

Penn State Smeal College of Business  
Alumni Career Services

# 2020 - 2021 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>

# Table of Contents

- 1 Message from the Team
- 2 One-to-One Career Coaching Clients & Resources
- 3 One-to-One Career Coaching Client Testimonials
- 4 Digital Group Coaching
- 5 Recruiting Engagement & Trends
- 6 Virtual Programs - Live Webinars
- 7 Virtual Programs - On-Demand Podcast
- 8 Job Search Resources
- 9 Make a Connection – Presentations & Partnerships
- 10 Make a Connection – LinkedIn

# Message from the Team

This past year found Smeal Alumni Career Services on the forefront of change as our team implemented workforce trends into day-to-day business activities and programming content. Our fully remote environment allowed us to easily meet with coaching clients through Zoom, Microsoft Teams became our premiere form of daily communication and project management, and our podcast episodes experienced an uptick in engagement perhaps due to video fatigue that so many of experienced over the past eighteen months. In support of our mission, we built stronger partnerships and resources within the three pillars of Smeal: diversity enhancement, sustainability, and honor & integrity.

As we look ahead to the coming academic year, our strategic goals will capitalize on embracing digital technology to scale our programs and improve business processes, while remaining genuine and authentic in our relationships with Smeal students, faculty, staff, alumni, and employers. We look forward to successes, and more importantly the challenges too, for they'll help us become more resilient and innovative in our fast-paced global community of business. We hope to see more of our alumni lifelong learn with us along the way!



**Keleigh C. Asbury,**  
*Director*



**Jennifer Nicholas,**  
*Assistant Director*



**Cindi Satterfield,**  
*Senior Programs Manager*



# One-to-One Career Coaching Clients & Resources

Smeal alumni receive 5 individual career coaching sessions upon graduation, helping clients develop and run a job search or career transition plan.

**157** Unique Clients

**131** Participants

**88** Early Career

**12** Learning Modules

**36** Mid-Career

**82** Unique Materials

**33** Advanced Career & Executives

## Top 5 Coaching Needs

- Resume Guidance
- Self-clarity
- Short-term Job Search Strategy
- Networking/Connections
- Long-Term Career Planning

## Top 5 Most Engaged Resources

- 2021 Resilience Resource Guide
- Job Search Management
- Checklist for Optimizing Your LinkedIn Profile
- Alumni Networking Guide for Career Pivots
- 12 Tiny Changes that Make Your Resume Easy for Recruiters to Skim

## Locations

### Domestic

CA - 5  
 CO - 1  
 CT - 5  
 DC - 1  
 FL - 4  
 IA - 1  
 IL - 2  
 IN - 1  
 MA - 6  
 MD - 4  
 MI - 1

MO - 1  
 NC - 2  
 NJ - 12  
 NY - 22  
 OH - 3  
 OR - 1  
 PA - 66  
 SC - 1  
 TX - 6  
 VA - 10

### International

Canada,  
 Ontario - 1  
 Switzerland,  
 Geneva - 1



# One-to-One Career Coaching Client Testimonials

2020/2021 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.

## 12

Participants in FA20 Cohort

## Track Themes

- Shaping Equality & Inclusion
- Driving Success Wherever You Are

## \$73,120

Grant from Penn State Educational Equity to run a one-year DEI-focused coaching program in 2021-2022 for 48 Smeal undergraduate/graduate students, faculty, and staff.

"Discussion surrounding the fact that I'm not alone in my struggles with facing ambiguity."

"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."

## Participant Demographics

10-30 Years of Work Experience

## Top 3 Success Skills Developed

- Self-Awareness
- Growth Mindset
- Ability to Influence

"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.

**16** Webinars Programs

**19** Webinar Presenters

**1,293** Webinar Live Attendees

**3,599** Facebook Livestream Views

**20,802** Webinar Library Views

**95%** Webinar Satisfaction Rating

## Topics

- Sustainability • Diversity • Equity & Inclusion • Entrepreneurship
- Supply Chain • Cybersecurity • Data Ethics • Job Search Tools • Wellness
- Tax Tips • Leadership

"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.

# 18

## Presenters:

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

# 17

## Programs Episodes

# 1,599

## Downloads & Live Streams

## Topics:

- Job Search
- Finance
- Entrepreneurship
- Internship & Rotational Programs
- Cybersecurity
- Supply Chain
- Healthcare
- Trade

## 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.

**642** Job Postings

**107** Alumni Employers

**37** Alumni Applicants

## Senior-Level Job Titles:

- Assistant Vice President for Brand Management
  - Academic Chair for Economics & Finance
  - Regional Chief for Securities Compliance

## Junior/Mid-Level Job Titles:

- Financial Analyst
- Procurement Manager
- Project Management Associate

## Trends:

- Increasing interest in supply chain and data science talent
- Sales/marketing hiring interest picked up over the course of the year
  - Smeal Corporate Partner engagement grew with increased job postings for experienced alumni.
- Hiring managers posting positions are increasingly using the language of flexibility and remote work.
- Job postings for non-profit organizations dropped from 43% in FY20 to 14% in FY21; senior-level postings less than 1%



# **Make a Connection Presentations & Partnerships**

**28** New DDAR Employees and Interns on LinkedIn Best Practices

**24** EMBA Students & Alumni on Executive Coaching and Recruiting in the Pharmaceutical and Biotech Industries

**21** Alumni for Impact Smeal Day SP21 on Holistic Career Management

**31** Alumni for Impact Smeal Day FA20 on Covid Job Market

**19** Happy Valley LaunchBox Early-stage Startups Teams on Culture & Building Teams

**25** Clark Atlanta University alumni on Strategic Career Management

**22** professional undergraduate student badges earned from the Smeal Ethical Leadership Challenge (SELC) for attending live webinars

**101** Smeal undergraduate/graduate students inducted into the Beta Gamma Sigma national business honors society - top 20% masters, 10% seniors, 7% juniors recruited



# Make a Connection Social Media

## LinkedIn

- 38 Alumni Features, 15 Women
- 18,032 Network Connections
- 10,280 Smeal College of Business Alumni (Official) Members
- 612 Smeal Alumni-to-Alumni Career Support Group Members
- 564,200 Engagement (views, likes, shares and comments)

## Monthly Newsletters

- 20 Published
- 14,526 Subscribers

## New Smeal Minority-Owned Business Network Launched

To promote underrepresented and underserved Black, Indigenous, People of Color (BIPOC) owned businesses to the Smeal and Penn State alumni networks and Penn State Supplier Diversity for participation in the university's procurement program.

- Acquisition Experts, LLC
- Alpha Organics Inc.
- Cool Vet
- Cromtec Cyber Solutions
- DarcMatter
- Denise's Delicacies
- Electro Soft, Inc.
- FragranTed
- GEMM DC, LLC
- GermSweep
- JC Consulting Firm
- Matrix Connect Group, LLC
- My Home Pathway
- PVR Coaching & Consulting
- VegaX Holdings

# ***Thank you students, faculty, staff, and employers of Smeal!***

The mission of Smeal Alumni Career Services is to deliver the very best programming and services in support of our alumni on their path to career success. Our innovative career coaching, lifelong learning webinars, online networking, and job search resources will leverage the advancement of our talented alumni at every stage of their career. We recognize each client and program participant as the designer of their own authentic, strategic career plan and provide expert guidance in the artful navigation of life and career transition. This agile process inspires confidence and clarity in individual aspirations, aligned with Smeal's three value pillars of honor & integrity, diversity enhancement, and sustainability. We proudly connect our alumni to one of the largest, most inclusive networks in the world.

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