

**ANNUAL
REPORT
2020-2021**



SUCCESSWORKS

AT THE COLLEGE OF LETTERS & SCIENCE

**SuccessWorks is a center for personal & professional development,
made possible by the generosity of Badger alumni & supporters.**

**Together, we're transforming the lives of L&S students as
they build their unique paths to success.**

YEAR ~~OFF~~ OF THE PIVOT

While many universities closed their career services operations in 2020, we at SuccessWorks rallied.

Students needed us more than ever. They scrambled after losing internships and jobs. Many industries were closed off to interns and new graduates, forcing students to look for back-up options. Even part-time options were unavailable to many. The sense of loss, overwhelm and fear was significant. Students felt they did not have the luxury to follow their dreams.

Beginning with our summer initiative, Badgers on Track, and guiding us through the rest of the year, SuccessWorks focused on four major themes:

1. Foster resilience

L&S degrees position students for numerous opportunities and give them the skills to navigate difficult times. Our career advisors worked tirelessly with students one-on-one to pivot to new opportunities while still moving toward their career goals.

2. Create opportunities

We showed students how they can keep moving their career development forward virtually through our programs, and prepared them for virtual career fairs and interviews reflecting the changed recruiting and hiring environment. We created social justice internships with Black-led and owned non-profits in Madison.

3. Gain experience

Students may not have been able to complete traditional internships, but we expanded opportunities for students to work with alumni and employers on skill-building activities such as case studies and job simulations, and we connected students to micro-internship opportunities.

4. Expand networks

We knew our alumni and employers would show up in big ways to connect with students, from easing students' minds about their ability to persevere through the pandemic to inspiring them with their own stories and to connecting them to opportunities.

You will see these themes woven throughout this report, along with the SuccessWorks team's remarkable commitment to L&S students.

Every year, SuccessWorks has had the irreplaceable support of donors and alumni. There's a reason why no other institution in the Big Ten is doing what the College of Letters & Science has done with SuccessWorks: nobody can match the commitment of the Badger community and their willingness to step up in support of our students.

I am so grateful—and our students are so grateful—to everyone who has invested their success in ways large and small.

On, Wisconsin!

REBEKAH PRYOR PARÉ
Associate Dean & Executive Director
SuccessWorks at the College of Letters & Science



STUDENTS ENGAGED



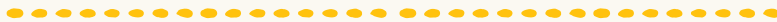
Overall engagement with SuccessWorks programs (and other programs on campus) was down in 2020-2021 due to disruptions caused by the pandemic. However, career advising spiked, and the rate of students returning to SuccessWorks for repeat engagements was especially strong.

23% increase in advising engagements

54% of students engaging with SuccessWorks did so multiple times

55% increase in programs offered over previous year (234 total)

12% increase in unique web views (144,466)



STUDENTS SERVED IN '20-'21:

7,066 total unique students

4,554 unique L&S students

STUDENT ENGAGEMENTS:

11,932 total student engagements

8,417 L&S student engagements

BADGERS ON TRACK



In Summer 2020, SuccessWorks led a cross-campus initiative to help students move forward with their career development and overcome the challenges of the COVID economy.

Badgers on Track featured brand new virtual programs supporting students through four pillars of career readiness: Resiliency, Networking, Opportunities & Experience.



441 students served in Summer '20 (241 L&S)

609 total student engagements (359 L&S)

89% increase in web traffic during campaign, over previous year

ADVISING:
226 students in 287 appointments

WORKSHOPS (4):
107 students attending & 288 online views

CASE STUDIES (4):
84 students & 3 UW school/college partners

“The economic consequences of COVID-19 have had a serious impact on the job and internship market for our students and recent graduates... Our SuccessWorks team has developed innovative programs that will help students pivot their job searches quickly to find new opportunities, expand their professional networks, and strengthen their resiliency during this period of economic challenges.”

ERIC M. WILCOTS
Dean and Mary C. Jacoby Professor of Astronomy
College of Letters & Science



SuccessWorks summer initiative to help students, recent alumni pursue career goals

May 27, 2020 - Excerpt from news.wisc.edu

A recent survey from the National Association of Colleges & Employers (NACE) found that about 22 percent of employers are revoking offers to summer interns, while many others are revoking offers for full-time positions. An unprecedented job market, combined with the difficulties of gaining career experience from home, puts current students and recent graduates in a difficult spot.

“My biggest concern is that the class of 2020 will get caught in limbo, waiting for job freezes to be lifted,” said Betty Nen, a few weeks before she graduated this spring with a major in Political Science & Southeast Asian Studies.

“Badgers on Track is all about giving hope to students like Betty,” says Rebekah Pryor Paré, Associate Dean for the L&S Career Initiative and Executive Director of SuccessWorks. “We’re giving students the tools and connections they need to spend this summer making progress toward their career goals, no matter what challenges they face.

“Badgers on Track shows the power of what we can do for our students’ futures as a campus, and as a broader community of alumni and supporters.”

As for Betty Nen, who worried before graduation about the lack of opportunities she and her fellow Badgers in the class of 2020 would face in the job market, she worked with SuccessWorks advisors to adapt when it became clear that positions in her chosen field of international educational programs weren’t materializing. In a matter of weeks, Betty re-tooled her resume and changed her job search strategies. Just before graduation, she accepted an offer as a research analyst with a consulting company.

“SuccessWorks helped me craft a resume that successfully highlighted my strengths and accomplishments, setting me apart from other applicants,” she said. “With the help of SuccessWorks, I was able to identify my own skills that are easily transferable to a wide variety of industries and career fields, and use them to market myself to employers.”

She recommends SuccessWorks to other students and alumni, as they were competent and dedicated. “UW students are naturally high achievers, but it’s important to understand the value in asking for help and guidance, especially during these uncertain times,” Nen said.



FULL ARTICLE:

<https://news.wisc.edu/successworks-summer-initiative-to-help-students-recent-alumni-pursue-career-goals/>

FALL CAREER FOCUS WEEKS

When the Fall semester started, L&S students faced a daunting question: How to find a job or internship with everything virtual, and the hiring market frozen in so many industries?

SuccessWorks built the Fall program calendar around helping students get internships and jobs with re-tooled fairs and programs focusing on particular industries and fields. Many virtual events were focused specifically on networking, the application process and interviewing.



SOCIAL IMPACT WEEK

September 14 - 18



TECH & DATA WEEK

September 21 - 25



**BUSINESS, MARKETING &
COMMUNICATIONS WEEK**

September 28 - October 2



SCIENCE & BIOHEALTH WEEK

October 5 - 9

“I had never been to a career fair before so I didn’t know what to expect, but now I’m on my way to finding a position! Overall, I thought the whole fair was very helpful, and I don’t think the virtual nature of the fair diminished its value.”

**STUDENT AT A FALL 2020
VIRTUAL CAREER FAIR**

SPRING CAREER JUMPSTART

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

As the job market began to thaw and students began preparing for more in-person activities in the coming year, the Spring Career Jumpstart gave them opportunities to re-engage or re-start their career development.



CAREER FAIRS

10+ fairs & prep events

MOCK INTERVIEWS & TREKS

with real employers

GROUP ADVISING

focused on specific industries

ALUMNI NETWORKING

featuring 27 L&S departments/units



DIVERSITY, EQUITY & INCLUSION

SuccessWorks is working to understand how racism, classism and other forms of systemic oppression impact students in the career development, recruiting and hiring processes. SuccessWorks launched the Inclusive Excellence Project in 2020-2021 as an intentional plan to better meet the needs of all students in the College of Letters & Science. A summary of findings and plan of action is below.

SUCCESSWORKS ENGAGEMENT:

- SuccessWorks serves more underrepresented than represented students (proportionally)
- Underrepresented students are more likely to participate in SuccessWorks programs and fairs than career courses & advising
- 43% of underrepresented students return to SuccessWorks for multiple engagements, compared to 29% of represented students
- First Generation and Pell-eligible students are less likely to participate in career services overall

CONCLUSIONS:

While SuccessWorks engages underrepresented students proportionally more than represented students, the overall rate of underrepresented student engagement (26%) is insufficient. SuccessWorks recognizes the following needs:

- Increase students' awareness of career services available to them
- Remove barriers to career preparation and simplify students' engagement opportunities to ensure a strong start early in their college career
- Meet students' needs by tailoring career advising and other services to their unique interests, situations, and backgrounds, including their social and economic backgrounds
- Help students develop professional networks and connections
- Improve the accessibility & inclusiveness of programs & services
- Strengthen partnerships with diversity programs, financial aid services and student organizations to create opportunities for students to engage in career preparation over time
- Reach out proactively and directly to First Generation and Pell Grant students to connect them to SuccessWorks
- Ensure staff have the experience and/or training needed to work with students from various identities and backgrounds
- Recruit, hire and retain staff of color to help students identify advisors and mentors who may feel more relatable within the SuccessWorks team.

CAREER OUTCOMES:

- Underrepresented and targeted minority students complete internships and secure jobs at about the same rate as represented students
- First Generation and Pell-eligible students complete and secure jobs at a lower rate than represented students
- Students with intersecting underrepresented identities represent a more significant drop in placement rates

ACTION PLAN:

Diversity and inclusion have been elevated to one of five strategic goals for SuccessWorks. We will employ the following strategies at SuccessWorks. Success will be measured by our ability to achieve the related objectives outlined in the 2021-24 strategic plan:

Create an inclusive environment within SuccessWorks

Improve the underrepresented student experience in career development

Engage Pell Grant and First Generation students in career development

ADVISING & CAREER COMMUNITIES

All advising and Career Community programs went virtual for 2020-2021. Instead of slowing down, SuccessWorks advising ramped up considerably, with far more students served than ever before.

Career & Internship Specialist advisors and Peer Advisors offered online video advising to students living across town, across the state and sometimes across the world.

During this period of uncertainty and disruption, Career Communities gave students a sense of grounding and focus—networks of advisors, supportive alumni and employers all organized around the career areas that interest them.

3,113

advising engagements:
23% increase over
previous year

82

Net Promoter Score
for 30-min advising
appointments

“

I look back to Spring 2020 and think about all those familiar names that popped up on my advising schedule. I had to help students rethink what was possible when those internships and research positions got cancelled. We worked on different ways to build skills, to practice networking, and focus on things students were able to accomplish in this new environment ... We learned a lot, and we're going to continue to build off this past year and make the most of how we deliver for our students.”



MAUREEN MULDOON

Career & Internship Specialist



“**SuccessWorks has been such an important part of my experience at UW-Madison.**

I declared an Economics major after enjoying the introductory courses, but I didn't know where I wanted to take it. After attending some Career Fairs and doing personal reflection, I realized my interests were in the government and public policy space, but I didn't know where to start.

The Government, Policy, International Affairs & Law Career Community has been so helpful connecting me with professionals and alumni who work in the areas that interest me. I have attended events and worked on case studies that have showed me what it's actually like to work in these areas. I have received guidance on federal resumes, interviewing etiquette, personal branding and so many other important parts of my career development.

The advisors at SuccessWorks have helped me realize that I can bridge my interests in international affairs, economic development, language, education and culture in a variety of ways after graduation. Their guidance with career exploration, application feedback and candid advice has truly been invaluable.

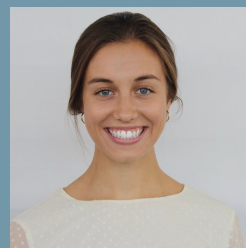
I know I have the SuccessWorks team to thank in part for my summer internship with the Federal Reserve Bank of Saint Louis.

I would like to thank the SuccessWorks donors, volunteers and supporters who have given their time and resources to support this organization. You have truly had such an impact on my own career development and that of so many others.”

CLAIRE JAMES

Economics & International Studies, 2022

Summer 2021 Internship at the Federal Reserve Bank of St. Louis



L&S CAREER COURSES

The L&S Career Course instructional model creates a circle of support, empowering students to explore their skills, interests and career possibilities in an environment that helps them make the most of their connections to L&S academics, advising & alumni. Every week, Career Course Teaching Assistants meet to share updates on students and coordinate proactive outreach to those who need a bit of extra support.

In 2020-2021 SuccessWorks expanded course offerings of Taking Initiative as part of a priority effort to support first-year students entering college during the pandemic.

Inter-LS 210:

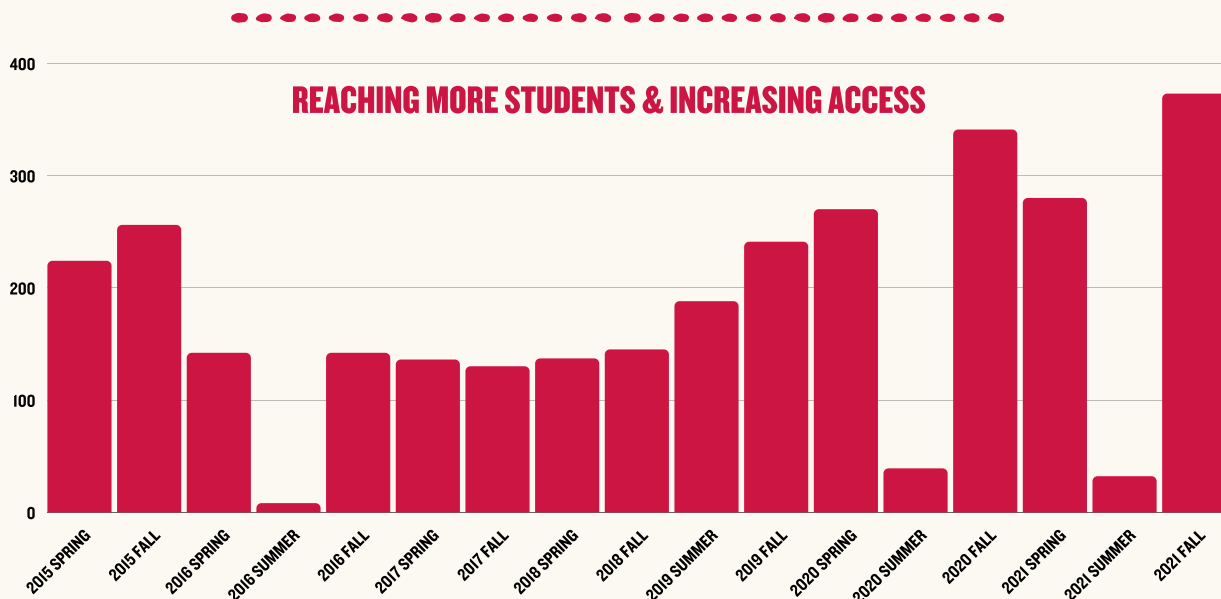
CAREER DEVELOPMENT, TAKING INITIATIVE

- One credit course
- Includes visits from L&S alumni
- Incorporates instruction on how to write a resume, set up a LinkedIn account, DEI in the workplace, and SuccessWorks videos on networking

Inter-LS 215:

COMMUNICATING ABOUT CAREERS

- Three credit course
- Builds on INTER-LS 210
- Includes additional learning on the importance of diversity in the workplace and understanding tech in the workplace



93% of students say career courses helped them effectively or very effectively describe their personal brand to others ('20-21)

95% of students say the courses made them better prepared to:

- maintain and continually improve their resume
- conduct an informational interview
- create a professional network utilizing alumni
- manage a LinkedIn profile
- utilize campus resources to assist with career planning
- find and apply for an internship, volunteer or research experience

82 alumni have visited a Career Course to share their stories and mentor students, totaling 247 visits



The most important thing that I learned throughout the course was how to become more confident in marketing myself.

The University of Wisconsin-Madison provides many great services through SuccessWorks that allow students to practice essential aspects of marketing themselves for professional environments. Knowing how to market yourself plays an essential role in forming connections with other professionals and throughout the course, students can truly understand the importance connections can have when finding one's 'dream job.'

This course allows to you recognize some of your true passions that you may have never been able to notice without the reflection activities. I think that Inter-LS 210 allows every student to feel that they can accomplish so much regardless of what their past experiences are because someone can contribute something that no one else can offer. This class encourages students to keep an open mind to taking classes that would interest them and not feel forced to decide on a major or career path. This class uses the technique of reflection of values and experiences to better understand ourselves and our goals for our future. Though it is easy to breeze through some of these assignments, I encourage students to take the time to reflect because you can truly only gain knowledge about yourself if you maximize the power of each assignment.



HANNAH KRAMER

Enrolled in L&S Career Course in Spring,
2021 as a first-year student

“During 2020-2021, we learned firsthand how our students struggled with the dislocation, isolation, and the uncertainty of a pandemic—largely logging into our classes remotely from home, alongside other roommates and family members were also studying and working remotely at the same time—while trying to preserve their own health and progress toward their degrees.

Fortunately, our SuccessWorks courses have long been designed to offer students a safe space to reflect on their own education, build community with their peers, and access advice and assistance from advisers, instructors, alumni, and employers.

I believe our students appreciated that support structure during such a difficult time.

We adapted lectures, assignments and discussions to deal directly with the unfolding COVID-19 crisis—just as students would need to understand and deal with the implications of that crisis in their future careers. We helped students understand survey and economic data that showed clearly how the value of a research university liberal arts and sciences education enabled graduates to find professions where they would be more likely to be able to pivot to remote, technology-enabled knowledge-work during a public health crisis. But we also helped students follow the professional and industry news media to understand how each of their chosen career communities — whether rooted in public health, politics, arts, business, technology, etc. — had a key role to play in helping society make its way out of this pandemic.”

GREG DOWNEY

**Faculty Director, L&S Career Courses
Associate Dean for Social Sciences**



CONNECTIONS TO

ALUMNI



The pandemic severely disrupted the labor market for students, making alumni networking more important than ever. Many internships were canceled, and students sought more ways to stand out to employers.

SuccessWorks responded with urgency, creating new options in 2020-2021 for students to connect virtually with alumni who offered guidance, mentorship and opened the doors of opportunity.

Students from across multiple majors benefited from hearing from alumni working in specific fields of interest. For students who love their major but aren't sure what to do with it in their careers, SuccessWorks provided programs featuring alumni from those majors with successful careers in a wide variety of fields.

The message to students is clear: Your major gives you the skills and experience you need for success, and Badger alumni are here to support you at every step.



ALUMNI PROGRAMS IN '20-'21:

1,500+ total students served

563 alumni-student engagements

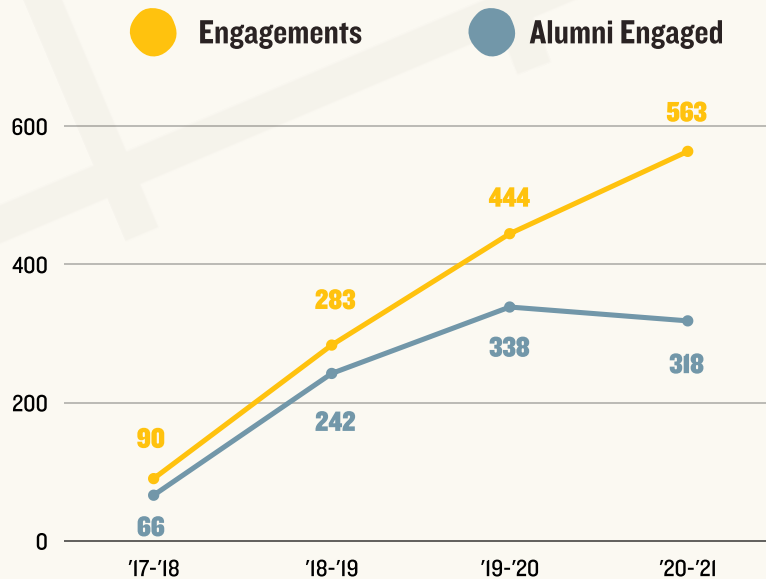
318 active alumni volunteers

40 alumni sharing insights and expertise with SuccessWorks

ENGAGED ALUMNI

Investments in staffing, programs, departmental collaborations and new techniques for alumni outreach and stewardship have driven explosive growth in SuccessWorks alumni programs since 2017. This alumni support allows SuccessWorks to scale its impact, reaching far beyond the work staff and advisors do directly with students.

The number of engagements between alumni and students has grown consistently since 2017. The number of alumni actively engaged each year grew steadily until 2020-2021, when the large Major at Work events were scaled back due to the pandemic. However, innovative new programs like Taste of Success gave alumni virtual ways to share their stories with and mentor students in 2020-2021.



“Through all the transitions and challenges of 2020-2021, we at SuccessWorks have remained focused on our mission of supporting career success for students in the College of Letters & Science. We have been so grateful for dedicated alumni volunteers who generously offer time and expertise to help students overcome obstacles and build their paths to successful careers.

It's not an exaggeration to say we could not do this work without you.”

MICHAEL KRUSE
Alumni Relations Coordinator



ALUMNI PROGRAM HIGHLIGHTS

ASK AN ALUM

Virtual alumni networking sessions built around career/industry areas of the Fall Focus Weeks:

- Social Impact 9/17/2020
- Tech & Data 9/23/2020
- Business, Marketing & Communications 10/1/2020
- Science and Biohealth 10/8/2020

MAJOR AT WORK EVENTS

Sometimes a student doesn't know what career they want to explore, and instead asks, "what can I do with my major?"

Major at Work Events help students explore the possibilities by bringing together alumni from specific majors who work in a huge diversity of fields, expanding students' understanding of their career possibilities while providing one-on-one mentorship on how to plan for success.

These events also help L&S departments attract more students to their major, spurring students to think not just about their careers, but their choice of major.

- Geography at Work 11/10/2020
- English at Work 11/11/2020

The COVID-19 pandemic limited the number of these programs offered in 2020-2021, but SuccessWorks is expanding this successful event series again in 2021-2022.

ADDITIONAL DEPARTMENT COLLABORATIONS

In 2020-2021 SuccessWorks continued supporting the Political Science Mentorship Program by helping to make one-on-one student-alumni mentor matches in partnership with the Political Science department.

SuccessWorks hosted two virtual events in partnership with the department of Communication Arts. These programs connected students to alumni panels and breakout networking sessions organized around specific fields in communications.

- Careers with Comm Arts: Media & Entertainment 3/9/2021
- Careers with Comm Arts: Strategic Communications & Consulting 3/10/2021

TASTE OF SUCCESS

SuccessWorks learned from the Ask an Alum programs in Fall 2020 that students benefit from conversations focused around specific fields. However, the limited number of events offered in fall meant that many students were unable to find time to attend, or the events were too broad for their specific interests.

The Taste of Success series was developed in response. These small, virtual networking sessions were offered over two dozen times throughout the Fall semester. Student and alumni participation was strong, and these programs will continue to be offered in 2021-2022:

- Marketing, Advertising, and PR 2/2/2021
- Business and Sustainability 2/3/2021
- Policy 2/4/2021
- Healthcare Administration and Management 2/9/2021
- Finance, Data and Analysis 2/10/2021
- Nonprofits 2/11/2021
- Clinical Research 2/16/2021
- Technology 2/17/2021
- Media and Entertainment 2/18/2021
- Environmental Law and Policy 2/23/2021
- Government 2/24/2021
- Public Health 2/25/2021
- Marketing, PR and Communication 3/2/2021
- K/12 Education 3/3/2021
- Biohealth and Biotech 3/4/2021
- Tech Careers for Non/Tech Majors 3/9/2021
- Music and the Arts 3/10/2021
- Conservation and Natural Resources 3/11/2021
- International Affairs 3/16/2021
- Clinical and Mental Health 3/17/2021
- HR, Management, Operations 3/18/2021
- Higher Education 3/23/2021
- Biostatistics 3/24/2021
- Data Science and Analytics 3/25/2021
- Publishing 3/30/2021
- Renewable Energy 3/31/2021
- Law 4/01/2021
- Healthcare Technology and Informatics 4/06/2021
- Sales 4/7/2021
- Nonprofits 4/8/2021
- Scientific Research and Product Development 4/13/2021
- Programming 4/14/2021

“Last year I volunteered for one of SuccessWorks’ virtual networking sessions to share my past experiences and also to offer suggestions.

One of the two students who followed up with me via email has Chinese language skills and is interested in sustainability topics. We engaged in several follow-up email and phone conversations to help me learn more about her aspirations. I was then able to introduce her to people within my professional network.

She did good follow-up, and she was able to get a summer internship in Tennessee, learning about government activities. That then developed into a Washington, D.C. opportunity that tied back into UW-Madison’s Wisconsin in Washington program and aligned with her interests in East Asia/International affairs. She is currently in Washington, D.C. and is gaining invaluable experience working within the US Senate.

I was happy to help ‘connect the dots’ for her. She is a high-potential student with an amazing future ahead of her.”

RON SZNAIDER

President, Sznaider Consulting LLC

Board Member, Novus Capital Corporation II

1981 Graduate: Atmospheric & Oceanic Sciences, Meteorology

“I find it important to stay connected to the College of Letters & Science through SuccessWorks alumni programs because I have great pride in my degree and my path at UW-Madison.

I had so many great mentors throughout the years and I feel that it is important to give back in the same way so many have given to me. I want to engage students and get them interested in natural resources because we continue to need competitive candidates to fill our roles of protecting the great resources of Wisconsin.”

CAMILLE BRUHN

Water Quality Biologist, WI Department of Natural Resources

2011 Graduate: Biology and Biological Aspects of Conservation

ACADEMIC DEPARTMENTS

What can you do with an L&S major? Faculty and academic advisors have been seeking information and support to answer this question with confidence. SuccessWorks took major steps in 2020-2021 toward helping every L&S department answer this question in ways that inspire students and spark them to get moving on career development.

MAJOR SKILLS SHEETS

SuccessWorks is partnering with L&S 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

PROGRAM COLLABORATIONS

SuccessWorks collaborated with more than 25 L&S academic departments and programs in 2020-2021 to offer workshops, treks, alumni networking and other experiences for students. These partnerships create seamless bridges between students' academics and career development.

2020-2021 departmental program collaborations included:

- Badgers Exploring Business Virtual Trek
- Badgers Exploring Environmental Careers Virtual Trek
- Badgers Exploring Government Virtual Trek
- Badgers Exploring Policy Virtual Trek
- Geography at Work
- Careers in Chemical Sciences
- Careers in School Psychology
- Careers in Mental Health
- Political Science Mentoring Program
- Careers with Comm Arts

What you can do with your ENGLISH MAJOR

English Major Skills:

- Writing to Persuade
- Research
- Creative Thinking
- Critical Reading & Thinking
- Statistical Proficiency
- Public Speaking & Oral Communication
- Cultural Competency
- Research to Global

Supplement Your Skills With:

- Leadership Experience
- Digital Technology Skills
- Global Competency
- Interdisciplinary & Part-Time Experiences
- Cultural Experience
- Career & Self-Development

Chart Your Path Forward

Activate Your Handshake Account | Explore Career Opportunities | Get Career & Internship Advice

Get Started! successworks.wisc.edu

What you can do with your STATISTICS MAJOR

Statistics Major Skills:

- Data Mining & Visualization
- Computational & Data Analysis
- Digital Technology
- Critical Thinking
- Statistical Proficiency
- Teamwork
- Communication with Business Leaders

Supplement Your Skills With:

- Quantitative Skills
- Global Competency
- Leadership Experience
- Career & Self-Development
- Interdisciplinary & Part-Time Experiences
- Work-Over-Communities

What You Can Do NOW

Activate Your Handshake Account | Explore Career Opportunities | Get Career & Internship Advice

Get Started! successworks.wisc.edu

What you can do with your GERMAN MAJOR

German Major Skills:

- Writing to Persuade
- Critical Reading & Analytical Thinking
- Cultural Competency
- Creative Thinking
- Research & Communication
- Teamwork
- Professionalism & Work Ethic

Supplement Your Skills With:

- Career & Self-Development
- Leadership Experience
- Interdisciplinary & Part-Time Experiences
- Work-Over-Communities
- Global Competency
- Study or Internship Abroad

Chart Your Path Forward

Activate Your Handshake Account | Explore Career Opportunities | Get Career & Internship Advice

Get Started! successworks.wisc.edu

What you can do with your SOCIOLOGY MAJOR

Sociology Major Skills:

- Research & Communication
- Critical Reading & Analytical Thinking
- Statistical Proficiency
- Cultural Competency
- Creative Thinking
- Research & Research Design
- Qualitative & Quantitative Data Analysis
- Written & Oral Communication

Supplement Your Skills With:

- Leadership Experience
- Digital Technology Skills
- Global Competency
- Interdisciplinary & Part-Time Experiences
- Cultural Experience
- Career & Self-Development

Chart Your Path Forward

Activate Your Handshake Account | Explore Career Opportunities | Get Career & Internship Advice

Get Started! successworks.wisc.edu

What you can do with your BIOCHEMISTRY MAJOR

Biochemistry Major Skills:

- Critical Thinking
- Research & Research Design
- Statistical Proficiency
- Digital Literacy
- Research & Communication
- Teamwork
- Written & Oral Communication

Supplement Your Skills With:

- Leadership Experience
- Digital Technology Skills
- Global Competency
- Interdisciplinary & Part-Time Experiences
- Cultural Experience
- Career & Self-Development

Chart Your Path Forward

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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.



Creative Thinking

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



Critical Reading & Thinking

You understand divergent perspectives, identify and question assumptions and recognize the implications of texts.



Emotional Intelligence

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



Research

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



Public Speaking & Oral Communications

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



Cultural Competency

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



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



Career & Self Development

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

BUILDING EXPERIENCE

SuccessWorks significantly increased offerings of experience-based learning in 2020-2021 to create new opportunities for students at a time when the availability of internships crashed. Programs like Mock Interviews, Case Studies and Simulations help students answer the question, "what is it like to do that job?" By getting practice and trying out different occupations, students are able to sift and winnow to find the career paths that are right for them, and identify gaps in their skills they need to bolster to launch successful careers.

1,494

total students served
through experiential
programs

250%

increase in experiential
program offerings over
previous year

1,057

Letters & Science
students served

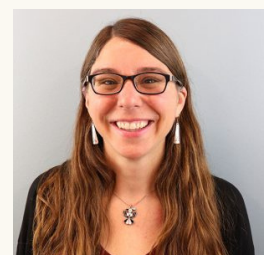
264%

increase over
previous year

“

These experience-based opportunities were particularly important to students during a time when the job and internship market was a real challenge. I'm proud of the critical role SuccessWorks plays in helping students explore their career interests and develop personally and professionally.”

SARAH HALLAS
Experiential Education Coordinator



“

Thank you to SuccessWorks for putting on the Badgers Exploring Social Justice Careers event. I connected with the CEO and Founder of Blueshift Tech at the event and will be starting at Blueshift in May as an Associate Developer.

I'm really excited to join the Blueshift team. I couldn't have gotten here without that event.

You have been an incredible resource this year, I cannot thank you enough for all the guidance and support you have given me.”

CAROLINE JEDDELOH

**Computer Sciences, 2021
Associate Developer, Blueshift Tech**

**2020 SuccessWorks Social Justice Internship:
Data and Program Evaluation Intern, FOSTER of Dane County**



“

I really valued this case study. It was well-run and I enjoyed having alumni mentors checking in with us at the beginning and end.

I learned a lot, not only in terms of communications, but also in terms of teamwork and time-management. I would enjoy doing more in the future!”

CASE STUDY PARTICIPANT

**Immigration Policy and Communications Strategy Experience
January, 2021**

FOSTERING INTERNSHIPS

Going into the 2020-2021 academic year, the internship market had cratered. Many Summer 2020 internships were cancelled and the future was uncertain. But internships bounced back over the course of the year, and students completed a huge variety of in-person and virtual internships during the year and in Summer 2021.

Along the way, SuccessWorks supported students through advising, expanded resources and programs focused on helping them secure and succeed in the uncertain internship environment.

SUCCESSWORKS INTERNSHIP FUND

This funding is critical for students in low-paying internships, or those in areas with a high cost of living. Students are chosen based on quality of application materials and internship experience, financial need and whether they are underrepresented in their school, major and/or industry:

41 students of 20 majors served in '20-'21

\$103,500
awarded in '20-'21

\$780,000+
awarded since 2006

SOCIAL JUSTICE INTERNSHIPS

In 2020-2021 SuccessWorks piloted an internship program providing internship opportunities at local non-profit organizations focused on social justice.

Students benefited from building experience while making an impact in their Madison community. Hosting Black-owned & led non-profits, most of which lack a robust campus recruitment operation, benefitted from building connections to a dedicated, talented student population:

39 participating students at 7 organizations

49% of participants Students of Color

41% of participants demonstrate high financial need

2021 INTERNSHIP FUND RECIPIENTS

NYAGOAH BIEL

Wisconsin State Public Defender's Office (SPD)
Investigative Unit

NICHOLAS CHAVEZ

Department of Justice Criminal Appeals Unit

ANGELICA CONTRERAS

Greater Chicago Legal Clinic

DAYNA EDWARDS

Dane County Juvenile Detention Center

PAMELA ELUBIAOZOR

Exelon STEM Academy

MIA FARIAS

Pinkston

ALLISON FORSYTHE

Dane County Humane Society

TAMIA FOWLKES

Milwaukee Journal Sentinel

SOUMIKA GADDAMEEDI

Wisconsin Humane Society

KAREEM HARRIS

Friendship Public Character Schools

GOREJER HER

Office of State Representative Hubert Vo

ALEXANDER HIND

Just Bakery

KAMRYN HONHORST

ARC Community Services- Paterson

KEISI HOXHA

Wisconsin State Public Defender's Office-
Investigative Unit

KYLE HULBERT

Madison Audubon

CAMIKA HURDLE

Zelie's Home/ AmeriCorps

LUTFIA KHALEQUE

U.S. Department of Veterans Affairs

ALESSANDRO KULUTBANIS

Cohen Commercial Realty, Inc.

GEORGIA KUNDRAT

Girls Inc. of Greater Madison (Goodman Community
Center)

YAHVI MAHENDRA

American Public Health Association

CAROLINE MANCL

United States Probation and Pretrial Office

RANDEE MERVIN

Department of Justice

MARYAM MUHAMMAD

Wisconsin Area Health Education Centers (AHEC)
Community Health Internship Program (CHIP)

ANASTASIE NDAHAYO

PASS AmeriCorps

CATHERINE NGUYEN

National Great Rivers Research & Education Center

CANAAN ODEH

University of Wisconsin Madison Office of Secretary
of University Staff

MAKAYLA PETERSDORFF

Mendota Mental Health Institute

CARLOS PUGA

Legal Action of Wisconsin

TEAGAN RAFFENBEUL

Anoka County Attorney's Office "Victim
Witness Internship

SAMANTHA RICHTER

Healing Our Hearts

ETHAN RIDGWAY

Nastasi Architects

ELEANOR SAND

Library of Congress

YUI SATO

Propel Women

BARNABAS SHIFERAW

University of Wisconsin School of Medicine and
Public Health

PRINCESS VAULX

Next Step Ministries

JAMIE WHEELOCK

Girls Inc. of Greater Madison

ASHTON WHITAKER

Dane County Humane Society

HELENA WHITE

Columbia University, School of Social Work,
Social Intervention Group

THERESA WOLFE

Briarpatch Youth Services



"The SuccessWorks Internship Fund has helped me get on my feet in professional spaces, presenting the best version of myself in the job and internship search process."

TAMIA FOWLKES

Journalism & Political Science, 2022
Summer 2021 Internship at the
Milwaukee Journal Sentinel

2021 SUMMER INTERNSHIP FUND DONORS



Donna W. & Eric R. Colson

Jesse Derris & Jordana Kier

Michael & Deborah Krentzman

David & Jennifer Hammond

The Honorable Joy N. Picus & Dr. Gerald S. Picus

Allan E. & Carolyn R. Reznick

George F. & Jane M. Shinnars

John M. Stanoch


THANK YOU

PARTNERING WITH EMPLOYERS



As COVID-19 was sending shockwaves through the college labor market, SuccessWorks offered a lifeline to both students and employers. Drawing on employer relationships, SuccessWorks developed approaches to meet employers' needs. Employers and students had over 40 SuccessWorks program opportunities to virtually connect, including traditional career fairs, panels and low-key networking events.

The SuccessWorks network of Employer Partners and collaborators is made of employers large and small, including organizations with operations in Wisconsin, like Deloitte, Yahara Software, GE Healthcare, Zywave, Epic, American Family Insurance and Aldevron.



2020-2021:

194 employers engaged in hiring fairs & programs

40+ opportunities for students and employers to connect virtually

31 employers engaging with SuccessWorks for the first time: exceeded goal by 55%

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 students in SuccessWorks programs (excluding career fairs)



SuccessWorks is kind of the glue between the students and our organization...

It's nice to have that so we can meet and engage students, keep them in Wisconsin after graduation and fill our positions with talented, smart students and alumni...

During the pandemic, even though students weren't able to attend in-person events, we worked with SuccessWorks on strategies for continuing to connect with students so they would continue to know what career opportunities are available.



DIANA PASTRANA

Senior Executive Assistant
Aldevron



2020-2021 Employer Partners



PLATINUM



PLATINUM



SILVER



SILVER



SILVER



BRONZE



BRONZE



BRONZE



BRONZE

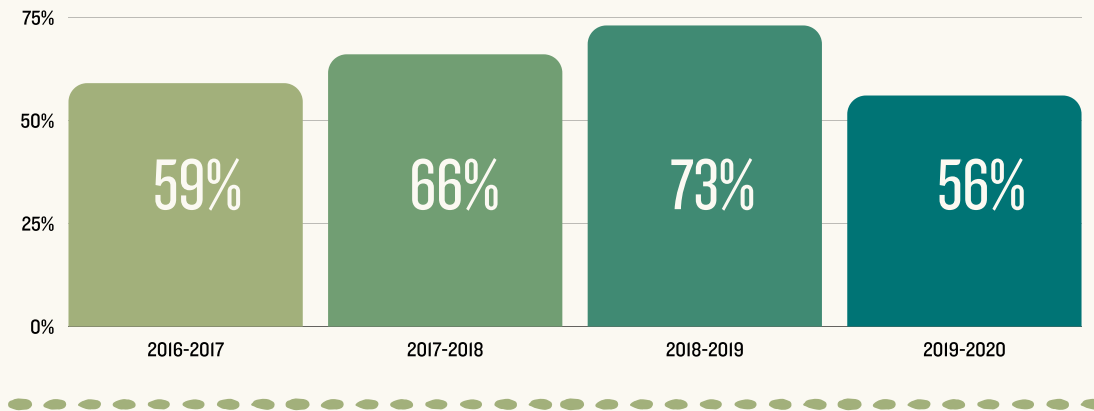
GRADUATE CAREER OUTCOMES

The First Destination Survey is administered annually to L&S bachelor's degree recipients at time of graduation. 2019-2020 is the most recent report year, with a 46% response rate.

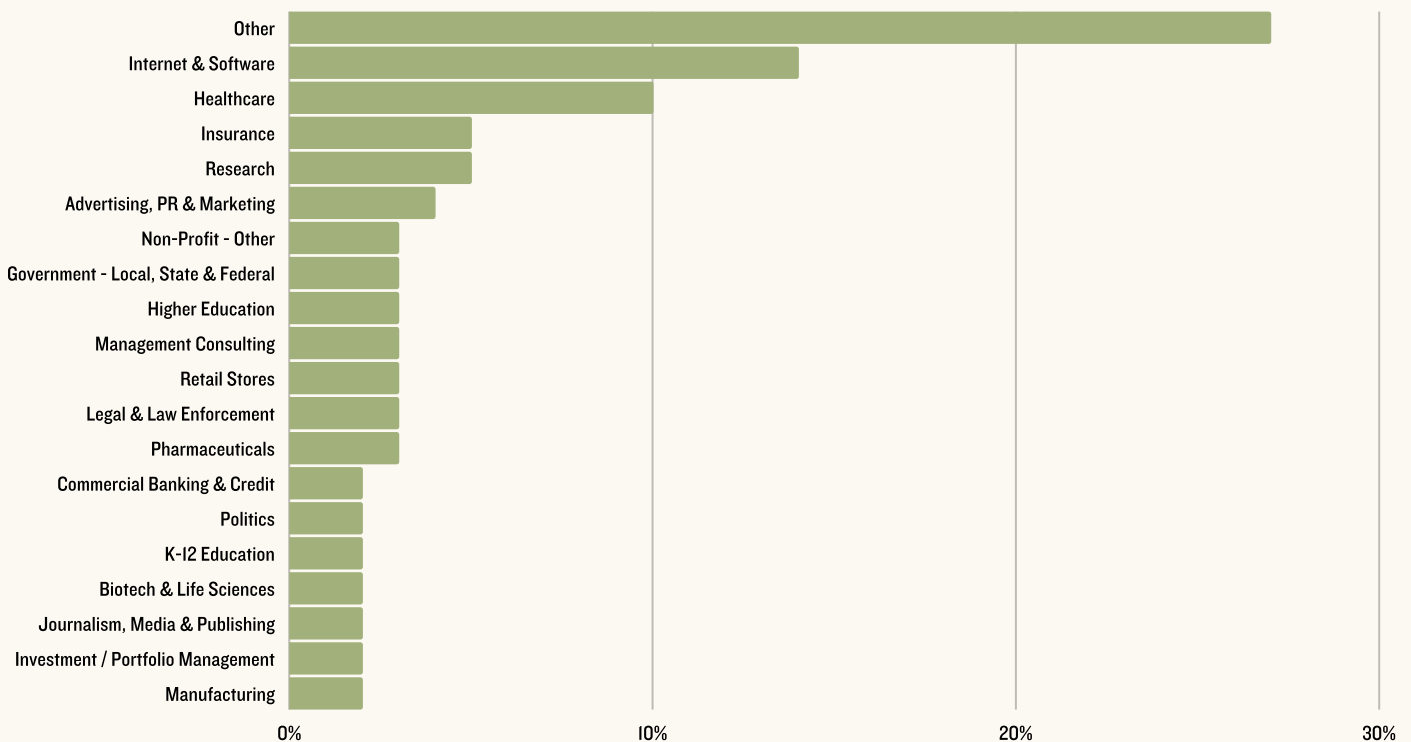
83% of students agree or strongly agree that UW-Madison prepared them for their next steps in their career paths

55% of students completed an internship while at UW-Madison

L&S STUDENTS EMPLOYED OR ADMITTED TO GRADUATE SCHOOL WITHIN SIX MONTHS OF GRADUATING



2019-2020 L&S GRADUATE INDUSTRY PLACEMENT



CHALLENGES AHEAD

The challenges of 2020-2021 spurred major innovations that SuccessWorks will carry into the next academic year to meet the evolving needs of students. Even as SuccessWorks re-opens for in-person services on the third floor of the University Book Store, virtual programs will play an important role in reaching students.

Important challenges lay ahead in 2021-2022 and beyond:

MEETING STUDENT DEMAND

SuccessWorks career advising spiked 23% in 2020-2021. With just 5.5 full-time advisors covering 8 Career Communities, advising waitlists are growing.

L&S undergraduate enrollment will reach 18,500 in Fall 2021, the largest in College history. Huge growth in majors like Computer Sciences, plus the new Data Science major will continue to create high demand for SuccessWorks services.

SuccessWorks has made great progress in reaching underrepresented students and changing the culture of career development in academic departments, but meeting the needs of students in all 65 majors is a tall order requiring additional staff time.

FINANCIAL RESOURCES

Fundraising revenue declined during the height of the COVID pandemic, following a general slowing trend since a fundraising peak in the early days of SuccessWorks.

54% of the SuccessWorks private donation goal was met in 2020-2021, representing an annual shortfall of \$229,296.

\$125,500 of a \$250,000 Internship Fund donation goal was met in 2020-2021.

Career Fair plus Employer Partnership revenue was down 34% compared to previous year.

Prior to opening SuccessWorks in 2017, L&S served just a tiny fraction of students with foundational career services. Alumni were a small part of programs for students, and you could count the number of employers involved in programs on one hand.

L&S supporters fueled the launch of SuccessWorks, and have since propelled the careers of students in the College. Each year the SuccessWorks team sets ambitious goals because we share a passion for student success. We have momentum and will continue setting our sights high.



THANK YOU



In the L&S Badger family, we look out for each other. Thousands of donors, volunteers, alumni & employers make SuccessWorks possible. Together, we rallied to support students during an extraordinarily challenging time.

Thank you for creating a bright future for students in
the College of Letters & Science.





WISCONSIN
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