

Penn State Smeal College of Business
Alumni Career Services

2019 - 2020 Outcomes Report



PennState
Smeal College of Business

Alumni Career
Services

www.smeal.psu.edu/alumni

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Message from the Team

Smeal Alumni Career Services developed and hosted another dynamic year of lifelong learning and professional development to help our alumni advance their careers.

Although 2020 will be remembered as a distinct period of disruption for education and the workforce, our team easily pivoted through our knowledge and practice of remote and flexible work, utilizing digital tools and resources for project collaboration and communication, and programs and resources that met our constituents' expectations in the virtual space. Highlights include: our highest rated and attended webinar to date, the launch of a digital group executive coaching program, a new catalogue of coaching resources available in Penn State's online learning platform, and an alumni-to-alumni career support group on LinkedIn.

Our focus may be alumni, but our support and commitment extend to the students, staff, faculty, and employers of the greater Smeal community. Change is constant, so staying nimble and innovative will help us navigate and persevere next year together. We look forward to the journey ahead with all of you.

Thank you for your ongoing support and continued engagement with Smeal ACS!



Keleigh C. Asbury,
Director



Jennifer Nicholas,
Assistant Director



Cindi Satterfield,
Senior Programs Manager



Doreen Glenning,
Career Coach



One-to-One Career Coaching

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

158 Unique Clients

9 Learning Modules

51 Unique Resources in Canvas Catalogue

Career Coaching Feedback: What Clients Had to Say

"helped me achieve"

"I have learned so much"

"feel well prepared to transition"

"helping me find my first professional job"

"invaluable"

"helped me to take a step back"

"confident about the next steps"

"tremendous help"

"guidance was absolutely essential"

"SEO at work"

"really great suggestions and callouts"

"props for all your help"

"cutting edge"

"comprehensive and knowledgeable"

Career Coaching Client Target Industries

Aerospace

Business Consulting

Consumer Packaged

Goods

Corporate Recruitment

Entertainment

Events

Fashion

Finance/Accounting

Funeral

Health Insurance

Healthcare

Higher Education

Hotel and Hospitality

Industrial Chemicals

Nonprofits

Pharmaceutical

Real Estate Sports

Renewable Energy

Safety and Corporate

Security

Sales/Marketing

Social Services

Technology

Transportation

Utilities



Digital Executive Group Coaching

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

35

Participants

Group Profiles

5-10 Years, 10-20 Years,
20-30 Years of Work Experience

Track Topics

Growth Mindset in the Workplace, Hyper
Intelligent Impact, Leaders Transitioning Forward

Testimonial

"I enjoyed the coaching session subjects and the executive coach during my coaching track experience. I think this experience will positively impact my career. Just the ability to think about things with an intellectual mindset was helpful in planning and strategizing next steps."

Christopher B. Waters, MPA



Lifelong Learning Webinars

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

16 Webinars Programs

17 Webinar Hosts

1,253 Webinar Live Attendees

6,323 Webinar Live Streams

19,912 Webinar Library Views

93% Webinar Satisfaction Rating

Top 3 Webinars Attended By Name

How to Lead in a Dynamic Multigenerational Workplace

How Companies are Using Data to Create the Next Generation of Supply Chains

Business Architecture: Strategy Execution's Secret Weapon

Testimonial

"ACS webinars are an invaluable source of information and insights on a variety of highly relevant and contemporary business topics. The best part is they are extremely well produced and presented by PSU alumni with years of first hand experience and lessons learned, as well as faculty members rich with research results, trends, and data analysis. I not only look forward to and enjoy the webinars, but also often share registration page links with my clients and professional contacts. In every case they are glad I do. In fact, some lead to direct follow up with the speaker. Keep up the great work, top notch speaker recruiting, and production quality. Thank you."

- David Horn '79 BSME, '83 MBA,
Founder, Fast Forward Consulting, LLC



Lifelong Learning Podcast

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

14

Programs Episodes

1,139

Digital Streams

Top 3 Episodes with Smeal ACS Career Coaches

Crafting Your Signature Brand in Today's Job Market

Technology Trends for Job Seekers

Job Search Tools: The Company Profile



Job Search

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

4,557 nittanylionCAREERS Users

1,052 Job Postings

147 Mid/Sr. Level Positions

1,847 LionLink Users

14 Executive Search Firms & Recruiters

Sample Mid/Sr. Level Job Titles:

Reporting Manager – Information Services Consulting Projects – National Grid

Plant Manager, CTDI (Communications Test Design Inc.)

Supply Chain Manager – Merck Inc.

Solutions Analyst, Business Process – Deloitte Consulting

Analyst / AVP Wealth Management Strategic Initiatives – Bank of America



Make a Connection LinkedIn Digital Touchpoints

LinkedIn is the premier platform for social media program marketing, professional networking, and engagement with alumni and Smeal ACS

42 Career Tips

15,517 Network Connections

9,450 Group Members

319 Career Support Group Members

437,214 Post likes/views/shares



Make a Connection Live Events

Smeal ACS staff hosted and presented at live events on university campuses and across the U.S.

- 302** Alumni Insights with Dean Whiteman - Washington DC, New York City, Pittsburgh, Philadelphia
- 50** EMBA Executive Recruiter Panel Discussion - Chubb Center, Philadelphia
- 30** PSU Alumni Society Chapter Networking - San Diego
- 30** Smeal Club Networking - State College
- 36** Early-Stage Startup Team Advising with Happy Valley Launchbox - State College
- 12** Impact Smeal Day Professional Development Presentation – University Park
- 27** Penn State Outreach Professional Development Presentation – University Park
- 50** Beta Gamma Sigma Banquet