



MERRIMACK  
COLLEGE

# LUCEY CENTER FOR BUSINESS ADVISING

## — IMPACT REPORT 2020 —





## LUCEY CENTER FOR BUSINESS ADVISING AT MERRIMACK COLLEGE

The Lucey Center, situated inside Crowe Hall with the Girard School of Business, is a hub of information and guidance for students interested in business majors, minors and graduate business programs. The Center is responsible for advising 1,266 undergraduate students (one-third of the student body), nearly 170 graduate students (from online and on-ground programs) and approximately 100 students with a business minor.

With the goal of creating a comprehensive support system and simplifying processes, the Lucey Center uniquely brings together academic advising and career counseling in one space. In one meeting, students can consult advisors and address any questions they have or challenges they are facing holistically.

The collaborative environment ensures that Girard School of Business students are most successful. The staff in the Lucey Center helps students in making the connection between their degree and their internship or career. They assist with explaining undergraduate academic requirements, and provide high touch services in the area of career planning such as writing effective resumes, preparing for mock-interviews and learning the art of negotiation. Additionally, the team helps students set post undergraduate goals. They are often the first introduction to graduate school options and are an integral part of early career planning. The Lucey Center is a one stop shop. This is by design and enables students to be successful in reaching their academic and career goals.



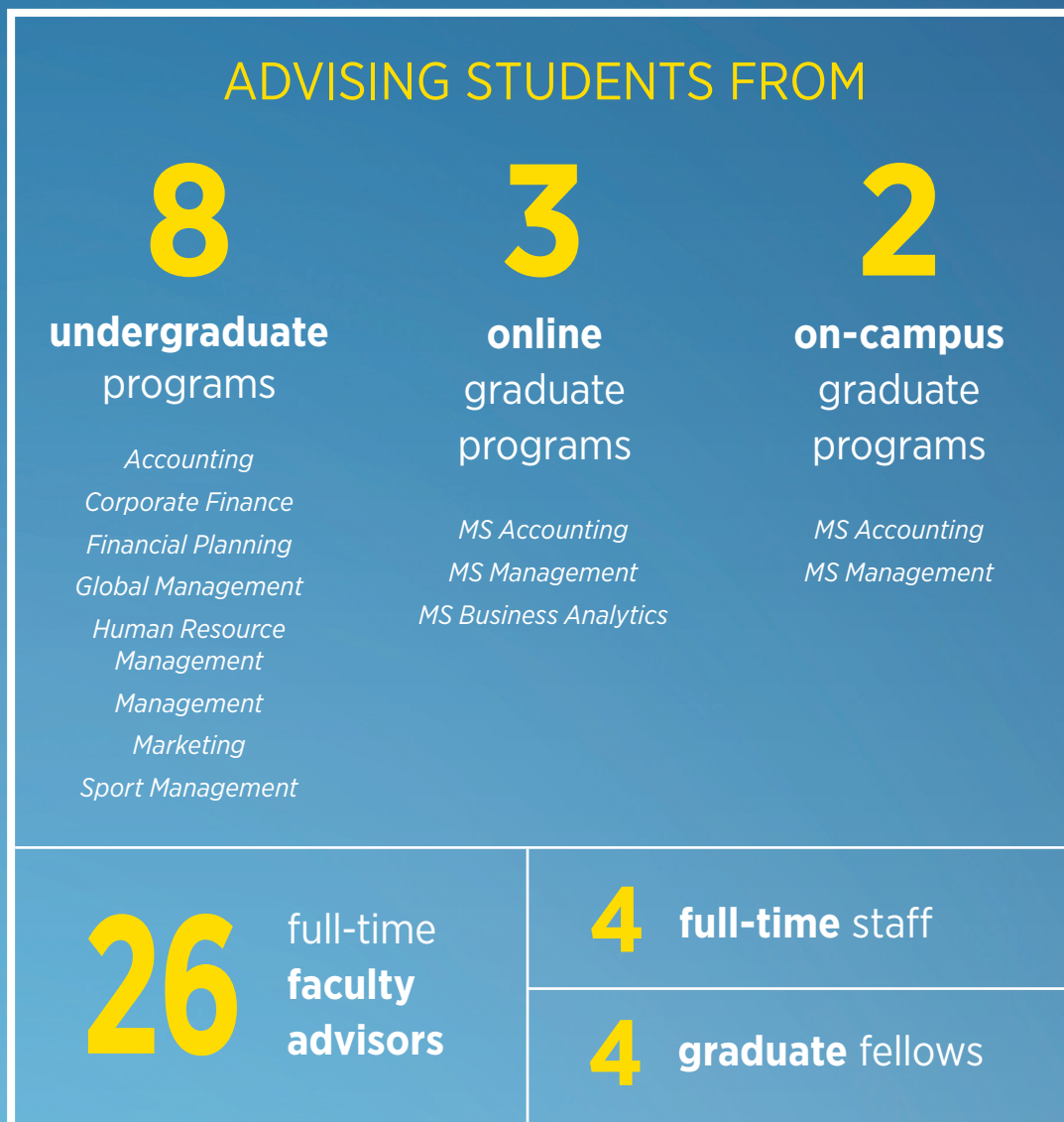
## **ACADEMIC SUPPORT FROM DAY ONE**

Starting their freshman year, undergraduate business students are supported on their learning journey. Freshmen participate in individual and group advising sessions with graduate fellows, which cover everything from orientation questions to subject-specific questions. Advisors also make in-class presentations to students. This helps students become familiar with the campus-wide resources at their disposal as well as building their awareness of the different options in business majors and minors. This approach is designed to build a level of comfort with the Lucey Center so that in their proceeding years, students will continue to work with the advising team.

For students walking in to the Center on any given day, their first point of contact is a peer at the Center's front desk. Student workers and graduate fellows are uniquely able to answer questions and provide guidance from the student perspective, which can feel less intimidating to newcomers. The Lucey Center team also works with 26 full-time faculty advisors who identify and refer students with needs and who facilitate career connections. Each of these partners helps to form a comprehensive net of resources students can consult for advice and information.

The Lucey Center staff works in collaboration with the Assistant Dean of Graduate Programs to advise students, provide services around curriculum planning, course selection, course registration and assists with career related services. They are the main point of contact with undergraduate students and are often the first to advise the students on the benefits of the double warrior program and assist the student in integrating graduate courses into their undergraduate curriculum.

## LUCEY CENTER **BY THE NUMBERS**





## NEW DEVELOPMENTS

Under the leadership of Dean Patricia Sendall, the Lucey Center is poised to launch several new initiatives.

Merrimack College is on the cutting edge of academic and career advising with its adoption of data driven research tools like Burning Glass and its focus on upskilling students so that they enter the crowded job market with a competitive edge. Using market research, the Center is developing co-curricular programs that prepare students for co-ops, internships and eventually their careers. Career and academic advisors at the Lucey Center can help students create a road map and address gaps in knowledge and skills to enable success.

Lucey Center advisors also encourage participation in the Internship Institute and the Professional Development Retreat, skill-building programs like LinkedIn Learning and networking opportunities with alumni and employers.

The Center's adoption of Handshake, a job posting website, during the 2018-2019 academic year and the addition of iPads and other technology enhanced its ability to streamline appointment scheduling with advisors and improved the student experience. From June 2018 to December 2019, more than 3,100 appointments were made using Handshake.

"The Lucey Center taught me how to maximize my internship experience and take advantage of what I learned to better myself as a student, an individual and future business woman. What I gained from this experience has contributed to my ability to be a **more competitive candidate in the business world post-graduation** and I am forever grateful for that."

— **Alexandria Smeltzer '20**  
President, Girard  
Student Leadership Board



## ACADEMIC CREDIT FOR CAREER EXPERIENCE

Working in collaboration with the faculty, the Lucey Center is helping facilitate opportunities for students to receive academic credit for real-world career experiences. Through intensive, paid academic internships, students can earn up to eight credits (four per internship). Through this program students will build career-relevant skills and gain on the job experience. The internships are complemented by online classes and include student-worker evaluations completed by the respective employers.

Lucey Center staff are experts at helping students manage their time and schedules so that adding an internship is possible. The staff also vet potential employers and work with students to find an internship that matches their needs and the academic requirements.

“The Lucey Center at Merrimack College helped me in many ways throughout my time at Merrimack College. By encouraging me to attend the Professional Development Retreat (PDR), the Lucey Center helped me find my internship at Ametros where I work as a marketing and communications intern.

The advisors in the Lucey Center have been extremely helpful to me whenever I needed it. They guided me in organizing my resume and gave me helpful tips on how to capture an employer’s attention through my resume. Thanks to the Lucey Center, I feel very confident in my communication skills, discussing my strengths and having a resume that stands out among others.”

— **Joe Abou-Raad '20**  
Marketing



## GROWING EXPERIENTIAL OPPORTUNITIES

	Business Enterprise Internship <i>First Internship</i>	Business Enterprise Internship <i>Second Internship</i>	Business Enterprise Internship <i>Accounting Co-Op</i>	Sport Management <i>Practicum</i>	Total
Fall 2019	17	18	0	12	47
Spring 2020	30	6	16	16	68

With the support of the Lucey Center staff, Orla Kelly '20 was able to secure positions as an Audit Co-op Intern for Tonneson + Co for the spring semester of 2019, and a Tax Intern for PricewaterhouseCoopers, PwC, for the summer leading into her senior year.

"It was a really great experience, because you're working in the real world and actually contributing to the firm, especially during the busy season for accounting. I found out that I love it! I knew that PricewaterhouseCoopers would be a great opportunity to see what it would be like to **work for a Big Four accounting firm** and to get a lot of hands-on experience working with tax returns and see what the day-to-day routine of a full-time employee in a tax position would be like. When I graduate, I feel like I will have a better sense of where my career is heading."

— **Orla Kelly '20**  
Accounting



## **FUTURE WORK**

Looking forward, the Center hopes to launch a formalized peer-to-peer mentorship system. The focus of the program will be to help undeclared business majors who are in their first three semesters decide upon a concentration and a path forward that suits their interests. The mutually beneficial program will give students another trustworthy voice to listen to, while providing a great leadership building experience for the mentors.

The Girard School of Business is also pleased to be adding two new concentrations in the near future. After an initial planning and development period, the school will roll out concentrations in hospitality management, and entrepreneurship and small business management. The Lucey Center, as experts in the needs of students on both the academic and the career readiness sides, will be key to supporting the faculty and students throughout the process.

The entrepreneurship and small business management concentrations will be meaningful to many of our students and their families — many of whom operate their own family business.

The hospitality management concentration will cater to students whose interests lie in the hotel, travel and tourism industries — which is a booming market. Both new programs will begin with the hiring of faculty and developing course offerings in the fall semester of 2020.



## A MESSAGE OF GRATITUDE

“ I am excited about all the new initiatives within the Girard School. The faculty could not do what they do without the Lucey Center staff. I cannot emphasize enough how much we rely on them. Every single one of us is grateful on a daily basis for the Lucey family’s support of the Center. In the Lucey Center staff, we have people who are experts in helping our students navigate their academic planning and developing their career readiness skills. This approach enables us as faculty to be very high- touch with our students — even as our population has grown significantly.

As a former faculty member, I have benefited from the work of the Lucey Center team. We could not do what we do without them. ”

**Thank you!**

— **Patricia Sendall**

Dean, Girard School of Business





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