

SUCCESSWORKS FALL 2021 BOV UPDATE

SuccessWorks has re-opened to students on the third floor of the University Book Store. Building on lessons from over a year of virtual engagement, SuccessWorks programs and events are a hybrid of in-person and virtual options that give students, employers and alumni greater flexibility to connect within the Career Communities model.

THE SEMESTER SO FAR:

as of 10/11/21; comparisons to same period in Fall 2020

34% increase in advising engagements

62% increase in student attendance at career fairs & prep events

31% increase in web engagement



Career Community Pages: **54%**

Handshake Job Board Page: **126%**

Make an Appointment Page: **84%**

Preparing for Your Interview Page: **65%**

Events Listing Page: **105%**

Career Closet Page: **290%**



EMMA GRAN ('22)

SuccessWorks Employer Outreach & Communications Intern
MAJORS: Political Science, Journalism & Mass Communication

“With SuccessWorks offering both in-person and virtual services, students have options to choose not only what is most comfortable for them and their health, but what is most convenient too. It means a lot to students when campus services offer flexibility and show they care about the health and well-being of students they serve.”

2021-2022 EARLY PROGRAM HIGHLIGHTS

ALUMNI MENTORSHIP

Approx. 250 unique alumni engaging in 350+ student connection opportunities (& growing)

12 "Taste of Success" virtual events in Fall: panels of alumni in specific industries

Major-based programs with English, Geography, Stats, Bio, Psych, Poli Sci, with more on the way

EXPERIENTIAL EDUCATION

Job Shadow Program launching Jan. 2022, giving students "day in the life" experiences to explore career interests & network w/employers & alumni

Mock Interviews & Treks offered in fields of consulting, finance, management, client relations, environment & international development, tech, data & analytics

EMPLOYER PROGRAMS

325 employer registrations across 6 days of SuccessWorks-sponsored Fall Career Fairs:

141% increase over full '20-'21 attendance (135 employers); on track to rebound to '19-20 attendance (262 unique employers)

At Fall Fairs, national employers often preferred virtual options; local/regional employers chose in-person events

NEW VIRTUAL LEARNING TOOL

Jobs, Internships & How to Get Them: This new Canvas Module is a step-by-step guide to starting career exploration with SuccessWorks

Includes online quiz helping students choose Career Communities: 1,000+ uses so far

successworks.wisc.edu/CANVAS

CURRENT & FUTURE CHALLENGES

STAFFING

First-year class is largest ever; SuccessWorks now serves a student body of 18,500 undergraduates

5.5 full-time advisors currently cover 8 Career Communities: **3,364 students per advisor**

Some advisors have lengthy appointment waitlists—they can't keep up with student demand

FUNDING ('20 - '21)

Fundraising revenue declined during the height of COVID pandemic

54% of private donation goal met

Career Fair + Employer Partnership revenue down 34%

\$121,500 of \$250,000 Internship Fund donation goal met

