

# SPRING 2019

# SUCCESSWORKS UPDATE

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SuccessWorks saw phenomenal growth in student, employer and alumni engagement during Fall 2018. We are meeting and exceeding our strategic plan measurable objectives across all areas of the organization.

## Student Engagement Snapshot (Fall '17 to Fall '18)



increase in total student program participation



total student contacts



unique L&S students served

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## Building Career Communities

### 88% increase in advising contacts

Fall 2017: 845 contacts  
Fall 2018: 1,485 contacts

### 80: average Net Promoter Score

### 104% increase in student mock interviews with employers



## L&S Courses as the Foundation of Career Education

### LS 210: Career Development, Taking Initiative:

147 students enrolled in Fall 2018.

### LS 215: Communicating About Careers:

We're piloting this new, 3-credit career course in Spring 2019. Student enrollment is strong – all sections are filled with 39 total students.

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## Connecting Students to Alumni (totals to date)

**221** L&S alumni coaching & student mentoring engagements

**273** total engagements with alumni (students and staff)

**41** L&S alumni advising our staff to build expertise

**Top locations of engaged L&S alumni (excluding Madison):**

1. NYC & area
2. Milwaukee
3. Chicago
4. Twin Cities
5. Washington, DC

### Major at Work events

New programs in close partnership with academic departments. We connect students to alumni of specific majors working in various fields.

- Classics at Work
  - Zoology at Work
  - Comm Arts at Work
  - Sociology at Work
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# Engaging Employers to Help Meet Their Hiring Needs

## 55+

Companies engaged in student programming (excludes career fairs)



## 30+

Companies have conducted on-campus formal interviews at SuccessWorks

### Most active employers:

- Fisher Investments
- Northwestern Mutual
- Ameriprise Financial
- Covance
- Epic
- Echo Global Logistics
- Coyote Logistics
- Altria
- BP
- Oracle
- Qualtrics
- Capital One
- Johnson Controls

### L&S Talent Connection

New program designed to make it easy for employers new to L&S recruit our students.

#### Notable new recruiters:

- Bloomberg
- Willis Towers Watson
- Bain & Company
- Amazon
- WPS Health Solutions
- Ulta Beauty

## Employer Partner Program



New Partners (Spring 2019)

“The SuccessWorks team is the ultimate solution in closing the gap between us and the university.

“They are a huge resource for our talent pipeline, community outreach and employer branding initiatives.”

Sharry Zhang, HR Manager  
Yahara Software

