

Office of Career Management

# IMPACT REPORT

Spring 2022



Data makes a difference.



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS



# Employer of the Day Table Events



## What are the goals for this recruiting program?

To connect Fisher students and recruiters from top companies for a casual networking opportunity. Students can introduce themselves to recruiters and learn about available opportunities.

Allow employers to personally connect with Fisher students between classes to discuss internships and job opportunities.

## How does it work?

Office of Career Management sets up a table for employers in the lobby of Mason Hall, a busy classroom building on the Fisher campus.

The weekly events are advertised to students several ways including on monitors in Fisher buildings, LinkedIn, and the Fisher Connect Weekly Newsletter.

Some employers provide free beverage vouchers for the popular Rohr Café to reward students for checking in!

Students can stop by the table before or after class, casually dressed and with no resume required. These informal conversations can potentially lead to a formal interview and eventually a job offer.

## Why has the Table Event been a success for both students and employers?

Students can learn about companies and network with recruiters in an informal and relaxed atmosphere.

Employers have been able to connect with Fisher students in a meaningful way, providing firsthand knowledge about their company and available opportunities in a casual setting.



# Employer of the Day Table Events: *What Employers are saying*



*"It was a fun day talking to exceptional and talented students about Bank of America. The students we spoke to were engaging and had great questions! Looking forward to being an Employer of the Day next year!"*



*"Our table event led us to making an Audit and a Risk Advisory internship offer to two Fisher students! We will be back next fall to talk about our full-time opportunities."*



*"We enjoyed our time at OSU. The campus and students are impressive, and with each student and faculty member we met, their passion and pride for the school were apparent!"*



*"We thoroughly enjoyed the opportunity to speak with students more about opportunities and careers at The Hershey Company! We're always looking for the next group of sales professionals and we saw so much potential in the students from Fisher that we spoke to. We can't wait to be on campus again!"*



*"All of the planning and setup was seamless, and we had a great turnout of interested students at the table event!"*





# Just in Time Job Fair



## Problem:

Employers were struggling to find talent during a period of the recruiting cycle when they were traditionally winding down. At the same time, many students were in the midst of ramping up their searches for internships and full-time career positions.

## Solution:

Quickly organize a small and informal job fair at the time of year when we do not host career fairs. Thus, we launched the Just In Time Job Fair as it was just in time to help both employers and students find each other before the end of Spring Semester.



267

Students and

13

Employers attended

14

Internships and

15

Full-Time Positions

were accepted at the companies attending the job fair.



ARRIVE  
LOGISTICS

citi

Gartner

goosehead  
INSURANCE

DHL

EASE

lower.com

MILLCRAFT  
Just ask.

Nationwide

AVISTAR

SHERWIN  
WILLIAMS

WODA COOPER  
COMPANIES

WHITE OAK  
HEALTHCARE FINANCE

# Internship Success Stories

## Why did we create our Internship Success Stories Program?

Internship Success Stories (ISS) evolved out of site visits during the summer 20 years ago where staff visited students to learn about their internships and help employers develop recruiting strategies.

The ISS's purpose is to share the success of Fisher interns with their peers to generate interest in completing an internship and the employers who hire interns from Fisher.

## What is the ISS Program?

We feature a minimum of at least five students and employers every school year. The stories highlight students who inspire and believe in themselves and achieve success testing their careers through internship experiences.

## How are the stories featured?

Our in-house designer creates a wall display and LinkedIn image for each ISS, which is on display for one month. During the summer orientation season, a collage of the stories is on display in the Office of Career Management.

Students with Internship experience average post-graduation salaries of over

**\$5,000**

more than students who don't have internship experience.



**Alana Kim**  
Rea & Associates CPA

*"The skills necessary to succeed were an eagerness to learn, patience, and critical thinking. Most of my work required me to adapt to new scenarios, and as a result the ability to rationally think through new problems while being willing to learn from one's mistakes became a necessity."*



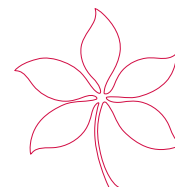
**Kat Gaiser**  
The J.M. Smucker Company

*"Always ask questions - the only way you will fully understand or learn something is if you ask questions along the way."*



**Matthew Malaska**  
Techtronic Industries (TTI)

*"Throughout my internship I gained incredible experience and learned many new things within the sales and marketing world. The most important thing I learned was to be a good listener. Not only to your mentors, but also the customer. Many of the customers in this field were very knowledgeable and gave me great insight on products and the industry as a whole."*



# Spring Accounting Internship Night

## What is the goal of the event?

The purpose of the Spring Accounting Internship Night is to create accounting undergraduate student awareness and interest in applying to the Spring or “busy-season” internships.

## Why is there a need to create awareness for the Spring accounting internships?

Several factors make recruiting for these busy-season internships extremely challenging.

1. The majority of students focus on summer internships or have the false belief internships only occur during the summer.
2. Accounting firms expect to interview sophomores almost a year in advance of starting the internship.
3. Students are concerned that taking a semester off to work will cause them to graduate late.

## How do we address these challenges with the Spring Accounting Internship Night?

**Panel of Experts:** A panel of students who have completed a Spring Accounting Internship share their experiences and answer questions from students.

**Keep Up with Courses:** The Chair of the Accounting Department welcomes the students to the event, emphasizing the value of the busy-season internship and accounting courses offered during the summer to prevent students from falling behind on their graduation goals.

**Involve Firms:** Invite accounting firms to meet with the students and explain their application process.

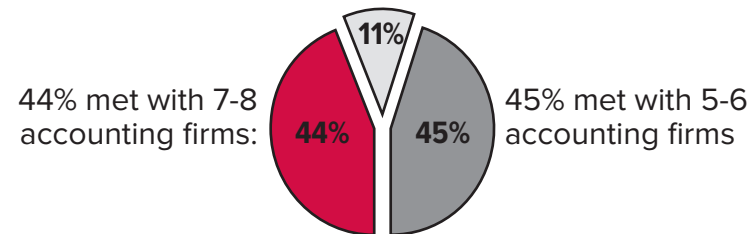
## Participating Firms:



100% of the participating students surveyed agreed they are more interested in applying for the Spring Busy Season Accounting Internships as a result of the program

## How many accounting firms did students meet with at the Spring Accounting Internship Night?

11% met with all of the accounting firms



## Employer Testimonial

*“The opportunity presented by OSU for accounting students to engage in spring internships is not something that is offered by all accounting programs and is a large piece of what makes OSU accounting students successful professionals after graduation.”*

- Jay Grothaus, PwC

## Student Testimonial

*“I am very thankful I attended this event. I had never really considered doing a spring internship, and this swayed my opinion to make that my goal.”*

# BUSMHR2292 Course

## *Business Skills and Environment*

### Providing Career Management Resources to all Undergraduate Business Students

Over the years, the Office of Career Management (OCM) has developed a strong partnership with the sophomore/junior-level business core class, BUSMHR2292 “Business Skills and Environment,” to provide career management resources to all undergraduate business students.

Each term, OCM staff present twice to each section of BUSMHR2292. One presentation provides an overview of OCM services and resources, career competencies, resumes, Handshake, and LinkedIn. The second presentation focuses on the Qualified Undergraduate Interview Candidate (QUIC) program and interviewing.

The presentation topics complement several of the required assignments of the course, including creating a resume and LinkedIn profile, and completing a portion of the QUIC program.

### Over 1,000 students enroll in BUSMHR2292 each term

The timing of this partnership, and ensuring all business students have dedicated time to focus on job search materials and interview techniques, works well for the majority of business students, as many are preparing for internship recruitment.

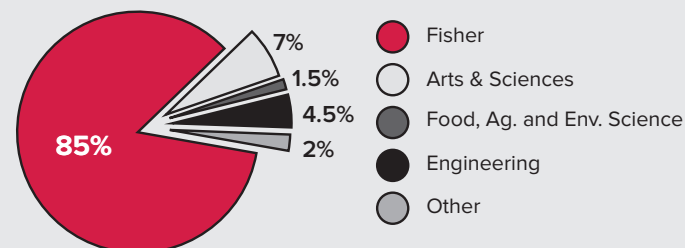


*“The partnership with the Office of Career Management has been instrumental in preparing our students for the job market.”*

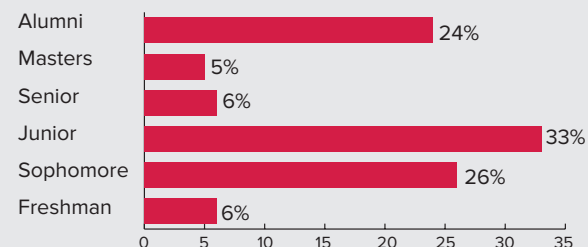
- Ty Shepfer, Sr Lecturer,  
BUSMHR2292

# Fisher Spring Career Fair

### Student Participation By College:



### Student Participation By Class:



### In-Person Event

**119**

Employers Participated

**50**

Different Academic Majors participated, including:

Accounting, Finance, Data Analytics, Agribusiness, Economics, Aviation, Electrical Engineering, Computer Science, Operations, Management, Zoology

### Virtual Event

**86**

Employers Participated

**600**

OSU students registered. Participating students completed

**685**

1 to 1 meetings with recruiters and attended

**73**

group information sessions hosted by employers



# BA2601

## *Fisher Emerging Consultants Program*



### **Preparing Undergraduate Business Students for the Consulting Job Search**

Fisher Emerging Consultants (FEC) is a selective program/class for sophomores and juniors interested in working in the field of consulting. Students selected for FEC work with OCM staff to solidify job search materials, practice case interviewing, develop a consulting focused job search strategy plan, and receive personalized coaching. FEC thrives off the alumni and employer partner interaction woven into the course.

#### **Spring 2022 Learning Outcomes:**

**100%**

of FEC students agreed or strongly agreed that, as a result of FEC, they can identify steps to take in a consulting internship or job search.

**100%**

of FEC students agreed or strongly agreed that, as a result of FEC, they can apply consulting interview techniques.

**100%**

of FEC students agreed or strongly agreed that, as a result of FEC, they can demonstrate professionalism in presentation, networking, and business communication.





# BA2601

## Fisher Emerging Consultants Program

### Quotes from Students participating in FEC

*"I was extremely impressed with all aspects of the class. I have a clear picture of what it takes to get an offer from a top firm and what I need to do to get there. I also think the connections we now have are very valuable. I have already begun networking with speakers from FEC and will continue to do so."*

– Noah Spurlock, BSBA 2024

*"I believe every class session was informational and beneficial to me in at least one way. All of the company visits helped me see if I could see myself applying to that firm or not. The other sessions showed me the ins and outs of consulting I had no idea about prior to taking this class."*

– Phoebe DuPuy, BSBA 2024

*"I really enjoyed getting to listen to and meet the guest speakers at the numerous consulting firms. I learned so much about what it means to be a consultant, the key distinctions at each of the consulting companies, and how to prepare for each of their interviews. The Firm Spotlights were such a great opportunity to network and it helped me cement my desire for the consulting field. They also helped to narrow down which consulting companies I plan on applying to during the fall."*

– Zach Pappas, BSBA 2024

### A sampling of our employer partners include:



# Building Career Momentum Program for Graduate Students



## Testimonials

*“I learned how to sell my marketability.”*

– MBA student, Class of 2022

*“I benefitted from listening to industry perspectives and connecting with alumni in the event.”*

– MBA student, Class of 2023

*“Learning from one another on a variety of HR subjects was very beneficial!”*

– MHRM student, Class of 2022

## Goal

The Building Career Momentum program was designed to help busy Fisher graduate students maintain high focus and motivation for the job search process at a critical time during spring when schedules are crazy and finals are looming on the horizon.

## Program Description

The program series consisted of one-hour small group interactive working sessions. The topics were:

- 1. Next Level Interviewing** – how to strategically answer tough interview questions
- 2. Negotiating Your Offer** – how to implement strategies and fully utilize OSU resources
- 3. Networking with Alumni** – practice networking and learn from alumni about how they use their Fisher graduate degrees to succeed in business

In each session, students connected with speakers and their peers, walked away with questions answered, and took concrete steps in moving towards their career goals.

## Results

Students reported an increase in confidence for moving forward in their job and internship searches after attending the working sessions. The feedback from both students and alumni was overwhelmingly positive about the content of the program, having a chance to practice skills in the moment, and receiving tailored advice – be on the lookout for this program to take place again next year.



# Career Core Modules for Graduate Students

## Why were the modules needed?

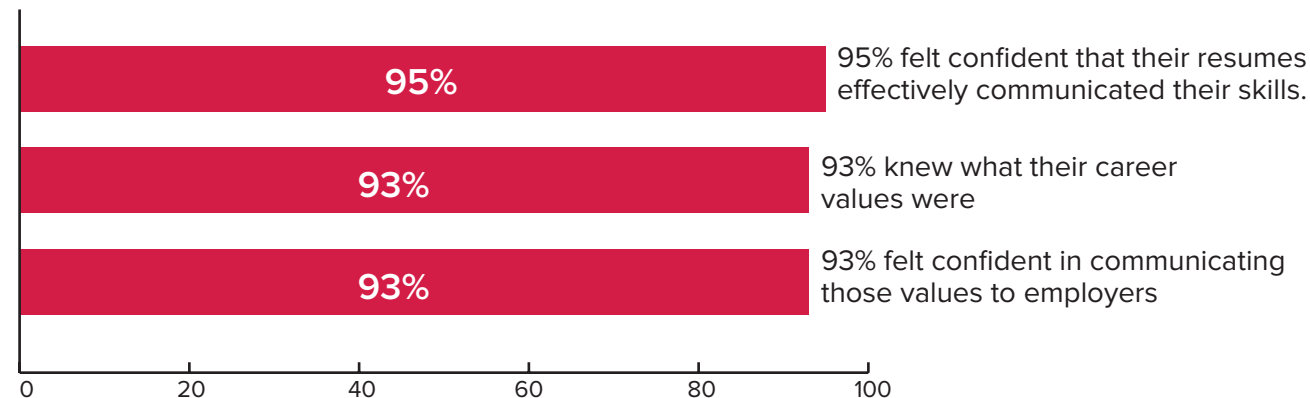
When Fisher graduate students arrive in August, they are faced with a big adjustment in starting their programs at a new school, in a new state, sometimes in a new country. On top of this huge transition to graduate student life, recruiting begins right away in the second week of classes, and the students need to be ready to talk with alumni and recruiters from various companies about internship and full-time job possibilities.

## What do the modules entail?

Starting in the summer before their programs start, Fisher graduate students gain access to the Career Core Modules. Students work through the self-reflection exercises and assignments to develop a better understanding of personal branding, professional communication, and interviewing. Students are also introduced to Office of Career Management resources in order to write an effective resume, develop a value proposition, create a job search action plan, and more. The modules are personalized for students at various stages of career development – from those who are just beginning to explore career options to those who have already explored and have a plan for moving forward. International students also have access to resources and advice from alumni that specifically pertains to the unique challenges these students face with the job and internship search.

## What results have we seen after completing the modules?

Getting an early start to career development has made a big difference in helping students feel like best-prepared job seekers, so when they arrive on campus, they're ready to hit the ground running with recruiting.



## Testimonials

*“Before the Career Core Modules, I had no idea of any specific industry I would like to go into and now I have a solid idea of where I would like to be after graduation”.*

MHRM student, Class of 2022

*“Developing STAR stories, and the various assignments helped me think more about what I need to practice which is beneficial to get a running start next month”.*

MBA student, Class of 2023



# Recruiting Calendar

## FALL 2022

### FALL INTERVIEW CALENDAR FOR FISHER

First day of Fisher on-campus recruiting ..... September 12  
Last day of Fisher on-campus recruiting ..... November 18

### FALL EVENTS

Employer of the Day ..... September 3 - Nov 18  
Accounting Career Fair In-Person..... September 6  
Fisher Fall Career Fair In-Person ..... September 7  
Fisher Fall Career Fair Virtual ..... September 8  
Not Another Career Fair In-Person ..... September 21  
Rapid Recruitment Job Fair In-Person ..... October 3

## SPRING 2023

### SPRING INTERVIEW CALENDAR FOR FISHER

First day of Fisher on-campus recruiting ..... January 11  
Last day of Fisher on-campus recruiting..... April 24

### SPRING EVENTS

Employer of the Day ..... January 11 - April 24  
Fisher Spring Career Fair ..... February 7  
Spring Accounting Internship Night ..... January 24  
Just In Time Job Fair ..... March 28

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