SUMMER 2014 ACCOMPLISHMENTS

1. The L&S Second-Year Career Development Course was revised with the assistance of a faculty advisory board and the new course proposal passed the L&S and University Curriculum Committees early in September. Greg Downey, Associate Dean of the Social Sciences and Professor of Journalism and Mass Communications has been named the faculty director. The course will be offered for the first time as Interdis-L&S 210 in the spring 2015 semester with a projected enrollment of 400 students.

2. L&S was awarded the Great Lakes Higher Education “Career Ready Internship” Grant of $150,000 to provide financial support to low-income students during unpaid internships. Application information will be announced later this year.

3. The third edition of the L&S annual report, The Liberal Arts Advantage features the L&S Career Initiative and includes an overview of the CI with complementary student and alumni profiles. Over 115,000 copies were delivered to parents, alumni, and donors. Paper copies will also be delivered across campus and to L&S units.

4. The L&S Career Initiative website was launched in July, and it includes regular progress reports, resources for faculty and staff, and information on how to get involved.

5. Three alumni provided career preparation advice in these alumni video vignettes, the beginning of what will become a digital library of videos to be used in the second-year career course.

6. A report on career activities in departments was submitted to Dean Scholz and will be available on the Career Initiative website soon. From this work, the Career Initiative team has identified a number of high quality career programs in L&S.

7. The first of two alumni surveys was sent to 3500 alumni one-year-out of college. We expect to have the results from this survey in October, with analysis and reporting taking place later in the fall.

8. A pilot program was created to deliver peer-to-peer Linked-In training to assist departments in engaging alumni with students via social media.

FALL 2014 GOALS

2. Research student organizations affiliated with L&S and track their career readiness activities.
3. Finalize and send out the 8-10-year-out alumni survey.
4. Complete, and begin the implementation of, an L&S alumni engagement plan with the assistance of representatives from UWFAA, L&S Office of Advancement, and L&S Career Services.
5. Host a Homecoming Alumni Mentoring Event with 20 alumni and over 100 students.
6. Present high-quality L&S career programs in a small showcase event for the all-L&S Board of Visitors’ Reception.
7. Create another 12-15 alumni video vignettes.
8. Begin a visioning process for the transformation of career service delivery in L&S.
9. Building on our LinkedIn peer-to-peer training model, continue to assist departments in the development of high-quality career programs.

OVERVIEW OF DELIVERABLES
See page 3 for overall progress by deliverable

1. **Deliver data on alumni career trends by major to key stakeholders:** Conduct two post-graduation surveys of alumni 1 and 8-10 years out of college, and supply advising units and departments with major-specific reports that can be shared with students and their parents.

2. **Second-year career course:** Offer a one-credit course that teaches students about strategic academic planning, exploration of interests and values, skills development, career exploration, and job search strategies.

3. **Build alumni networks:** Coordinated by the Director of Alumni Professional Networks (WAA/L&S position), develop strategies to connect alumni back to departments and connect students to alumni.

4. **Define transferable skills learned in majors, certificates, and courses:** Work with the L&S academic associate deans and department chairs to improve the articulation and communication of transferable and employable skills learned in majors, certificates, and courses.

5. **Increase access to quality career advising:** Increase access to quality career advising by employing advisors (Field Specialists) deployed in departments or logical department groups.

KEY CONTACTS
Rebekah Pryor Paré
Assistant Dean & Director
L&S Career Initiative
pare@wisc.edu

Leslie Kohlberg
Assistant Director of Department Relations
L&S Career Initiative
Kohlberg@wisc.edu

David Nelson
Director of Alumni Professional Networks and Career Resources, UW-Madison L&S Career Initiative and the Wisconsin Alumni Association
denelson3@wisc.edu

Megan Costello
Assistant Dean & Director
L&S Communications
mlcostello@wisc.edu

Subscribe for regular updates:
Email join-lsci@lists.wisc.edu

Want to get involved but not sure where to start? Contact Rebekah

http://go.wisc.edu/lsci • careerinitiative@ls.wisc.edu
**Alumni Surveys**
- Identified "best practices" in alumni surveys from across the country
- Designed a survey instrument with the UW Survey Center and sent it to 3500 alumni one-year out of college
- In process: designing a survey instrument for alumni 8-10 years out of college
- UW Survey Center
- Coming this fall: Initial reports on employment trends for alumni one-year out of college

**Sophomore Career Course**
- L&S 2nd-Year Career Development Course (Interdis-L&S 210) approved by the L&S and University Curriculum Committees, to be offered spring 2015 (400 students)
- Greg Downey named faculty director
- Piloted 3 alumni video vignettes
- In process: collaborating with Housing and CCAS to create a career-focused second-year learning community in Ogg Hall
- Fall 2015: course offered to 800 students & residential learning community opens

**Build Alumni Networks**
- Aligned plans with WAA
- Hired a joint WAA/CI director of alumni professional networks
- Surveyed & interviewed department faculty/staff regarding LinkedIn and alumni engagement activities
- In process: piloting peer-to-peer training program on setting up and using LinkedIn to create robust alumni networks
- In process: developing an L&S alumni engagement strategic plan

**Define Transferable Skills Learned in Academics**
- In process: identifying "best practices" for articulating marketable skills learned in courses and majors
- In process: identifying faculty who have had success in demonstrating the application of academic skills to the workplace

**Increase Career Advising**
- Conducted Career Development Facilitation trainings for advisors of first- and second-year students
- Incorporated a career advising module into L&S Advisor Training & Development Program
- Benchmarked career services offices at peer institutions to identify trends and opportunities
- In process: increasing enrollment in the L&S internship course
- In process: Research on advising models