I am thrilled to share the 2014–15 Impact Report for Business Career Services at the Quinlan School of Business of Loyola University Chicago.

The past year has been exciting as we have built and implemented a new state-of-the-art career services model as part of a new and robust strategic plan. I believe that we are much bigger than the generic brand of “career services.” Our strategy focuses on students’ personal and career development, emphasizing both career readiness and helping each individual connect passion to purpose. We ask the questions: “Who are you? Why are you the way you are? And what really matters to you?”

Thus, we have re-imagined ourselves. Our approach emphasizes the importance of vision, growth traits, personal branding, and multi-layered social media in career development. Not only are these elements the key to maximizing careers, but they are also the gates to personal fulfillment.

I invite you to learn more about our work to help position our students in their career alignment as future global business leaders.

Sincerely,

Hassan Akmal
Director, MBA, MPH
Business Career Services drives the career readiness of Quinlan’s graduate students, undergraduate students, and alumni through comprehensive, customized, and innovative career advising services, resources, educational programs, and events. The result: Successful outcomes, including career paths in students’ and graduates’ chosen fields and employment in top firms, corporations, and organizations in Chicago and around the world.

VISION
To foster a university-wide diverse, visible, and living business career culture that celebrates and breathes success.

MISSION
To coach forward-thinking career-seekers who will strengthen the local and global business system—and our world.

CONNECT.
ENGAGE.
INFLUENCE.
**INNOVATIVE APPROACH**

**WHO DO WE SERVE?** • Business Career Services offers comprehensive career development services and resources to currently enrolled, degree-seeking graduate and undergraduate students in the Quinlan School of Business, as well as Quinlan alumni.

**HOW DO WE SERVE?** • Our approach is holistic and tailored to each individual. We help students and alumni make informed career decisions, set appropriate goals, and create opportunities to align their career and their passions and to engage in meaningful work.

**STRATEGIC INITIATIVES**

Business Career Services believes that positive career outcomes for our graduates are built on FIVE KEY SUPPORTS:

1. STRONG EMPLOYER RELATIONS
2. TARGETED BRANDING AND MESSAGING
3. A TOP-OF-MIND PRESENCE
4. MARKET-READY GRADUATES
5. STRONG PARTNERSHIPS WITH FACULTY, STAFF, STUDENTS, ALUMNI, AND PARENTS.

Sustainable success also requires a strong foundation of structure, processes, and technology.

**STRONGLY AGREE OR AGREE THAT THE BUSINESS CAREER SERVICES TEAM WAS HELPFUL AND ADDRESSED QUESTIONS COMPLETELY AND THOROUGHLY.**

95%
Informed Connectors

Business Career Services is a hub for relationships that support positive career outcomes.

Our connector model approach leverages internal and external relationships (both personal and professional) and technology to tap into the networks and resources of our faculty, staff, students, alumni, parents, and employers. This creates a tight ecosystem with the goal of positive career outcomes for Quinlan students and alumni.

Our work is guided by two initiatives: BRIDGE and Project Enhance.

BRIDGE: In 2014, we re-invented our career services model through an innovative connector approach called “BRIDGE,” which stands for Building Relationships and Interconnectedness Directed (towards) Graduation and (fulfilling) Employment.

PROJECT ENHANCE: At the same time, we launched Project Enhance, an initiative to create and strengthen employer relationships within the Quinlan School of Business by delivering world-class customer service that is both high-tech and high-touch. To support this, we adopted Company View, a state-of-the-art customer data management system.

Respected Student Services

Number of individual meetings with undergraduate students and alumni: 587
Number of individual meetings with graduate students and alumni: 569
Resumes reviewed and approved in RamblerLink for students and alumni: 600
Percentage of increase in students attending our Fall Career Fair from 2013 to 2015: 12%

Extensive Employer Outreach

Number of employers that recruited students and alumni on-campus by participating in our On-Campus Interviewing program: 100
Number of employers that created a new account in RamblerLink, Loyola’s website for job postings, career fairs, events, and workshops: 600
Percentage of academic internship growth: 95%
Percentage of increase in revenue for career fairs from 2014 to 2015: 139%

University Career Ecosystem

Business Career Services is a hub for relationships that support positive career outcomes.

Our Reach & Impact
POSITIVE CAREER OUTCOMES

Our alumni are employed well above the national averages and receive highly competitive average salaries. Our students are career ready when they graduate.

CAREER OUTCOMES RATES

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Year</th>
<th>National Average</th>
<th>Employed</th>
<th>Continuing Education</th>
<th>Still Seeking</th>
<th>Knowledge Rate</th>
<th>Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s Degree Graduates</td>
<td>2014</td>
<td>67%</td>
<td>91%</td>
<td>2%</td>
<td>9%</td>
<td>93%</td>
<td>82%</td>
</tr>
<tr>
<td>MBA Graduates</td>
<td>2014</td>
<td>64%</td>
<td>95%</td>
<td>1%</td>
<td>9%</td>
<td>95%</td>
<td>82%</td>
</tr>
<tr>
<td>Specialized Master’s Degree Graduates</td>
<td>2014</td>
<td>71%</td>
<td>80%</td>
<td>3%</td>
<td>27%</td>
<td>86%</td>
<td>75%</td>
</tr>
</tbody>
</table>

* Percentage of the graduating class for which an outcomes destination is known. It includes the sum of all the employment categories plus service and military plus continuing education plus the number of students still seeking an outcome or not seeking an outcome. It excludes those students for whom no information is available.

† National average employment data is provided by the National Association of Colleges and Employers (NACE). Outcomes data is gathered through a survey of the graduating class at graduation and six months after degree completion, as well as from public record.

** Number of graduates who have landed in any of the employment categories, plus service and military plus continuing education, divided by the number of students for whom an outcome is known.
TESTIMONIALS

“My internship at Deloitte provided me with an unparalleled experience that ultimately led to a full-time job offer with the firm. I am truly grateful to everyone in Quinlan that helped me navigate my undergraduate and career paths.”

— JULIE STEFANSKI, BBA '15
AUDIT ASSOCIATE, DELOITTE

“I would not have been able to find my current dream job without the help of Hassan Akmal and Business Career Services. I highly recommend that both current students and alumni utilize the wonderful partners in Business Career Services.”

— RAKESH KESLIER, MBA '08
MARKETS ANALYST, WILLIAM BLAIR
CAREER READINESS

Business Career Services aligns our services and resources with the career competencies defined by the leading professional association for college career services, the National Association of Colleges and Employers (NACE).

We work with students specifically on the Career Management Competency. NACE defines it as being able to “identify and articulate one’s skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth.”

We also help individuals navigate and explore career options, understand and take the steps necessary to pursue opportunities, and understand how to self-advocate for opportunities in the workplace, which is consistent with NACE’s standards.

EMPLOYERS

More than 1,000 companies actively recruit from Quinlan each year. Below are some of the companies that have hired our students and alumni in the 2014–15 period.

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<tr>
<th>COMPANY</th>
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<tbody>
<tr>
<td>ALLSTATE</td>
<td>CISCO</td>
<td>GROUPO</td>
<td>PLANTE MORAN</td>
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<td>AON</td>
<td>DELOITTE</td>
<td>JPMORGAN CHASE</td>
<td>PNC BANK</td>
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<td>AXA ADVISORS</td>
<td>DISCOVER</td>
<td>KPMG</td>
<td>PWC</td>
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<tr>
<td>BAKER TILLY</td>
<td>EY</td>
<td>MORGAN STANLEY</td>
<td>RSM</td>
</tr>
<tr>
<td>BANK OF AMERICA</td>
<td>FIFTH THIRD BANK</td>
<td>MORNINGSTAR</td>
<td>WALMART</td>
</tr>
<tr>
<td>BOSCH</td>
<td>GOOGLE</td>
<td>NIKE</td>
<td>WILLIAM BLAIR</td>
</tr>
<tr>
<td>CHICAGO BEARS</td>
<td>GRANT THORNTON, LLP</td>
<td>NORTHERN TRUST</td>
<td>YAHOO</td>
</tr>
</tbody>
</table>

QUINLAN UNDERGRADUATES COMPLETED CAREER DEVELOPMENT COURSES IN 2014–15.

740
CAREER ADVISING, RESOURCES, AND SERVICES
Our experienced career management professionals provide comprehensive and customized career advising, as well as innovative, industry-specific resources, to Quinlan students and alumni. Our work begins at new student orientation and continues through post-graduation employment. Students and alumni engage in individualized career planning and goal setting, career exploration and industry research, job and internship preparation, and skill building for interviewing, resume writing, and networking.

Q PASSPORT TO SUCCESS
This innovative career readiness tool helps students begin their career journey toward meaningful work. The Q Passport to Success guides students to Business Career Services resources and motivates them to schedule appointments with career advisors, attend events, and develop their personal brands.

CAREER EDUCATION COURSES
The Quinlan School of Business offers several Business Administration (BSAD) courses that help students develop the critical skills required for successful career management and job searches. Both undergraduate and graduate students enrolled in approved courses and internships can earn academic credit in classes that promote reflection on internship experiences and facilitate professional growth.

PROJECT SUCCESS
A healthy culture of success can fuel itself to greater and greater heights. This project collects student internship and employment data, experiences, and stories of success, and celebrates them on the Business Career Services webpage and on the Wall of Fame in the center’s suite.

CAREER TOOLKITS FOR SUCCESS
Business Career Services provides valuable resources for Quinlan students and alumni including industry-specific career checklists, sample interview questions, resources, skills inventories, and more.

GOINGGLOBAL: This unique resource is for Quinlan students and alumni interested in gaining experience abroad and conducting targeted global internship/job searches. It offers access to career guides that are city, state, and country specific, research, and lists of companies, including those that have submitted H1B applications within the past 12 months.

RESUME TARGET: The service offers Quinlan students and alumni access to career development related information, including more than 1,000 resume and cover letter templates in more than 54 industries and four different career levels.

LUCONNECT
Loyola’s LUCConnect program connects students and alumni for career conversations and mentoring opportunities. A simple and intuitive online platform allows graduate and undergraduate students to define their alumni champion interactions including in-person meetings and online communication, just as in the real world of business. The relationships that develop may focus on professional networking, career guidance through informational interviewing, and/or a mentoring relationship.

STUDENT-DRIVEN IDEA WALL
The Idea Wall in the Business Career Services suite enables students and alumni to share their ideas, stories, and career aspirations in a very visible way. All visitors are invited to contribute and to take inspiration from what others have contributed.

CAREER READINESS BLOG
Director Hassan Akmal regularly contributes to the center’s Career Readiness blog. Read the latest posts at blogs.LUC.edu/gsb.

LOOKING AHEAD: NEW INITIATIVES IN 2016

STUDENT ADVISORY BOARD
The new Student Advisory Board will help us meet the needs of today’s job seeker through the co-creation and reinvention of career services. The board will provide feedback from the student and alumni perspective and suggest innovative ideas for resources and programs.

VIRTUAL BUSINESS CARD
Business Career Services is the first career center in the nation to offer students a Virtual Business Card—an innovative custom webpage for job seekers that features a video introduction, as well as the students’ resumes and career objectives. The page will help students distinguish themselves during their job search and is an important step toward developing their professional digital identity.

MENTORSHIP PROGRAM
The Quinlan School of Business will soon assign every undergraduate business student a mentor from the Chicago business community. The mentorship program will help every student learn about the world of business from experienced professionals and begin to build their network.

GOINGGLOBAL: This unique resource is for Quinlan students and alumni interested in gaining experience abroad and conducting targeted global internship/job searches. It offers access to career guides that are city, state, and country specific, research, and lists of companies, including those that have submitted H1B applications within the past 12 months.

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CAREER STRATEGIES SERIES
In spring 2016, Business Career Services and Quinlan Graduate Programs launched the new Career Strategies Series. The twice-annual event features a dynamic group of distinguished alumni sharing insights on navigating a successful career plan. Attendees learn how to prepare their own career strategies and how to step up to the challenge of finding their own passions.

“YOU MATTER” WORKSHOP SERIES
Business Career Services is launching a new workshop series to help students identify their passion and purpose, and find the best career path for them. The “You Matter” workshop series will immerse students in activities and peer interactions and encourage them to think critically, ask questions, challenge assumptions, and take smart risks in their education and career.

Gonzalo Borges, Natalie Tarchick, Patrick Wischerath, and Robert Baurley serve on the new Student Advisory Board.