



Business Career Center Annual Report 2023-24

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

2 National Association
Committee or
Board Members

2 Hire Big 10+
Committee
Chairs

2 Regional Association
Committee
Members

8 Unique UNL Student
Organizations
Advised

Business in Action Job Shadow Program

In January, the Business Career Center piloted the Business in Action Job Shadow program with 13 students.

After the pilot's success, the program is now offered every semester and summer. It connects business students in their first to junior years with top employers through 1-on-1 interactions exploring career paths and industries.

During the pandemic, students missed traditional shadowing opportunities in high school and are seeking more personal interactions during their career search. After conversations with students, we saw a need for **a program that allows them to see a future career "in real life."**

In its first semester, **21 students participated and 33 employer opportunities** were shared, many sharing positive stories via LinkedIn or our survey.

Addie Weiland, for example, spent a day shadowing an operations manager at Crete Carrier. She sat in on meetings, saw their data



processing system in action and observed employees solving daily operational issues. She assumed she would just watch, but she found the experience much more interactive.

"It was a quick, on-your-feet experience," she said. "I thought this would be me sitting and watching all day, but they would break something down as if I was training or had a question."

Weiland, a management major with a fashion merchandising minor, did not have experience in supply chain management, so she

learned about the process from the supplier and shipping side.

Although the program is not intended for students to secure an internship with the company, Weiland's experience eventually led her to apply for an internship with Crete Carrier, where she now works with an asset manager coordinating shipping relays. **She credited her job shadow experience as her reason for applying.**

"This was a whole new world to me," she said. "I would not know that's an opportunity if I didn't go out there and see it for myself."

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.

83

Net Promoter Score, Students' Willingness To Recommend To Others

96%

Students Who Feel Prepared After Coaching

2,006

Career Coaching Appointments/Drop-Ins

5

Gallup-Certified Strengths Coaches

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

2,854

PrEP Students Taught by Business Career Center

1,045

Students Learned Networking with Professionals

946

Students Practiced Interviews with Employers

122

Unique Employers Participated

100%

Seniors Interviewed a Recent Alum

Career Readiness

98%

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.

86

Unique Employers

111

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.

190

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.

2,137

Business Students
Attended Career Fairs

52%

of Business Students Attended
A Career Fair This Year

346

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 Minneapolis and Phoenix, where we partnered with the Huskers N Arizona Alumni Chapter for a reception.

13

Employers

27

Students



Presentations

Coaches regularly present to prospective and current students, employers, professional organizations and community members.

49

Career-Related Presentations Led

1,433

Participants



Newsletter

Weekly student newsletter provides information year-round and is opened, on average, by:

1,287

Undergraduate Business Students

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.

7,275+

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

2,394

Business Affiliated 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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