

THE TWARDOWSKI Career Development Center (TCDC) is dedicated to helping WCU students and alumni as they develop and pursue their career goals. During the 2011-2012 year, the TCDC continued to enhance our services for students, alumni, and employers. We pride ourselves on continuous improvement, ensuring that we support the needs of our constituents by providing effective services, resources, and programs.

The center experienced another exciting year of growth and change, continuing to advance the strategic initiatives from our five-year plan created in 2010. These initiatives include: increasing student engagement; enhancing services that support Pre-Major students; expanding linkages with Academic Affairs; diversifying and increasing employer relationships; leveraging technology to expand the reach of the center; increasing alumni engagement.

The TCDC was grateful to get a new Assistant Director position, bringing the staff size up to six; Ms. Amanda Mitchell joined the TCDC in June 2012 in this role. Mr. Philip Tripp retired in August 2012, after serving in the TCDC for over 13 years and WCU for 25 years. Ms. Ashley Reichenbach joined the TCDC in August as Assistant Director.

As has been the case for the past three years, the numbers of students and alumni utilizing the services of the TCDC increased. We continued to expand and diversify program and technology offerings and have diligently attended to our employer relationships throughout the past several years of a difficult job market. I am pleased to share this Annual Report for 2011-2012, highlighting significant accomplishments and growth that characterize excellence in WCU career services.



Student & Alumni Engagement—Appointments & Drop-ins

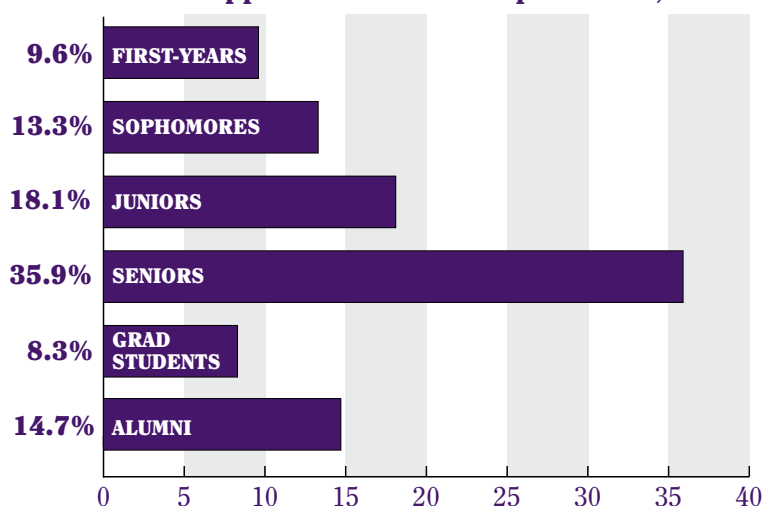
Career planning is a lifelong process of learning about one's interests, skills, and values, exploring options, making decisions, and implementing a plan to pursue a goal. Students and alumni may schedule appointments or utilize drop-in hours to obtain professional assistance.

Compared with 2010-2011:

**19% Increase in
Appointments**

**28% Increase in
Drop-ins**

Total Appointments & Drop-Ins = 1,254



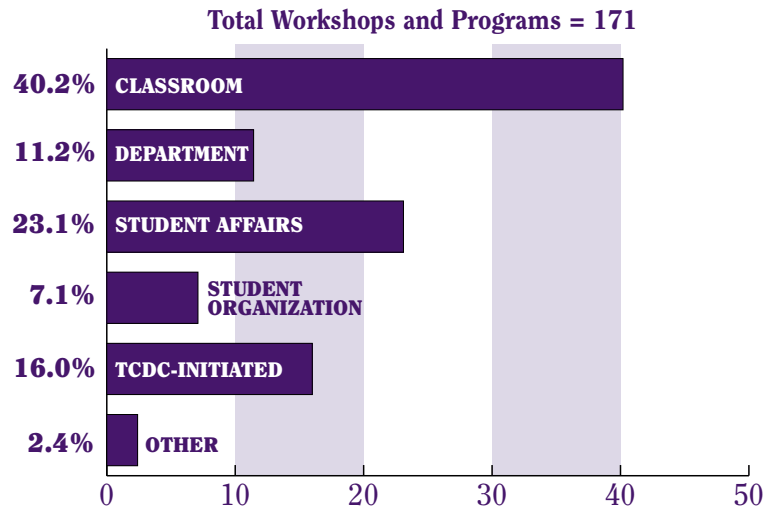
Student & Alumni Engagement | Faculty Linkages— Workshop & Program Attendance

The TCDC presented 171 workshops and programs for 5,630 attendees, in collaboration with a range of campus partners. Topics ranged from choosing a major to resume writing and preparing for interviews. Special events bring alumni and employers to campus to talk about specific industries and career issues.

Compared with 2010-2011:

**15% Increase in number
of Programs**

**9% Increase in
Attendance**



3,150

Resumes
Reviewed

Student & Alumni Engagement—Resume & Cover Letter Reviews ~ 52% Students | 48% Alumni

TCDC professionals review resumes and other job search documents to help students and alumni maximize the impression made on potential employers. A large number of reviews are conducted electronically: individuals may upload a resume into College Central Network for an automatic review and inclusion in a database searchable by all registered employer partners.

972

FOCUS
Users

Enhance Programs for Pre-Major Students—FOCUS Assessments

FOCUS is a web-based career exploration tool that enables students and alumni to complete interest, skills and values inventories and learn more about careers and majors. Pre-Major students regularly utilize this resource and TCDC staff members collaborate with faculty advisers to engage students in the classroom and via one-on-one appointments.

1,415

Going Global
Visits

Leveraging Technology—Going Global & TCDC Web Site

Going Global is a valuable global research tool, enabling individuals to explore internships and jobs abroad, learn about country-specific career information, identify international employers, and gather information about U.S. employers who have hired international students in the past.

Compared with 2010-2011:

**190% Increase in number
of Web Users**

15,861

Website Unique Users

Increasing Employer Relationships—Job & Internship Database

College Central Network is WCU's official career services management system for career-related jobs and internships. Students and alumni may create accounts to access employment opportunities, obtain resume reviews, make resumes and e-portfolios available to employers, and participate in on-campus interviews.

Job Postings & Database Activity

Jobs Posted in College Central Network	1470
Internships Posted in College Central Network	549
New Employer Account Registrations	693
New Student Account Registrations	1375
New Alumni Account Registrations	369



Increasing Employer Relationships—Career Fairs

The TCDC sponsored three career fairs on campus in 2011-2012, featuring employers hiring for full-time, internship, and other opportunities. Through consortium participation with universities in the greater Philadelphia region the TCDC also co-sponsored two additional fairs.

Career Fairs & Participation Numbers

	# Employers	# Students & Alumni
Fall Career Fair	72	400
Social Work & Human Services Fair	29	119
Spring Career Fair	70	315
Greater Philadelphia Teacher Job Fair	111	445*
Philadelphia Nonprofit & Government Fair	64	10*

* WCU Attendees; consortium career fairs include individuals from multiple colleges and universities.

Increasing Employer Relationships—On-Campus Recruiting Program

The On-Campus Recruiting Program hosts representatives from a variety of organizations to interview students for career and internship opportunities. Jobs are posted within College Central Network and candidates may upload resumes and apply for interviews that take place within the TCDC.

72

Employers

96

Positions
Available

522

Interviews

Increasing Employer Relationships—Employers that Recruited at WCU

Employers utilize on-campus recruiting, career fairs, job postings, and information tables to promote opportunities throughout the year. Below is a list of all employers that visited campus at least once in 2011-2012.

A. Duie Pyle	EnviroSure, Inc.,	Penn Psychiatric Center
AC Logistics	ESF Summer Camps	Pennsylvania State Police
Acme - a SUPERVALU Company	Fastenal	PeopleShare
AFLAC	Ferguson Enterprises	Philadelphia Corporation for Aging
Aldi	Ferullo Insurance Agencies	Philadelphia Police Department
All Star Baseball Academy	Fesnak and Associates	Pinwheels DTS, Inc.
Almac	First Investors Corporation	Power Home Remodeling Group
Ambit	Fischer Cunnane & Associates Ltd.	PricewaterhouseCoopers
AmeriCorp Vista Program	Foundations Behavioral Health	Public Allies Delaware
AmerisourceBergen	Franklin Mint Federal Credit Union	Quest Marketing
AnswerNet, Inc	Fulton Financial	QVC
Apple	Fund for Public Interest	Rainer & Company
Arbonne	Gunnip & Company LLP	RealTech
Ascensus	Hanna, McGlone & Co. PC	Red Robin
AT&T Mobility	Healthcare Receivable Specialists Inc.	ReMed Recovery Care Centers
Avon	Holcomb Behavioral Health Systems	ReminderMedia
Bankers Life and Casualty	Horizon House Inc.	Renewall by Andersen
Barbacane, Thornton & Co	Horse Power for Life	Resources for Human Development
BBD, LLP	Horty & Horty	Ricoh Americas Corporation
BDO	Ignite	Scala
Beiler-Campbell Realtors	Impact Health	Science Explorers
Belfint, Lyons & Shuman, CPAs	Impact Sports & Impact Soccer	SEI
Bethanna	Independence Wealth Strategies - MetLife	Shaddock Benefits Group-Aflac
Big Brothers Big Sisters SEPA	ING Financial Partners	Sherwin Williams
BravoSolution	Insight Global	Sklar Instruments
Brian's House Inc.	Intelligent Capital Network	St. Mary's Villa for Children and Families
Brightside Academy	Interfaith Housing Assistance	State Farm Insurance
Buffalo Wild Wings	InVision Human Services	StrawAds
Burnley Enterprises/Deerskin Leather	IPPC Technologies	Swarthmore Financial Group
C.H. Robinson Worldwide, Inc.	Kaleidoscope Family Solutions	Systech-Design
Camelot Schools	Kaplan	T.W. Ponessa & Associates Counseling Services, Inc.
Camp Canadenisis	Karr Barth Associates/ AXA Advisors, LLC	Target
Camphill Soltane	Kelmar Associates	TD Bank
Carelink Community Support Services	Kelsch Associates	The Fairman Group LLC
CCRES	Kensley Nash Corporation	The Glen Mills Schools
CCWA - Paradise Farm Camps	Kimberly-Clark Corporation	The Goddard School
Cecil County SD	KinderCare Learning Center	The Institute for Behavior Change
CENTURY 21 Alliance	KPMG	The Learning Experience
Chick-fil-A of East Norriton	Kreischer Miller	The Travelers Companies, Inc.
Child and Family Focus	Lab Support, a division of On Assignment	TIER Environmental Services
Cintas First Aid and Safety	LarsonAllen	Torrillo & Associates, LLC
City of London	Line Systems Inc	Toys "R" Us
City Year	Magellan Search Group	Treasury Inspector General for Tax Administration
Clark Associates, Inc.	Maillie Falconiero & Company	Tredyffrin Township Police Department
COMHAR, Inc.	Mariana Bracetti Academy Charter School	Tri-State Region DPO
Commonwealth of PA-State Civil Service Commission	Mars Drinks North America	Turkey Hill
Community Action Agency of Delaware County, Inc.	Master, Sidlow & Associates P.A.	uFinancial Group
Community Service Foundation/ BuxMont Schools	Maternal and Child Health Consortium	Unisys Corporation
Contemporary Staffing Solutions	Maxwell Systems, Inc.	Univest Corporation of Pennsylvania
County of Chester	McGladrey	US Army
Creative Health Services	Medifast Inc., Take Shape for Life	USMC
Defense Contract Audit Agency	Melmark	Valley Forge Military Academy
Devereux	Miller's Insurance Agency	Vector
Disney Internship	Modell's Sporting Goods	Vertex Fitness
DuPont	Music Training Center	Waddell & Reed, Inc.
Eagleville Hospital	New York Life	Walmart
Easter Seals of SEPA	Nixon Uniform Service & Medical Wear	Washington Center Info Session
EducationWorks	NMS Labs	Wawa
Elko & Associates	Northwestern Mutual Financial Network	WEISERMAZARS LLP
Enterprise Holdings	Origlio Beverage	Wells Fargo
	PA Lions Beacon Lodge Camp	
	Paoli Chiropractic Group	
	Peace Corps	