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

Through five years of innovative programs and a dedication to student success, we’re transforming the ways students in the College of Letters & Science prepare for their lives after graduation.
As the SuccessWorks team planned to re-open with in-person advising and programs for Fall, 2021, we knew we had to do more than simply return to how we used to do things.

Drawing on our team’s collective expertise, we designed a hybrid of in-person and virtual opportunities, so every student had accessible options for taking their first step (or their fifth) on their career journey. That included career fairs, a multitude of alumni networking events, and even brand-new online courses and quizzes that help students get inspired and jumpstart career planning at their own pace.

We set an ambitious goal to serve 6,000 unique L&S students—an increase of 50% over the previous year. Instead, we served 12,631 L&S students, for an increase of 177%

The entire SuccessWorks teams prioritized reaching the students who need us most. In 2021-2022, SuccessWorks served more first and second-year students than ever, and fully a quarter of all program engagements served students from underrepresented backgrounds.

We also saw sharp increases in employer engagement, with many organizations returning to on-campus career fairs for the first time in over a year, and others continuing to take advantage of virtual recruiting events amidst a strong market for jobs and internships.

Making an impact at this scale is impossible to do alone. We are so grateful to Letters & Science academic departments for their essential partnerships, to the countless L&S alumni who volunteer their time to mentor students, and to the many SuccessWorks donors and supporters who are helping students leverage their degrees to achieve their dreams.

On, Wisconsin!

ANGIE WHITE
Interim Executive Director
Director of Internships & Employer Services
Increasing ENGAGEMENTS

With a return to in-person programs, plus innovative new ways for students to get career guidance virtually, SuccessWorks student engagement smashed records in 2021-2022.

Increase over last year:

16,793 unique students served 137%
12,631 unique L&S students 177%
25,977 total student engagements 141%
19,629 L&S student engagements 119%
3,059 unique L&S underrepresented students served 185%
Serving L&S Students Earlier:

59% of all L&S students served in ’21-’22 were first or second-year

Serving Students Who Need Us:

25% of all program engagements served underrepresented students
After over a year of disruption, the SuccessWorks 2021-2022 program portfolio was designed to provide an easy “on-ramp” to SuccessWorks for as many students as possible. That meant a concerted re-launch of the SuccessWorks brand in student marketing, a blend of in-person and virtual programs with a proven track record of effectiveness and engagement, and big new initiatives to newly engage thousands of first and second-year Letters & Science students.

Program highlights:

**JOBS, INTERNSHIPS & HOW TO GET THEM**

This new, non-credit online module offers a crash course in all the ways SuccessWorks helps students kickstart career planning. It’s an invaluable resource for students who are just beginning their career exploration, or aren’t feeling quite ready to meet with an advisor.

**WINTER JOB SHADOW PROGRAM**

For the first time ever, SuccessWorks paired students with employers across the country for in-person and virtual job shadowing experiences over winter break. Students benefited from deep engagement with the day-to-day realities of the jobs & careers they’re exploring.

**ALUMNI CAREER CONVERSATIONS**

In the Spring semester, SuccessWorks launched a new non-credit online course to show students the value and how-to of networking. Then, students have a choice of over 300 alumni mentors to connect with based on their major, career interests or identity affiliations.

- **7,181** students engaged in ‘21–’22
- **127** students & recent alumni in 153 placements
- **250+** student-alumni engagements during pilot semester
Winter Job Shadow
Student Voices

“It was valuable to have opportunities to see professionals perform their daily tasks up close at Curate. Additionally, I was able to ask questions about their experiences working at a small company. I was also able to gain lots of insights and received valuable advice from the professionals in regards to my own career path.”

“I was able to pick the mind of a biochem major who started out as a bench scientist and changed her roles along her career journey. This helped me realize that it’s okay to change jobs over the course of a career.”

“By learning about the organization, its mission, and the work environment, I was able to find out what parts of the work I liked, didn’t like, and gain a clearer picture of my future.”

Employer Perspective

“We love connecting with local students and hope any information we can share will positively impact students as they select their majors or look for their first jobs after completing their degrees.”

CORAL GRASER
Comm Arts & English, 2011
Senior PR and Comms Manager, Fiskars Group
Middleton, WI
Advising & Career Communities

Career & internship advising appointments are a high-impact cornerstone of SuccessWorks, and advising engagements broke records for a second year in a row. To keep up with surging demand, SuccessWorks hired a new Associate Director of Career Advising & Communities, plus a second advisor for the Tech, Data & Analytics Community.

To reach as many students as possible, SuccessWorks offered more options for advising than ever before, including virtual and in-person options, 15 & 30 minute appointments, group advising sessions, drop-in advising at events, and new satellite advising locations in the Computer Sciences building, Chamberlin Hall and Science Hall.

Increase over last year:

3,976 advising engagements in ’21-’22

25%

Approximately 3/4 of all advising was conducted virtually in ’21-’22
Growing to Meet Student Demand

MATT DELANEY

Associate Director of Career Advising & Communities
Career & Internship Specialist: Consulting, Finance, Management & Client Relations

Matt joined SuccessWorks in Fall, 2021 in a new role that combines career advising with supervising graduate advising interns, and managing the systems and operations of our growing Career Communities. In his previous role at the Center for Educational Opportunity, he provided early-stage support to students, and specialized in proactive approaches to serving at-risk students.

HAO YUAN

Career & Internship Specialist: Tech, Data & Analytics

Starting in January, 2022, Hao joined SuccessWorks as our second Career & Internship Specialist for the Tech, Data & Analytics Career Community, which has experienced unprecedented growth in student demand for advising and programs. Hao has 11 years of higher education professional experience, including in admissions and academic advising.
Meeting Students Where They Are

“'I've been seeing lots of first-year students and sophomores who weren’t on campus last year and who are just over the moon to be back on campus. I’m so proud of the first-year students who come to me with no earthly idea where to begin—you can sense their stress and nervousness, and by the end of the appointment, the stress is gone, or at least lessened.”

BETH KARABIN
Career & Internship Specialist: Tech, Data & Analytics

“This year I volunteered at Career Fair Prep Night, where I met with many students to help them prepare for the fairs in the next week. I love engaging with my fellow Badgers and helping them build their confidence and realize how skilled and experienced they are. It’s a great feeling to know you helped a student feel less anxious about networking, especially because it’s becoming a more and more important step in securing a job.”

EMMA GRAN ('22)
SuccessWorks Employer Outreach & Communications Intern
Majors: Political Science, journalism & Mass Communication
SuccessWorks is committed to improving the academic success and career outcomes for students from underrepresented backgrounds. SuccessWorks took big steps in closing opportunity gaps in 2021-2022, serving 3,059 underrepresented L&S students, accounting for a quarter of all career program engagements for the year. Though significant work remains, SuccessWorks is making important progress on multiple fronts.

DEI initiative highlights:

**FIRST-GENERATION STUDENT OUTREACH**
During the Spring, the SuccessWorks team sent personalized messages to 639 first-year, first-generation students, offering an intro to SuccessWorks and guidance on navigating campus resources.

**RESOURCES FOR EMPLOYERS**
SuccessWorks launched a new web resource for employers committed to providing equitable, inclusive practices in recruiting and the workplace, including DEI reflection questions, resources and expert consultation.

**CAREER CLOSET RE-OPENED**
After being closed for over a year, the Career Closet re-opened to students with financial need seeking free professional attire & accessories for interviews, internships and jobs. 294 students took home 869 items in ‘21-'22.

**DEI BUSINESS ROUNDTABLE**
SuccessWorks leadership partnered with Dean Wilcots to regularly engage local and regional business leaders to improve talent acquisition strategies and career support for our underrepresented students.
I have made it a priority to focus on the ways we can improve the academic success and career outcomes of our students from underrepresented backgrounds. That priority aligns perfectly with the mission of SuccessWorks, as we increase access to networks of opportunity and mentorship that for too long have been out of reach for many students.

SuccessWorks has made real, measurable progress in closing opportunity gaps. Even as more students than ever are taking advantage of SuccessWorks career programs, students from underrepresented backgrounds are returning multiple times for advising and programs. I’m also happy to report that of those students seeking employment directly after graduation, underrepresented students complete internships and secure jobs at about the same rate as majority students.

But it’s not all good news. First-generation students and students from disadvantaged socioeconomic backgrounds are still engaging with SuccessWorks at much lower rates than their peers. This is no small matter, given that low-income and first-generation students often lack the support networks, family knowledge, connections and resources that many students and families take for granted as the foundation for successful academic and professional careers.

SuccessWorks supporters and volunteers give us the ability to take concrete, strategic steps to truly examine the impact of our work, reflect on questions about how we serve our students, and take the action necessary to ensure every L&S student has the ability to achieve their career dreams.

ERIC M. WILCOTS
Dean and Mary C. Jacoby Professor of Astronomy
College of Letters & Science
L&S career courses create circles of support, empowering students to explore their skills, interests and career possibilities to make the most of their connections to L&S academics, advising & alumni. In 2021-2022, SuccessWorks added a virtual evening course option for students who need to add a credit halfway through the semester. Enrollment filled so quickly that additional sections were added, which also reached capacity.

Inter-LS 210: CAREER DEVELOPMENT, TAKING INITIATIVE

One credit course featuring visits from alumni mentors, instruction on how to write a resume, set up a LinkedIn account, DEI in the workplace, and networking how-tos.

Inter-LS 215: COMMUNICATING ABOUT CAREERS

Three credit course building on INTER-LS 210, including additional learning on diversity in the workplace and understanding tech in careers.
As our UW undergraduates adapt to the ‘new normal’ after more than two years of pandemic conditions for living, working, and learning, I’ve come to realize that our SuccessWorks career courses are a crucial resource for students seeking a flexible and effective way to keep learning through times of crisis and change.

For example, over the past year we’ve piloted a new version of our flagship one-credit career course that starts halfway through the semester, lasts half as long, and runs in the evenings online in order to avoid conflicts with other courses or student jobs—all without sacrificing any of our learning goals. This new version of the course has been a boon to students who need to pick up an extra credit after unexpectedly dropping a class midway through the semester, or who face a crisis that makes taking an online course the only way they can maintain their enrollment.

*With the continued support of our donors and our university, we’ll be able to expand this resource for the many students who need it.*

**GREG DOWNEY**

Faculty Director, L&S Career Courses
Associate Dean for Social Sciences
Alumni volunteers show students the essential links between their dreams for the future and the real, achievable paths they can take to fulfill them. Alumni mentors also play an important role filling gaps in our capacity to meet the current high demand for one-on-one career advising. SuccessWorks offers opportunities to guide and mentor students based on what’s most important to them:

**CAREER INTEREST**

Taste of Success virtual networking events connect students to alumni in fields of interest, regardless of major.

**ACADEMIC BACKGROUND**

Programs like the Major at Work series show students the endless career choices made possible by their specific major.

**STUDENT IDENTITIES**

SuccessWorks facilitates connections based on identity affiliations, so alumni can show students how to prepare for their own unique career journeys.

630 alumni-student engagements

19% increase over previous year
SuccessWorks continues the important work of integrating career preparation into every L&S students’ experience, no matter what their major. To drive these efforts forward, SuccessWorks created a new Associate Director of College Partnerships role, and focused on strategic engagements with L&S academic departments, including 17 distinct programs with departments, and L&S classroom visits reaching over 1,200 students.

MAJOR SKILLS & OUTCOMES SHEETS

To date, SuccessWorks has published over a dozen major-specific Skills & Outcomes Sheets showcasing transferable skills, alumni job titles, frequent employers of the majors and even alumni testimonies. These resources are becoming an essential link between students’ major-based interests and their ability to plan fulfilling futures that fully leverage their L&S degrees. Many more Skills & Outcomes Sheets will be published in the coming year.

successworks.wisc.edu/what-you-can-do-with-your-major/

CONNECTING WITH NEW DEPARTMENT CHAIRS

Over the course of 2021-2022, SuccessWorks leadership and staff met with 12 of 14 new L&S department chairs to offer an overview of SuccessWorks services, share information about each departments’ student, staff and faculty engagement with SuccessWorks, and build strong relationships for the future. These important first meetings will continue in ’22-’23.

DEPARTMENTAL LIAISON MODEL

Starting in 2022, every L&S department is being paired with a SuccessWorks staffer to share useful information, better understand the career development needs of each major, and create new career readiness opportunities reaching more students than ever.
What you can do with your CHEMISTRY MAJOR

Chemistry Major Skills:
- Critical Thinking
- Communication
- Problem Solving
- Data Analysis
- Research & Development Design
- Teamwork

Career Communities for Chemistry Majors
- Analytical Chemistry
- Forensic Chemistry
- Medicinal Chemistry
- Environmental Chemistry

Put your Data Science major to WORK

Frequent Employers Hiring Data Science Majors:
- Microsoft
- LinkedIn
- Airbnb
- Dropbox
- Amazon
- Twitter
- Netflix
- Facebook

Sample Job Titles:
- Data Scientist
- Data Engineer
- Machine Learning Engineer
- Business Analyst

Put your Statistics major to WORK

Common Alumni Job Titles:
- Data Scientists
- Machine Learning Engineers
- Data Analysts
- Data Scientists

Employees of Statistics Alumni:
- Edward Tang
- John Su
- Zhenhai Cao
- Eric Chen
- Sihong Wang
- Andrew Qiu
- David Jiang
- Shuangfeng Liu
- Wenhao Wang

What you can do with your HISTORY MAJOR

History Major Skills:
- Research
- Writing
- Oral Communication
- Analytical Thinking
- Global & Multi-Cultural Competence

Career Communities for History Majors
- Foreign Language Majors
- Area Studies Majors
- History Majors

Put your Economics major to WORK

Frequent Alumni Job Titles:
- Financial Analysts
- Financial Consultants
- Investment Bankers
- Operations Managers

Employees of Economics Alumni:
- Erich Scherzer
- Heather Schaefer
- Jon Schaeffer
- John Schaefer
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- John Schaefer

What you can do with your PSYCHOLOGY MAJOR

Psychology Major Skills:
- Critical Thinking
- Data Analysis
- Communication
- Research

Career Communities for Psychology Majors
- Social Work
- Mental Health Counseling

Put your Microbiology major to WORK

Frequent Alumni Job Titles:
- Research Scientists
- Laboratory Technicians
- Medical Technicians

Employees of Microbiology Alumni:
- Sarah Johnson
- David Miller
- Emily Brown
- Michael White
- Lisa Green
- Lauren Smith
- John Doe
- Jane Smith

Recent Grad’s Career Plans:
- Medical School
- Grad School
- Industry
- Government
- Non-Profit

Recent Grad’s Employment Industries:
- Healthcare
- Biotechnology
- Research
- Education
- Government

Where Alumni Live & Work:
- California
- New York
- Texas
- Florida
- Pennsylvania

What you can do with your COMPUTER SCIENCES MAJOR

System & Software Design & Development
- Software Developers
- Systems Analysts
- Database Administrators

Mathematical Reasoning & Problem Solving
- Data Scientists
- Machine Learning Engineers
- Artificial Intelligence Engineers

Recent Grad’s Career Plans:
- Software Engineering
- Data Science
- Computer Science
- Artificial Intelligence
- Software Development

Recent Grad’s Employment Industries:
- Technology
- Healthcare
- Finance
- Government
- Education

Where Alumni Live & Work:
- California
- New York
- Texas
- Florida
- Pennsylvania

Put your Russian & Polish Major to WORK

Management & System Language Proficiency
- Marketing
- Advertising
- Public Relations

Cultural Competence
- International Business
- Global Studies
- International Relations

Critical Reading & Analytical Thinking
- Journalist
- Copywriter
- Editor
- Writer

Career Communities for Russian & Polish Majors
- East European Studies
- Russian Language
- Polish Language

Supplement Your Skills With:
- Experience in International Travel
- Experience in Cross-Cultural Communication
- Experience in Multilingual Communication
Internships give students the flexibility to explore their passions and build networks while building concrete professional experience. For students in the College of Letters & Science, internships also unlock access to one-on-one SuccessWorks advising to help them make the most of their experiences, a dedicated Internship Course and other valuable career journey tools. SuccessWorks takes a holistic approach to fostering internships for students, including funding opportunities to cover the cost of unpaid or low-paying internships for students who can benefit the most from these transformational experiences.

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**SUCCESSWORKS INTERNSHIP FUND**

- **63** students served in '21-'22
- **$103,500** awarded in '21-'22
- **$883,000+** awarded since 2006

**INTER-LS 260 INTERNSHIP COURSE**

The SuccessWorks Internship Course is a one credit class designed to help students with internships make the most of their experiences and translate them into next steps for professional success. Demand was so high that a second section of the course was added for the very first time.

- **103** students completed the Internship Course in '21-'22
In 2020-2021, 23 students participated in Social Justice Internships, a pilot program providing internship opportunities at non-profit organizations in the Madison area. For 2021-2022, SuccessWorks secured grant funding to expand this program to reach more students and organizations. The re-imagined Community Impact Internship Program connects L&S students with funded internships at local organizations focused on social justice, plus the arts & public humanities.

Students get paid to gain experience at mission-driven organizations, get networked, collaborate with and serve diverse populations. SuccessWorks also provides a full suite of benefits for hosting organizations, including recruitment strategies, funding support & resources for developing their internship programs.

83 internship placements for students in ’21-’22
19 mission-driven organizations

Award-winning work

In recognition of their efforts building the Social Justice Internship and Community Impact Internship Programs, SuccessWorks Internship Coordinator Kathleen Rause and Career & Internship Specialist Emmeline Prattke were recipients of a 2022 UW-Madison Advising & Career Services Award for Commitment to Social Justice. They also shared their experience with the program at the 2022 National Association of Colleges & Employers (NACE) Conference & Expo in Portland, OR.

EMMELINE PRATTKE
Career & Internship Specialist

KATHLEEN RAUSE
Internship Programs Manager
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<th>Name</th>
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<td>Teagan Benson</td>
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John M. Stanoch

Patricia & Larry Wright

Thank You!
Finding a paid internship at a local organization or non-profit can be a challenge. But for students seeking positions that combine their passions with professional skill-building, SuccessWorks is making the process a whole lot easier.

Through the Community Impact Internship Program, SuccessWorks is partnering with Dane County non-profits and small businesses engaged in social justice work to create meaningful semester-long internship opportunities for undergraduate students. The internship program diversifies the professional opportunities available to students in the College of Letters & Science, and gives them the rare chance to engage with social issues or underrepresented groups in their community through a paid internship position.

The program offers positions for a wide range of majors, interests and skills, but every intern makes an impact through work that contributes to both the organization’s mission and their own learning as students and aspiring professionals. Student interns have assisted in fundraising and community outreach efforts, social media campaigns, event planning, research grant opportunities, data analysis and program evaluations.

“This experience really improved my skills at collaboration, especially with people outside my industry and background,” says Caroline Jeddeloh, who was a Data and Program Evaluation intern at FOSTER of Dane County in fall 2020. “I also learned how to advocate for myself, because I had never had a supervisor consider my input on my job assignments. I learned how to articulate my opinions and speak up when there was a project I was interested in.”

After Jeddeloh completed her internship, FOSTER offered her a short-term contract to continue her work. For Jeddeloh, the internship helped her successfully begin her career in the non-profit industry, even though her background was in computer science.

“I’d definitely recommend applying to this program,” says Jeddeloh. “There are always a dozen projects you can try out, which really helps in narrowing down career goals. Also, the people you meet are amazing, and they really want to see you succeed.”

FULL ARTICLE:
successworks.wisc.edu/2022/03/18/community-impact-internships
Fall, 2021 began with uncertainty about whether employers would return to campus for in-person recruiting, whether students would show up to career fairs, and how strong the college labor market would be. What followed was a robust rebound year with a strong hiring market. Many employers were eager to be back on campus, while others appreciated the flexibility of continued virtual career fair options.

334 employers engaged in hiring fairs, programs & interviews

32 new employers engaged through career readiness programs

50% increase over previous year

Featured Employer Programs:

- Fall & Spring All-Campus Career & Internship Fairs
- Science, Health & Research Fair
- Winter Job Shadow Program
- Fall & Spring Public Service Fairs
- Multicultural Career & Internship Fair
- Badgers Exploring International Development Virtual Trek
- Fall & Spring Tech, Data & Analytics Career Fairs
- Tech, Data & Analytics Mock Interviews
- Badgers Exploring Environmental Careers Virtual Trek
If you are interested in pursuing a career in consulting, focus on building the skills core to consulting: strategic thinking, creativity, and leadership.

“My biggest piece of advice to students is to get involved with organizations on campus that they are passionate about and take on leadership roles,” says Meghan Pomnitz, a Recruiting Coordinator at Bain & Company, a management consulting firm that advises public, private, and non-profit organizations from across the globe.

“You don’t need to only be involved with consulting clubs – feel free to branch out to other things you are interested in,” Pomnitz explains. “When hiring, we look for candidates that are passionate about solving challenging problems, have leadership experience, and show strong communication skills.”

Matt Delaney, the Career & Internship Specialist for the SuccessWorks Consulting, Finance, Management & Client Relations Career Community, is ready and eager to assist students interested in the consulting industry.

“We can work together to identify what relevant experience and skills students have developed and how to articulate those to apply for consulting internships and careers,” Delaney says. “The first step to learn more about consulting is to set up an advising meeting, do some online research, or engage in any learning sessions provided directly by consulting firms.”

L&S alumni are also an incredible resource for learning about how students of any major can build a career in consulting. The SuccessWorks Career Conversations Canvas course is a great way to learn how to network, then connect with specific alumni who have volunteered to mentor students one-on-one.

“It’s beneficial for students to speak to alumni in consulting to learn what specialties, fields and industries interest them,” explains Beth Karabin, a Career & Internship Specialist for Technology, Data & Analytics. “Consulting can sometimes feel tricky to break into, so alumni also make excellent allies in a new grad’s career.”

FULL ARTICLE:
successworks.wisc.edu/2022/06/02/consulting-is-everywhere-launch-a-great-career-with-any-major/
Employer Partners:

PLATINUM

SILVER

BRONZE

BRONZE

BRONZE
Last year, SuccessWorks served nearly 17,000 students with a lean team of approximately 20 full-time employees. As we continue building capacity to reach more students, we are developing new strategies for securing sponsorship funding from employers, plus other sources of revenue to support our operational budget and high-impact student experiences like internships. Here’s a preview of core priorities the SuccessWorks team is working on in the upcoming year:

**SCALING UP CAREER PROGRAMS**
SuccessWorks advisors and even alumni mentors can’t meet with all of the College’s 18,000+ students one-on-one, so we’re building on our early successes with mass virtual programs to expand options for students to engage online, and at their own pace.

**SERVING UNDERREPRESENTED STUDENTS**
Through the launch of new programs like the Equity & Inclusion Career & Internship Fair, and continued emphasis on proactive, targeted communications and outreach, our goal is to further increase L&S underrepresented student participation by at least 10% in 2022-2023.

**COLLEGE INTEGRATION**
A tremendous amount of important work remains to build bridges between SuccessWorks and L&S academic departments representing 65 academic major. Major Skills & Outcomes sheets and our new Department Liaison Model are just the beginning of a holistic process to establish a collective responsibility within L&S departments and units to support and improve career outcomes.

**ALUMNI & EMPLOYER CONNECTIONS**
The next year will feature deliberate cultivation of recent graduate volunteers who can share their own stories with students about navigating the transition from UW to early careers. We will also strive to further increase the ways employers support students by growing the Employer Partner Program by at least 25%, and including more employers in recruitment and career development programs.
A caring network of donors, alumni volunteers, colleagues and supporters make our work with students possible. Thank you for your dedication to students in the College of Letters & Science.