



# Business Career Center Annual Report 2021-22

## 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. We continued to place the needs of students first and supported students through coaching and targeted outreach as well as served our stakeholders in person and virtually.

### External Service Highlights During The Year

- 1 National Association Conference Co-Chair
- 2 Hire Big10+ Conference Executive Officer and Committee Chair
- 1 Nebraska College Career Services Association Executive Officer

## College-Wide Professional Internship Course Launched

The College of Business standardized internship processes while creating new opportunities for students seeking academic credit for internships. The Business Career Center now collaborates with faculty to coordinate internship credit to allow students to study theories, principles, practices, techniques and strategies used in the business field through an internship related to their major field of study. Students can take the course for zero credit, allowing the opportunity to have the experience transcribed. Or they can work with their academic advisor and faculty to receive 1 to 3 credits to more deeply process the internship experience and how it relates to academic content and future career goals.

In its first semester, 18 students enrolled, representing a variety of majors and industries. The course particularly assisted international students who are required to receive academic credit for participating in internships through curricular practical training (CPT) as well as domestic students seeking business-related elective coursework. Students complete self-evaluations and receive employer evaluations. We were also pleased to see some students transition from their internships to full-time roles with their employers.



### Employer Internship Evaluation

“We were so thankful to have [student] join our team for several months. She had the opportunity to support our A/P, cash receipts, financial analysis, and monthly close processes and, in doing so, worked with a handful of different team members. She always had a positive attitude, and we received lots of positive feedback about her approach and collaboration on her tasks. This student exemplifies all that we would look for in a full-time permanent hire, and her contributions during her time with us were significant.”

— Internship Employer

## 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.

**82**

Net Promoter Score, Students' Willingness To Recommend To Others

**96%**

Students Who Feel Prepared After Coaching

**2,070**

Career Coaching Appointments/Drop-Ins

### Newsletter

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

**1,178**

Undergraduate Business Students

**147**

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

**2,874**

PrEP Students Taught by Business Career Center

**986**

Students Learned Networking with Professionals

**995**

Employer Practice Interviews/Résumé Reviews Conducted

**66**

Unique Employers Networked

**100%**

Seniors Interviewed a Recent Alum

### Career Readiness

**99%**

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

**98%**

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



## Employer Engagement

### Meaningful Connections for Employers

“All of you organizing the event do a fantastic job! Everything runs smoothly and is organized. I appreciate the time and care you put into planning the event and making it efficient for employers to participate.”

— Employer Partner

### 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.

**68**

Unique Employers

**86**

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.

**43,897**

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

**117%**

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

 **Handshake**

### Business-Related Career Fairs

All career fairs were held using a career pathways model. The University of Nebraska-Lincoln offered multiple days of fairs in both semesters. Employers seeking business students attended targeted days, choosing the career focus relevant to their organizations' workforce needs.

**1,724**

Students

**291**

Employers

**75%**

Business Undergraduate Students Attended a Career Fair

## Outreach and Connections

### Career Expeditions

By partnering with employers and student organizations, students explored career opportunities and made connections with employers and alumni through a virtual career expedition to Washington, D.C., and an in-person expedition in Lincoln.



**12**

Employers

**22**

Students

### Presentations

**39**

Career-Related  
Presentations Led

**640**

Student Participants

### Employer Engagement

**126**

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

### Husker Connect

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.

**4,000+**

Total Users, Including Alumni,  
Students, Faculty/Staff  
and Community Partners

**795**

Business Undergraduates  
Have an Account, the  
Most of Any College

**21%**

Business Students  
Have an Account

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 | 402-472-7272

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