

New Faces to Team TCDC

The Career Development Center welcomed a number of new people to the team this year! A new Assistant Director position was created to focus on developing programs and resources for Graduate Studies and International Programs, and Diane D'Arcangelo joined the CDC in this role in September. Our other new Assistant Director, Kate Shellaway, also started in September and is the primary liaison to Alumni Relations and the Colleges of Arts & Sciences and Health Sciences. In November, Jean Kingan came on board as our Recruiting Coordinator, managing the day-to-day scheduling and relationships for the On-Campus Recruiting Program. Phyllis Schoen joined the team in December as our Staff Assistant, the primary customer service representative of the center.

We welcomed Career Ambassadors Aniya Davila-Smith '18 and Christine Hicks '18, Peer Program & Digital Media Assistant Kyle Willis M'16, Employer Relations Assistant Hilary Slater M'16, and graduate Counseling Interns Rikki Bardzik M'16 and Amanda Machonis M'16 at the beginning of the fall. Congratulations to our May graduates, including two veteran Career Ambassadors Danielle Keeton '16 and Chloe Neal '16, along with Kyle, Hilary, Rikki, and Amanda!



Getting on Track with Majors and Careers

The *RamTracks Career Guide* was designed in spring 2015 by Assistant Directors and a Career Ambassador to give exploratory and undecided students another tool to assist with academic and career planning. The guide was widely utilized starting in the summer of 2015; it includes information and activities to assist students with exploring majors and careers. The guide was distributed to:

- Academic Development Program (ADP) students
- Pre-Major students via COM200 and faculty advisors
- Office of Multicultural Affairs Peer Mentors and 125 new first-year/transfer mentees
- Advising Task Force members
- Faculty advisors and program counselors and coordinators in all five colleges

WCU Shadows



WCU Shadows is a job shadowing program for sophomore students, managed in conjunction with Alumni Relations. The Shadows experience is a unique learning opportunity, connecting students with alumni and other professionals in fields of interest.

"I believe the WCU Shadows program truly allowed me to understand my major. It gave me a full day of learning and engaging in something that I could potentially do the rest of my life. My experience was something I will never forget and prepared me for so much more than just marketing! I'm so grateful for the opportunity."

Brittany Smeltz '19
– *Management/Marketing*

The "real world" exposure and knowledge gained from this high impact practice is one of our proudest programs. Because of staff transitions, the timeline was compressed and the number of students was intentionally limited. Given the incredible impact of this program, we look forward to expanding it again next year.

"This job shadow really helped me to evaluate what I want out of a speech career and opened my eyes to the people I can help. Whether I choose speech or audiology, I know I will positively influence the lives of others and that is important to me."

Daniel Purnell '20
– *Communicative Disorders*

Powerful Partnerships

The CDC regularly partners with faculty, student organizations, and other offices to deliver targeted and specialized programs. There were several exciting new programs and events that took place this year:

WORKING with the Center for International Programs, a new Job Search Seminar for International Students was piloted in October and repeated in March, to provide international students an in-depth overview of job search resources, resume writing and interview preparation.

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PARTICIPATION in Study Abroad conferences and Pre-Departure meetings, as well as cross-promotion of the online tool **MyWorldAbroad**, have been a focus of collaborative efforts to help students cultivate global competencies and engage in international study and work experiences.

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DIANE D'ARCANGELO collaborated with the Graduate Student Association to conduct an assessment of graduate students' career development needs, which will help shape program creation in the upcoming year.

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KATE SHELLAWAY fostered collaborative efforts with Alumni Relations for WCU Shadows, special events with Law Alumni and Education Alumni, and is laying the foundation for a student-alumni Professional Network to be launched in Ram Career Network in the upcoming year.

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PREETI SINGH collaborated with a Management professor in coordinating a Mock Interview Program for over 60 students in two courses (MGT 321 and MGT 431); some of the interviewers were employer contacts engaged in recruiting via the Career Center.

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WEST CHESTER UNIVERSITY became a CampusPhilly partner in 2015-16, leading to expanded career, internship, and cultural opportunities available to all students. We participated in the fall Finance Career Night, as well as worked with the Mainline Chamber of Commerce to engage student participation in a new spring "Secrets to Success from Employers" seminar. Six students from West Chester attended the Inclusive Leadership Conference in February. There are now 140 students from West Chester University with accounts on campusphilly.org/careers.



Small Changes, Large Impact

A new initiative led by our Peer Program Assistant and the Career Ambassadors provided a **coat room and backpack check** for students attending the career fairs. This was primarily a convenience so students did not have to carry their belongings in to the fair; it also enabled students to present themselves more professionally with easier ability to shake hands and share resumes! Additionally, we took professional LinkedIn photos of students and alumni, which more than 125 individuals took advantage of at the Spring Career Fair alone.

The Fall Student Organization-Employer Reception was revamped into a **speed networking format**,

as opposed to the less structured “mix and mingle” format from the past several years. In the new format each participating employer was able to interact with each participating student group, enhancing the quality of the event and the connectedness of the groups.

An annual survey of graduating students is conducted to gather information about their post-graduation plans for employment and continuing education. The Graduate Studies office enabled students to complete the survey on tablets while picking up their cap and gown, as opposed to an email-only survey; this contributed to the highest response rate to date from graduate students.

Technology Enhancements

This February we implemented a new online Mock Interview system within Ram Career Network. Ideal practice for video interviews, students can record themselves answering pre-recorded questions, to perfect their communication skills and response strategies. Recorded interviews can be emailed to advisors, mentors, and faculty for feedback and coaching.

We are able to record customized questions and develop customized interviews; since February we created 31 new interviews and Diane D’Arcangelo recorded 132 new questions in the Digital Media Center. Additional interviews will be developed throughout the summer, and we hope to partner with faculty and student services offices on any

specialized interviews they might like to develop.

In May 2016 we launched the new mobile-friendly, responsive student interface for Ram Career Network. The CDC website has incorporated use of videos and other feature enhancements to make information more accessible in more formats to the end-user. A YouTube channel was launched, the WCU Internships website was redesigned in mobile-friendly, responsive format, and our part-time/seasonal online job posting form is being revamped to make opportunities accessible online. The CDC was an early-adopter of the WCU centralized online calendaring system, to enhance campus and community awareness of all career events.



Visioning the Future

The CDC successfully completed our five-year Program Review in spring 2015 and are implementing a new strategic plan. Highlights of goals and objectives include:

- Reorganizing Associate and Assistant Director liaison roles, in response to the reorganization of academic colleges at WCU and to enable the Associate Director to dedicate more time to Employer Relations activities.
- Develop and implement a Career Communities model, with the goal of better promoting opportunities aligned with students’ interests and to enhance connectivity between students and employers.

- Develop outreach plans as well as targeted resources for graduate students, international students, and other unique populations.
- Expand and enhance existing Employer Relations activities and events that engage employer participation on campus.
- Maximize utilization and implementation of technologies that expand the reach and impact of career development programs and services.
- Enhance student success in career and academic planning, job search skill building and interviewing abilities, and making connections with employment and experiential opportunities.

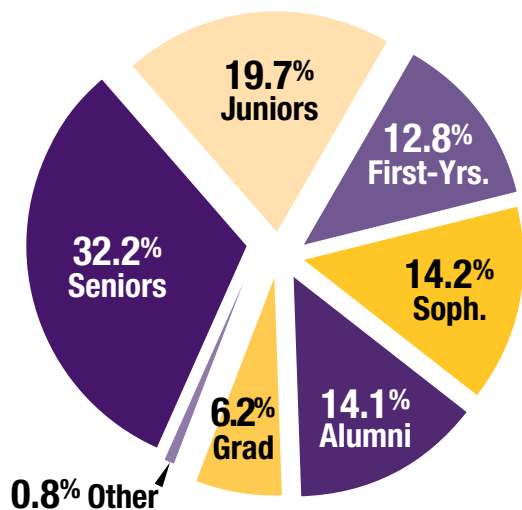
Appointments & Drop-in Hours for Student & Alumni Career Development

Appointments and drop-in hours are available for students and alumni to receive support and guidance with exploring options, making decisions, accessing resources, and implementing a plan to pursue a goal.

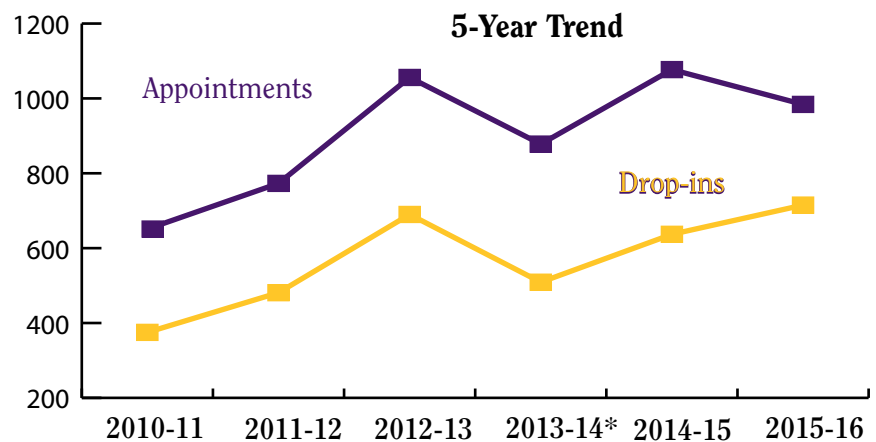
On select Wednesdays “Ask an Employer” provides students direct interaction with recruiting managers during the regular drop-in hours.

There was a small decrease in the total number of individual appointments this year, which was expected given our staff transitions. Even with an overall decrease, drop-in volume increased to its highest level ever.

Total Appointments and Drop-ins = 1,699



Students - Reasons for Appointments & Drop-ins:	
Resume-Cover Letter Review	45.7%
Exploring Majors/Careers	14.8%
Internship Search	10.5%
Job Search	8.4%
Graduate School Assistance	5.4%
Mock Interview	3.5%
Other Reason	3.0%
Assessment Follow-up	2.4%
Judicial Sanction	2.2%
Ram Career Network-On-Campus Recruiting Assistance	2.0%
Interview Preparation	1.7%
Career Change	0.3%



* Annual Report cycle changed to Summer-Fall-Spring and therefore only includes Fall 2013 and Spring 2014; Summer 2013 was reported in the previous year when the report cycle was Fall-Spring-Summer.

Delivering Career Education & Professional Development—Program Attendance

The TCDC presented 230 programs in collaboration with a variety of campus partners for 5,924 attendees. Alumni participated in an array of special events, educating and networking with students about future possibilities. We engaged 32 alumni as guest speakers and participants in many programs throughout the year.

Total Workshops and Programs = 230	
Classroom	34.3%
TCDC-Initiated	23.0%
Student Affairs	18.3%
WCU Departments	14.3%
Student Organization	8.3%
Other	1.7%

Career Center *On-the-Go!*

Career Ambassadors staff tabling and visibility events to engage in conversations with students, faculty and staff across campus.

40 Tabling Events → **345** Students, Faculty & Staff

Career Ambassadors led:

	Programs & Workshops	Participants
2015-2016	74	1,077
2014-2015	38	816

Phenomenal!

Skill Development—Resume & Cover Letter Reviews + Mock Interviews

Document Reviews 2,484 ~ 77% Students | 23% Alumni

Career Counselors review resumes, cover letters, and other documents to help clients maximize the impression made on potential employers. The majority of resume reviews were conducted electronically via Ram Career Network, and other documents were reviewed when emailed or dropped off to the center.

Due to the high volume and the staff time dedicated to this activity, we implemented a new procedure. In the past we might go through multiple rounds of feedback before approving a resume in our database; to be more time-efficient, we now automatically ap-

prove resumes when providing feedback (clients can still seek additional feedback in a variety of ways). With the automatic approval in place we had a 19% drop in the total annual count, which still reflects a high volume of document review activity.

In-person mock interviews are 45-minute appointments that simulate a real interview. During these sessions, of which there were 78 this past year, the client gets immediate feedback about what they are doing well and how they can improve. This is an underutilized but highly valued service.

"In Venezuela one month before coming to the U.S., I applied for assistantships. I received interviews...I did not obtain a GA position. When I started my graduate program, I contacted the TCDC. I received preparation for strengthening some details and adapting to American-style job application process. The fruitful result after hard work with the TCDC was offers that I received for assistantships and on-campus jobs."

~ Lesmes Alejandro Mora Jerez M'18, Geography

Leveraging Technology—MyWorldAbroad, Mock Interviews, and Web Engagement

MyWorldAboard is an online resource that helps students develop global competencies and engage in international experiences, which we subscribed to in January 2015. In the first four months, there were 153 visits and 742 page views. After the Study Abroad office added it to their website and cross-promoted with the CDC, usage increased to 991 visits and 4,945 page views for the same time period the following year. In 2015-16, there were 1,420 visits to **MyWorldAbroad** with 7,186 page views.

In addition to the in-person practice, students and alumni can utilize online mock interviews in which they record their responses to pre-recorded interview questions. InterviewStream was our provider from

May through December 2015, and 69 practice interviews were conducted. In February we switched to the mock interview module within Ram Career Network and 11 mock interviews have been conducted. Due to the popularity of Skype, this is an excellent preparation tool and we hope to grow utilization in the coming year.

Compared with 2014 – 2015:

10.8% Increase in # of Web Users

Website Unique Users = **19,800**

Employers Seeking WCU Talent—On-Campus Recruiting Program

The On-Campus Recruiting (OCR) Program hosts employers that interview students for career and internship opportunities. OCR is completely managed within Ram Career Network. We faced some unexpected decreases in recruiting activity this year.

Prior to the beginning of the recruiting season, the CDC lost its Recruiting Coordinator to a new job. As such, the focus was on maintaining existing employer schedules; developing new leads became a challenge. In addition, recruiting and hiring strategies are shifting nationally; some of our regular employers did

not use OCR but did attend career fairs and post jobs online. The total number of employers actively visiting the campus only decreased by 5, and online job posting activity increased slightly, so it was a mixed bag of recruiting activity this year.

Compared with 2014 – 2015:

- 45 Unique Employers in On-Campus Recruiting (34% decrease)
- 170 Unique Employers Participating in all Recruiting Events on Campus (2.8% decrease)

On-Campus Recruiting (cont.)

	2014-2015	2015-2016	% change
OCR Interview Schedules (one schedule may include full-time and internship interviews)	99	62	-37.4%
Positions in OCR (full-time and internship)	147	114	-22.4%
Applications Submitted	1,314	1,207	-8.1%
Interviews Conducted	808	644	-20.3%

Providing Employment Opportunities—Ram Career Network

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

	2014-2015	2015-2016	% change
Jobs Posted in Ram Career Network (full-time, internship, and part-time)	3,366	3,415	+1.5%
Internships Posted in Ram Career Network	861	777	-9.7%
New Employer Registrations (a new company or organization)	784	853	+8.8%
New Contact Registrations (a new person, with a new or existing company)	1,036	1,144	+10.4%
New Alumni Account Registrations*	281	259	-7.8%
Documents Uploaded into Ram Career Network	4,726	5,712	+20.9%
Unique Student and Alumni Users	5,370	5,294	-1.4%
Logins by Student and Alumni Users	47,120	33,807	-28.2%
Number of Visits to Ram Career Network Site (all users, Google Analytics)	61,583	61,766	+0.3%

* All graduates December 2013 and later were automatically uploaded as students and therefore converted to alumni upon graduation. The *new* accounts above are for any August 2013 or earlier graduates new to Ram Career Network.

Employers Seeking WCU Talent—Career Fairs

Industry-targeted, regional consortia, and all-industry job and internships fairs provide numerous opportunities for WCU students and alumni to make in-person connections with employers, hiring managers, and other alumni. In addition to these events, numerous other virtual career fairs and regional events are regularly promoted by the CDC.

	# Employers	# Students & Alumni
Meet the Firms Night (Accounting)	32	207
Business & Communication Career Fair	39	196
STEM Career Fair	25	106
Human Services Career Fair	16	59
Spring Career Fair	71	525
DVEC Greater Philadelphia Teacher Job Fair	204	194 ¹
Philadelphia Nonprofit & Government Fair	69	3 ²

Consortium career fairs include individuals from multiple colleges and universities.

¹WCU Attendees (out of 883 – 22% of total attendance)

²WCU Attendees (out of 177 total attendance)



Employers that Recruited at WCU

Employers that dedicate the time, personnel, and resources to physically visit campus are clearly most eager to hire WCU students! Below is a list of all 170 employers that visited campus at least once in 2015-2016 via on-campus recruiting, career fairs, and/or information sessions.

1847 Financial
A Duie Pyle, Inc.
ABC Supply Co., Inc.
Aflac-Hook Enterprises LLC
Alliance Pharma
Allyn International Services, Inc.
Ascensus, Inc.
AssetPro Management Inc.
AssetWorks, Inc.
Axalta Coating Systems
Bankers Life
Barbacane, Thornton & Company LLP
BBD, LLP
BDO USA LLP
Belfint Lyons Shuman, P.A.
BNY Mellon
Bradley Staffing Group
Breakaway Technologies, Inc.
Brian's House Enterprises
Brooksource
BYL Companies, LLC/VARO Healthcare
Camp Canadensis
Capital One Bank
CCRES, Educational and Behavioral Health Services
Centric Business Systems
Child Guidance Resource Centers
Chubb Group
Cintas Corporation
City of Bethlehem Police Department
City Year
Citrin Cooperman & Company LLP
Clark Associates, Inc.
CliftonLarsonAllen LLP
College Possible
COMHAR Inc.
Corporation Service Company
CubeSmart
Deacom, Inc.
Delaware Guidance Services
Delta-T Group, Inc.
Devereux Pennsylvania
Devon Financial Partners
Diamond State Financial Group
DLL Group
Elwyn
Enterprise Holdings, Inc.
EnviroSure, Inc.
EY
ESF Camps and Experiences
Eurofins Lancaster Laboratories Environmental, LLC
Fastenal Company
Fenstermacher & Company, LLC
First Financial Group/MassMutual
First Investors Corporation
First Niagara Financial Group
Fischer Cunnane & Associates Ltd

Flagship Credit Acceptance, LLC
Foresters Financial
Franklin Mint Federal Credit Union
Freedom Mortgage
Frontline Technologies Group, Inc.
Globus Medical Inc.
GoPaperboy
GradStaff Inc.
GMS Surgent, LLC
Grant Thornton LLP
Gunnip & Company LLP
Hartford Funds
Herr Foods Inc.
Hertz Equipment Rental
Highmark
Holcomb Behavioral Health System
HomeNet Automotive
Horse Power for Life
Horty & Horty P.A.
Insight Workforce Solutions
Interim Healthcare
Intern U
iPipeline, Inc.
Isaacs Famous Grilled Sandwiches
J.G. Wentworth
JPMorganChase & Co.
Kaleidoscope
Karr Barth Associates/AXA Advisors
Kelmar Associated, LLC
Kelsch Associates, Inc.
KPMG
Kreischer Miller
Lincoln Heritage
Listrak
Maillie LLP
Main Line Chamber of Commerce
Main Line Rehabilitation Associates, Inc.
Maxim Healthcare Services
McAdam Financial
MCC Warwick Family Services
Mondo
Movie Tavern
New York Life Insurance Company
Nolan Summit Services, Inc.
Northwestern Mutual
Novak Francella, LLC
Peace Corps
Penske Corporation, Inc.
Pep Boys Auto
Philadelphia Freedom Valley YMCA
Philadelphia Police Department
PLS Logistics Services
Porter & Curtis, LLC
Power Home Remodeling Group, LLC
PricewaterhouseCoopers LLP
PrimePay, LLC
Propulsion Media Labs
PTC

Public Allies Delaware
QVC, Inc.
Rainer & Company
Reinsel Kuntz Leshner LLP
Remed Recovery Care Centers
ReminderMedia
Renewal by Andersen Windows
Resources for Human Development
Robert Half International Inc.
Robert Half Technology
Rothman Boylston, LLC
RSM US LLP
Ruby Tuesday Inc.
Rudney Solomon Cohen & Felzer PC
Russell Roofing
RW Group LLC
Scott Honda of West Chester
SEI
SR Snodgrass, PC
SevOne, Inc.
Sidelines Sportswear & Promotions
Source4Teachers
Swift Capital
St. Clair CPA Solutions
Target Corporation
TE Connectivity Ltd
Techtronic Industries, NA (TTi)
TEKsystems Inc.
The Bancorp, Inc.
The Fairman Group, LLC
The Judge Group, Inc.
The Learning Experience
The Matt Fetick Realty Alliance
The North Face
The Philadelphia Phillies
The Sherwin-Williams Company
The Travelers Companies, LLC
The Vanguard Group
Torrillo & Associates, LLC
Treasury Inspector General Tax Administration
United States Marine Corps
United States Navy
Valley Forge Educational Services
Values Into Action
Vector Marketing Corporation
Vertex, Inc.
Victory Brewing Company
Waddell & Reed, Inc.
Walmart Stores, Inc.
Weed Man Lawn Care
Wegmans Food Market
Western Pest Services
Windsor Financial Group/Mass Mutual
Winters & Company, Ltd.
Wipfli LLP
WSFS Bank
YMCA Camp Tockwogh