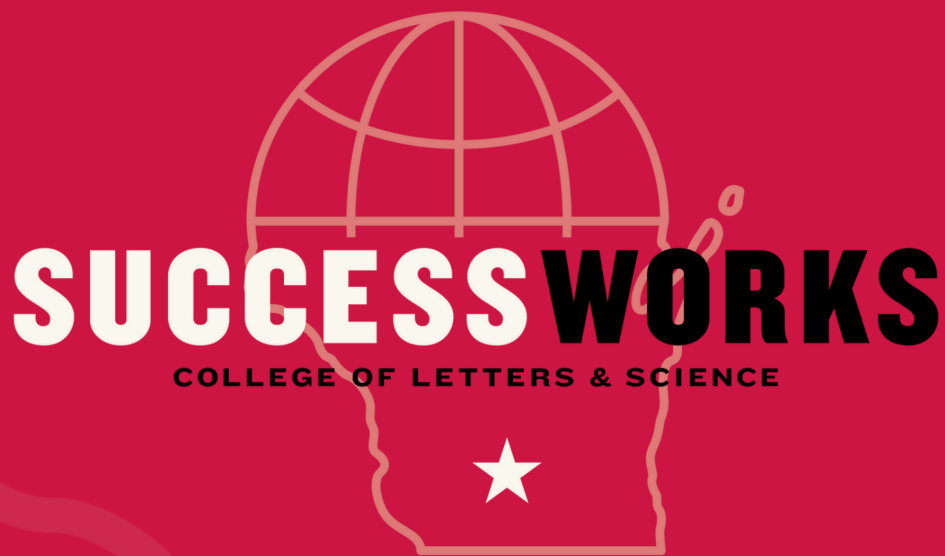


# STEPS TO SUCCESS

**2022-2023 IMPACT REPORT**



# STEPPING OUT &

**“My SuccessWorks Job Shadow experience taught me to ‘go for it.’ Even as my Job Shadow led to a longer summer internship, I would never have imagined that I would work at Roc Nation, especially so early in my professional career. The internship was unpaid, but I received support from the SuccessWorks Internship Fund!”**

**“SuccessWorks made this all possible for me.”**

## **DEANNA FRATER**

**Political Science, '24  
SuccessWorks Job Shadow:  
Roc Nation**



## **MISHA O'KEEFFE**

**Economics, Psychology, '24  
SuccessWorks Internship Fund: Bonawitz  
Computational Cognitive Development Laboratory**

**“This internship has showcased how well UW-Madison has prepared me for success on an academic and professional level... I’m inspired by the notion that UW-Madison has equipped me not only with knowledge but also with the resilience and determination to reach new heights. I look forward to giving back and creating opportunities for future Badgers to achieve their dreams.”**

*Read  
more:*



# STEPPING UP

**2022-2023:**

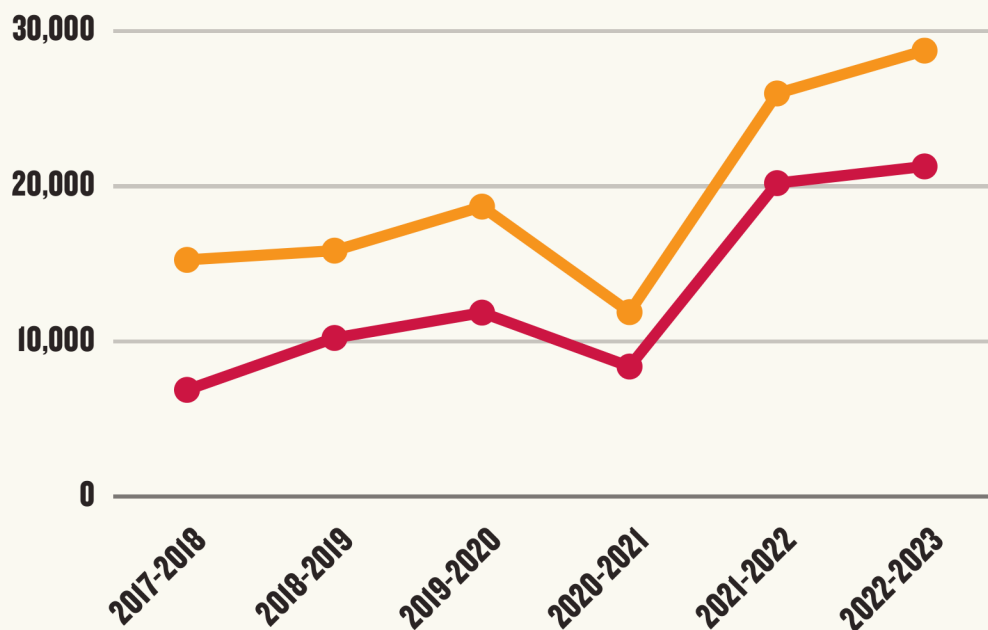
**28,737** total student  
engagements  
*9% increase*

**21,278** L&S student  
engagements  
*4% increase*

**16,235** first & second-  
year engagements  
*11% increase*

**7,280** underrepresented  
student engagements  
*12% increase*

● Total student engagements ● Total L&S engagements



## **The full long-term value of a world-class education from the College of Letters & Science**

is unlocked by attentive career advising, caring mentorship by alumni, and connections with employers for job shadows, research and internships. This is the space where SuccessWorks helps students discover the magic spot at the intersection of “what **can** I do with my major?” and “what do I **want** to do when I graduate?”

Thank you to all the alumni, supporters and partners in the College who help SuccessWorks fulfill our students' dreams for the future.



**ERIC M. WILCOTS**

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

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## **The core College of Letters & Science skills of leadership, communication & person-to-person collaboration can't be automated,**

and our faculty and instructors are preparing students to thrive in a rapidly evolving workforce. Through partnerships with L&S departments, alumni and employers, we're helping students turn those classroom skills into fulfilling lives and careers that make an impact on Wisconsin and the world.

**More than ever, SuccessWorks is helping students make the most of their L&S degrees.** In a college of more than 18,000 undergraduates, I'm not going to be satisfied until we're reaching every student with effective career development services. We currently reach about two-thirds of the L&S student body. That's great progress since 2017, but there is more work to be done to serve all L&S students effectively and equitably.

Building from another year of sustained growth in student engagement, SuccessWorks has a multi-pronged approach, developing new online trainings, alumni mentorship and experience-based programs that scale up our student reach. We are also continuing our commitment to fostering diversity, equity & inclusion while partnering with employers to hire L&S students—the best and brightest of UW-Madison.

**ANGIE WHITE**

Executive Director  
SuccessWorks





# FOSTERING EQUITY INCLUSION



SuccessWorks is committed to creating opportunities for students from underrepresented backgrounds, and to create a diverse, equitable and inclusive environment for all in the College of Letters & Science.

We continue to prioritize reaching first-generation students and those with high financial need through intentional career programming, including the Internship Fund, Empowering You Career Conference, Equity & Inclusion Career & Internship Fair, and the Career Closet for students who need professional attire.

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**5,234** first-generation  
student engagements  
in '22-'23  
*18% of all  
engagements*

**4,811** high-financial need  
student engagements  
in '22-'23  
*17% of all  
engagements*



## **Intentional Advising:**

Seng Thao, SuccessWorks Employer Relations Coordinator, now provides career advising to students of color and other historically underrepresented students, including first-generation college students, students with disabilities and Pell-eligible students.

# **The Empowering You Career Conference and Equity & Inclusion Fair are the largest professional development events on campus for students from underrepresented backgrounds.**

Presented by SuccessWorks, the L&S Center for Academic Excellence (CAE) and the Division of Diversity, Equity and Educational Achievement (DDEEA), students learn about how to land internships, navigate financial aid, balance career exploration with well-being, and launch careers.

Two Equity & Inclusion Fairs and one Empowering You Conferences in '22-'23 drew 438 students from diverse backgrounds.

“Empowering You helped me get out of my shell and understand where my strengths and weaknesses are when it comes to my approach to searching for a career.”



**ANGELINA ARMSTRONG, '26**

“Illumina’s participation in this event and others like it facilitates trust and supports our commitment to building a diverse and inclusive culture.”

**DESIRÉ HUNTER**   **iillumina®**

*Event Sponsors & Volunteers:*



# CAREER COMMUNITIES ADVISING

SuccessWorks Career Communities offer students circles of career support, built around clusters of occupations that spark the interests of students in over 60 L&S majors.



**3,735** advising engagements in '22-'23

**58%** of appointments were held virtually

# **STEPS TO JOB & INTERNSHIP SUCCESS**

launched in 2022 as web and outreach resources to give students, advisors & partners in the College an easy way to talk about accessible “on-ramps” to specific opportunities offered through SuccessWorks Career Communities.



**EXPLORE**  
career options

Reflect on what you want to do after graduation to help guide your next steps right now.



**CREATE**  
your toolkit

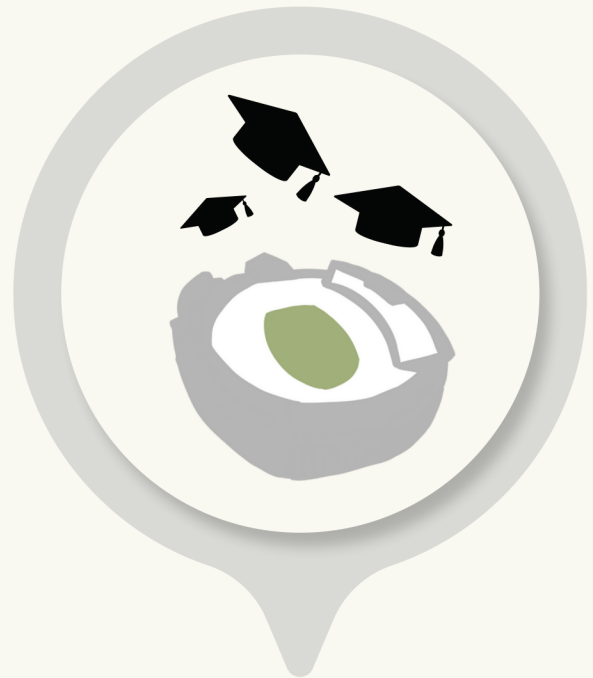
Be ready for any opportunities that arise throughout your UW experience.

*See how Steps to  
Success guides  
students*



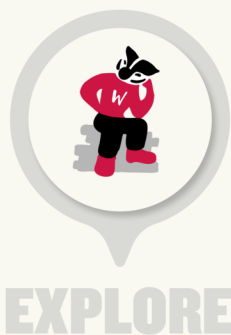
## **BUILD** **experiences**

Get valuable experience from internships,  
part-time or student jobs, research,  
student orgs, volunteering & networking.



## **GET** **jobs & internships**

When you're ready to seize opportunity, we'll help  
you land that position or grad school acceptance.



# SHOWING THE VALUE OF AN L&S DEGREE

**Major-based Skills & Outcomes Sheets spark students' imaginations for all that's made possible by an L&S degree. These resources showcasing transferable skills, alumni employers and job titles are an essential link between students' interests and their paths turning majors into fulfilling post-graduate lives.**

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**"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, '04**

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

*From the Sociology Skills & Outcomes Sheet*

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*Explore L&S major  
skills & outcomes*





**“I appreciated the reassurance that my history major would ‘work’ in a career outside of academia or education.**

**“SuccessWorks helped me highlight my organizational skills and process-oriented nature, which helped me land jobs I’ve enjoyed in marketing operations and content management.”**



## **AVERY PILOT**

**History, '19  
Content Manager,  
Sales Enablement**



## **EMMA FISCHER**

**Molecular & Cell Biology, '22  
Applications Scientist, Promega**

**“I really appreciated that I was able to schedule an appointment for one-on-one help across an incredible breadth of resources. Not only was the help personalized, but I was able to schedule a visit with the same person (thanks Maureen!) each time, which helped foster a professional relationship. This helped prepare me to pursue a productive conversation with my future employer.**

**“I think SuccessWorks is an incredible resource that really helps L&S majors prepare for post-graduate jobs, through in-depth personalized appointments, relevant assistance, and timely help.”**

*Learn more about  
Emma & Avery:*



# COLLEGE OF LETTERS & SCIENCE PARTNERSHIPS

SuccessWorks is rooted in a college of committed instructors, faculty, researchers and staff who are dedicated to preparing students to thrive in a rapidly evolving workforce.

Collaborations with departments and programs in the College of Letters & Science ensure career development is woven into every students' UW experiences, from first year to graduation.

.....

“From facilitating networking events to consulting on our internship programs, SuccessWorks has made it easier for our students to leave Madison prepared for exciting careers in communication. In the process, our alumni community has become more engaged as SuccessWorks events give us all a reason to rally support for the communication leaders of tomorrow. Through our partnership with SuccessWorks, **our department is reaching its strategic goals and helping students and alumni both to make a real impact.**”

.....



**DEREK JOHNSON**

Professor & Chair,  
Department of Communication Arts



*Resources for faculty & staff partnership*

# VIRTUAL LEARNING & CAREER COURSES



**GREG DOWNEY**

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

“Over the past five years, our three SuccessWorks career courses in L&S—a one-credit career reflection course designed for all students and majors, a three-credit writing-intensive course focused on technology and diversity in professional careers, and a one-credit online course for students to pair with an outside internship—have served **more than 3,500 undergraduate students.**”

*L&S Career Courses: Internship Course:*

**825** students enrolled in  
Inter-LS 210 & 215 in  
'22-'23

**132** students enrolled in  
Inter-LS 260

*Virtual Learning Modules:*

**8,293** engagements with online CANVAS training modules,  
including comprehensive career guides, industry-  
specific tips & networking programs in '22-'23



# STEPPING FORWARD WITH INTERNSHIPS

Internships empower students to build valuable experience while exploring connections between academic interests and career goals. For students from underrepresented backgrounds, internships can be especially valuable for networking, learning about employers and charting next steps.

**The SuccessWorks Internship Fund has benefited 420 students through over \$1 million in financial support** since 2006. Generous donors continue to make these lifechanging experiences possible for students who face financial challenges to completing unpaid or low-paying internships.

**Community Impact Internships** connect students with Madison-area non-profits and small businesses to support students and the mission-based work of local community organizations focusing on social justice, the arts & humanities.

**72** students supported by the Internship Fund in Summer '23

**35** majors represented

*Give to support student internship experiences:  
(search "SuccessWorks Internship Fund")*



**“My Community Impact Internship Program experience has been a major stepping point in my life, as I learned professionalism skills I never knew I needed.**

**“I learned how to communicate effectively, gather materials, use multiple content development platforms such as Adobe Audition, and overall work independently on tasks I was given—a lot of problem solving.**

**“The internship made me realize the journalism field is not for me, but through my internship I got to go to events at the Capitol and learn about local politics, and the intricacies of government were extremely interesting.**

**“Next, I will be serving a term as the Associated Students of Madison Legislative Affairs Chair. I’m excited to explore my interest in a career in politics through getting to know representatives and professionals within the Capitol in Madison.”**



**KELSEE CROGAN**

**Legal Studies & Global Health, '26**

**Internship: WORT Radio**

**Hometown: Kaukauna, WI**

**45**

**Community Impact  
Internships completed  
in '22-'23**

**13**

**Madison-based  
employers hosted  
students for internships**





# **ALUMNI MENTORS** **STEP UP FOR STUDENTS**

**SuccessWorks virtual & in-person programs connect Badger alumni and students for guidance and mentorship based on what's important to students, including career interests, academic background and identity.**

.....

## **Career Panels**

**bring alumni together with students to answer questions about making a successful transition from college to career.**

## **Course Visits**

**bring alumni to L&S Career Courses to share their career journeys and help students get career planning on track.**

## **Major at Work Events**

**connect students and alumni from specific majors to show all the surprising careers made possible by a Letters & Science degree.**

## **One-on-One Mentoring**

**delivers high-impact guidance for students based on their career interests, academic background, or identity.**

.....

**2,172** student  
engagements with  
alumni in '22-'23

**440** alumni volunteer  
engagements in  
'22-'23







## DOROTHY WATTS

Psychology, '12

Senior Product Manager-Technical, Amazon

**“Being an alumni mentor has allowed me to give back by sharing my educational and career experiences with young Badgers. I’ve used my transition from L&S into business and tech to instill in my mentees that everyone’s journey looks different and exploring various paths can open you to a career you never knew existed.”**

**“SuccessWorks connected me with Political Science alumni to get a feel for what was waiting for me on the other side of my time at UW-Madison. The alumni were overwhelmingly thrilled to discuss their time at UW Madison, and their professional lives post-graduation.**

**“Although it didn’t change my plans to either attend law school or find a career in politics, networking with alumni was reassuring and opened my eyes to new opportunities.”**



## TROY MCCLEAN

Political Science & Economics, '24

*Ready to mentor L&S students? Start here!*





**BUILD**

# CREATING JOB SHADOW EXPERIENCES

In-person and virtual Job Shadow experiences over winter break offer students deep engagement with the day-to-day realities of the jobs & careers they're exploring.

These experiences are made possible by a supportive network of employers who partner with SuccessWorks to advance Badgers' career success.

**122**

students completed  
Winter '23 Job  
Shadows



**38**

employers hosted  
students in  
winter '23

"My job shadow lasted one day, but I did a lot. I was able to float through departments, sit in on sales calls, and update music profiles. I had a great day, where I was able to really learn what I liked about the work."

"I learned that it is okay to ask for help! In such an environment I assumed everyone was busy, but **everyone was really happy to help.**"



**DEANNA FRATER**

Political Science, '24  
Job Shadow: Roc Nation

# CREATING PARTNERSHIPS WITH INDUSTRY

**SuccessWorks is a bridge connecting employers, jobs & internships to the 18,000+ talented, diverse and hardworking students in the College of Letters & Science. Here's how we support employers' recruitment goals:**

## **Recruitment Strategy Support**

helps employers optimize job listings & make a plan for connecting with students.

## **DEI Resources**

and consultations provide best practices for equitable & inclusive hiring.

## **Brand Exposure**

& marketing to students make a lasting impression on students to drive engagement.

## **Fairs, Class Visits & Programs**

give employers and students meaningful ways to connect.

.....

**272**

employers engaged in hiring fairs, networking events & programs in '22-'23



**18,000+**

undergraduates make L&S the largest, most diverse student body at UW-Madison



# CONNECTING STUDENTS EMPLOYERS &

Intentional connections help students and employers go beyond job listings and resumes. SuccessWorks recruitment, networking and career learning events put employers at the center of students' career development journeys, where students build meaningful relationships with employers and gain valuable experience.

## *Featured Employer Programs:*

**All-Campus Career & Internship Fairs**

**Empowering You Career Conference**

**Winter Job Shadow Program**

**Public Service Fair**

**Equity & Inclusion Career & Internship Fair**

**Biotech Student-Employer Connector**

**Deloitte Future of Work Institute**

**Tech, Data & Analytics Fair & Mock Interviews**

**Illumina Tech Info Session**

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**“L&S students in a nutshell are creative, bright and driven. While we’re a healthcare IT company, we hire all majors into our jobs, and we’re continuously impressed by the unique perspectives and diversity of thought L&S students bring to the table.”**

**AMANDA S. MUI**  
Recruiter, Employer Partner

***Epic***

# HIRE THE BEST & BRIGHTEST BADGERS

Learn how the SuccessWorks team helps  
employers reach their recruitment goals in the  
largest, most diverse college at UW-Madison.

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*Let's go!*



# EMPLOYER PARTNER PROGRAM 2022-2023:



PLATINUM



PLATINUM



SILVER



SILVER



SILVER



BRONZE



BRONZE



BRONZE



GOLD



BRONZE



BRONZE



## Employers most engaged with SuccessWorks programs & recruiting events in '22-'23:

Aldi

American Family Insurance

Capital One

Enterprise Holdings

Epic

General Mills

Illumina

MGE

Milwaukee Tool

Northwestern Mutual

Ovative Group

PPD

Sargento Foods Inc.

Schneider

Sentry

Sherwin Williams

Summit Credit Union

TDS

Teach for America

Uline

UW Credit Union





**SuccessWorks is a network of generous donors, alumni volunteers, college staff & faculty, partners and employers.**

**Thank you for your commitment to giving students in the College of Letters & Science an exceptional UW experience that prepares them for inspiring futures.**



# **SUCCESS WORKS**

## **AT THE COLLEGE OF LETTERS & SCIENCE**

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

**Through innovative programs and a dedication to student equity, inclusion & success, we're showing students how to translate the value of a Letters & Science degree into fulfilling lives after graduation.**



**College of Letters & Science**  
UNIVERSITY OF WISCONSIN-MADISON