

Career Services at UW-Green Bay Summary of Activity for 2017-2018

Major Accomplishments for the Office:

- Transitioned to a new software platform, Handshake for PRO and our state consortium, Jobs for WI Grads. Utilized comprehensive marketing and branding for students with scavenger hunt for the hand chair, custom hand pens for giveaways and custom cookies.
- Established and created the Career Closet including physical space, materials, campus logo, forms, promotional material and process. 31 unique individuals have donated. 28 unique students have accessed the Career Closet a total of 34 times securing 70 items.
- Continued success stories campaign to focus on student success with internships, graduate school admission and postgraduate employments. **397 students/graduates agreed and success shared via flat screen, Twitter, Facebook, Enrollment Services flat screen.** Slides periodically rotated on 3 pages on our website.
- Collaborated with Human Biology on two events for students: Financial resources with 3 community speakers & 8 students attending; Networking event & workshop with community members & 29 students attending.
- Continued collaboration and partnerships with student organizations, academic departments and offices:
 - 30 speakers in 14 classes/programs, 10 speakers for student organizations
 - Collaboration on 3 events with student organizations
 - Direct support for resume assignments in 8 classes
 - 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
- Provided specialized assistance/targeted support/visits to over 45 organizations including Acuity, Associated Bank, Brown County Human Services, Schneider, Schreiber Foods, Hatco, De Pere Foundry, Imperial Supplies, EMT International, Salm Partners, Brown County Criminal Justice Board, Humana, Express Scripts, Girls Scouts, McDermid Accounting, Salvation Army, Clarity Care, Dental City, VF Outdoors, Federated Insurance, Law Firm of Conway, Olejniczak & Jerry, S.C., DeBauche Communications, Inception, Georgia Pacific, Ameriprise, Spectrum, Northwestern Mutual, Worthington Industries, Jacobs Engineering, Americollect, H&H Energy Services, Faith Technologies, and the FBI.
- Lead roles by staff with: College Draft Day, NORD Visit to employers, visit of alumnus Ryan Ruzziconi, student issues with Schneider, Campus Internship Fair for Schreiber Foods, Intern Program with the Chancellor, athletics recruitment, campus outreach from Madison Actuary program and service delivery to the UW Colleges.
- Coordinated and hosted two annual job fairs on-campus with 77 (fall) and 88 (spring) employers attending; Co-coordinated the Wisconsin Educational Recruitment Fair (WERF) with 66 school systems in Madison, the Green Bay Area Healthcare Alliance Healthcare Job Fair in Green Bay with 18 employers, and the Internship Draft Day with NEW Manufacturing Alliance Fair with 29 employers and the Alumni Link Job Fair with UW Madison Brown County Alumni Chapter and UW-Green Bay Alumni Association with 33 employers and a new event, Just In Time Job Fair on-campus with 38 employers attending.
- Planned & coordinated Business Week 2018 with Cofrin School of Business. Primary responsibilities for 9 major events (Mock Interview Day, Personal Branding, Soft Skills, Pathway to Career Success Grad Panel, LinkedIn Basics, 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:
 - 71 of 78 registered students attended the Etiquette Luncheon with XX community professionals & alumni
 - 14 students attended the *Pathways to Career Success Graduate Panel* with five area alumni. 63 students viewed the recorded workshop online
 - 71 students participated in mock interviews with 12 interviewers
 - 13 of 19 registered students attended *Personal Branding* with Sarah Campillo from Schneider. 11 students viewed the recorded workshop online
 - 14 students attended the LinkedIn Basics workshop
 - 14 of 22 students attended *Soft Skills* workshop with Jordan Lorenz from Dental City. 6 student views online.
 - 136 students participated in the two LinkedIn Photo Booths
 - 82 employers participated in the Spring Job Fair with approximately 215 individuals attending

- Coordinated two Mock Interview Days with 61 students and 9 employer interviewers in the fall and 71 students and 12 employer interviewers for spring. We partnered with Human Biology and the Dietetics program to have their students participate.
- Administered 9 Millers Analogy Tests, oversaw group testing for one GRE administration for 5 testers and two LSAT administrations for 36 testers.
- Organized 4 Professional Photo Booths. Contracted with alumnus to serve as photograph. 161 students & 2 staff members participated in the 2 fall booths and 131 students & 1 alumnus participated in the 2 spring booths.
- Administered 72 Strong Interest assessments and 65 MBTI assessments to individual students and career planning class participants. Manage and monitor 975 accounts in CareerLocker with 492 actual logins.
- Continued to utilize Social Media in multiple areas. Manage two LinkedIn Groups with 539 members in one group and 91 in our employer group. Use Twitter regularly with 975 tweets last year and 1,047 followers. Manage a Facebook page with 856 posts and 1,032 page followers.
- Conducted annual first destination survey with 986 out of 1,205 alumni (December 2016, January 2017, May 2017 & August 2017) graduates responding for a 81.8 % knowledge 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 65 students in 4 sections.
- Managed & coordinated campus interview visits for 37 organizations with 23 interview schedules for total of 143 interviews scheduled. Hosted 18 organizations for 24 employer/graduate school campus information sessions.
- Supported the University and UW System with service on College Draft Day Planning Committee, College Draft Day, 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, Alumni Link Planning Committee, Compensation and Workload Committee, Title and Total Compensation Study Project Team, Advisor to WITOn-campus (student organization) and WI Jobs Site Administrator.

Overall Statistics for the year 2017-2018

- 1,903 individual appointments/contacts with students/alumni and 8 requests for printing services (free-funded by the office). 81 cancellations/rescheduled appointments with 39 no-shows.
- 335 appointments/contacts/assistance with alumni (included above) serving 60 unique alumni in 64 appointments. Approved 306 alumni accounts for Handshake.
- 30,111 jobs and internships posted from all sources. 775 jobs were actually reviewed and declined.
- 120 class & community presentations as well as workshops with attendance at 4,419
- Made community presentations at Mishicot High School, Hortonville High School, Find Your Inspiration Chamber of Commerce Event, Leonardo da Vinci School, and Microsoft TEALS Event.

Noteworthy Highlights

- 8,456 employers approved to use Handshake.
- 2,182 students with public profiles on Handshake for employers.
- 2,532 unique student logins for Handshake with 4,639 student applications. 38% profile completion, which is high in nationwide comparison.
- Our staff annually coordinates/manages multiple events/ programs each year: Over 70 for this year including – 24 major campus fairs/programs for students, Business Week 2018 (9 major events included in earlier total), 4 off-site job fairs, 4 special internship programs for students, 2 LinkedIn Groups & other formers of social media, 35 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 – Handshake.