

Career Services at UW-Green Bay Summary of Activity for 2016-2017

Major Accomplishments for the Office:

- Evaluated candidate and employer management computer systems. Configured and implemented new system for students and employer users. Collaborated with Student Employment for implementation. Worked with CIT for student data process. Operated dual systems for 60 days during conversion process.
- Oversaw system conversion and website redesign for Jobs for Wisconsin Grads consortium job portal system for all 13 UW System campuses.
- Continued success stories campaign to focus on student success with internships, graduate school admission and post graduate employments. 191 students/graduates agreed. Success shared via flat screen, Twitter, Facebook, Enrollment Services flat screen. Slides periodically rotated on 3 pages on our website.
- Implemented generational program that brought 6 retired/current CEOs/CFOs to campus to engage students. Collaborated with Student Life for a Leadership Breakfast with 22 student leaders; Hosted CEOs/CFOs in 4 classes; Arranged for meeting with Dean of Cofrin School of Business. Coordinated panel with moderator entitled How New Professionals Can Succeed – The CEO/CFO Perspective with 63 students attending.
- Continued collaboration and partnerships with student organizations and academic departments resulting in employer speakers in 18 speakers in 12 classes, 7 speakers for student organizations and collaboration on 4 events with student organizations. Worked with Enrollment Services regarding Recruitment in Corporate Spaces.
- Provided specialized assistance/targeted support/visits to 48 organizations including Acuity, Associated Bank, Caravel Autism Health, Edward Jones, Brown County Human Services, Ameriprise, BMO Harris, Cape Financial, WI DNR, Conway, Olejniczak & Jerry, S.C., Dental City, Current, Humana, HomeInstead Senior Care, Bank First National, Foth, Kohler, Schreiber Foods, State Farm, PAi, Schneider, Marine Credit Union, RGL Logistics, Curative Connections, Alorica, KBX Logistics, Hjortness CPAs, Bank of Luxembourg, Cintas, Wipfli, Aerotek, New North, Evans Race & Van Dreel and 8 requests for salary information.
- Provided program support/training for RCMS, Upward Bound, Jump Start, GPS Program, Phoenix Start, Campus Preview Days, Transfer Student Orientation, R&R, Tribal Connections, Majors Fair, Phuture Phoenix; Also provided direct staff support with assignments for 7 classes including Nursing Synthesis (5), Theories of the Interview, and Seminar in Accounting Professionalism. Provided 36 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 Environmental Science.
- Coordinated and hosted two annual job fairs on-campus with 87 (fall) and 77 (spring) employers attending; Co-coordinated the Wisconsin Educational Recruitment Fair (WERF) with 79 school systems in Madison, the Green Bay Area Healthcare Alliance Healthcare Job Fair in Green Bay with 19 employers, and the Internship Draft Day with NEW Manufacturing Alliance Fair with 42 employers and the Alumni Link Job Fair with UW Madison Brown County Alumni Chapter and UW-Green Bay Alumni Association with 28 employers.
- Planned and coordinated with Cofrin School of Business programming for Business Week 2017. Primary responsibilities for 9 major events for students (Mock Interview Day, Personal Branding, Salary Expectations, Be A Star Behavioral Interviewing, LinkedIn Basics, Etiquette Luncheon, LinkedIn Photo Booths and Spring Job Fair), and extensive involvement/planning in two other events/efforts (Student Elevator Pitch Competition and Business Week Dinner). Highlights include:
 - 50 students attended the Etiquette Luncheon with 51 community professionals and alumni
 - 41 students attended the *Be a Star Behavioral Interview* workshop with Tina Norman from Ameriprise Auto & Home Insurance. 101 students viewed the recorded workshop online
 - 53 students participated in mock interviews with 8 interviewers
 - 36 students attended *Personal Branding* with Sarah Campillo from Schneider. 123 students viewed the recorded workshop online
 - 29 students attended the LinkedIn Basics workshop
 - 58 students attended the *Salary Expectations* workshop with Kris Hackbarth-Horn and Jill Dequaine from Schenck. 108 students viewed the recorded workshop online.
 - 66 students participated in the two LinkedIn Photo Booths
 - 77 employers participated in the Spring Job Fair with approximately 215 individuals attending

- Coordinated two Mock Interview Days with 50 students and 10 employer interviewers in the fall and 53 students and 8 employer interviewers for spring.
- Administered 11 Millers Analogy Tests, oversaw group testing for GRE (2 administrations for 11 testers) and LSAT (3 administrations for 57 testers).
- Administered 78 Strong Interest assessments and 67 MBTI assessments to individual students and career planning class participants. Assessment use continues to decline on an individual basis. Manage and monitor 818 accounts in CareerLocker.
- Continued to utilize Social Media in multiple areas. Manage two LinkedIn Groups with 539 members in one group and 92 in our employer group. Use Twitter regularly with 1816 tweets last year and 993 followers. Manage a Facebook page with 221 posts and 874 "likes" or friends on our page.
- Conducted annual follow-up survey with 841 out of 1,261 alumni (January/May/August 2016) graduates responding for a 66.7 % response rate. Completed comprehensive analysis/reporting by academic unit.
- Taught two sections each semester of our permanent career development course, Career Planning – Human Development 225 serving a total of 63 students in 4 sections.
- Managed and coordinated campus interview visits for 20 organizations with 25 interview schedules with total of 145 interviews scheduled. Hosted 31 organizations for 41 employer/graduate school information sessions on campus.
- Supported the University and UW System with service on Graduate Resource Fair Planning Committee, FOCUS Committee, HR Director Search Committee, All Campus Programmers Meeting, Academic Staff Professional Development Allocations Committee, Student Employee of the Year Judging Committee, GBAHCA Job Fair Committee, Business Week Steering Committee, WERF Planning Committee, Internship Draft Day Planning Committee, UWS Talent Initiative, UWS Economic Accountability, UWS Internship Portal Initiative and WI Jobs Site Administrator.

Overall Statistics for the year 2016-2017

- 1,613 individual appointments/contacts with students/alumni and 2 requests for printing services (free-funded by the office). Email confirmations for appointments continued to impact students/alumni no-shows for appointments and canceling and/or rescheduling at the last minute. Our total number for this year was 46 cancellations/rescheduled with 32 no-shows.
- 78 individual appointments/contacts with alumni (included above) serving 53 unique alumni with 27 appointments, 42 requesting free 3 months access to PRO, 5 resume reviews, and 3 alumni registering.
- 25,551 direct contacts with employers including events, referrals, PRO access and email communication.
- 16,622 jobs and internships posted from all sources
- 115 class & community presentations as well as workshops with attendance at 3,407
- 35 programs and events managed/coordinated including 33 employer requested specialized assistance.

Noteworthy Highlights

- Employer access and use of PRO remains steady with 913 employers accessing PRO with 4,288 logins.
- Jobs posted through Jobs for WI Grads increased with 10,850 of our overall jobs posted from this source.
- 21,413 student logins for Phoenix Recruitment On-line/PRO with 2,912 unique student logins.
- Referrals of 8,750 resumes (representing 716 individual students) were completed with 115 unique organizations. 403 resumes were referred by our staff.
- Our staff annually coordinates/manages multiple events/ programs each year: 65 for this year included – 15 major campus fairs/events for students, Business Week 2017 (10 major events included in earlier total), 4 off-site job fairs, 2 special programs/webinars for students, 2 LinkedIn Groups & other formers of social media, 30 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, and on-line candidate system – PRO.