

Penn State Smeal College of Business
Alumni Career Services

2018 - 2019 Outcomes Report



PennState
Smeal College of Business

Alumni Career
Services

www.smeal.psu.edu/alumni

Table of Contents

1 Message from the Director

2 Career Coaching

3 Lifelong Learning

4 Job Search

5 Make a Connection
Digital Touchpoints

6 Make a Connection
Digital Touchpoints

7 Professional Interests

8 User Profile & Demographics



Message from the Director

Smeal Alumni Career Services is proud to share our very first outcomes report highlighting past year successes in building professional career management opportunities for Smeal alumni and friends. Our strategy to scale our services with rich program content and relevant resources to lifelong learners, active job seekers, and career transitioners was highly successful. We increased our overall constituent reach by 27%, refined our one-to-one career coaching program to support senior leaders and business executives, developed three new innovative digital programs and resources, and achieved a 90th percentile satisfaction rating for our lifelong learning webinars.

We achieved these goals through meaningful constituent relationship building, trending business and industry research, program participant assessments, team-focused professional development, an intrapreneurial approach to innovation, and deep care for customer service. Our success is also due in part to our involved alumni and industry partners who share their knowledge, expertise, and time through our programs.

As our diverse team came together behind a core vision of “connecting Smeal alumni with engaging professional opportunities to advance their careers,” we never lost sight of what makes our work meaningful: positively impacting the lives of our constituents. Our knowledge and experience with global and organizational change rooted in the deep history of our institution keeps us focused on the future of business and excited for what lies ahead in the profession of career management. We know 2020 looks just as promising and we can’t wait to share our successes and stories with all of you.

Keleigh C. Asbury

Director, Smeal Alumni Career Services



Career Coaching

Smeal alumni receive five one-to-one career coaching sessions to develop a career plan, six digital executive group coaching sessions focusing on leadership and personal growth, and access to virtual chat sessions for quick career advice with a coach or recruiter.

256

Career Coaching Clients

3

Coaching Sessions per Client

19

Digital Executive Coaching Participants

51

Brazen Online Chat Participants



Lifelong Learning

Lifelong learning webinars and podcast episodes create professional development opportunities through trending business topics hosted by Smeal faculty and alumni industry experts.

17 Webinars Programs

24 Webinar Hosts

793 Webinar Live Attendees

7,614 Webinar Live Streams

952 Webinar Library Views

93% Webinar Satisfaction Rating

Top 3 Webinars Attended By Name

- 107** Leadership Communication: 3 Keys to Being Heard and Remembered
- 100** Job Targeting: The Three Point Plan
- 89** Innovation, Deep Uncertainty, and Strategic Foresight

Podcast Episodes

3

Podcast Themes

A Passionate Outlook on Innovation, Entrepreneurship, and Continued Learning
Marketing Analytics, Big Data, and Product Brand Management

Aligning Strategy to Optimize Individual, Organizational, and Societal Impact

Podcast Streams

139



Job Search

Alumni in need of active job search resources and tools have access to Penn State's university-wide career recruiting platform nittanylionCAREERS, Smeal's alumni LinkedIn group, and the LionLink alumni job board.

44

Mid and Senior-Level
Positions Posted in NLC

2,036

Active Alumni
Users

Sample Positions Include:

Enterprise Effectiveness Consultant, Highmark
Business Intelligence Engineer, McCormick & Co.

Business Manager, WalletHub

Actuary, U.S. Dept. of Veterans Affairs



Make a Connection

Digital Touchpoints

Alumni can expand their professional network by building meaningful industry connections through online platforms LionLink and LinkedIn.

8,742 LinkedIn Alumni Group Members

38 Alumni Career Tips

188 Alumni Career Fair Recruiters

447,753 LinkedIn Post Views/Likes

12,776 Email Listserv Subscribers

1,140 Smeal Alumni in LionLink



Make a Connection

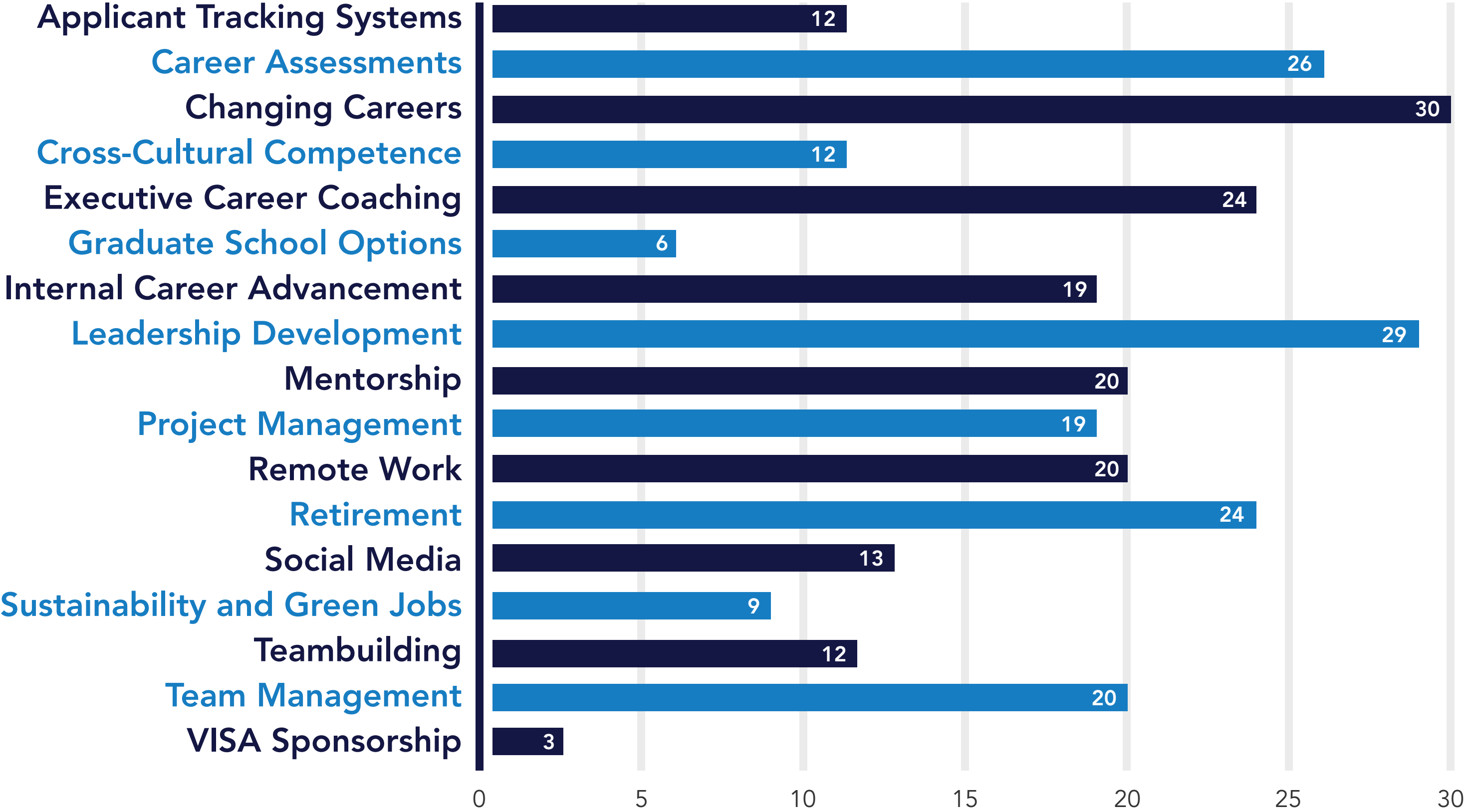
Live Event Attendees

Smeal ACS team members attend, present, and host numerous in-person networking, conference, and panel events throughout the year and across the country.

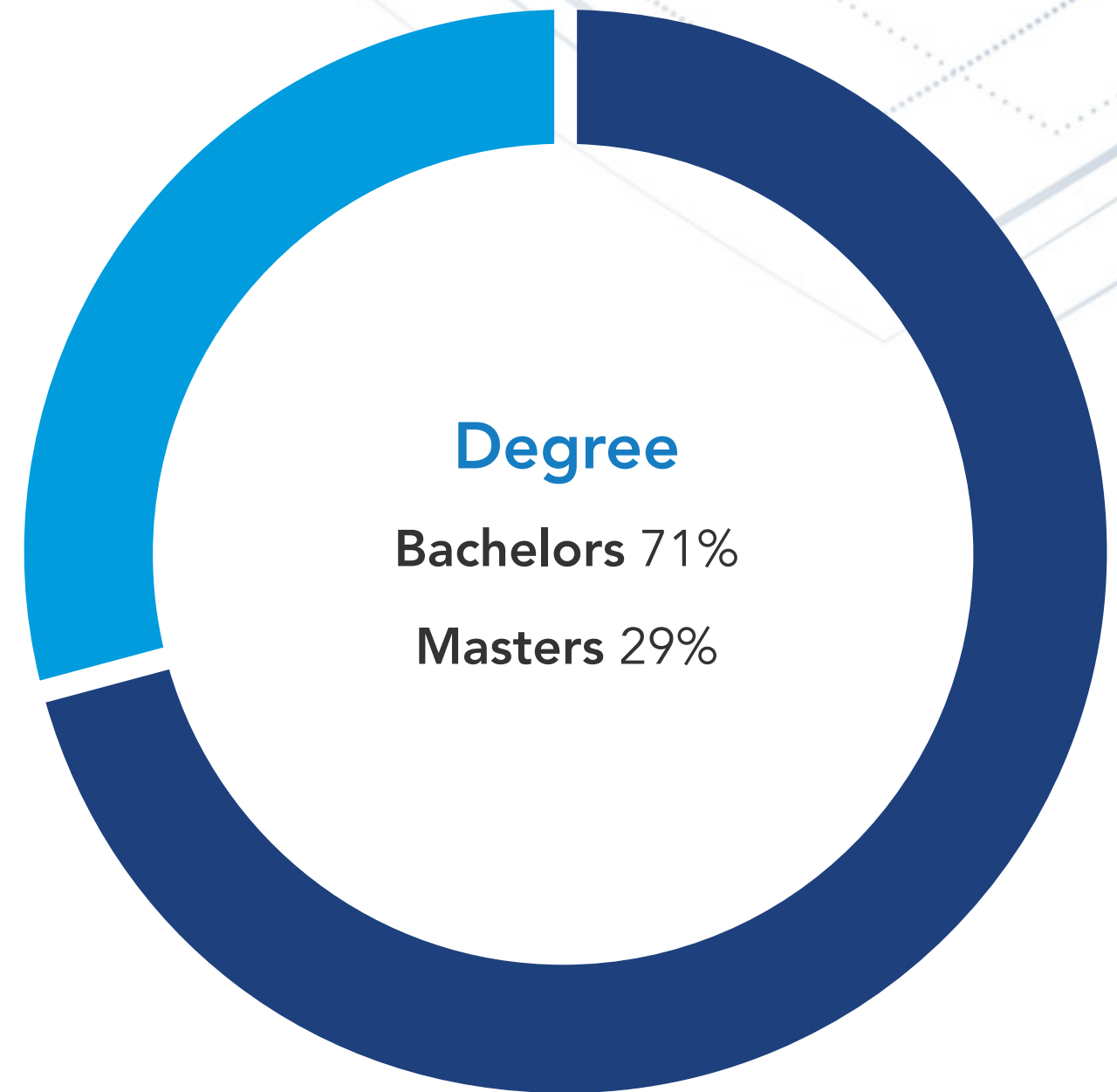
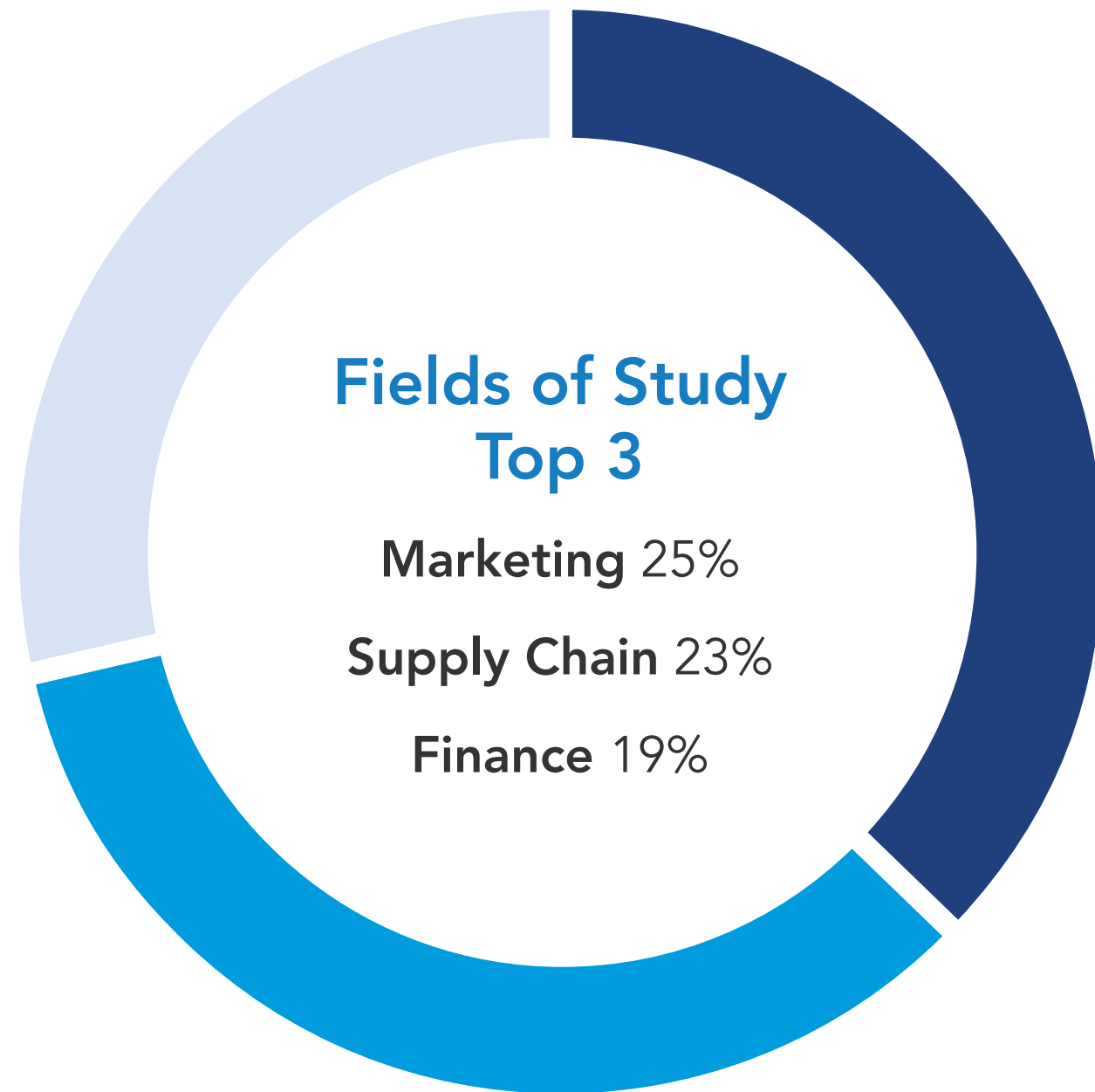
- 30** Alumni Career Services Network (ACSN) Nashville Conference Roundtable Discussions
- 100** National Association of Colleges and Employers (NACE) New York industry panel discussion at Columbia University
- 50** Happy Valley Launchbox startup teams presentations on leadership
- 35** Smeal EMBA panel presentation with executive recruiters
- 23** PSU Emerging Leaders Presentations
- 48** Impact Smeal Day professional development programs
- 105** Beta Gamma Sigma Banquets
- 2** PSMA Marketing Panel Alumni Presenters
- 168** Alumni Insights events in Washington, DC, New York City, Pittsburgh, Philadelphia

Professional Interests

Smeal ACS conducted its first career needs assessment, receiving 67 responses from alumni who were actively engaged in our career programs. They were asked to identify the topics they found the most valuable.



Alumni Participant Demographics



Alumni Participant Demographics

