



Business Career Center *Annual Report 2019-20*

A National Leader in Preparing Business Students for Lifelong Career Success

The College of Business moved into the second year of a strategic plan that emphasized students' personal discovery, learning and transformation, as well as connection and engagement with employers and the community. We celebrated the appointment of Dr. Rachel Larson to assistant dean, promoted two career coaches to assistant directors and welcomed two coaches to our team. The College of Business and Business Career Center, like so many other organizations, found the academic year ending much differently than it started. We continued to place the needs of students first and supported students through virtual coaching, targeted outreach and additional programming. We are prepared to effectively serve our stakeholders whether in-person or virtually.

Highlights During The Year

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| 3 National Conference Presentations and Webinars | 1 National Association Committee Member | 2 Big Ten Conference Executive Officer and Committee Chair |
| 2 Regional Conference Hosts | 5 Statewide and Regional Conference Presentations | 2 Nebraska College Career Services Association Executive Officers |

Summer Career Accelerator Program **Growing Students' Career Development During a Pandemic**

The Business Career Center and Clifton Strengths Institute teamed up to create the Summer Career Accelerator Program to support students that may have not been able to complete internships due to COVID-19. This program helped students advance their career development and gain targeted skills and experiences.

► Visit business.unl.edu/careeraccelerator to view students' final projects.



Impact on Students

"I thought this would be a great opportunity for self-development that would lend itself well toward helping me secure an internship in the future. Networking, reading books on leadership, and improving my résumé and LinkedIn profile are all things that I can do on my own, but they tend to be tasks that I put off. Having this program hold me accountable, as well as having a coach to help guide me, challenged me to do more. Networking was something I'd always said I would get around to, but this program has pushed me to actually commit to it."

- **Tori Pedersen**, business minor pursuing opportunities in HR

Student Career Development

Career Coaching

Career coaches develop confident, professional and connected students through conversations on major/career decision-making, résumé reviews, interviewing, internship/job search strategies, and more.

79

Net Promoter Score, Students' Willingness To Recommend To Others

94%

Students Who Feel Prepared After Coaching

2,639

Career Coaching Appointments/Drop-Ins

Representing
42%

of Campus Career Appointments

Including
609

Virtual Career Coaching Appointments

Professional Enhancement Program (PrEP)



An innovative part of the business curriculum, PrEP includes four, one credit hour courses for career and professional development. The curriculum includes:

BSAD 111: Investing in Strengths

Discover and maximize students' talents

BSAD 222: Career Development & Planning

Develop career goals, craft résumé

BSAD 333: Internship & Job Search Strategies

Learn how to find, apply for positions

BSAD 444: Professional & Life Skills

Transition from college to career

3,694

Students Took PrEP Courses

512

Students Learned Networking with Professionals

895

Employer Practice Interviews/Résumé Reviews Conducted

54

Employers Networked

66

Employers Helped with Interviews

Career Readiness

98%

of Employers Rate BSAD 333 Students' Résumés as **Ready** or **Almost Ready**

97%

of Employers Think BSAD 333 Students Are **Interview Ready** or **Almost Ready**



Employer Engagement

Meaningful Connections for Employers

“To connect with business students and help educate them on our industry, we participated in PrEP class events such as networking, practice interviews and presentations. We also connect with students at the career fairs and host a booth as Employer in Residence. We talk about our company but also offer advice about their major and career goals. By getting involved, we hope to not only increase our interactions with students, but figure out their passions and interests in order to adjust our field to meet the ever-changing career environment.”

- Maddie Balfany, Ameritas

Employer in Residence



Students can meet a different employer and learn about their industry, internships and full-time positions every day in Hawks Hall.

97

Employers in Residence

We had to suspend this program on March 13 as our college moved to remote learning. We created a new virtual option to our traditional booth for the Fall 2020 semester.

Handshake

Handshake is the campus online portal for jobs and internships as well as registering for career fairs, signing up for other career events and managing campus interviews.

17,268 42%

Business Related Positions Advertised on Handshake, the UNL Job/Internship Portal

of All Positions are Business Related

12%

 Increase in Positions Advertised on Handshake Since Last Year

 **handshake**
powered by Nebraska



Outreach and Connections

National Career Expeditions

Students explore career opportunities and make connections with employers and alumni across the nation. We launch our first virtual expedition in October.

16 Students Traveled to Minneapolis in Fall 2019



Business+ Workshops

Interactive workshops led by business employers, professors or content experts introducing business students to the changing technology and technical skills needed for a dynamic marketplace and increasing their competitive edge.

5 Workshops Offered

363

Student Participants

Presentations

72 Career-Related Presentations Led

2,652

Presentation Participants

Husker Connect

Three colleges at the university, including the College of Business, piloted Husker Connect. Husker Connect is an easy-to-use platform that connects Nebraska students and alumni to share advice and learn from each other to achieve personal growth, professional development and career success.

366 Business Students Joined Since January

1,515 Nebraska Alumni and Community Partners Joined Since January

LEARN MORE ► [BUSINESS.UNL.EDU/CAREERS](https://business.unl.edu/careers)

BUSINESS CAREER CENTER | HLH 141 | M-F 8 a.m.-5 p.m. | Drop-ins M-F 1-4 p.m.
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