



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

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