
 - Collaborated with 3 different student organizations to host 6 different events
 - Direct support for resume assignments in 13 classes
 - Partnered with the Wisconsin LGBT Chamber of Commerce & the Pride Center to offer a job search & resume writing program, *Being an Out Professional* with 5 students attending
 - Provided 193 class presentations across all colleges including capstone classes, First Year Seminars and Gateway Courses over both semesters and summer
 - Presentations/Participation: CAAHS Majors Fair, Pre-Health, Pre-PT & Pre-Med & Pre-PA Advising Sessions, NWTC Transfer Fair, GB Welcome, Transfer Student Orientation, New Student Orientation, Phoenix Orientation, Grad Studies Information Session, Student Employment Fair, UW La Crosse Academic & Career Advisors
- Developed two digital badges awarded to high achieving students in Career Planning & Professional Skills for Your Career; 28 students awarded Career Exploration badge & 21 students awarded the Professionalism badge
- Supported the registration and enrollment process for current students with outreach calls, outreach follow-up emails and campus referrals for support and assistance from other campus departments; Provided in-depth assistance to 49 students; Supported Admissions with electronic migration of applications
- Partnered with faculty to utilize the Career Ready Guide in 24 courses in fall, spring and summer semesters resulting in 542 students completing the guide, an increase of 34% from the prior year, serving 342 students
- Implemented 2-day virtual job & internship fairs for both fall & spring semesters. 67 employers participated in fall and 83 employers participated in spring. 124 of 218 registered students participated in the fall event and 111 of 209 registered students participated in the spring event. Collaborated with UW schools on virtual Wisconsin Education Recruitment Fairs with 19 of 22 registered students from UW-Green Bay participating. Co-sponsored Virtual Internship Draft Day with 21 students participating
- Coordinated 10 Mock Interview Days with a total 193 students participating with 52 employer interviewers; Collectively collaborated with 9 different courses to incorporate mock interviews, as well as offering mock interviews to the general student population; Conducted mock interviews for the 18 dietetic interns
- Implemented LinkedIn Learning for students: Website addition for job & career websites; Targeted student email to encourage LinkedIn Learning account & engagement; Hosted two Rock Your Profile workshops with 55 participants; Developed & coordinated the 1st Annual LinkedIn Profile Competition with 45 competitors
- Developed a formal resume referral program to promote student and employer engagement which resulted in 16 employers totaling 463 resumes in fall 2020 and 65 employers totaling 4443 resumes in spring 2021
- Suspended all testing administration for LSAT and conducted 1 MAT on-site due to Covid-19
- Added 6 new workshop videos to office website resulting in 234 total views of 7 workshop videos on website
- Promoted video testimonials by four alumni about services & programs by Career Services resulting in 77 total views

- Provided video access to 18 programs & events from 2020-2021 resulting in 260 total views; 30 recorded programs prior to July 2020 received 412 total views for 2020-2021
- Administered 119 Strong Interest assessments and 146 MBTI assessments to individual students and career planning class participants with 29 of those completed for two First Year Seminars; Managed and monitored 318 accounts in CareerLocker with 422 actual logins
- Conducted 2020 First Destination Survey with 862 out of 1,049 alumni (December 2019, January 2020, May 2020) graduates documented for an 82.2% knowledge rate; Comprehensive analysis by academic unit
- Planned & coordinated Business Week 2021 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:
 - 48 of 60 registered students attended the virtual Professional Dining Etiquette program with 22 community professionals & alumni
 - 54 students attended *College to Career* presented by alumna Blair Wautlet and Ben Hackbart with KI with 21 students viewing the recorded presentation
 - 6 students participated in mock interviews with 3 interviewers
 - 37 students attended *Marketing Yourself A-Z*, presented by employer partner, Jill Dequaine with CliftonLarsonAllen and 37 students viewed the recorded presentation
 - 55 students attended two *Rock Your LinkedIn Profile* workshops; 42 students viewed recorded presentation
 - 73 students attended the program, *We are Better Together: Diversity, Equity & Inclusion is good for us ALL* presented by employer partner, Dana Vigna with Associated Bank
 - 30 students and 13 community members attended the Elevator Pitch Competition
 - 104 employers attended the Spring Job Fair with approximately 111 individuals attending
- Continued to utilize Social Media; Managed 2 LinkedIn Groups with 579 members in our broad group and 92 in our employer group; Used Twitter regularly with 792 tweets last year and 1018 followers; Managed a Facebook page with 821 posts & 1,504 page followers; Managed an Instagram account with 233 posts & 470 followers
- Taught two online sections each semester of Career Planning – Psychology 225 serving 118 students in 4 sections
- Taught four sections of our Professional Skills for Your Career class serving 70 students; Offered an online format for the first time, 18 months ahead of schedule
- Managed & coordinated virtual interviews for 14 organizations with 15 interview schedules for total of 33 interviews scheduled; Hosted 22 organizations for 24 employer/graduate school virtual information sessions
- Supported Enrollment Services, Student Affairs, the University and UW System with service on Common CAHSS Planning Committee, Red Zone Committee, Campus Programmers Group, Grad Bash Planning Committee, Grad Bash, Covid-19 Healthcare Worker and Vaccination Campus Team, UWS Career Trek Planning Committee, Enrollment Services Search Panels & Committees, MESA Advisor Interviews, Accessibility Services SME & Candidate Interviews, Registration Student Outreach Calls, Admissions Applications Support Work, WERF Planning Committee, WERF Coordinator, Internship Draft Day Planning Committee, Advisor to WITOnCampus (student organization) and WI Jobs Website Administrator

Overall Statistics for the year 2020-2021

- 2,077 individual appointments/contacts with students/alumni representing 1,356 unique individuals; 1 request to utilize interview rooms; 21 cancelled appointments and 20 no-shows
- 1,450 logins to Vault (online career library), 142 logins to GoinGlobal, 382 logins to CandidCareer with 560 videos viewed
- 30 alumni/ae served through 20 unique appointments and approval of 13 alumni accounts for Handshake
- 71,592 jobs/internships/opportunities posted from all sources. 2,161 jobs were actually reviewed and declined
- 305 total class/community presentations, events, programs and workshops with total attendance of 6,631

Noteworthy Highlights

- 5,519 employers approved to use Handshake; 2,435 employers declined for access to Handshake
- 2,926 students with public profiles on Handshake for employers and 2,552 students with public campus profiles
- 3,221 unique student/alumni logins for Handshake with 4,649 student applications and 1,370 students and 2,088 alumni have resumes in Handshake; 35.5% profile completion; 42,310 total logins to Handshake