

SUCCESSWORKS **SPRING 2021** BOV UPDATE

2020-2021 AT A GLANCE

234 programs & events offered:
55% increase over previous year

250% increase in experiential
program offerings

35% enrollment increase in Taking
Initiative L&S Career Course

3,113 advising engagements:
23% increase over previous year

16% increase in unique web pageviews
for career resources & services

84 Net Promoter Score for 30-min
advising appointments

**MORE STUDENTS
ARE RETURNING
FOR REPEAT
ENGAGEMENTS**

Fall 2017:
35% of engaged
L&S students
were repeat users



Fall 2020:
47%

CONNECTING EMPLOYERS & STUDENTS

2020-2021:

168 employers engaged in hiring &
recruitment programs

40+ opportunities for students and
employers to connect virtually

22 employers engaging with
SuccessWorks for the first time

SINCE LAUNCHING SUCCESSWORKS:

35% increase in L&S student career
fair participation

130% increase in employer career fair
participation

**4 to
150** growth in # employers
engaged with SuccessWorks
(excluding career fairs)

ENGAGING STUDENT INTERESTS

Spring 2021 virtual programs & events feature a renewed focus on Career Communities, giving students better options than ever to explore careers in areas that interest them most.

THE SPRING CAREER JUMPSTART INCLUDES:

CAREER FAIRS: 10+
fairs & prep events

GROUP ADVISING
focused on specific
industries

VIRTUAL WORKSHOPS
on foundational
career skills

**MOCK INTERVIEWS &
TREKS** with real employers

ALUMNI NETWORKING
featuring 27 L&S
departments/units

**NEW CAREER COURSE
OPTION: 6-week** version of
Inter-LS 210: Taking Initiative

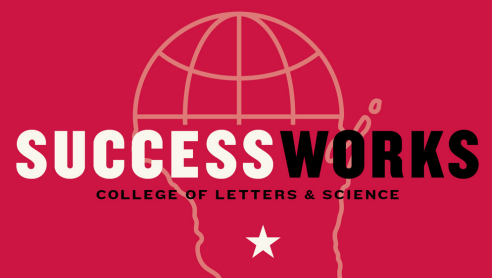
The graphic features the title "SPRING CAREER JUMPSTART" in a mix of green and black fonts. Below the title is a short paragraph: "Start with what inspires you. Spring Career Jumpstart virtual programs, events & career fairs will turn your interests into the internships you want right now, and the post-graduation life you dream of." Underneath is a section titled "What Sparks Your Interest?" with a grid of nine categories, each with a small image and text: "Communications, Entertainment & the Arts", "Environment, Natural Resources & Wildlife", "Government, Policy, International Affairs & Law", "Healthcare & Human Services", "L&S Business & Entrepreneurship", "Non-Profit Management & Education", "Scientific Research & Development", and "Technology, Data & Analytics".

WHAT YOU CAN DO WITH YOUR L&S MAJOR

Faculty and academic advisors have been looking for relevant information so they can answer this perennial question with confidence.

SuccessWorks is partnering with departments to create major-specific skills sheets that showcase transferable skills, alumni job titles, frequent employers of the majors, and even alumni testimonies. With these new skills sheets, faculty and advisors will be able to:

- Advise students more confidently on what they are learning in the major and why it matters
- Spark students imaginations for possible career paths
- Instill students' and their families' confidence in the career outcomes of the major
- Make strong referrals to SuccessWorks



What you can do with your **ENGLISH MAJOR**



English Major Skills:



Writing for Various Purposes & Audiences

You learn to write skillfully with attention to different audiences, contexts, purposes, and conventions.



Research

You're adept at filtering information to establish legitimate sources, using evidence and translating complex information clearly and concisely.



Creative Thinking

You learn to generate original ideas, synthesize information, experiment, take risks, solve problems, and use a wide variety of media.



Public Speaking & Oral Communications

You learn to present and respond to ideas with attention to different audiences, contexts, perspectives and purposes.



Critical Reading & Thinking

You understand divergent perspectives, identifying and questioning assumptions, and recognizing the implications of texts.



Cultural Competency

You build knowledge of art and literature, plus social and political discourses that influence popular culture, institutions, and human motivation.



Emotional Intelligence

You learn to examine issues from multiple perspectives with a sensitivity to complex issues affecting diverse populations.



Attention to Detail

You have a keen sensitivity to nuance, style, and consistency in communication. You revise according to organizational and audience needs.

Supplement Your Skills With:



Leadership Experience



Global Competency



Internships & Part-Time Positions



Digital Technology Skills



Collaboration Experience

Chart Your Path Forward

Activate Your Handshake Account

for connections to jobs, internships, employer & alumni networking.

Explore Career Communities

to discover a wide variety of fields where you can turn your English major into success.

Get Career & Internship Advising

from SuccessWorks to make a plan, whether you're a first-year student or about to graduate.

Get Started: successworks.wisc.edu

Put your English major to **WORK**

Common Alumni Job Titles:

- Business Owner
- English Teacher
- Company President
- Attorney
- Editor
- Principal
- Account Executive
- Executive Director
- Project Manager
- Writer
- Technical Writer
- Consultant
- Communications Director
- Marketing Manager



Employers of English Alumni:

Top 10:

1. American Family Insurance
2. Epic
3. CUNA Mutual Group
4. Madison Metropolitan School District
5. Covance
6. 3M
7. Baker Tilly US
8. Chicago Public Schools
9. Edgewood College
10. Google

Additional Employers:

- Microsoft
- Apple
- Abb Vie
- Ameriprise Financial Services
- Discover Financial Services
- Kohl's
- Nordic Consulting Partners
- Boeing

Recent Grads' Career Plans:

- 67%** Employment
- 5%** Volunteer or Service Programs
- 26%** Continuing Education or Grad School

Recent Grads' Employment Sector:

- 50%** Private Industry
- 24%** Government
- 20%** Non-Profit

Where Alumni Live & Work:



"Using the persuasive language skills I honed as an English major, I have been able to advance projects, secure more funding for initiatives and better communicate with leadership teams."

Coral Graszner, 2011

Public Relations & Communications Manager
Fiskars Group - Madison, WI



"An English major is about combining your ability to write with your ability to think. That skill is insanely important in the real world. Sprinkle in a little public speaking experience and you will be an unstoppable force!"

Alex Frecon, 2009

Writer + Director
Minneapolis-St. Paul, MN

Career Communities for English Majors

SuccessWorks has eight Career Communities to connect you with career advising, resources and programs. Here are a few suggestions on where English Majors can start.

Not inspired by these options? Visit SuccessWorks to explore more widely.

- **Communications, Entertainment & the Arts**
- **L&S Business & Entrepreneurship**
- **Government, Policy, International Affairs & Law**
- **Non-Profit Management & Education**

successworks.wisc.edu

What you can do with your **BIOLOGY MAJOR**



Biology Major Skills:



Research & Research Design

You know how to define a problem, design a study to find answers, identify strengths and weaknesses of methods, report findings, and make recommendations.



Data Analysis

You can code and analyze quantitative and qualitative data, utilizing appropriate tools, predicting outcomes, interpreting results, and presenting data.



Critical Thinking

You can define and analyze problems, identify factors that contribute to outcomes, and analyze connections.



Teamwork

You work collaboratively with others to achieve common goals, negotiate, and manage conflict.



Digital Literacy

You learn to utilize a variety of data analysis and simulation tools, plus databases and graphics software.



Written & Oral Communication

You articulate thoughts and ideas clearly and effectively in written and oral communication, explaining complex ideas for technical and non-technical audiences.

Supplement Your Skills With:



Leadership Experience

Get involved with student orgs, community groups & other places you can learn to lead.



Work Experience

Seek out lab or field research, internships in business or administrative settings, or part-time work.



Global & Intercultural Experience

Seek out experiences where you work with and learn from people of different cultures. Consider international internships, study abroad and options closer to home.



Job Shadows to Explore Professions

Accompany alumni or other folks in your network for a day or more in their everyday work routine.

Chart Your Path Forward

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for connections to jobs, internships, employer & alumni networking.

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Put your Biology major to **WORK**

Common Alumni Job Titles:

- Physician Assistant
- Project Manager
- Physical Therapist
- Registered Nurse
- Dentist
- Optometrist
- Physician
- Account Manager
- President
- Pharmacist/Pharmacy Manager
- Consultant
- Chiropractor
- Clinical Research Coordinator
- Scientist
- Teacher



Employers of Biology Alumni:

Top 10:

1. UW Health
2. Epic
3. Covance
4. Medical College of WI
5. PPD
6. Exact Sciences
7. Aurora Healthcare
8. Walgreens
9. CVS Pharmacy
10. Catalent Pharma Solutions

Additional Employers:

- Abb Vie
- Mayo Clinic
- Athletico
- 3M
- Abbot
- Apple
- CDW
- CUNA Mutual Group

Recent Grads' Career Plans:

- 47%** Employment
- 4%** Volunteer or Service Programs
- 48%** Continuing Education or Grad School

Recent Grads' Employment Sector:

- 42%** Private Industry
- 30%** Non-Profit
- 26%** Government

Where Alumni Live & Work:

- 41%** Wisconsin →
- 11%** Illinois →
- 6%** Minnesota →
- 5%** California →
- 37%** Other →



"I have worked in a lab and the clinic, and now I work in a more administrative role, but I still work on developing new drugs. Your Biology major gives you so many options to choose from and you don't have to just stick with one in your career either. Experience from one can help you get a job in another field."

Danielle Gries, 2014
Senior Project Coordinator Supervisor, Covance
Madison, WI



"Every day, I use my Biology major to explain ideas at different levels of complexity. When talking with physicians, managers and other colleagues, I craft my explanation to fit their level of interest and understanding."

Alexander Siy, 2016
Interventional Territory Manager
Vena Interventional - Authorized Dealer for GE Healthcare
Waukesha, WI

Career Communities for Biology Majors

SuccessWorks has eight Career Communities to connect you with career advising, resources and programs. Here are a few suggestions on where Biology majors can start.

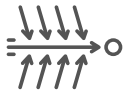
Not inspired by these options? Visit SuccessWorks to explore more widely.

- **Healthcare & Human Services**
- **Scientific Research & Development**
- **Technology, Data & Analytics**
- **L&S Business & Entrepreneurship**

What you can do with your **SOCIOLOGY MAJOR**



Sociology Major Skills:



Understand Social Dynamics, Contexts & Consequences

You learn to understand the structures of societies, institutions and organizations, understanding how these shape individuals' choices, practices and life chances. You take social context into account in decision making and strategy.



Global & Multicultural Competency

You understand social inequalities, group dynamics, and diverse perspectives, developing an awareness of traditional stereotypes. You understand the ways events and processes in one country are linked to those in other countries.



Critical Thinking

You learn to define and analyze problems, identify factors that contribute to outcomes, and analyze the connections.



Research & Research Design

You know how to define a problem, design a study to find answers, identify strengths and weaknesses of methods and approaches, design surveys, conduct interviews and field work, report findings, and make recommendations.



Qualitative & Quantitative Data Analysis

You learn to code and analyze qualitative and quantitative data, utilizing appropriate tools and software, interpret results of data gathering, identify ethical issues, present data.



Written & Oral Communication

You have skills to articulate thoughts and ideas clearly and effectively in written communications and through oral communications.

Supplement Your Skills With:



Leadership Experience



Volunteering or Service-Learning



Collaboration Experience



Internships & Part-Time Positions

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Put your Sociology major to **WORK**

Common Alumni Job Titles:

- Professor, Principal, Teacher
- President or CEO
- Executive Director
- Attorney
- Account Executive/Manager
- Owner or Founder
- Registered Nurse
- Business Development Manager/Consultant
- Project Manager
- Case Manager



Employers of Sociology Alumni:

Top 10:

1. American Family Insurance
2. CUNA Mutual Group
3. UW Health
4. WI Department of Health Services
5. Chicago Public Schools
6. State of WI
7. Aurora Healthcare
8. Epic
9. Google
10. Northwestern Mutual

Additional Employers:

- US Department of Veteran's Affairs
- WI Department of Natural Resources
- Allstate
- American Heart/Stroke Association
- American Medical Association
- Boeing
- Boys & Girls Club of Milwaukee

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Where Alumni Live & Work:



"Always ask 'why?' As a Civil Rights Analyst, and previously as a Federal Investigator, I spend my days asking questions attempting to uncover evidence of noncompliance with federal civil rights laws, never being satisfied with what appears on the surface.

Sociology taught me how to turn my natural curiosity into a career."

Avery S. Jackson, 2009

Civil Rights Analyst, U.S. Department of Health & Human Services
Washington, DC



"My Sociology major taught me how to best identify qualified and accurate data to answer the challenges of the day. The data's source and accuracy of assessment are vital in my current role and life."

Kingsley Goubourne (he/him/his), 2004

Sr. Consultant, Diversity Equity & Inclusion, UnityPoint Health
Owner, Apollo Consulting Solutions
Owner, Artemis Provisions and Cheese

Career Communities for Sociology Majors

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- **Technology, Data & Analytics**
- **L&S Business & Entrepreneurship**
- **Non-Profit Management & Education**
- **Government, Policy, International Affairs & Law**
- **Healthcare & Human Services**