2019 - 2020 Outcomes Report
Table of Contents

1 Message from the Team
2 One-to-One Career Coaching
3 Digital Executive Group Coaching
4 Lifelong Learning Webinars
5 Lifelong Learning Podcast
6 Job Search
7 Make a Connection – LinkedIn Digital Touchpoints
8 Make a Connection – Live Events

Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. Nondiscrimination: https://policy.psu.edu/policies/ad85 U Ed BUS 21-21. RIIT0820
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
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