



Business Career Center

Annual Report 2022-23

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 Committee Member

2 Hire Big10+ Committee Chairs

1 Nebraska College Career Services Association Executive Officer

1 Regional Conference Committee Member

7 Unique UNL Student Organizations Advised

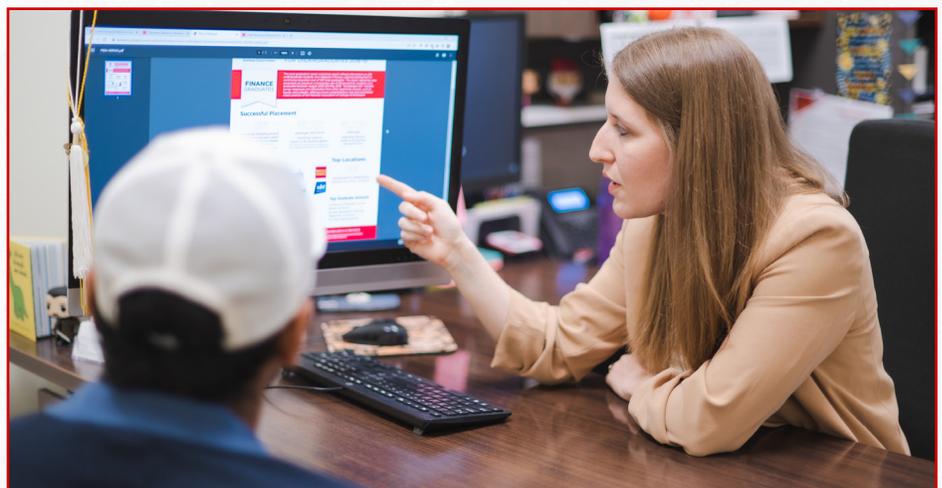
5 Gallup-Certified Strengths Coaches

Extensive Career Resources Webpage Launched

The Business Career Center launched an extensive career resource page on its website. In the Professional Enhancement Program (PrEP) classes, students learn about majors, careers, resumes, interviewing, etc. and have access to many strong resources.

Now students can access many of those resources outside of the classes, allowing for a refresher of important information or to get started on their career path earlier in their college journey.

The resources include videos and publications in these four sections: Explore Majors and Careers, Apply for Internships and Jobs,



Connect with Employers, and Pursue Graduate School.

Popular tools are the Applicant Tracking System-approved resume formats and sample keywords by industry.

In the next academic year,

the Business Career Center plans to add more keywords by industry, resources specific for graduate students and new resources related to career considerations for diverse identities and graduate school exploration options.

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

2,109

Career Coaching Appointments/Drop-Ins

Newsletter

Weekly student newsletter provides information year-round, On average, opened by:

1,302 Undergraduate Business Students

151 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

2,652

PrEP Students Taught by Business Career Center

908

Students Learned Networking with Professionals

828

Students Practiced Interviews with Employers

123

Unique Employers Participated

100%

Seniors Interviewed a Recent Alum

Career Readiness

99%

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

97%

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

Meaningful Connections for Employers

Employer in Residence



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

80

Unique Employers

104

Days Filled

Employer Outreach

The Business Career Center regularly connects with employers interested in recruiting College of Business students and initiates outreach to employers in industries and cities of interest to our students. These calls, emails and visits increase opportunities for our students.

155

Unique Organizations

Business-Related Career Fairs

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

2,070

Students Attended Career Fairs

352

Employers Attended Business-Related Career Fairs



Outreach and Connections

Career Expeditions

Students explored career opportunities and connected with employers and alumni during career expeditions to Denver and Chicago, where we partnered with the Chicagoans for Nebraska Alumni Chapter for a local reception.

13

Employers

31

Students



Presentations

49

Career-Related
Presentations Led

2,063

Participants

Employer Engagement

131

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.

6,050+

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

1,679

Business Alumni, Students,
Faculty/Staff Have Accounts,
the Most of Any College

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.
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