



# ***Business Career Center Annual Report 2020-21***

## **A National Leader in Preparing Business Students for Lifelong Career Success**

The College of Business continued to execute a strategic plan that emphasized students' personal discovery, learning and transformation, as well as connection and engagement with employers and the community. This year, we welcomed a new career coach and expanded our peer career coaching team. We continued to place the needs of students first and supported students through virtual coaching, targeted outreach and additional programming and offered options to serve our stakeholders in-person and virtually.

### **Highlights During The Year**

Our Peer Career Coach program was recognized with Honorable Mention for the National Association of Colleges and Employers (NACE) Career Services Excellence Award.

**2** Big Ten Conference Executive Officer and Committee Chair

**2** National Conference Presentations and Webinars

**2** State and Regional Conference Presentations

**1** Nebraska College Career Services Association Executive Officer

### **Virtual Networking and Practice Interviews**

Two of our Professional Enhancement Program (PrEP) classes provide opportunities for students to have direct contact with employers through in-person networking and practice interviews. During this academic year, those opportunities switched to a virtual setting through Zoom. We were pleased to see how well students and employers adapted to provide a quality experience. Given the changing nature of recruitment, we will continue to provide educational content to help students be successful whether connecting in-person or virtually.

### **An Employer's ROI for Networking**

"We're a small but creative bunch with a unique history in Lincoln and Nebraska. I can't thank you enough for hosting this event and having the community a part of it. Because of this event, we have two fall interns for our new internship program. It's been fun talking with them and we can't wait to work with them next school year!"

- **Mitchell West**, Perfect Pour Studios



### **Impact on Students**

"BSAD 333 pushed me out of my comfort zone and allowed me to understand and be aware of what I'm doing wrong when in an interview setting. It showed me inspiration on how to properly answer questions that are considered confusing or hard-hitting for many people on the job hunt. I learned more about the interview process and information on how to prepare for it which helped me be able to go into interviews with a rough idea of what I should have done."



## Student Career Development

### Career Coaching

Career coaches develop confident, professional and connected students through conversations on major and career decision-making, résumé reviews, interviewing, internship/job search strategies and more.

**75**

Net Promoter Score,  
Students' Willingness To  
Recommend To Others

**95%**

Students Who Feel  
Prepared After  
Coaching

**2,277**

Career Coaching  
Appointments/Drop-Ins

### Newsletter

Weekly student  
e-newsletter expanded  
to year-round and, on  
average, opened by:

**650**

Undergraduate  
Business  
Students

**150**

Graduate  
Business  
Students

### Professional Enhancement Program (PrEP)



An innovative part of the business curriculum, PrEP includes four, one-credit hour courses for career and professional development. The curriculum includes:

#### **BSAD 111: Investing in Strengths**

Discover and maximize students' talents (taught by Clifton Strengths Institute)

#### **BSAD 222: Career Development & Planning**

Develop career goals, craft résumé

#### **BSAD 333: Internship & Job Search Strategies**

Learn how to find and apply for positions

#### **BSAD 444: Professional & Life Skills**

Transition from college to career

**2,873**

PrEP Students  
Taught by Business  
Career Center

**1,006**

Students Learned  
Networking with  
Professionals

**961**

Employer Practice  
Interviews/Résumé  
Reviews Conducted

**44**

Unique  
Employers  
Networked

**100%**

Seniors  
Interviewed a  
Recent Alum

### Career Readiness

**99%**

of Employers Rate BSAD 333  
Students' Résumés as **Ready**  
or **Almost Ready**

**96%**

of Employers Think BSAD 333  
Students Are **Interview Ready**  
or **Almost Ready**





## Employer Engagement

### Meaningful Connections for Employers

"I LOVE Employer in Residence! It gives us a great advantage of connecting with students, those interested or not. It's great to have some additional space and highlight for our organization."

- **Recruiter**, Nebraska Department of Health and Human Services

"We really appreciate the opportunity and hope your students took away new information about our organization or the Ag sector more broadly."

- **Recruiter**, Simplot

### Employer in Residence



Students can meet a different employer and learn about their industry, internships and full-time positions every day in Hawks Hall. We supported employers participating virtually or in person.

**52**

Unique Employers

**69**

Days Filled

### Handshake

Handshake is the campus online portal for jobs and internships as well as registering for career fairs, signing up for career events and managing campus interviews. Despite the pandemic, the number of job and internship postings increased.

**20,226**

Business Related Positions Advertised on Handshake, the UNL Job/Internship Portal

**15%**

Increase in Business-Related Positions Advertised on Handshake Since Last Year

**Handshake**

### Business Related Career Fairs

All career fairs were held virtually using a career pathways model. Students were able to interact with employers in group or individual sessions, which allowed for targeted conversations. Due to registration limits on the virtual platform, fewer employers were able to participate, but those who participated reported strong conversations with students.

**1,433**

Students

**181**

Employers



## Outreach and Connections

### National Career Expeditions

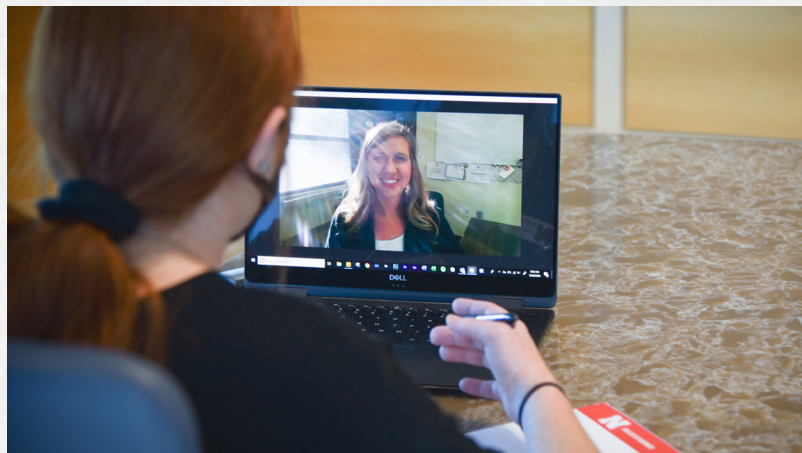
By partnering with employers and student organizations, students explored career opportunities and made connections with employers and alumni across the nation through virtual career expeditions.

**13**

Employers

**64**

Students



### Presentations

**27**

Career-Related  
Presentations Led

**669**

Student Participants

### Employer Engagement

**105**

Unique Employers Engaged with  
the Business Career Center through  
PrEP, Employer in Residence and  
Career Expeditions

### Husker Connect

Three colleges at the university, including the College of Business, piloted Husker Connect in 2019 and expanded its use. Husker Connect is an easy-to-use platform that connects Nebraska students and alumni to share advice and learn from each other to achieve personal growth, professional development and career success.

**846**

Business Undergraduate  
Students Have an  
Account

**295**

Students Contacted  
Alumni and  
Professionals

**2,200**

Nebraska Alumni and  
Community Partners  
Have Joined

LEARN MORE ► [BUSINESS.UNL.EDU/CAREERS](https://business.unl.edu/careers)

**BUSINESS CAREER CENTER | HLH 141** | M-F 8 a.m.-5 p.m. | Drop-ins M-F 1-4 p.m.  
[businesscareers@unl.edu](mailto:businesscareers@unl.edu) | 402-472-7272

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