

Penn State Smeal College of Business
Alumni Career Services

2021-2022 Alumni Career Services Impact Report

Connecting Smeal Alumni with engaging professional opportunities to advance their careers.



PennState
Smeal College of Business

Alumni Career
Services

<https://www.smeal.psu.edu/alumni/alumni-career-services>

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Smeal Alumni Career Services

Mission Statement

To deliver the very best programming and services in support of Smeal alumni on their path to career success. Our innovative career coaching, lifelong learning webinars, podcast episodes, online networking, and job search resources leverage the advancement of talented alumni at every stage of their careers. We proudly connect our community to one of the largest, professional networks in the world.

<https://www.smeal.psu.edu/alumni/alumni-career-services>



One-to-One Career Coaching Clients & Resources

Smeal alumni receive five individual career coaching sessions upon graduation, helping clients develop and run a job search or career transition plan.

127 Unique Clients

4.95 Satisfaction Rating (out of 5)

11 Canvas Modules

12 Original and Vetted Resources

Most reported gains from coaching:

- Support for a career switch
- Strategizing for job search success
- Branding & marketing enhancement
- Self-clarity, focus and actionable progress

Top Client Locations

Domestic

CA - 5

FL - 9

NJ - 16

NY - 14

PA - 44

TX - 7

International

China - 1

Bolivia - 1

Costa Rica - 1

India - 1

Japan - 1

Puerto Rico - 1

Saudi Arabia - 1



One-to-One Career Coaching Client Testimonials

2021/2022 reaffirmed the value of career coaching, which encouraged clients to focus and thrive professionally despite a turbulent, pandemic-influenced labor market. The following testimonials highlight the unique benefits of our personalized coaching as shared by the resilient alumni we are deeply honored to serve.

"Some of the strengths are deep knowledge and experience of the coaching staff. Also, their passion for helping alumni and their ongoing work to foster alumni network building (via LinkedIn and in person events). This combination makes Smeal ACS career coaching a winning proposition that any PSU sports team would be envious of!"

"I was not at all familiar with the manner in which companies and recruiters apply digital tools to identify candidates and screen applicants. When the pandemic and quarantine removed all in-person networking, my mode of engagement was completely shut down. The ACS career coaching program taught me how to better market my skills and experiences in an exclusively digital environment. The one-on-one engagement was outstanding and allowed me to transform my self-marketing approach from in-person to electronic formats and engagement. I redeveloped my mode of engagement, my personal brand and my application and interviewing techniques directly as a result of this program. THANK YOU, Jennifer Nicholas!!"

"The strengths of the program are the content, structure, and follow through of the career coach. I had an amazing experience with Doreen Glenning. She was very effective at preparing me for interviews, deciphering emails from companies, providing me with pay expectations which put me in a great position to be successful. I received a full-time job offer yesterday and this program was part of the reason for my success."

"I worked with Keleigh at a time when it was essential for me to find another role as soon as possible. She was quick in setting up time for us to talk and I must admit she was always more prepared for the discussion than I was in the moment. The advice she gave me not only gave me a direction to follow but my interactions with her always left me feeling positive and motivated about going through the process."

"My coach listened to my needs and interests. She tailored the support to align with my needs, interests, and career path."

"As with all things in business and life --- it is about people and relationships. I worked with Dr. Jennifer Nicholas. Like so many others I unexpectedly found myself in the job market when Covid led to my position being eliminated. Jennifer patiently helped me conduct an honest assessment of my career path to date. She coached me through the nuances of social media and helped me employ a futuristic approach with my resume in order to make myself more marketable. I enjoyed our one-on-one sessions and her positive demeanor. I'm happy to say I'm now employed in a full-time position as a project manager in food production."

"Jennifer was a great coach - very insightful - she asked the right questions to make me really think about what I wanted to achieve."



Digital Group Coaching

Small group coaching of six participants per six-week track/course provided collaborative reflection under the tutelage of an executive coach for personal development and leadership potential.

66

Participants

Cohorts

- Smeal undergraduate and graduate students
 - Smeal faculty • Smeal staff
 - Finance & Business Staff
- University DEI graduate students

Participant Assessment

- 7.4 to 8.7 (+1.3) Impact Shift
 - 98% Engagement
 - 100% Value
- 100% Psychological Safety

"I continue to learn from others in the group. This session has helped better prepare me for when I do eventually manage a team. I learned how important it is to be transparent and set expectations. Now more than ever, communication is key."

6 Themes

- Driving with Purpose
- Hyper Intelligent Impact
- Our Differences Are Our Strengths
 - Continuous Improvement
- Balancing Performance with Flexibility
 - Version 2.0 Of Success

51

Coaching Tracks

"I truly appreciated the questions and prompts at the end used to facilitate our development of an action plan. It was helpful both in my own development of some action items, but it also helped me process my own resistance to challenging and undoing conscious bias and how my rationale is essentially similar to the ways bias and discrimination have been used by those with power and privilege to maintain a status quo."

"As always, the insightful and probing questions with practical impact are truly valuable."



Recruiting Engagement & Trends

25

Experienced-hire/Executive Recruiters Engaged

Trends

- Executive recruiters are increasingly expected to produce a diverse slate of candidates for their client companies.
- In the shift to a boundaryless workforce, recruiters are willing to hire full-remote talent if the precise skill set is a good match.
- There's a strong emphasis on technical knowledge and skill sets from data visualization to cybersecurity.
- 100% of executive recruiters engaged by ACS coaches reported their clients' dedicated interest to hiring diverse talent.
- According to Jobvite's (March 2021) report, 48% of job seekers experienced lack of response from a recruiter (up 6% over the prior year) and 53% of employers offered mental health benefits (up 7% over the prior year).



Live Webinars

Webinar partnerships with alumni and faculty are developed through extensive research on trending business topics and alumni network content.

14 Webinars Programs

21 Webinar Presenters

900 Webinar Live Attendees

1,509 Facebook Livestream Views

22,313 Webinar Library Views

94% Webinar Satisfaction Rating

92% Webinar Information Value

Topics

- Job Search Tools • Hybrid Ethical Culture • Influencing • Professor Research
- Tax tips • Contemporary Leadership • Business Architecture • Diversity, Equity, Inclusion, Belonging • Real Estate • Wellness • Entrepreneurship

"As a lifelong learner, I have found these webinar sessions informative and a great way to check in and network with other Penn State University alumni. Thank you, Alumni Career Services, and the presenters for this rewarding program. #WeAre #PennStateProud"

"Great practical tips I can take action on!"

"I applaud the PSU Smeal College for creating this program of stimulating and thought-provoking topics. Well done!"

"This was a powerful presentation that was full of real-life based leadership points-of-practicality for any leader on any level. Very informative."

"This was absolutely amazing! I learned so much!"

"These presentations are always top shelf with the highest quality subject matter experts. Thank you for making them available."



On-Demand Podcast

Podcast episodes complement the webinar program with brief audio interviews of alumni, faculty, and Smeal ACS career coaches in their areas of expertise.

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Presenters:

- 3 - Professors
- 3 - Alumni Executive Recruiters
- 3 - Alumni Entrepreneurs
- 8 - Alumni
- 1 - Community Partner

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Programs Episodes

1,599

Downloads, Streams & Subscriptions

Topics:

- Impact Careers
- Trade
- Inflation
- Financial Advising
- Careers
- Mental Wellbeing
- Collaboration
- Cryptocurrency
- Innovation
- Healthcare Industry

Interviewee Testimonial

"A shout-out to Cindi Satterfield and Smeal Alumni Career Services for their Smeal Lifelong Learning Podcast series. An upside of work from home has been the opportunity to catch up on these terrific podcasts. Great insights and advice from a wide range of Smeal grads. Looking forward to future episodes!"

- Jim Calder '85 ACCT



Job Search Resources

nittanylionCAREERS hosts job postings, LionLink connects students to a professional alumni network, and executive search firms connect with Smeal ACS to recruit experienced talent.

Degree Level

1,131	Bachelor
467	Bachelor/Master
398	Associate/Certificate/Bachelor/Master/Doctoral
62	Bachelor/Master/Doctoral
34	Master
16	Master/Doctoral
5	Doctoral



Make a Connection Presentations & Partnerships

19 Alumni Features on LinkedIn

11,282 Alumni LinkedIn Group Members

1,050 Smeal Accelerators LinkedIn Group Members

12 Monthly Curated Newsletters in Marketing Cloud

150 Smeal Students Inducted into Beta Gamma Sigma National Business Honors Society
– Top 20% masters, 10% seniors, 7% juniors Recruited