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One of the MACC’s primary goals is to serve the University of Michigan’s most challenging student body, the Student-Athletes. We begin with engaging them early and maintain that commitment with career coaching, events, online portals, and other unique approaches.

Our secondary goal is to connect with coaches and staff to ensure that our processes flow within their culture and team goals.

To boost opportunities to engage the student-athletes, we have increased our team to include a SAAC representative, Student-Athlete led consulting committee (LaunchBlue), a virtual ‘Chat With Us’ capability, and strategically adjusted our office hours to meet their training and academic demands. Our center has worked closely with other Career Development Centers on campus to certify no messages, programs, or career opportunities are missed by our athletes with critical time demands.

This outreach now extends beyond our office and knowledge. We have implemented an Employer Advisory Board consisting of 8-10 members representing each of the major corporate industries. We’ve also incorporated an Alumni Networking platform called Wolverine Network to bridge the gap from current to former athletes. Our Pre-professional advisory committees (Doctor Is In, Law U, and Business Inc.) are a one-of-a-kind mentorship program that engage the student-athletes where they are and provides sound career guidance and structure to meet the industry demands and expectations.

In this past pandemic year, we upgraded our platforms such as the Wolverine Network, Handshake job posting, What Can I Do with My Major, and Going Global access to create a seamless process for career growth and exposure.

Finally, all of our efforts to programs and services are paying off. Our most recent 2018-2019 First Destination survey, (FY20 not yet finalized) showed that more than 72% of graduates had sound career outcomes that aligned with their academic interest and career goals.

There are so many people who want our student-athletes to succeed: Academic Staff, Leadership Development team, coaches and staff, employers, and our amazing Michigan Alumni. We will continue to use each of these groups to broaden our scope and transform our career center into an even more comprehensive student-athlete development model.
While the MACC is dedicated with each student-athletes lifelong career success, we are particularly focused on the challenging transition to life after sports. This process begins with our commitment to our process of engagement, education, network, and experiences.

The 2020 Covid Pandemic was a challenge for every Career Development Center across the country. The effects of online career coaching, career programs (job fairs, employer events, etc.) became the main focus on how to provide students with opportunities while supporting staff. We were able to meet the COVID Pandemic by shifting our programs and services to an online format and increase our student-athlete engagement by more than 64% from March 2020 – March 2021. When normal summer terms are used to prepare for the fall term, we were busy planning unique summer programming based on the students’ needs and were able to lean out 22 pandemic jobs from June 2020 to August 2020.

To say we met the challenge head-on was an understatement, we exceeded the expectation but with a severe loss. We lost a very important team member who was responsible for employer relations and development. This position is so vital to the success of the MACC and the remaining team members were able to add those responsibilities to their already tasked responsibilities. As Director, I took on 70% of those additional tasks because even with a loss, the students deserved the same level of engagement, opportunities, and services that we promised them when they arrived. We have the same level of commitment today as we did pre-pandemic, they deserve the very best we can offer them.

Examples of created events:

- Employer Industry Showcases
- Eli Lilly Micro-project Competition
CAREER PROGRAMMING HIGHLIGHTS

2020-2021 By the Numbers with comparison to FY 2019-2020.

Total Student Appointments
2019-2020: 765
2020-2021: 954
24% increase

Event Attendees
2019-2020: 391
2020-2021: 1,049
168% increase

Medical Advisory Coaching Appointments
2020-2021: 123

Law Advisory Coaching Appointments
2019-2020: 6
2020-2021: 10
67% increase

Unique Student Appointments (1st coaching appointment)
2019-2020: 353
2020-2021: 494
40% increase

First Time Event Attendance
2019-2020: 83
2020-2021: 179
116% increase

Employer Engagement Hours
2019-2020: 1,850
2020-2021: 2,280
23% increase

Business, Finance, Consulting Appointments
2019-2020: 26
2020-2021: 72
177% increase
CAREER PROGRAMMING HIGHLIGHTS

2020-2021 By the Numbers with comparison to FY 2019-2020.

Social Media Followers
2019-2020: 1,420
2020-2021: 1,801
27% increase

Wolverine Network Usage
2019-2020: 522
2020-2021: 677
30% increase

59% Response Rate
- Goal is 60%

Teams That Participated
2019-2020: 23
2020-2021: 29
26% increase

New Marketing Campaigns
2019-2020: 2
2020-2021: 4
100% increase
The Corporate Alliance Program has been a consistent throughout the past 3 years. The newest member of the Alliance program is the UMCU team. I decided to continue the support of the Wolverine Human Services for exposure to the service sector and WSFG to continue the focus on local financial organizations.

During the pandemic, it became necessary to create a 6 month (August 2021 – January 2022) honorary alliance member program to continue the education, awareness, marketing, and recruiting efforts for selected members.
The Wolverine Network has been a vital component of the MACC. Since the 2nd quarter 2018 launch, we have consistently increased the usage from students, alumni, staff, and corporate partners. During FY 2020-2021, the usage increased from 237 to 640 with more direct interactions across the board.

In July 2020, 22 student-athletes, representing 11 teams, were able to connect with alumni and corporate partners to certify virtual career opportunities.

Quite often, students don’t realize the importance of networking. New research shows that 85% of career opportunities are based on networking.

The following teams were represented in those numbers:

- Men’s Soccer (2)
- Football (1)
- Women’s Basketball (1)
- Rowing (3)
- Men’s Hockey (4)
- Field Hockey (4)
- Woman’s Lacrosse (3)
- Men and Women Track and Field (3 total)
- Men and Women Swim and Dive (1 each)
Unique and strategic programs and services are critical for a challenged and time-sensitive cohort of students. Upgrading our legacy and unique programs and services ensures that we are au courant with industry standards, career development models, and the shift in student-athlete development. The following are some of our programs that were successful during the FY 20-21.

- Career Fairs (Fall and Summer)
- Employer Office Hours
- Professional Webinars (Bootcamp Series)
- Women Uplifting Women (Speaker Series)
- Athletic Medical Conference
- Law Review Professional Series
- Business and Financial Professional Development Challenge
- Micro-Projects Experience
- Micro-Internship and Externships
- Fall and Winter Symposiums
- Career Ventures (Local and National)

**We create several programs and services that were unique for the challenging year.**

- Employer Showcase Events
- Medical, Law, and Financial Webinars
- Virtual Coffee Chats
- Staff “Chat With Us” Virtual Career Portal
- Virtual Career Coaching
- Virtual 20 Minute Bootcamp Series
- Student-Athlete Instagram Takeover
- Bi-weekly Employer Office Hours
Our Pre-professionals programs (Doctor Is In, Law U, and Business Inc.) were very successful due to the alignment with specific career interest and opportunities to learn from those directly involved within the industry. We added members to our MACC Pre-professional advisory teams: 4 medical and healthcare advisors, 3 lawyers including a Judge, and 6 Financial Management and Consulting professionals.

Our students now have 34 representatives within the MACC that will provide guidance, specific counseling, and career opportunities to broaden their intellectual and social capital.

Total Dr. Is In E-mail Encounters: 170
Individual Student-Athletes Involved in the Program: 58

DR. IS IN

12 Advisors

Reference letters written: 16
Introductions made to faculty members for on-campus research opportunities: 14

BUSINESS INC

14 Advisors

LAW U

8 Advisors

“We Don’t Just Create Programs, We Create Experiences”
Each student-athlete has a unique path, despite being on the same athletic team or having the same major. Data and analytics help us to individually help student-athletes meet their diverse career goals.

Total sports teams: 29
Total number of student-athletes: 984
Total number of majors represented: 79

Top majors represented by percentages

- Undeclared: 40.7%
- Sport Management: 10.7%
- Business Administration: 10%
- Communication and Media: 7.5%
- Economics: 6.4%
- Movement Science: 5.7%
- Psychology: 5.7%
- General Studies: 5.3%
- Engineering: 8%
"The MACC has been such a useful resource for me throughout my athletic career. The team is so willing to help develop student-athletes professionally while they are performing at a competitive level. The MACC team prioritizes professional development of the student-athletes which ultimately reduce athletes stress about post graduate plans. I think that every student-athlete should take advantage of the opportunity to be connected with the MACC. It's one of many reasons why being a student-athlete at the University of Michigan is an unmatched experience."

-Brianna Nelson
TRACK AND FIELD

"Throughout my experience as a student-athlete, the MACC has always adapted their approach to cater towards my career goals and real world aspirations. The MACC has made the greatest impact on how I see myself as a leader but more important off the field as who I truly am."

-Arielle Weissman
LACROSSE

"I've had a fantastic experience with the MACC over the past two years and I'm continually impressed with the number of opportunities they have opened up for student-athletes. The MACC is always bringing in new companies, unique learning experiences, and impressive networking opportunities, while also meeting with athletes on an individual basis to help us all hone on what we want to do and what our next steps are for life after athletics. We could not be more prepared when utilizing this phenomenal resource."

-Sierra Brooks
GYMNASTICS

"The MACC is such an amazing resource that we take for granted that other athletic department may not have. They put me in contact with some many industry professionals, the MACC has so many connections no matter which industry you are interested in! They definitely utilize the biggest living alumni base in the world"

-Heidi Ritner
WATER POLO
"The MACC has been a fantastic resource for me to develop myself professionally and to find exciting job and internship opportunities. The MACC team is dedicated to setting up all student-athletes for success, regardless of their career path. I am extremely thankful for the workshops, seminars, career fairs, and mentoring that the MACC provides for student-athletes!"

- Kevin Buca
  SOCCER

"When I transferred to Michigan, I did not know exactly what majors or opportunities that I could take advantage of. My teammates encouraged me to check out the MACC, but I was more concerned with my sport than networking and exploring my career. It wasn’t until I set up a meeting with Maurice Washington that I recognized the true power of Michigan's network and the plethora of majors, internships, and jobs available. Within a week under Maurice's mentorship, I landed an internship on Wall Street."

- Ayden Owens
  TRACK & FIELD

"Working with the MACC is the first thing I tell all my teammates to do. They are amazing at preparing you for all the little nuances of the job search and life in general, like how to prepare for an interview and how to know if you’re keeping up with your budget. That is then paired with amazing and enriching opportunities and connections to people and careers giving a tremendous foundation for life after sports."

- Ben Millunchick
  CHEER

"My experiences with the MACC have been the most valuable part of the four years I spent as a student-athlete at the University of Michigan. The MACC has been there with me every step of the way—from helping me build my first resume, to preparing me to work full time on Wall Street. I owe the MACC a debt of gratitude for all they have done to place me on a path towards a career filled with success."

- Vail Hartman
  TRACK & FIELD
"It’s been a pleasure working with Maurice Washington, Julie Fielding and the rest of the MACC team. Their commitment to student development and connecting students to internship opportunities can be seen through their consistent communication about opportunities to engage with students and intern referral sources to corporate sponsors like the University of Michigan Credit Union. They are truly a resource for student-athletes at the University of Michigan."

- Tiffani Commander
CAmpus Relations Manager

"I have been overwhelmingly impressed with the efforts by the MACC to help student athletes, not only in their career searches, but also in preparing them for the “working world”. They have been incredibly supportive of our efforts in recruiting top U of M student athlete talent...from workshops, to informational sessions to micro-projects that received attention from the BIG10 Conference - their support has been invaluable."

- Alison Moody
Executive Sales Representative

“Working with the Michigan Athletics Career Center is one of the highlights of Campus Recruiting season. The MACC allows employers to work directly with student athletes on career development, professional etiquette, while building relationships that will last throughout the duration of their college career. It has been a pleasure working with Maurice and Julie over the course of the past two years as they continue to grow this robust, one-of-a-kind career center within Michigan athletics. The MACC is an amazing resource and I’m very excited to continue watching its growth and engagement over the next several years!"

- Mike Grimaldi
University Relations Specialist
As our employer partners emphasize... Our recruiting approach at the MACC is simple, take the ball and run with it. Our employer partners invest their time in creating clear objectives and style to help us prepare the student-athletes for a target-rich environment.

"Working with the MACC team has been extremely rewarding both professionally and personally. Whether it be leveraging the student-athletes in the program to help us create solutions to real world concerns or the traditional hiring of soon to be graduates, there is no doubt that Ford Motor Company has reaped benefits from our partnership. On a personal level, I’ve truly enjoyed the opportunity that I’ve been provided to help mentor and guide some of the student-athletes that I’ve met. I look forward to continuing and strengthening our collaboration in the coming years."

- Todd Blackburn
TALENT COE SPECIALIST

"It’s been a pleasure working with the team at the MACC! They are in tune with the needs of their student population and help to make strategic recommendations to yield the best results for all stakeholders. The planning and level of attention to detail for their various events is like none other."

- Sarah Hammer
SENIOR TALENT ACQUISITION PARTNER

"It’s been an honor and privilege to be on the MACC employer advisory board and work closely with Julie and Maurice to provide student-athletes with tools and resources they can apply on their journeys into the workforce. Their commitment to and empowerment of student-athletes shines through in the successes of each individual that participates and I’m looking forward to continue being a part of it! I have been thoroughly impressed with every Michigan student-athlete I have interacted with."

- Jhulianna Cintron
MANAGER, CUSTOMER CARE
As we continue to develop unique programs and services that meet the time demands and stress of our 900 plus student-athletes, we must have a clear vision and strategic model for sustainability.

The pandemic was a challenge that we met head on and because of the dedication of our staff and students, we were able to meet that challenge and succeed. With that said, the cost of success took a huge toll on our staff and student-athlete leaders that promoted and assisted in program development. Losing our Employer Relations Coordinator meant scaling back on some planned programs, reducing the monthly corporate partner outreach model of 50 per month, and increased individual coaching hours and employer responsibilities on the remaining staff. As we continue to meet our student-athletes demands and participation efforts, the current staff level will not allow us to achieve the goals that were promised when the students first arrived.

Our greatest challenge beyond staff levels are always student participation. As we approach the next academic year, I am hopeful that the momentum that we gain continues and the programs and services that we provide continues to be the best in the country for student-athletes.

Finally, I always believe that we need to be ready before the students are ready in order to provide comprehensive and transformative experiences that empower the Leaders and Best. We stand committed to engaging the Michigan GLOBAL NETWORK that creates relationships that foster a lifetime of success.
Maurice Washington
DIRECTOR

Julie Fielding
ASSISTANT DIRECTOR