

MANY new Career Development Center initiatives came to fruition in the 2013-14 academic year. One of the most exciting additions to the center was the first year of our Career Ambassador Program, supervised by Assistant Director Ashley Reichenbach. As paraprofessional staff, Career Ambassadors quickly became essential to our operations by conducting outreach to student groups, Academic and Student Affairs departments, and residence halls, to increase awareness and educate students about our resources and services.

*From left to right: Christine Mackin '14 elevated our social media presence and marketing; Joey Maysky '14 facilitated professional development and training workshops for other campus paraprofessional staff; Danielle Keeton '16 helped formulate choosing a major resources and initiatives including the fall RamTracks Retreat.*



## RamTracks Retreat

To engage students early in the career development process, RamTracks Retreat was a new initiative lead by Assistant Directors Amanda Mitchell and Ashley Reichenbach. In collaboration with the Pre-Major Academic Advising Center and the Academic Development Program (ADP), this conference-style program was offered to help exploratory students understand their interests and skills as well as identify majors and explore career options. Program attendance included 40 Pre-Major and ADP students, Career Ambassadors, academic advisors, and a keynote from QVC employee and WCU alumnus David Klein '07, along with Kristen Cheek from QVC university relations.



The mission of the Twardowski Career Development Center (TCDC) is to provide resources, programs, and services that facilitate the lifelong career development process and assist students and alumni with implementing and securing satisfying careers. I am pleased to share highlights of accomplishments from 2013-2014 in this report. Note that we are changing our annual reporting cycle to Summer-Fall-Spring (formerly Fall-Spring-Summer); because Summer 2013 information was included last year, this report only contains information from the fall and spring terms.

~ Becky Ross, Director, Twardowski Career Development Center

## Ram Career Network

In July 2013 the career center launched a new, state-of-the-art career services management system. *Ram Career Network* is used to manage job and internship listings, the On-Campus Recruiting program, career fairs, resume books, and e-portfolios. Due to the leadership and dedication of Associate Director Preeti Singh and Recruiting Coordinator Evelyn Doran, the transition for our employer partners, students, and alumni proceeded with great success. Every degree- and certificate-seeking WCU student has a Ram Career Network account and alumni can easily create one. Since its implementation, there have been more than 40,000 visits to the site, 1,777 jobs and internships posted, and 681 interviews conducted by 66 unique employers (many of whom came to campus on multiple occasions) in our On-Campus Recruiting Program.



## WCUshadows

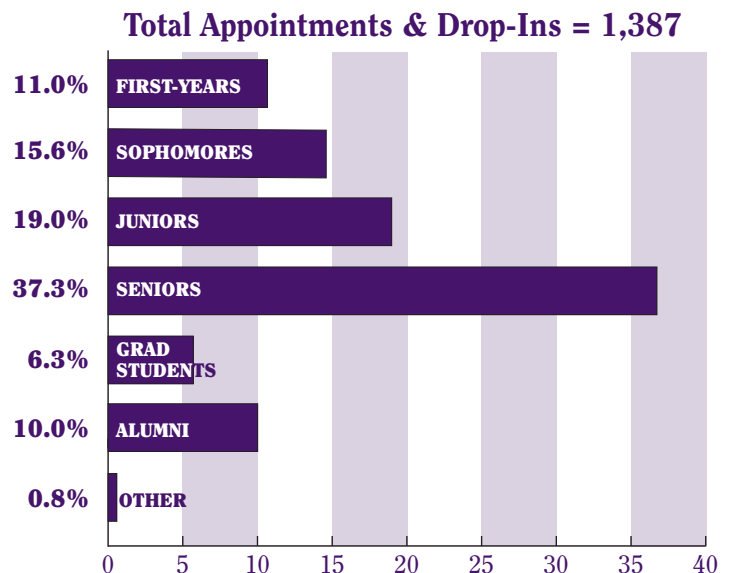
**WCUshadows** was another new initiative, co-sponsored by Office of Alumni Relations, to provide students with a realistic understanding of the world of work and to engage alumni as partners. Through a selective application process, 20 students were matched with 18 WCU Alumni (and several other professionals) to complete a job shadowing experience over winter break. Job shadowing is an excellent way to explore careers and gain information about professional skills, job responsibilities, and work environments. Students wrote reflection papers about how the experience influenced their career development. Students and alumni spoke very highly of their experiences and we are excited to offer this program again in 2014-15.



## Student & Alumni Career Planning—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.

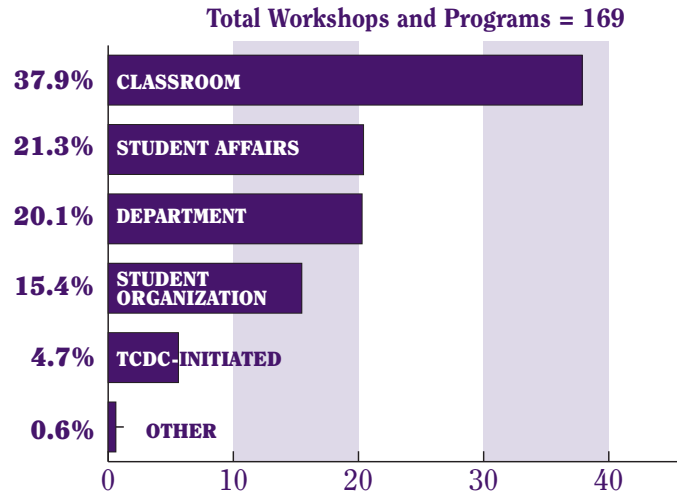
This year our fall appointment volume was greater than fall 2012, however in the spring there was a decrease; this may be partially attributable to the more than 10 snow days in 2013-14. Proportionately, we saw *more* undergraduate students this year than last year; graduate student and alumni populations accounted for a smaller percentage of individual meetings.



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

The TCDC presented 169 workshops and programs in collaboration with a variety of campus partners for 5,461 attendees. Topics ranged from choosing a major to resume writing and preparing for interviews. Proportionately we saw increases in presentations for and with Student Organizations, Student Affairs and Academic Affairs Departments.

Special events brought alumni and employers to campus to talk about specific industries and career issues. We engaged 76 alumni (some of whom came to campus multiple times) as guest speakers; compared with 33 in 2012-13, alumni engagement more than doubled in just one year.



Compared with Fall 2012 - Spring 2013:

**130% Increase in  
Number of Alumni Guest Speakers**

Career Ambassadors Led:  
**43** Programs & Workshops for  
**880** Students

## Leveraging Technology—Interview Stream, Going Global & TCDC Web Site

Interview Stream is a web-based mock interview program that enables students to use their computer and a web-cam to record, playback, and share practice interviews by tapping into a database of thousands of sample interview questions. Going Global is a research site that enables 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.

Compared with Fall 2012 - Spring 2013:

**2.6% Increase in Number  
of Web Users**

**16,235**  
Website Unique Users

## Enhancing Programs for Pre-Major Students

Our career development model provides the underpinning for career exploration and decision-making resources and initiatives, including the fall RamTracks Retreat and spring “Will my major lead to success?” student panels as part of the New Student Success Series. Ongoing collaboration with Pre-Major Academic Advising faculty and the Academic Development Program has resulted in earlier engagement of students in successful academic and career planning.



## Providing Skill Development for Students & Alumni— Resume & Cover Letter Reviews

**2,579**

Documents  
Reviewed

~ 86% Students | 14 % Alumni

TCDC professionals review resumes and other documents to help students and alumni maximize the impression made on potential employers. A large number of reviews are conducted electronically; more than 2,300 resumes were uploaded into Ram Career Network, and other documents were reviewed when dropped off or emailed to the center. Because Ram Career Network was new this year, alumni who graduated before August 2013 have to create a new account; we expect alumni activity to increase as we continue promotional efforts in collaboration with Alumni Relations.

## Increasing Employer Relationships—On-Campus Recruiting (OCR) Program

The On-Campus Recruiting Program hosts representatives from a variety of organizations to interview students for career and internship opportunities. Jobs were posted within Ram Career Network and candidates applied for interviews that took place within the TCDC.

Compared with 2012 - 2013:

**13.8% Increase**

**66 Unique Employers in  
On-Campus Recruiting**

Compared with 2012 - 2013:

**5% Increase**

**169 Unique Employers Participating in  
All Recruiting Events on Campus**

	2012-2013	2013-2014	% change
OCR Interview Schedules (one schedule may include full-time and internship interviews)	82	101	+23.2%
Positions in OCR* (full-time and internship)	120	132	+10.0%
Applications Submitted	1,421	1,568	+10.3%
Interviews Conducted	638	681	+6.7%

\* Combined this year due to inability to accurately separate numbers in older software system. With the new Ram Career Network, next year full-time and internship positions will be reported separately.

## Engaging Employers & Providing Employment Opportunities— Ram Career Network

Ram Career Network is WCU's official career services management system for career-related jobs and internships. In July 2013, WCU and the 13 other PASSHE universities transitioned to this new system (powered by Symplicity/NACELink).

It is uncertain why we experienced a decrease in job postings when we experienced increases in on-campus recruiting. It is possible that with our new software, the more robust reporting functionality is more accurately counting job activity; with our previous system we suspect there were instances of double-counting jobs and it is possible past numbers were higher than they should have been as a result.



	2012-2013**	2013-2014	% change
<b>Jobs Posted</b> (full-time, internship, and part-time)	1,906	1,777	-6.8%
<b>Internships Posted</b>	580	488	-15.8%
<b>New Employer Registrations</b> (a new company or organization)	568	517	-9.0%
<b>New Contact Registrations</b> (a new person, with a new or existing company)	not reported	709	-
<b>New Alumni Account Registrations</b>	294	358	+21.8%
<b>Documents Uploaded</b>	-	2,914	-
<b>Unique Student and Alumni Users</b>	-	4,892	-
<b>Logins by Student and Alumni Users</b>	-	28,957	-
<b>Number of Visits to Site</b> (all users, Google Analytics)	-	40,072	-

\*\* 2012-13 numbers are from College Central Network, the previous software vendor.

## Increasing Employer Relationships— Career Fairs

The TCDC sponsored two career fairs on campus in 2013-2014, 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.



	# Employers	# Students & Alumni
<b>Fall Career Fair</b>	63	394
<b>Meet the Firms Night (Accounting)</b>	24	161
<b>Spring Career Fair</b>	69	373
<b>Greater Philadelphia Teacher Job Fair</b>	104	†
<b>Philadelphia Nonprofit &amp; Government Fair</b>	64	38††

† Cancelled due to snow storm. A directory of 104 registered employers was made available to students and alumni online so they could conduct direct outreach to the recruiters.

††WCU Attendees (out of 322, so we accounted for just under 12% of total attendees); consortium career fairs include individuals from multiple colleges and universities.

## 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 169 employers that visited campus at least once in 2013-2014.

A. Duie Pyle, Inc.	Fastenal	Peace Corps
Abraxas Youth and Family Services	Fenstermacher & Company, LLP	Penske
Adagio Consulting Group, Inc.	Ferrandino & Son, Inc	Personal Health Care
ADP	Fesnak and Associates	PHEAA
Aerotek	First Financial Group/ MassMutual	Philadelphia Police Department
Aldi Inc.	First Financial Group/Swarthmore Financial Services	Philidor Rx Services, LLC
Allstar Baseball Academy	First Investors Corporation	PLS Logistics Services
Almac	Fischer Cunnane & Associates Ltd.	Power Home Remodeling Group
AlphaBuyer-Dryden Procurement Technologies American Bank	Fulton Financial Corporation	PricewaterhouseCoopers LLP
Applied Card Systems	Fund for the Public Interest	PrimePay
Aramark	Glen Mills Schools	Primerica Financial Services
Arbonne	GMS Surgent CPA's & Advisors	Public Allies Delaware
arcplan	GrassRoots Campaign	Radius Systems, LLC
Army National Guard	Gunnip & Company	Rainer & Company
ASAP Sold	Haitian Connection Network	Randstad Finance & Accounting
Avon	Hanna, McGlone & Co. P.C.	Reinsel Kuntz Leshner
Bach to Rock	HCL Global Systems Inc	ReMed Recovery Care Centers
Bachmeier, Gudis & Associates	Health Advocate	ReminderMedia
Banker's Life	Highmark	Renewal by Anderson
Barbacane, Thornton & Company, LLP	Highmark DE	Robert Half International
BBD, LLP	Horse Power for Life	Rothman Boylston, LLC
BDO USA, LLP	Horty & Horty, P.A.	Russell Roofing
Behavior By Design	ING Financial Partners	RW Group, LLC
Belfint, Lyons & Shuman, CPAs	iPipeline	SEI
beMarketing	JC Penney's	SEKO Worldwide
Best Buy	JPMorganChase & Co.	SevOne, Inc.
Blinds To Go	Karr Barth Associates / AXA Advisors	Sherwin Williams
Brandywine Learning Center	Keane	Softmart
Breakaway Technologies, Inc.	Kelmar Associates, LLC	SoftwareONE
C.H. Robinson	KPMG LLP	Target Corporation
Camp Canadensis	Kreischer Miller	TE Connectivity
Campus Special	Lab Support	Techtronic Industries, NA (TTi)
Capital One 360	LegalShield	TEKsystems
CareFlow, LLC	Lincoln Heritage	The Bancorp
Carson Valley Children's Aid	Lockheed Martin	The Hertz Corporation
CCRES Educational & Behavioral Health Services	Maillie LLP	The Judge Group
CH Robinson Worldwide, Inc	Marcum LLP	The Travelers Companies, Inc.
Chick-fil-A of East Norriton	Maris Grove	Torrillo & Associates, LLC
Child and Family Focus	MassMutual/uFinancial Group	Towers Watson
Child Guidance Resource Centers	Master, Sidlow & Associates	Turkey Hill Minit Markets
City Year Greater Philadelphia	McGladrey	Two Men + A Truck
CliftonLarsonAllen	McKinney Apparel Group	uFinancial
Connections CSP	Melmark	US Army
Creative Financial Group	Mondo	US Marine Corps Officer Programs
Croda	Nerium International	Values Into Action
Daniel A. Winters and Company	Northwestern Mutual	Vanguard
Delaware State Police	Northwestern Mutual Financial Network - The Philadelphia Group	Vector
Devereux-Southeastern PA	Opportunity Finance Network	W.B. Mason
Dorney Park & Wildwater Kingdom	Organization for Action	Waddell & Reed, Inc.
DuPont	OTTOS BMW	Walgreens
Easter Seals of Southeastern Pennsylvania	PA Liquor Control Board	Wawa
Elko & Associates, Ltd.	PA National Guard	Waypoint Consulting
Enterprise Holdings	PA Office of Inspector General	Wegmans Foods Market
ESF Camps and Experiences	PA State Civil Service Commission	WeiserMazars LLP
Exigo Search	PA State Police	West Pharmaceutical Services
Fairman Group Family Office	PBP	Zoetis