

A large, modern, multi-story building with a prominent overhanging roof and a facade of light-colored stone and dark-framed windows. The building is set against a blue sky with light clouds. In the foreground, there are landscaped areas with green shrubs and large, smooth, light-colored rocks. A yellow rectangular border frames the text in the center of the image.

# University of Wyoming Business SOAR

# Presenters



Jennie Hedrick

Assistant Director,  
Career & Professional  
Development



Geoff DeJanvier

Coordinator, Career  
Advising

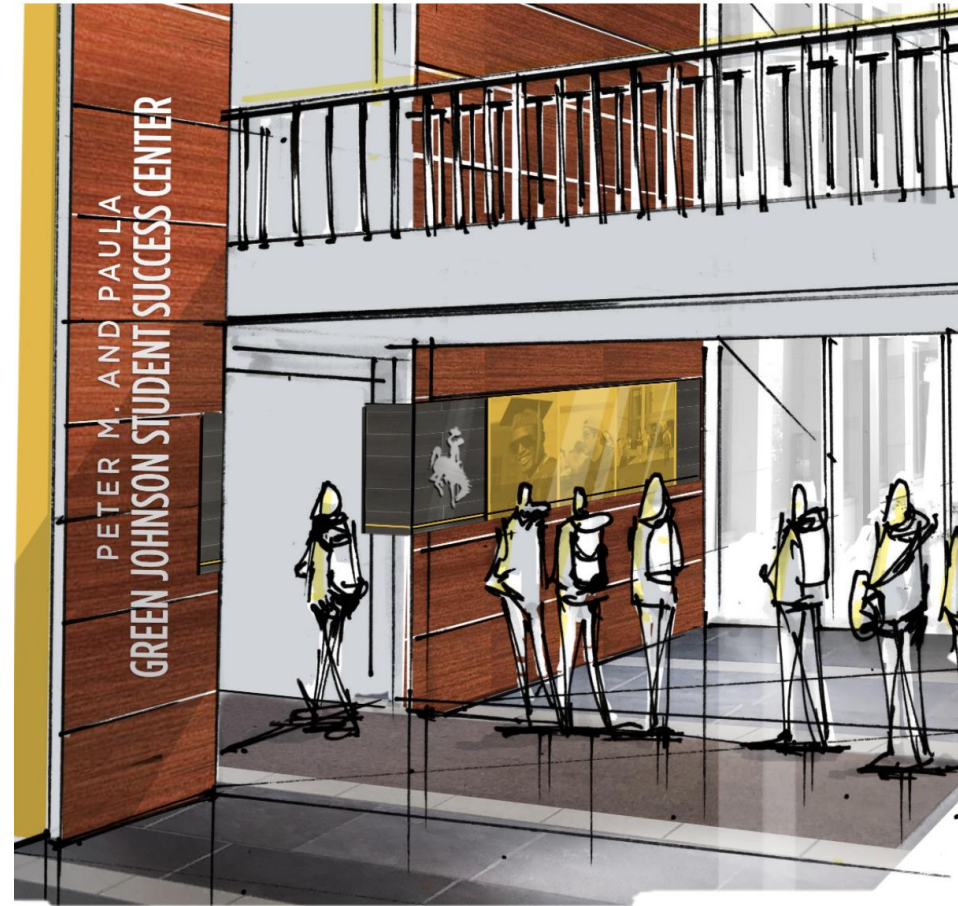
# UW College of Business & SOAR

Enrollment:

~1,380 Total Enrollment

Our majors include: Accounting, Finance, Economics, Marketing, Professional Sales, Business Administration, Entrepreneurship, and Management

SOAR provides a platform to provide structure for career education and rewards students for completing career goals.

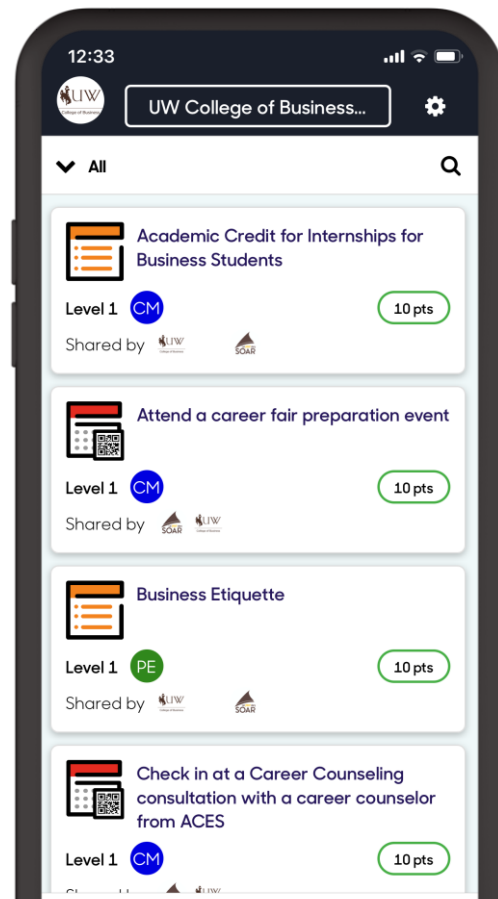


# Business SOAR, AY 2020-2021

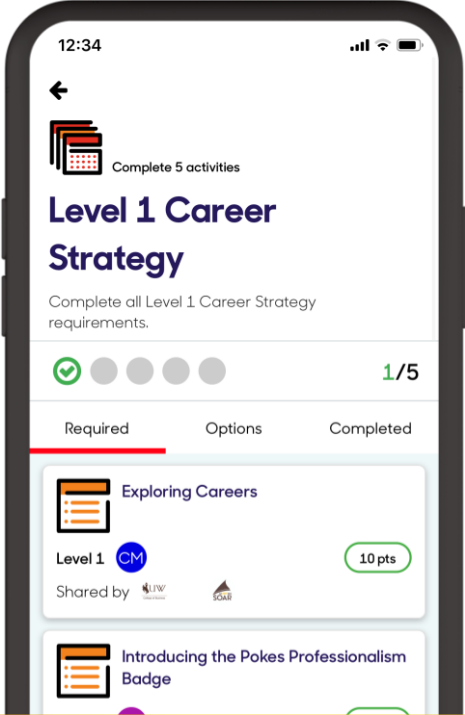
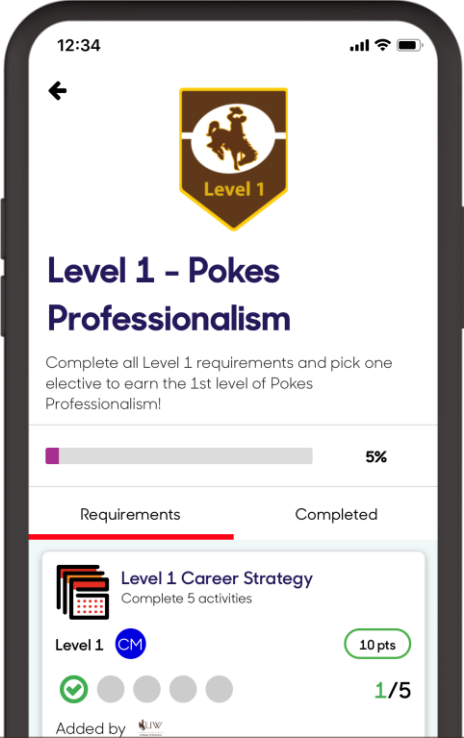
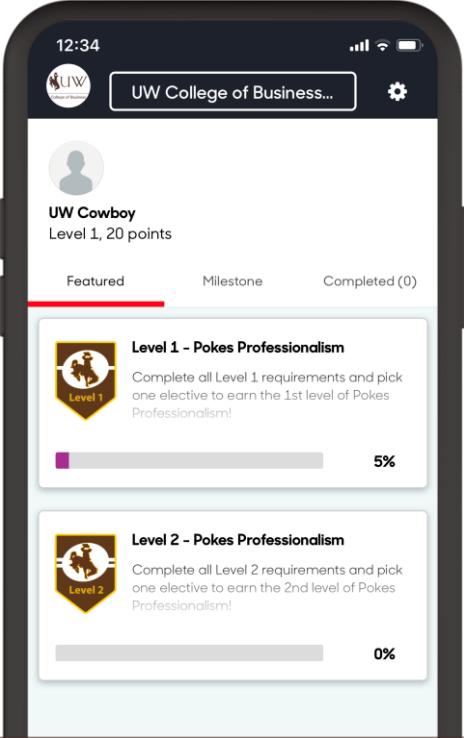
Students complete 4 categories: Career Strategy, Professionalism, Experiences and Electives

Each category scaffolds students through four sequential levels of achievement.

\*Due to Covid-19, all resources are available, and all activities and requirements may be fulfilled, online.



# A virtual roadmap to the UW Business experience



# What makes Business SOAR unique?

## **Personalized to UW Business students**

Leverages the UW SOAR institutional framework but tailors the experience to make it more valuable for students in the College of Business.

- Focuses on NACE Career Readiness competencies
- Integrates LinkedIn Learning and other custom content
- Encourages important business-specific milestones and experiences that help make students more competitive in jobs and internships
- Gives students a way to tell their professional story and articulate their accomplishments to recruiters



# Fall 2020 and beyond

## Fall 2020

- Targeting first year business students, but still open to any class level
- Launching through a collaborative effort with academic advisors
- Faculty are sponsoring challenges and competitions over Business SOAR platform
- Incentives to students who earn the most points each year. Examples include:
  - Donuts with the Dean, early admission to career fairs, and access to special networking events.

## Long-term goals

- Work towards achieving 100% student participation
- Link Business SOAR experiences to improved career success/outcomes
- Leverage Business SOAR for AACSB accreditation and CIR reporting



# Contact and Q&A

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