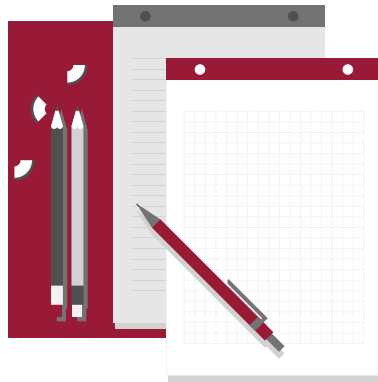


Setting the Stage for Purpose First Strategies in the UW System

October 13, 2022

Angela Kellogg
Office of Student Success
UW System Administration



Overview

- National Alumni Career Mobility (NACM) Survey Highlights
- Campus Panel Discussion
 - Melissa Wilson, Director of Career Services, UW-River Falls
 - Jaime Paige-Stadler, Director of Career & Professional Development, UW-Oshkosh
 - Brian Hinshaw, Director of Pathway Advising, UW-Milwaukee
 - Laurie Marks, Executive Director of Student Experience & Talent, UW-Milwaukee
- Q&A

National Alumni Career Mobility (NACM) Survey

- Assesses alumni career mobility at the 5- and 10-year marks
- Helps better understand alumni educational satisfaction, career pathways, career satisfaction, economic mobility, and community engagement.
- Administered on UW System campuses in 2020 and 2021
- Surveyed alumni who graduated in 2010 & 2015 / 2011 & 2016 with bachelor's degrees
- 2020 response rate: 7.4% (n=4,195)
- 2021 response rate: 6.5% (n=3,071)



Career Mobility Index



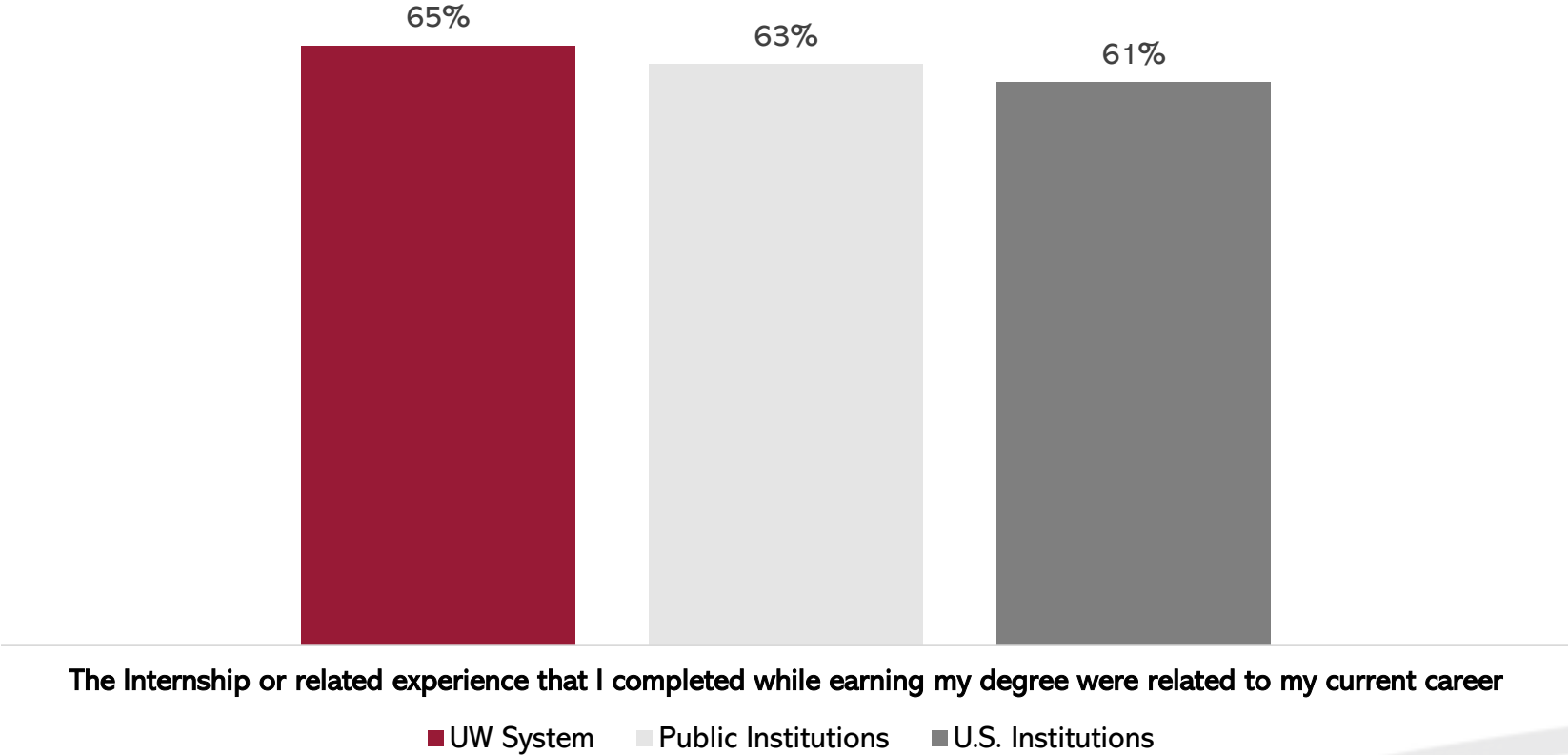
High Impact Career Mobility Practices

Six Career Mobility Practices that stand out as factors most likely to influence overall alumni career mobility:

1. Completing internships or related experiences related to current career
2. Receiving helpful career advice
3. Creating a career plan
4. Networking with employers
5. Understanding career opportunities
6. Learning critical thinking skills

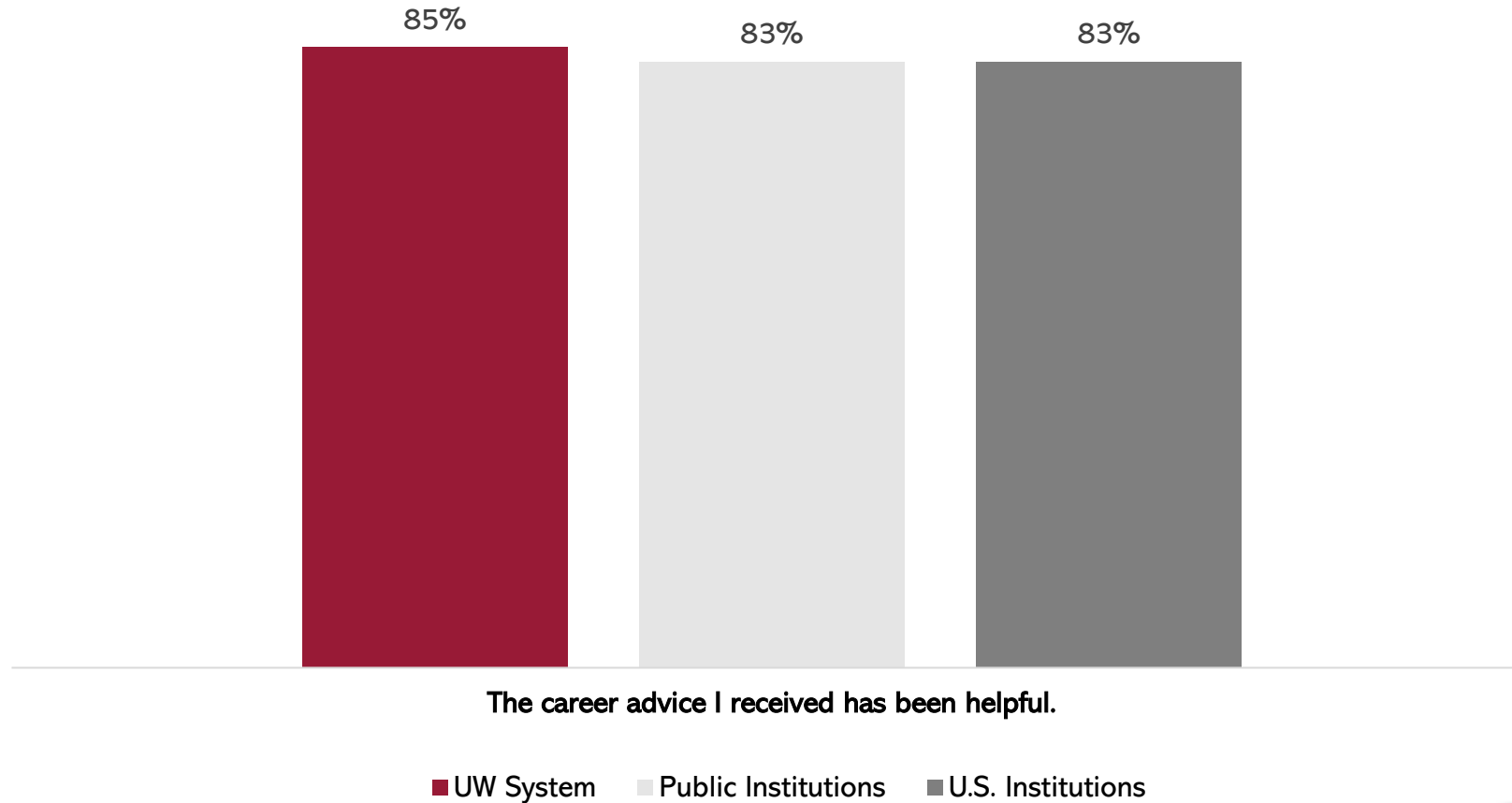
Survey Highlights – Internships & Related Experience

Percentage of Alumni who Agree or Strongly Agree



Survey Highlights – Career Advice

Percentage of Alumni who Agree or Strongly Agree



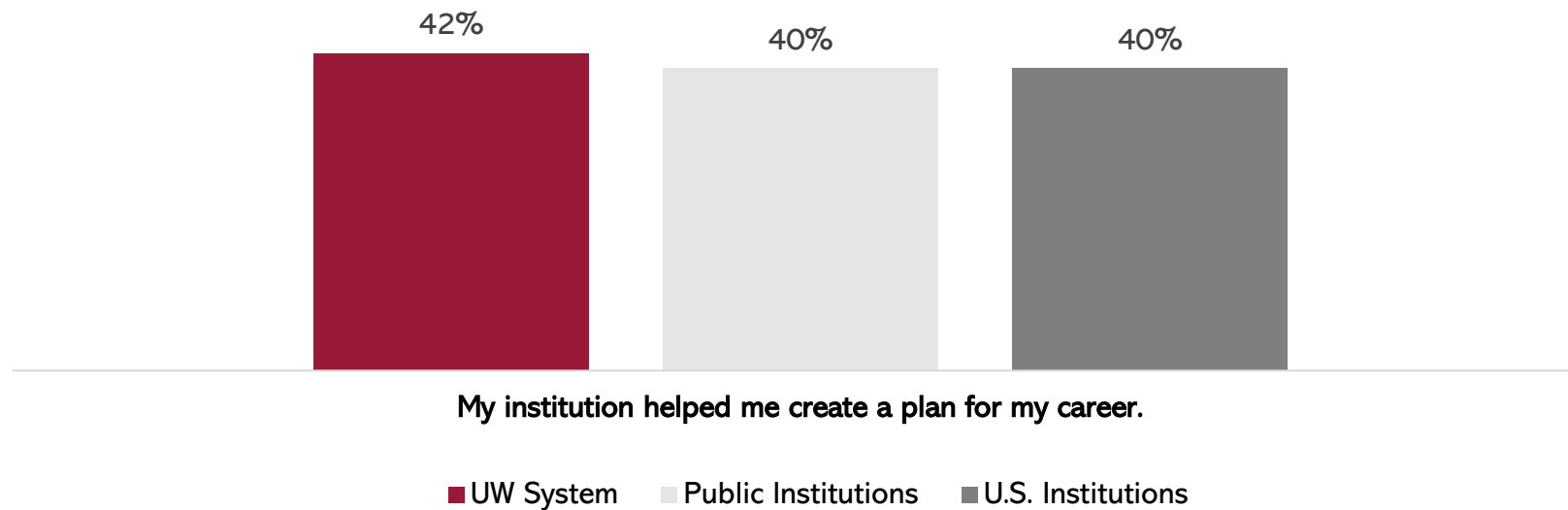
Survey Highlights – Seeking Career Advice

Did you receive career advice from any of the following? Select all that apply.

% Selected Overall	UW System	Public Institutions	U.S. Institutions
Academic Advisor	63%	56%	59%
Alumni	19%	31%	29%
Career Services Staff	35%	42%	42%
Classmates	43%	48%	44%
Employer During Degree	30%	26%	27%
Faculty	78%	74%	77%
Mentor	19%	23%	22%

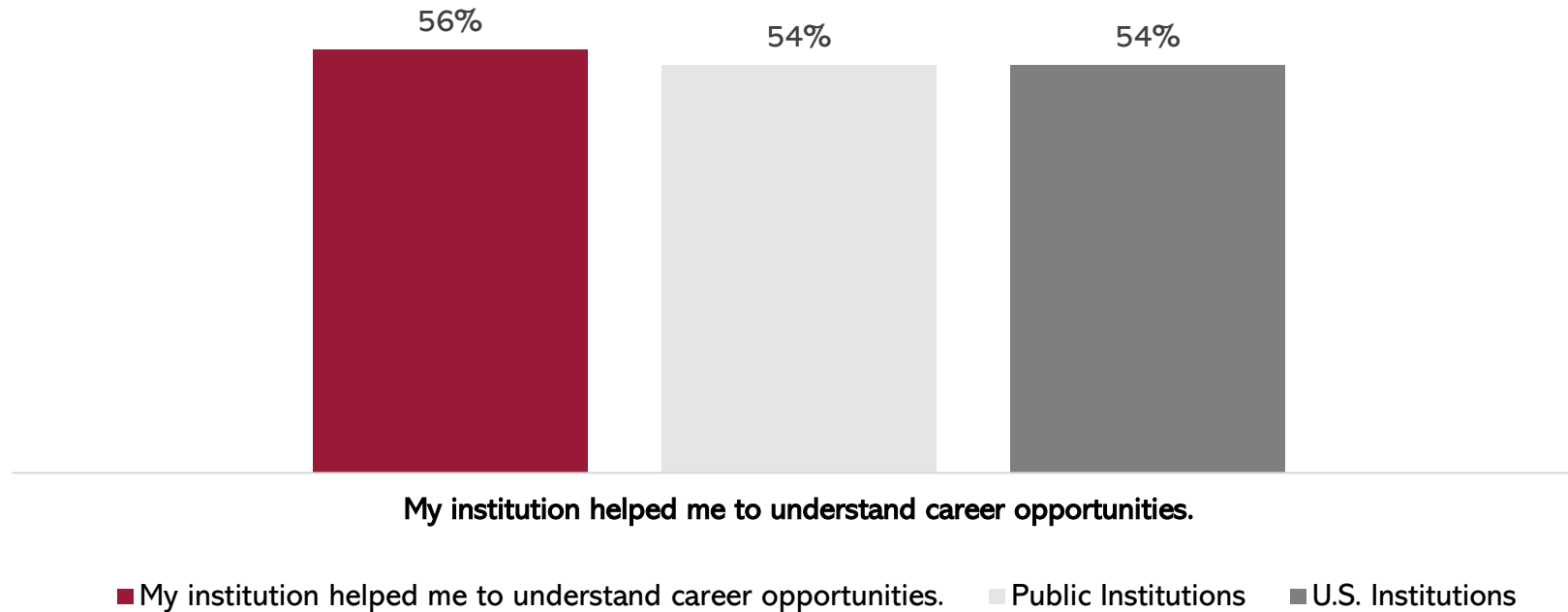
Survey Highlights – Create a Career Plan

Percentage of Alumni who Agree or Strongly Agree



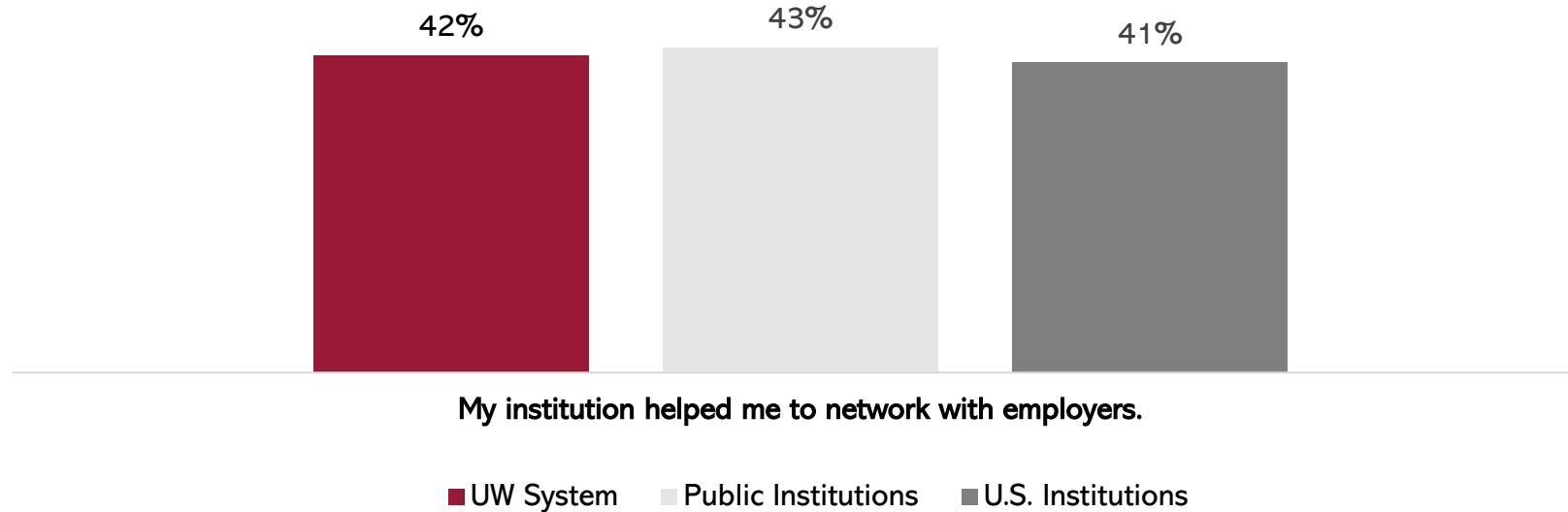
Survey Highlights – Understand Career Opportunities

Percentage of Alumni who Agree or Strongly Agree



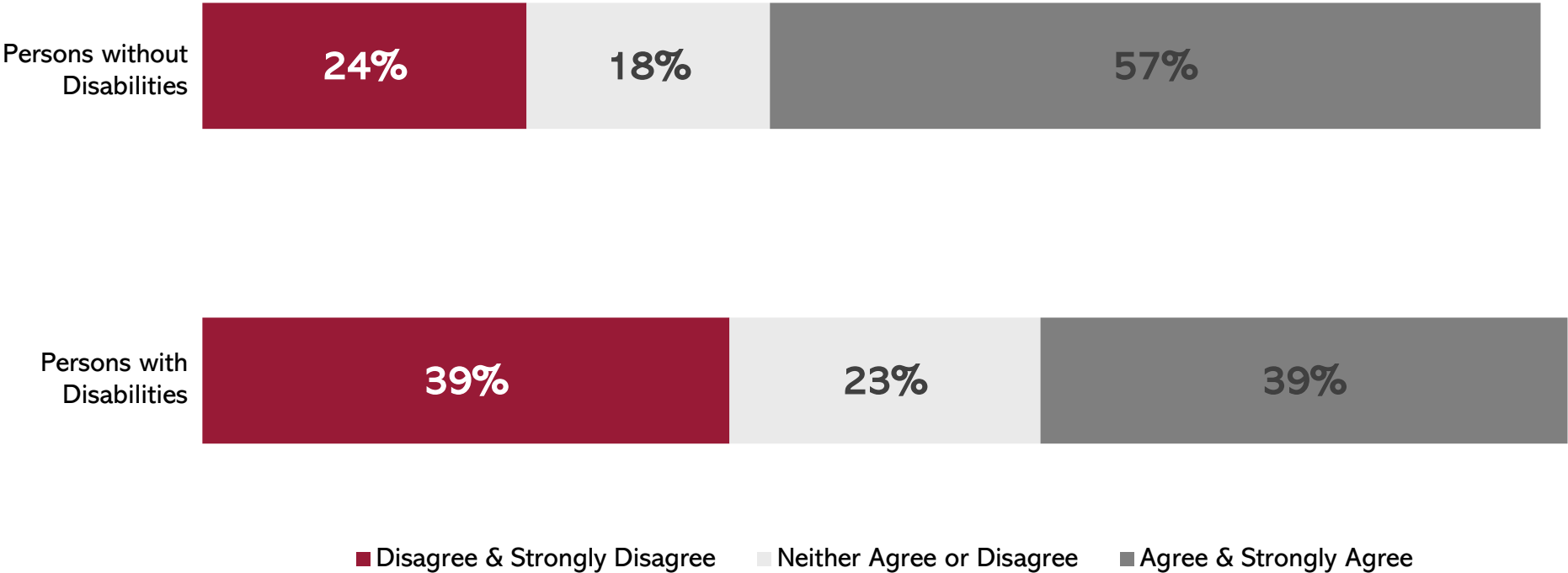
Survey Highlights – Network with Employers

Percentage of Alumni who Agree or Strongly Agree



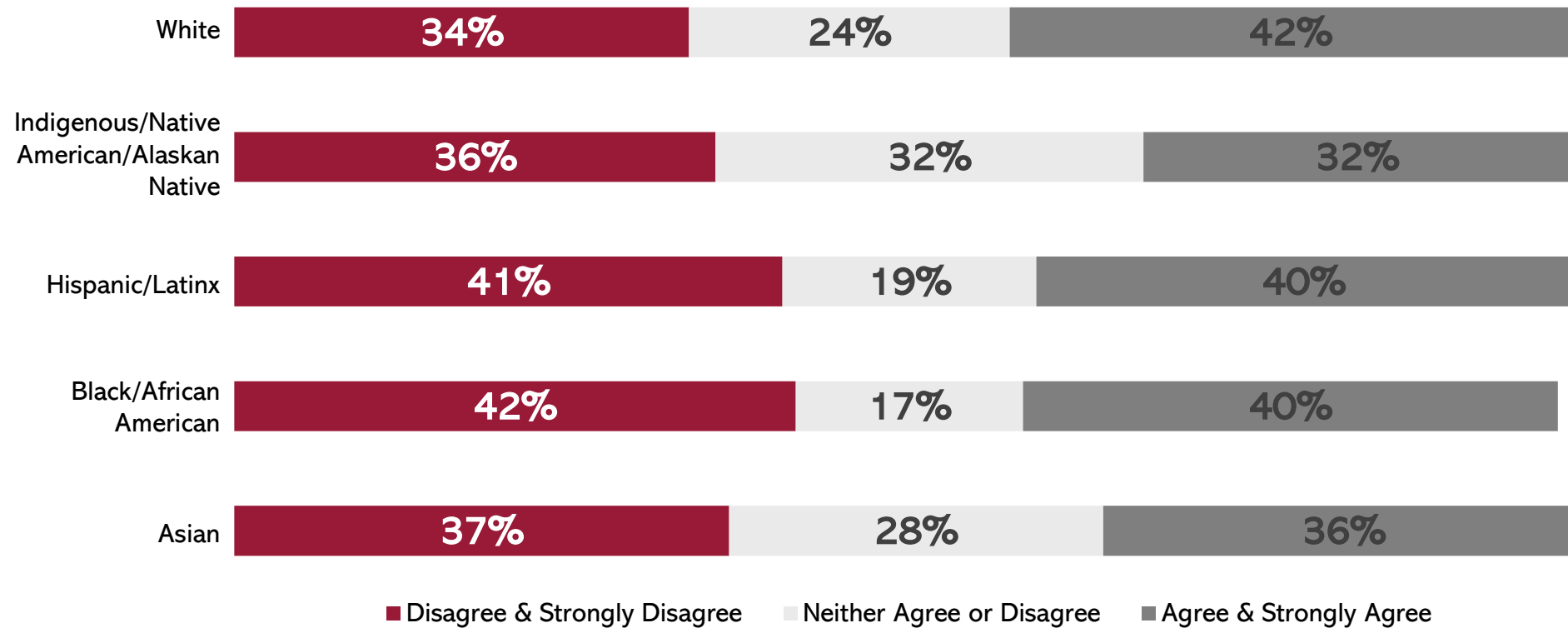
Survey Highlights – Career Opportunities by Demographic

My institution helped me to understand career opportunities.

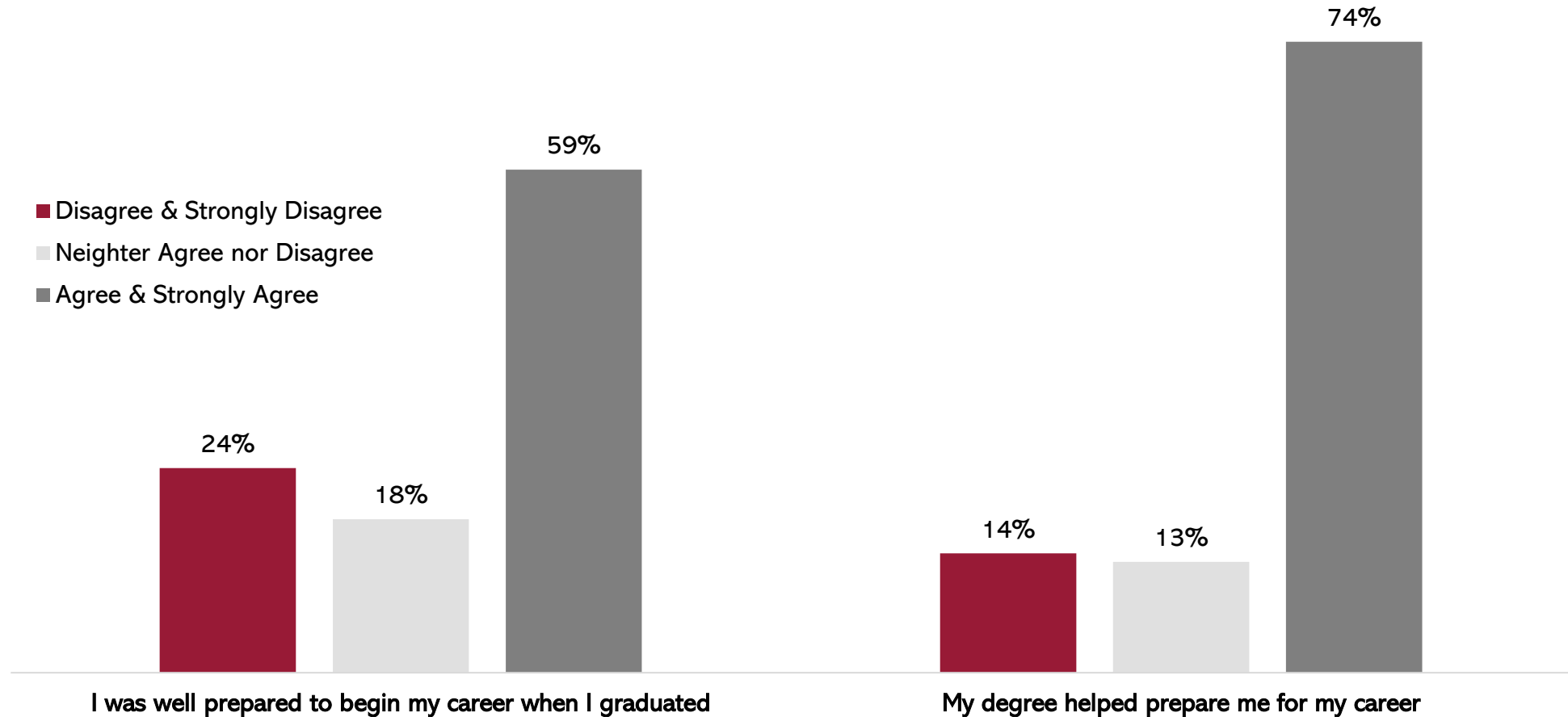


Survey Highlights – Career Plans by Demographic

My institution helped me create a plan for my career.



Survey Highlights - Career Preparation



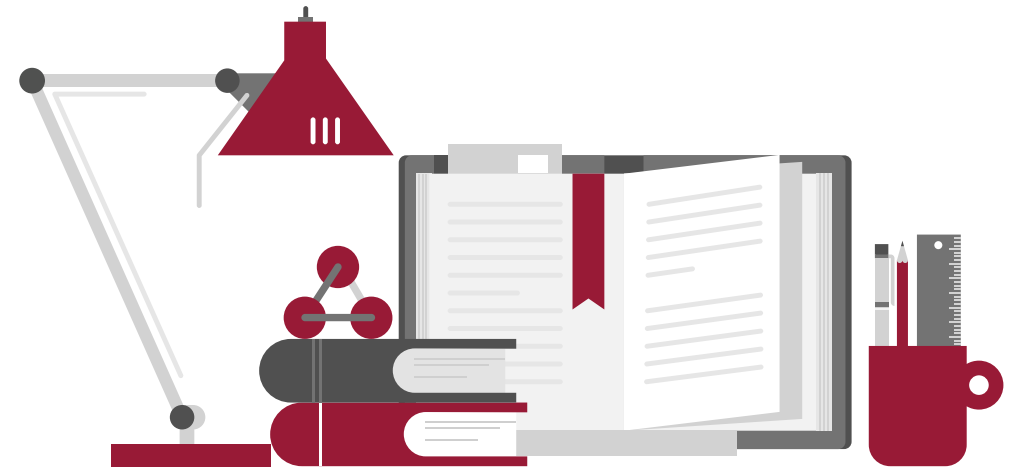
Career Competencies

Communication
Professionalism **Change Management**
Decision Making **Critical Thinking**
Creativity **Adaptability** **Technology**
Leadership **Equity and Inclusion**
Career & Self-Development **Teamwork**
Customer Service
Negotiation

Survey Highlights – Qualitative Feedback

What is the one thing at [campus] that helped you the most in your career path?

- Skills or competencies learned
- Courses
- HIPs (internships, study abroad, research)
- Faculty/Staff
- Campus office services and support
- Connections and networks
- Professional development programming
- Campus and community involvement



Survey Highlights – Qualitative Feedback

What additional preparation would you have found helpful in your academic major to prepare you for the workforce?



“More integrated career exploration, etc. within the courses I took. I didn’t take the initiative to go to the career center, etc. on my own. So, exploring this or having the option to take a class within the major to explore this would have been nice.”

“Programs that target first-gen students more would be helpful. As a first-gen and transfer student I had no idea what all these decisions I was making in college meant for my future and career goals . . . I think institutions and student affairs folks often can take for granted the lingo and terms we use day to day in higher ed and how it is a completely new language and world for first-gen students.”

Campus Examples

UW-La Crosse: Eagle Advantage



1 Adaptability
Recognize challenges as opportunities to improve. Embrace a growth mindset that allows for action, reflection, failure, and resilience.

2 Collaboration & Leadership
Build mutually beneficial relationships and achieve common goals by understanding, valuing, and leveraging strengths of others. Take responsibility for your own role and contributions within a team.

3 Communication
Articulate thoughts and ideas clearly and effectively through written and oral communication. Tailor messaging for different audiences and contexts. Understand the impact of communication on your professional work image. Use communication skills to motivate others and work collaboratively.

4 Critical Thinking & Problem Solving
Exercise reasoning to independently analyze issues, identify options and alternatives, formulate opinions, make decisions, and overcome problems.

5 Digital Literacy & Technology
Leverage knowledge of information and communications technology to ethically and efficiently solve problems, complete tasks, and accomplish goals.

6 Diversity, Equity, & Inclusion
Cultivate awareness of your own identity and that of others through exploration of diversity. Demonstrate the awareness, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in practices that actively challenge oppressive systems, structures, and policies.

7 Accountability
Knowing work environments differ greatly, understand and demonstrate effective work habits, and act with interests of the larger community and workplace in mind.

8 Career & Self-Development
Proactively develop oneself and one's career through continual personal & professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships both within and outside of one's organization.

The Eagle Advantage
Explore | Experience | Excel

Employers and grad schools want skills. You have them.
Are you speaking the same language?

UW-Stevens Point: Major Career Outcomes

CAREER OUTCOMES ENGLISH

ENGLISH OCCUPATIONS

- Teacher
- Copywriter
- Communications Specialist
- Proofreader
- Content Editor
- Producer
- Author
- Social Media
- Content Producer
- Proposal Coordinator
- Attorney
- Professor
- Program Manager
- News Reporter
- Account Leader
- Technical Writer
- Interpreter
- Sales
- Legal Assistant
- Editor
- Account Manager
- Public Relations Specialist
- Broadcast Journalist
- Recruiter
- Banking Consultant
- Librarian
- Fundraiser
- Program Manager
- Translator
- Doctor
- Writing Lab Coordinator
- Non-Profit Director
- Purchasing Agent
- Bookstore Manager
- Minister
- IT Consultant
- Director of Communications
- Bank Supervisor
- Book Editor
- Training Specialist
- Inventory Control Coordinator
- Career Center Director
- Education Intern
- Human Resources Advisor


Connections Project

Students enrolled in English 381, Reading for the English Teacher, will step into a teaching role for the first time, as they lead underserved students across the state in the Connections Project this spring.

Through virtual lessons and discussions, diverse learners from mostly rural schools get the chance to analyze short works of literature and share their thoughts with UWSP student teachers.

Professor Erica Ringelspaugh's pre-methods students on campus will learn to trust in their own abilities to adapt and succeed, in teaching valuable reading skills as they lead the group of 11th graders participating in Connections.

English major Brianna Zygarlicke said the program provided her the confidence to some day lead her own classroom. She taught in Connections the spring of 2021.



"It was really fun to pick out short stories for our students to read and learn how to build different virtual activities and questions for them to do. Assessing them was just cool to see the different ways that they answered and thought about our questions each week."
-Brianna Zygarlicke, Senior

24% projected growth 2020-2030 for postsecondary teachers
•
139,600 openings

EXPECTED GROWTH OVER THE NEXT 10 YEARS* 9%
*Source: U.S. Bureau of Labor Statistics, Employment Projections program

OCCUPATIONS HELD BY UW-STEVENS POINT GRADUATES

PROPOSAL WRITER Franklin Energy Services Port Washington, Wis.	UNDERWRITING ASSISTANT Travel Guard Stevens Point, Wis.	RESEARCH ASSISTANT Marshfield Clinic Marshfield, Wis.
COPYWRITER Lands' End Dodgeville, Wis.	PRODUCER Garnett Wisconsin Media Appleton, Wis.	LANGUAGE ARTS TEACHER Stratford School District Stratford, Wis.
SOCIAL MEDIA PRODUCER Freekeh Foods, Inc. Forest Lake, Minn.	PROPOSAL COORDINATOR AND CONTENT DEVELOPER Wildcard Corp. Stevens Point, Wis.	
ENGLISH TEACHER Wausau School District Wausau, Wis.	PROOFREADER RR Donnelley Green Bay, Wis.	
AUTHOR Stevens Point, Wis.		

DISCOVER YOUR PURPOSE UWSP

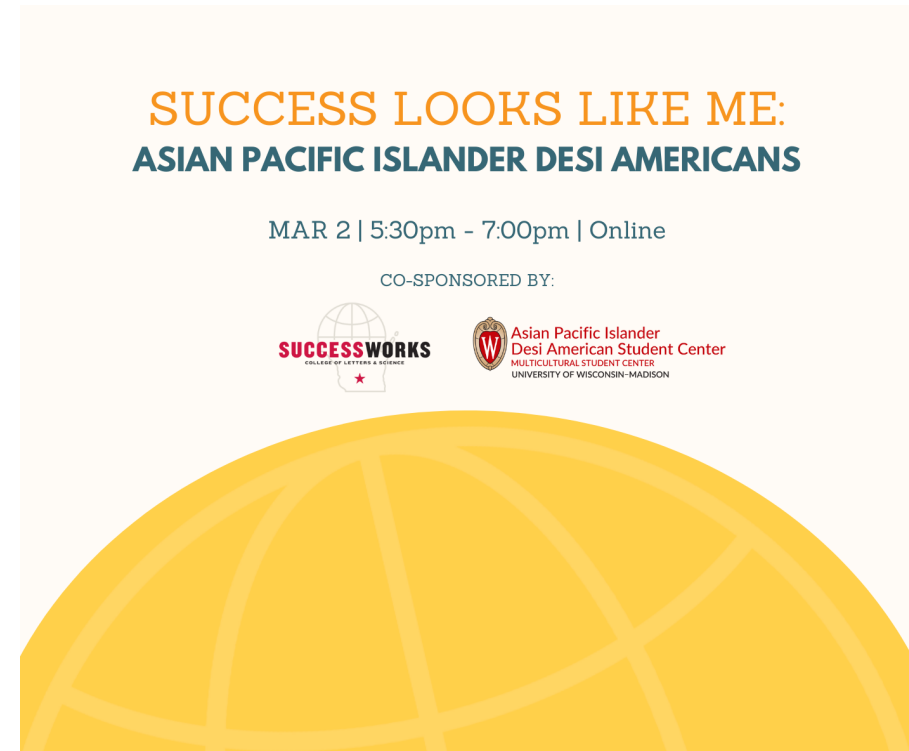
University of Wisconsin Stevens Point
STEVENS POINT • MARSHFIELD • WAUSAU

Campus Examples

UW-Eau Claire: Career Fair Tours



UW-Madison: Success Looks Like Me Programs



Next Steps

- Know your institutional data (NACM Survey, First Destination Survey, other sources of data such as NSSE, etc.)
- Disaggregate data to assess equitable career outcomes and address equity gaps
- Engage in reflection and dialogue to assess current high impact career mobility practices
- Elevate and integrate high impact career preparation and readiness on campus as an integral component of student success



Campus Examples & Panel Discussion



Melissa Wilson

Director of Career Services
UW-River Falls



Jaime Paige-Stadler

Director of Career &
Professional Development
UW-Oshkosh



Brian Hinshaw

Director of Pathway Advising
UW-Milwaukee



Laurie Marks

Executive Director of Student
Experience & Talent
UW-Milwaukee