A National Leader in Preparing Business Students for Lifelong Career Success

It was another successful year for the College of Business. We implemented a new strategic plan that puts even greater emphasis on students' personal discovery, learning and transformation, and connection and engagement with employers and the community. The Business Career Center excelled in these areas with enhanced programs and services as well as exciting new initiatives.

Highlights During The Year

3 National Conference Presentations and Webinars
2 Regional Conference Presentations
3 Statewide Conference Presentations
3 National Association Committee Members
1 Big Ten Conference Executive Officer and Incoming President
1 Big Ten Conference Outstanding Career Services Award Winner
1 UNL Excellence in Management Honoree
2 Nebraska College Career Services Association Executive Officers

Winner Of The Career Leadership Collective Innovation Showcase

Leveraging Peer Career Coaching in the Curriculum

Chosen from 16 national finalists, the Business Career Center was honored for its innovative peer coach initiative. The center strategically created a program to meet enrollment demands of teaching nearly 1,000 students per semester while simultaneously striving to be innovators in career curriculum. Six business majors served as peer career coaches this year.

Impact on Peer Career Coaches

“Being a peer career coach expanded my knowledge to best communicate, understand and assist students to achieve their career goals. I continuously received mentorship and was able to collaborate with career coaches to continuously improve my coaching strategies. I’ve seen students leave their coaching session with a renewed sense of confidence to work toward their career goals.”

- Holly Pham, who after serving as a peer career coach obtained a full-time employer relations coordinator position with University Career Services
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
- **BSAD 222: Career Development & Planning**
  Develop career goals, craft résumé
- **BSAD 333: Internship & Job Search Strategies**
  Learn how to find, apply for positions
- **BSAD 444: Professional & Life Skills**
  Transition from college to career

4,179 students took PrEP courses.
1,087 students learned networking with professionals.
946 employer practice interviews/reviews conducted.
113 employers networked.
99 employers helped with interviews.

Net Promoter Score, Students’ Willingness to Recommend to Others: 82%
Students who feel prepared after coaching: 96%

Career Readiness

98% 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.

BCC Served the Second-Most Number of Campus Career Appointments

- University Career Services: 43%
- Business Career Center: 35%
- Engineering: 6%
- Arts and Sciences: 10%
- CoJMC: 2%
- CASNR: 4%

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

2,792 career coaching appointments/drop-ins.
96% of students feel prepared after coaching.

Career Coaching

Student Career Development

Career Coaching

Net Promoter Score, Students’ Willingness to Recommend to Others: 82%
Students who feel prepared after coaching: 96%
Employer Engagement

Meaningful Connections for Employers

“BSAD 333 and all other PrEP courses focus on creating networking opportunities for students with employers. Not only does networking occur, but sometimes new relationships are created that can turn into opportunities in the future. Several students have received second interviews after their practice interview, some even getting hired later. All of that starts from their first established connection at these interviews.”

- Nicole Cavin, Deloitte

Employer in Residence

Students can meet a different employer and learn about their industry, internships and full-time positions every day in Hawks Hall.

108 Employers in Residence
26 New Employers Featured

Handshake

The University of Nebraska launched Handshake as the campus online portal for jobs and internships as well as registering for career fairs, signing up for other career events and managing campus interviews.

15,434 Business Related Positions Advertised on Handshake, the UNL Job/Internship Portal
48% of All Positions are Business Related

Handshake

Business Related Career Fairs

Fall 2018
Spring 2019
Actuarial Science Fair

1,596 Students
1,605 Students
189 Students

138 Employers
152 Employers
32 Employers
Outreach and Connections

National Career Expeditions

In a pilot program, faculty and staff were empowered and educated to have better career-related conversations on their own with students.

10 Faculty and Staff Piloted Program

Students Traveled to Chicago and San Francisco to Meet Alumni and Employers

33

Presentations

Career-Related Presentations Led

76

Presentation Participants

3,278

Career Champions

Interactive workshops led by business employers, professors or content experts introducing business students to the changing technology and technical skills needed for a dynamic marketplace.

6 At-Capacity Workshops Offered

Business+ Workshops

Employer Partners Day

Employer Partners Spent a Day Making Connections with Faculty and Staff and Opportunities to Collaborate

74

Sessions Offering Professional Development for Employer Partners

Koch Industries Inc

Named Employer of the Year

5