

TWARDOWSKI
**CAREER
DEVELOPMENT
CENTER**

2014 - 2015 ANNUAL REPORT

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From left to right: Leah Marousek '15 (paraprofessional training); Chloe Neal '16 (alumni-focused special projects); Amy Toledo '15 (social media and marketing projects); Danielle Keeton '16 (choosing a major programs).

HUNDREDS OF EMPLOYERS and students are connecting at West Chester University! The Career Development Center implemented a new schedule of career fairs and networking events this year. Five events in the fall (Student Organization & Employer Reception, Meet the Firms Night, and the Business & Communication, STEM, and Social Services Career Fairs) brought 123 employers to campus to connect with approximately 650 students; the third annual Meet the Firms Night engaged a record number of 254 students. We continued our traditional spring career fair and engaged a record number of 550 students and alumni to connect with 68 hiring organizations.

Another new initiative, “Ask an Employer,” was piloted in the fall to foster student-employer interaction. Students attended drop-in hours on the designated days to get advice directly from hiring managers. Fifty-three students connected with the following organizations: Capital One Bank, Elko & Associates, Enterprise Holdings, Evolve IP, The Goshen Group, Melmark, Northwestern Mutual of Eastern PA, Peace Corps, Target, The Travelers Companies, and Vanguard.

In its second year, we expanded our successful Career Ambassador program to include four student paraprofessionals. Career Ambassadors develop and deliver programs to clubs and organizations, Academic and Student Affairs departments, and residence halls, to increase career development awareness and educate students. To further enhance the visibility of career services, a new “Career Center On-the-Go!” program has the CAs staffing tables in various locations across campus so students and faculty can learn more.

The career center has gone global! In support of the WCU strategic plan, a range of initiatives are elevating student awareness and developing their global competencies. The center participated in several globally-focused programs, including: Global Careers Panel during IFest; Study Abroad Pre-Departure Program in collaboration with the Center for International Programs (CIP); WCU Study Abroad Fairs; and the Delaware Valley Re-Entry Conference at Temple University. We also partnered with CIP to conduct our first ever needs assessment of the International student population in the spring, which will result in new programming and resources in 2015-16.

Exceeding National Benchmarks in Career Services

The National Association of Colleges and Employers (NACE) conducts an annual survey to benchmark career services operations in the United States. A total of 2,066 member schools were contacted in 2014-15 and 879 responded to the survey (42% response). Comparing the Career Development Center outcomes with other Carnegie-classified Master's Large institutions, we exceed the national median in all instances and most of the national means.

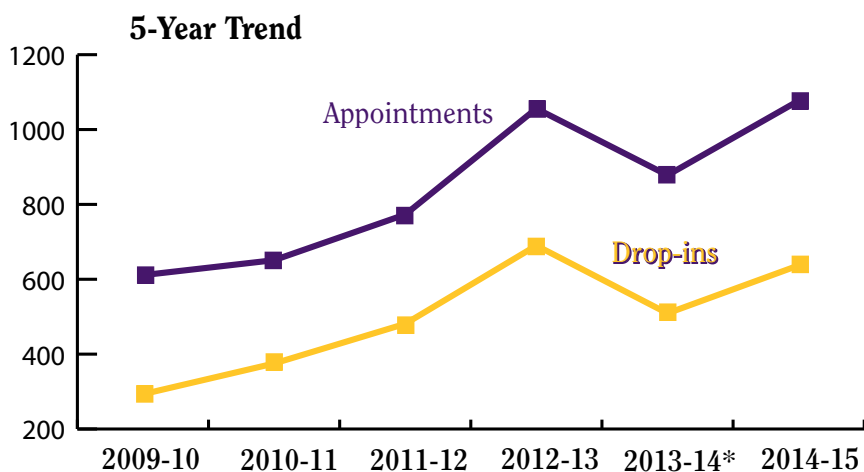
2014 – 2015:	WCU	National Mean	National Median
# Students – Appointments	921	1,191	854
# Students – Drop-ins	586	573	400
# Career Fairs (on campus)	4	3	3
# Employers at Career Fairs	142	183	140
# Employers in On-Campus Recruiting Program	68	45	28
# Interviews Conducted in On-Campus Recruiting	808	382	152
# Workshops	157	65	36
# Students Attending Workshops	4,904	1,815	800

NACE 2014-15 Career Services Benchmark Survey for Colleges and Universities

Student & Alumni Career Planning – Appointments & Drop-ins

The Career Development Center staff engages students and alumni in the lifelong process of clarifying interests, skills, and values, exploring options, making decisions, and implementing a plan to pursue a goal. Individuals may schedule appointments or utilize drop-in hours to obtain professional assistance.

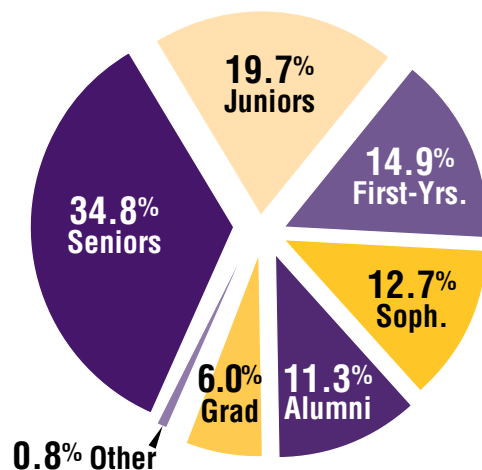
Total Appointments and Drop-ins = 1,714



* Annual Report cycle changed to Summer-Fall-Spring and therefore only includes Fall '13 and Spring '14; Summer '13 was reported in the previous year when the report cycle was Fall-Spring-Summer.

In my seven years as the Director of the career center, I am proud to say that each year we have implemented new initiatives and programs and we have increased student, alumni, and employer engagement. Ours is a dedicated team of professionals and Career Ambassadors; we strive on a daily basis to provide the expertise, services, resources, and guidance that support student success. I am pleased to shine a spotlight on our accomplishments from 2014-2015, many of which came to fruition due to the wonderful collaborations we have with our alumni, employer partners, and faculty and staff colleagues.

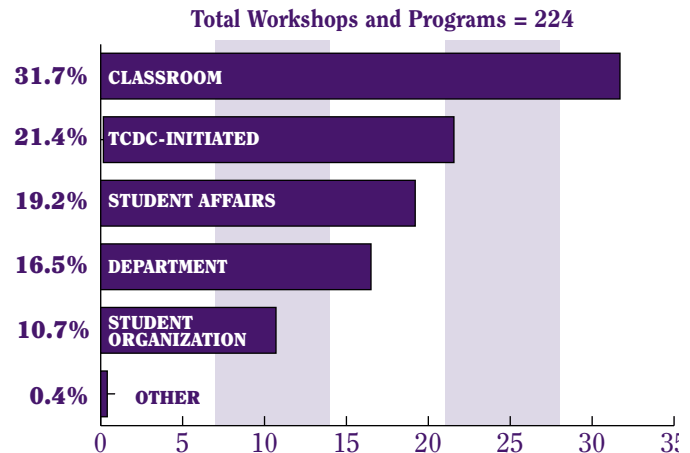
~ Becky Ross, *Director, Twardowski Career Development Center*



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

The TCDC presented 224 workshops and programs in collaboration with a variety of campus partners for 6,233 attendees. Alumni participated in an array of special events, educating and networking with students about future possibilities. We engaged 44 alumni as guest speakers and participants, who connected with more than 300 students and other alumni.

**Career Ambassadors Led:
38 Programs & Workshops for
816 Students**



Career Center On-the-Go!

A new initiative organized by our Career Ambassadors, who staffed tables and engaged in conversations with students, faculty and staff across campus!

39 Tabling Events
184 Students, Faculty & Staff Engaged

Providing Skill Development for Students & Alumni – Resume & Cover Letter Reviews

3,062 Total ~ 80% Students | 20% Alumni

TCDC professionals review resumes and other documents to help students and alumni maximize the impression made on potential employers. The majority of reviews were conducted electronically via Ram Career Network, and other documents were reviewed when dropped off or emailed to the center.



Enhancing Programs for Exploratory Students

Assistant Directors Amanda Mitchell and Ashley Rowe developed a new Welcome Week event called “RamTracks Ice Cream Social” to engage exploratory students and connect them with resources to begin exploring majors and career options. Program attendance included 65 pre-major and ADP students, Career Ambassadors, academic advisors, and a panel of upper class students who spoke about decision-making.

The Career Development Center and Alumni Relations completed the second annual WCU Shadows job shadowing program. Of the 52 students who applied, 16 students were interviewed. Eleven students were matched with alumni and professionals to complete a one-day job shadow over winter break and explore careers of interest.

Leveraging Technology – MyWorldAbroad & Alumni Career Community

In consultation with the Center for International Programs (CIP), the TCDC acquired a license in January 2015 for MyWorldAboard, a resource that helps students develop global competencies. Another new resource, the Alumni Career Management Community, provides live and recorded career and professional development webinars; promotional efforts have targeted alumni, to expand our reach to those who may not be able to take advantage of campus programs.

Compared with 2013 - 2014:

10.1% Increase
in # of Web Users

17,875 Website Unique Users

Increasing Employer Relationships—On-Campus Recruiting Program

The On-Campus Recruiting (OCR) Program hosts representatives from diverse industries who interview students for career and internship opportunities. OCR is completely managed within Ram Career Network, our state of the art career management system.

Compared with 2013 - 2014:

3.0% Increase
68 Unique Employers in
On-Campus Recruiting

Compared with 2013 - 2014:

3.6% Increase
175 Unique Employers Participating in
All Recruiting Events on Campus

	2013-2014	2014-2015	% change
OCR Interview Schedules (one schedule may include full-time and internship interviews)	101	99	-2.0%
Positions in OCR (full-time and internship)	132	147	+11.4%
Applications Submitted	1,568	1,314	-16.2%
Interviews Conducted	681	808	+18.6%

Engaging Employers & Providing Employment Opportunities – Ram Career Network

Ram Career Network is WCU's official career services management system, used to promote jobs, internships, career fairs, and other recruiting activities to students and alumni.

	2013-2014*	2014-2015	% change	% change (comparing fall/ spring data only)
Jobs Posted in Ram Career Network (full-time, internship, and part-time)	1,777	3,366	+89.4%	+42.3%
Internships Posted in Ram Career Network	488	861	+76.4%	+39.7%
New Employer Registrations (a new company or organization)	517	784	+51.6%	+11.6%
New Contact Registrations (a new person, with a new or existing company)	709	1,036	+46.2%	+7.7%
New Alumni Account Registrations	358	268	-21.5%	-49.2%
Documents Uploaded into Ram Career Network	2,914	4,726	+62.2%	+48.6%

	2013-2014*	2014-2015	% change	% change (comparing fall/ spring data only)
Unique Student and Alumni Users	4,892	5,370	+9.8%	+0.5%
Logins by Student and Alumni Users	28,957	47,120	+62.7%	+52.1%
Number of Visits to Ram Career Network Site (all users, Google Analytics)	40,072	61,583	+53.7%	+33.9%

* Fall 2013 and Spring 2014 only, due to change in annual reporting cycle. Columns above show the year-to-year % changes using all data for the full 2014-15 year, as well as fall/spring comparisons (excluding Summer 2014 data).

Increasing Employer Relationships – Career Fairs

With the goal of increasing employer and student participation, the TCDC implemented a new model for campus career fairs. Three new career fairs were coordinated in the fall (Business & Communication, STEM, and Social Services); the larger all industry-fair in the spring was continued (with all-time record attendance). Through consortium participation in the greater Philadelphia region, the TCDC co-sponsored two additional fairs.

	# Employers	# Students & Alumni
Meet the Firms Night (Accounting)	29	254
Business & Communication Career Fair	30	196
STEM Career Fair	24	81
Social Services Career Fair	20	80
Spring Career Fair	68	549
DVEC Greater Philadelphia Teacher Job Fair	130 ³	242 ¹
Philadelphia Nonprofit & Government Fair	74	14 ²

Consortium career fairs include individuals from multiple colleges and universities.

¹WCU Attendees (out of 880 – 27.5% of total attendance)

²WCU Attendees (out of 245 – 5.7% of total attendance)

³Largest employer participation since 2009

“I had a number of interactions with the CDC, ranging from resume building and interview prep, to networking events and discussion panels. Through these experiences I developed skills necessary to distinguish myself as a worthy job candidate and I met some incredible people with great insights along the way.”

~ Skye Hisiro '14, Early Grades Preparation



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 175 employers that visited campus at least once in 2014-2015.

4Telecomhelp, Inc.	Diamond State Financial Group	Lutron Electronics	Techtronic Industries, NA (TTi)
A. Duie Pyle, Inc.	Enterprise Cloudworks Corporation	Maillie Falconiero & Company	The Bancorp
Abraxas Youth and Family Services	Enterprise Holdings	Main Line Rehabilitation Associates, Inc.	The Fairman Group LLC
Adroit Associates Inc.	EnviroSure, Inc.	Master, Sidlow & Associates	The Goshen Group
Alliance Bank	ESF Camps and Experiences	Mastery Charter Schools	The Judge Group
Amazon Student	Eurofins Lancaster Laboratories	McAdam Financial Group	The Matt Fetick Real Estate Team
Amity Care	Evolve IP	McGladrey	The North Face
Appleby Systems Inc.	Family Lives On Foundation	Melmark	The Sherwin-Williams Company
Aramark	Fastenal	Mondo	The Travelers Companies
Arbonne	Fesnak and Associates	Music Training Center	TIER Environmental Services Inc.
Ascensus	First Financial Group/Massmutual	New Castle County Police Department	Torrillo & Associates, LLC
Azer Scientific	First Investors Corporation	Northwestern Mutual	Truth Teacher Services
Barbacane, Thornton & Co.	Fischer Cunnane & Assoc. Ltd.	NutriSystem	Turn5 Inc.
Bayada Home Health Care	Frontline Technologies, Inc.	Ottos BMW	uFinancial
BBD, LLP	Fulton Financial Corporation	Peace Corps	Unisys Corporation
BDO	General Healthcare Resources	Pelican Auto Finance, LLC	Upper Bay Counseling and Support Services
Belfint, Lyons & Shuman, P.A.	Glen Mills Schools	Penn Oaks Golf Club	US Army Reserve Recruiting
Berkley Technology Services	GMS Surgent CPA's & Advisors	Pennsylvania Liquor Control Board	US Marine Corps
Best Brains Exton	GoPaperboy	Penske	USLI - United States Liability Insurance Group
Bethanna	Gunnip & Company	Pep Boys Auto	Vanguard
Bonbids Fundraising Penny Auctions	Highmark Health	PLS Logistics Services	Vector Marketing
Bradley Staffing Group	HomeNet Automotive	Power Home Remodeling Group	Verizon Wireless-Zone
Brand Builder Solutions	Horizon House	PricewaterhouseCoopers	Victory Brewing Company
Breakaway Technologies, Inc.	Horse Power for Life	Primepay	Visiting Angels
Brian's House Inc.	Horty & Horty, P.A.	Primerica	W.B. Mason
Brooksource	Huntington Learning Center	Propulsion Media Labs	Waddell & Reed, Inc.
Camp Wicosuta	IM Consultants	Public Allies Delaware	Walgreens
Capital One	IMX Medical Services	QVC, Inc.	Warwick Child Care Center, Inc.
Careflow	Intelligent Capital Network	Radius Systems, LLC	Wawa, Inc.
CCRES, Educational and Behavioral Health Services	Intern U	Rainer & Company	Wegmans Food Market
Cecil County Public Schools	iPipeline	Reinsel Kuntz Leshner	Weisermazars LLP
Chester County OIC	iQ Media	Remed Recovery Care Centers	Wells Fargo Bank
Child and Family Focus	Johnson Matthey	ReminderMedia	Weschsler/Marsico Associates
Chris Yard State Farm	JPMorgan Chase & Co.	Renewal by Andersen	Windsor Financial Group/MassMutual
Christiana Care Health System	Kaleidoscope	Roch Capital	Wipfli (formerly Elko and Associates)
Citrin Cooperman LLP	Karr Barth Associate/AXA Advisors	Rothman Boylston	Wyndham Garden Exton Hotel
City Year	Keane	Ruby Tuesday	Y Prime
Clark Associates, Inc.	Kelmar Associates	Russell Roofing	YMCA Camp Tockwogh
CliftonLarsonAllen	Kelsch Associates, Inc.	RW Group	
Comcast	KenCrest Services	Sage Microsystems, Inc.	
Comhar	KPMG LLP	Sears	
CommSolutions	Kreischer Miller	SEI	
Connolly iHealth Technologies	Lincoln Heritage	SevOne, Inc.	
Coordinated Health	Listrak	Source4Teachers	
Corrigan-Manning Co., Inc.		Target Corporation	
Daniel A. Winters & Company		TE Connectivity	
Devereux-Southeastern PA			