FALL 2014 ACCOMPLISHMENTS

The L&S Career Initiative is one-year old! In the fall semester, the Career Initiative team focused on building capacity and infrastructure to support new programs that will launch in the coming semesters. In an effort to deliver timely results and progress, here are some of the accomplishments the team achieved this semester.

POSITIVE PRESS COVERAGE
The Career Initiative garnered substantial media attention following its public launch. Six sources outside the of UW-Madison covered Career Initiative stories. Press coverage includes:

1. New course, residential program bolsters L&S Career Initiative (L&S News, September 24, 2014)
2. Letters & Science launches initiative to prepare liberal arts students for careers (UW-Madison News, November 6, 2014)
3. New career course prepares students to take initiative (L&S News, November 6, 2014)
4. UW-Madison to help liberal arts majors compete in a techie job market [pdf] (Wisconsin State Journal, November 7, 2014; also appeared in Milwaukee Business Journal [article], November 7, 2014)
5. Great Lakes grant to help low-income liberal arts students land paid internships (L&S News, December 10, 2014)
6. New Grant to help low-income liberal arts students land paid internships (University Business, December 10, 2014; also appeared in Press Release Point [article], December 10, 2014)
7. ‘Career Kickstart’ kicking off next year at Ogg Residence Hall (UW News, December 11, 2014)
8. Paid internships for low-income students at UW to be helped by grant (Madison.com, December 12, 2014)
9. UW-Madison Career Initiative Helps Liberal Arts Students (Here and Now, Wisconsin Public Television, December 12, 2014)

NEW L&S CAREER COURSE IS ‘GOOD TO GO’
1. The L&S Second-Year Career Development Course: Taking Initiative (Inter-LS 210) will launch in spring 2015 with an enrollment of approximately 300 students.
2. Under the direction of Associate Dean Greg Downey, five teaching assistants representing five L&S departments will facilitate lab sections with the assistance of 20 career mentors from 13 academic departments and student services units across campus and 17 L&S alumni from 11 majors, spanning careers from finance to law to government and public service.

L&S GRADS ONE YEAR LATER +
1. The first of two alumni surveys, sent to 3500 alumni, received a final communications push through the holidays. The UW Survey Center is wrapping up data entry and predicts a response rate of 37%, nearly twice the average for response rates of surveys at similar institutions.
2. The second of two alumni surveys was sent to 5000 alumni eight, nine, and ten years out of UW-Madison. The survey will close in January 2015.
NEARLY 100 ALUMNI ENGAGED IN CAREER INITIATIVE

Alumni continue to be eager to get involved in providing career guidance to undergraduates.

1. 14 L&S alumni representing 10 departments shared their professional advice for students as part of the Badger-to-Badger: Steps that Matter video vignette project.

2. 26 L&S alumni mentored 100 undergraduates for their professional development at our Badger-to-Badger: Student and Alumni Mentoring Session.

3. Five departments’ boards of visitors invited Career Initiative staff to discuss opportunities for involvement in the Career Initiative and/or consult on internship program development and alumni engagement opportunities. Dean Scholz additionally presented the Career Initiative as one of several priorities to all the L&S Boards of Visitors.

4. 10 L&S alumni will serve on a new advisory committee for the Career Initiative. Quarterly meetings will commence in February 2015.

ACADEMIC DEPARTMENTS ON BOARD

Academic departments have been strong Career Initiative collaborators this fall, improving and increasing career-readiness programs and resources for students. Lively dialogue and exchange of ideas resulted in enhancing web resources with field-specific career information, increasing career preparation activities for students, and sharing their unique career programs and ideas across disciplines.

1. 24 departments are working collaboratively with the Career Initiative to better meet their students’ needs around career readiness. Of these, three departments are piloting a cross-college work team to put career programs in place in the spring 2015 semester.

2. Nine departments participated in a special showcase event for the L&S Board of Visitors, where they featured some of L&S’ most innovative career activities for undergraduates.

3. Two L&S departments participated in peer-to-peer Linked-In training to engage alumni with students for the purposes of networking via social media.

4. The Career Initiative Intern researched 60 student organizations affiliated with L&S departments and conducted interviews with student leaders. Based on this information, the Career Initiative will be holding a planning meeting with student leaders to develop a portfolio of career and alumni services to support their work.

Thank You

to more than 150 administrators, faculty, academic and career advisors, and student leaders who have supported the L&S Career Initiative this semester by participating on work teams and advisory boards, supporting the development of new programs, providing guidance and graciously sharing your work. To date, these offices are represented:

- Asian American Studies Program
- Biology Core Curriculum
- Career Services Executive Council
- Criminal Justice Certificate Program
- Cross-College Advising Service
- Department of Anthropology
- Department of Astronomy
- Department of Communication Arts
- Department of Economics
- Department of English
- Department of French & Italian
- Department of Geography
- Department of Geoscience
- Department of Gender & Women’s Studies
- Department of German
- Department of Philosophy
- Department of History
- Department of Physics
- Department of Political Science
- Department of Psychology
- Department of Sociology
- Department of Spanish & Portuguese
- Department of Statistics
- Division of University Housing
- Inter-LS 210 Faculty Advisory Board
- International Internships Program
- Language Institute
- Legal Studies Program
- L&S Academic Advising Services
- L&S Academic Deans’ Services
- L&S Academic Information Management
- L&S Academic Planning Council
- L&S Advancement
- L&S Career Alliance
- L&S Career Services
- L&S Center for Academic Excellence
- L&S Curriculum Committee
- L&S Human Resources
- L&S Learning Support Services
- L&S Office of Budget-Finance
- L&S Student Academic Affairs Administration
- L&S Undergraduate Education
- LaFollette School of Public Affairs
- Latin American, Caribbean & Iberian Studies
- Multicultural Student Center
- Nelson Institute for Environmental Studies
- Office of Admissions & Recruitment
- Office of Corporate Relations
- Office of Student-Athlete Development
- Office of Undergraduate Advising
- PEOPLE Program
- School of Music
- School of Social Work
- University Communications
- UW Foundation & Alumni Association
- UW Survey Center
CAREER KICKSTART MOVING FORWARD
1. Planning for Career Kickstart, a new residential community for 600 non-first-year residents, is underway. The community will launch in Ogg Hall for the 2015-16 academic year, and students are in the process of registering.
2. A planning committee of members from University Housing, the L&S Career Initiative, Cross-College Advising Service and the Career Exploration Center, and L&S Career Services are actively working to design programming that will include career workshops on such topics as resume and cover letter writing, interview preparation, career exploration tips, and include opportunities for alumni and employers to provide their industry-specific expertise and career development advice.

EMPLOYERS EXPLORE NEW OPPORTUNITIES WITH LIBERAL ARTS STUDENTS
1. L&S Career Services, UW Foundation, and Career Initiative staff consulted Covance (12,000 employees), American Family Insurance (7,500 employees), Epic Systems (7,400 employees), Yelp (2,640 employees), R.W. Baird (2,600 employees), Milwaukee Bucks (130 employees), and Fetch Rewards (10 employees) on Career Initiative projects.
2. Several themes emerged from these conversations: liberal arts and science students are highly desired for various reasons—from foreign language and cultural skills to lab research experience; many of these employers are interested in bringing their UW alumni-employees to campus to work with students on career development; and most are interested in increased involvement with undergraduates.

CAMPUS PARTNERS MOBILIZED
1. Over the course of the fall semester, the Career Initiative staff gave presentations about the initiative to the L&S Department Chairs (Chairs’ Breakfast), L&S Board of Visitors, L&S Curriculum Committee, UW Foundation’s Directors of Development for L&S, L&S Advisor Consortium, L&S Career Alliance, Cross College Advising Service, L&S Academic Advising Services, Academic Deans’ Services, PEOPLE Program, Multicultural Student Center, and Athletics.
2. The Career Initiative website (http://go.wisc.edu/lsci) was enhanced with the addition of a Faculty/Staff Resource page, containing key documents and resources about the Career Initiative.
3. A major gifts proposal packet, called the Forward Fund, was created and distributed to alumni on departments’ boards of visitors.

FALL 2014 IMPACT

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<th>MEANS OF IMPACT</th>
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<td>Departments</td>
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<td>Exploratory Consultations on New Models of Student Engagement</td>
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LOOKING AHEAD: SPRING 2015 GOALS

1. Teach the first iteration of the Inter-LS 210 career course and conduct a detailed and comprehensive assessment utilizing the feedback of TAs, career mentors, alumni, and students.

2. Analyze and report out on the data compiled in the Post-Graduation Questionnaire and two alumni surveys and deliver reports.

3. Develop a new career services model and implementation plan with the Curran Consulting Group.

4. Increase alumni-to-student connections with a Badger-to-Badger Informational Interview Series and a brown bag luncheon for departments about using LinkedIn and social media with alumni.

5. Showcase innovative career programming in L&S departments at the Spring 2015 Teaching and Learning Symposium Poster Session on May 20-21, 2015. 13 departments have already signed up and more space is available.

6. Increase department support in the development of career readiness activities, including the creation of new alumni-to-student programming, web resources, internship programs, and LinkedIn pages.

7. Finalize Career Kickstart planning, including program components, marketing strategy, and implementation plan to prepare for the program’s launch in August 2015.


9. Increase employer engagement and develop a corporate sponsorship program.

10. Improve L&S Career Initiative web presence for key audiences.

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