

SUCCESSWORKS

AT THE COLLEGE OF LETTERS & SCIENCE



EMPLOYER SERVICES

In-house Employer Services team focuses on the **specific needs of liberal arts & sciences students, and the employers who hire them.**

Employer engagement strategy is built to support Career Community resources & opportunities.

SuccessWorks offers employers:

- Personalized consultation on effective recruitment strategies
- Connections with students at events
- On-campus interviewing at SuccessWorks
- Branding and student messaging opportunities

"The SuccessWorks team is the ultimate solution in closing the gap between us and the university."

"They are a huge resource for our talent pipeline, community outreach and employer branding initiatives."

Sharry Zhang, HR Manager
Yahara Software

Employer Partner Program:



ADVISING

Career Communities built to meet specific needs of students in the liberal arts & sciences. **We help students explore their possibilities and make a successful transition from college to life after graduation.**

Eight Career Communities anchored by six **Career & Internship Specialists**, whose roles include:

- Building industry knowledge to share with students
- Designing and offering community-based events and programs
- Building relationships with employers, alumni and academic departments

80: average Net Promoter Score for advising appointments

ORGANIZATIONAL MODEL: CAREER COMMUNITIES

Drive every aspect of our work, shape our staff structure and foster collaboration between teams.

Hubs for programs, advising, resources, connections to employers, alumni and academic departments.

Eight Career Communities:

- Communications, Arts & Entertainment
- Environment, Natural Resources & Wildlife
- Government, Policy, International Affairs & Law
- Healthcare & Human Services
- Business & Entrepreneurship
- Nonprofit Management & Education
- Scientific Research & Development
- Technology, Data & Analytics

CLASSROOM LEARNING

Two Career Courses led by Faculty Director, designed specifically for liberal arts & sciences students.

Each offered to help students integrate career development into their full college experience.

Inter-LS 210: Career Development, Taking Initiative
1 credit

Inter-LS 215: Communicating About Careers
3 credits

One credit Internship Course (Inter-LS 260) gives students completing internships credit for reflection and professional development.

Under Development: Online career development modules offered for instructors to supplement classroom learning.

CAREER DEVELOPMENT MODULES IN CANVAS



CAREER COURSES



ALUMNI ENGAGEMENT

Over 200,000 living alumni in the College of Letters & Science.

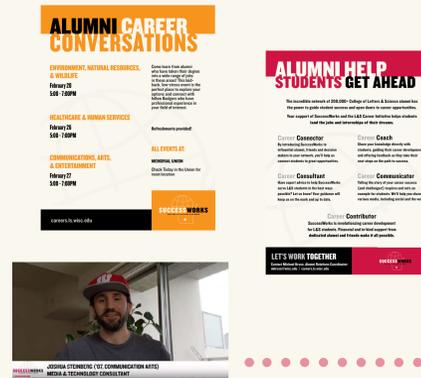
Alumni Relations Coordinator builds our alumni network to:

- Mentor students
- Support the development of industry-specific Career Community resources
- Build pipelines to organizations for internships and job placements
- Support communications strategy through multimedia storytelling

273 total engagements with alumni (students and staff)

221 L&S alumni coaching & student mentoring engagements

41 L&S alumni advising our staff to build expertise



ACADEMIC DEPARTMENTS

Engagement builds support in a decentralized college of 34 academic departments:

- Regular meetings to share resources, programming & data on student engagement
- On-demand workshops and trainings
- Major at Work events - connecting students and alumni from specific majors for networking

Academic departments now required to report career preparation efforts annually to the Dean.

Inter-LS 210: One-credit, elective career course included on nearly all majors' four-year plans.

Over 90% of departments have added new career resources for their students with our help.



EXPERIENTIAL EDUCATION

Experiential learning offered for each Community.

Students get a hands-on understanding of what it takes to prepare for and succeed in specific fields:

- **Treks** to visit employers and alumni for learning and networking at major hubs of employment, including New York City, Milwaukee, Chicago and Madison
- **Simulations & case studies**
- **Employer Mock Interviews**



FAST FACTS:

SuccessWorks serves students in the College of Letters & Science:

- Liberal arts & sciences
- Largest school at UW-Madison
- Over 16,000 undergraduates
- 63 undergraduate majors & 33 undergraduate certificates (minors)

L&S Career Initiative: Launched in 2014 to transform the way we prepare liberal arts & sciences students to prepare for their futures.

SuccessWorks: Launched in 2017 following re-brand and move to new, custom-designed space serving both students and employers.

Decentralized career services model: 11 schools and colleges offer career services at UW-Madison.

STAFFING:

21 full-time professional staff - building to 26
2-3 graduate student interns
5-10 undergraduate student staff

ENGAGEMENT SNAPSHOT:

FALL '17 - FALL '18



FALL '18:

9,024 total student contacts (advising, programs & events)
5,607 unique Letters & Science students served
80: average Net Promoter Score for advising appointments

ASK ME ABOUT:

- Building institutional support and buy-in from leadership
- Top-to-bottom transformation of career services
- Marketing and branding career services to reach more students
- Engaging expertise from outside partners, volunteers and boards
- Donor-driven funding models, donor engagement and stewardship