

# TWARDOWSKI CAREER DEVELOPMENT CENTER

## 2012 - 2013 ANNUAL REPORT

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**T**HE 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. This was a year of growth and change, with the formulation of a number of exciting new initiatives.

Assistant Directors Amanda Mitchell and Ashley Reichenbach designed a new career development model focused on supporting the decision-making needs of students. A workshop series was piloted in spring 2013 for pre-major students. In partnership with the Pre-Major Academic Advising Center and the Academic Development Program (ADP), the entire cohort of pre-major and ADP students were introduced to this model during Orientation. The new self-awareness and exploration resources have transformed how we engage students in career planning.



Under the leadership of Associate Director Preeti Singh, employer relations maintained strong momentum, with input from our Employer Advisory Board as well as the execution of several career fairs and an on-campus recruiting program. The TCDC piloted a Post-Career Fair Reception spring 2013, connecting student leaders from professional and multicultural organizations with 20 employers. In collaboration with the Accounting Department, WCU's first Meet the Firms Night attracted 28 organizations and more than 175 students. Student applications for on-campus interviews increased 29% this year.



Another transformational change was the implementation of new liaison model for the center, resulting in enhanced communications with academic and student services departments, as well as increased involvement in the classroom. Each professional staff member now has liaison roles with various student organizations, Division of Student Affairs offices, and Colleges to provide more individualized attention to each.

With much enthusiasm and pride in the excellent accomplishments of our team, I am delighted to share highlights of accomplishments from 2012-2013 (Fall 2012, Spring 2013, Summer 2013).

## Student & Alumni Engagement—Appointments & Drop-ins

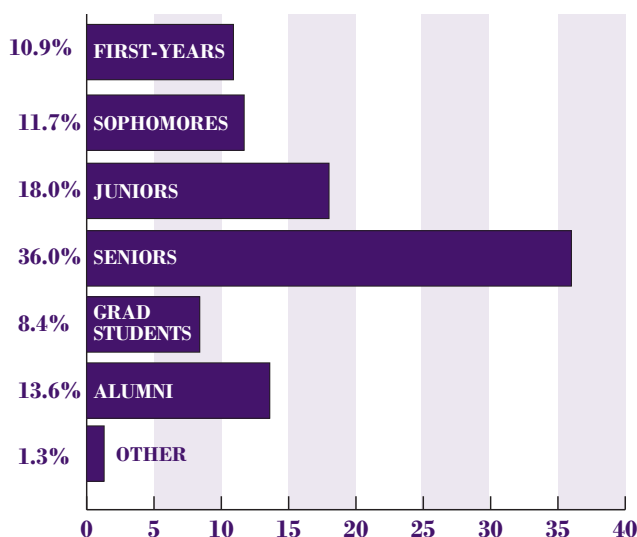
Career planning is a lifelong process of learning about one's interests, skills, and values, exploring options, making decisions, and implementing a plan to pursue a goal. Students and alumni may schedule appointments or utilize drop-in hours to obtain professional assistance.

Compared with 2011-2012:

**36% Increase in  
Appointments**

**43% Increase in  
Drop-ins**

Total Appointments and Drop-ins = 1746



## Student & Alumni Engagement | Faculty Linkages—Workshops & Programs

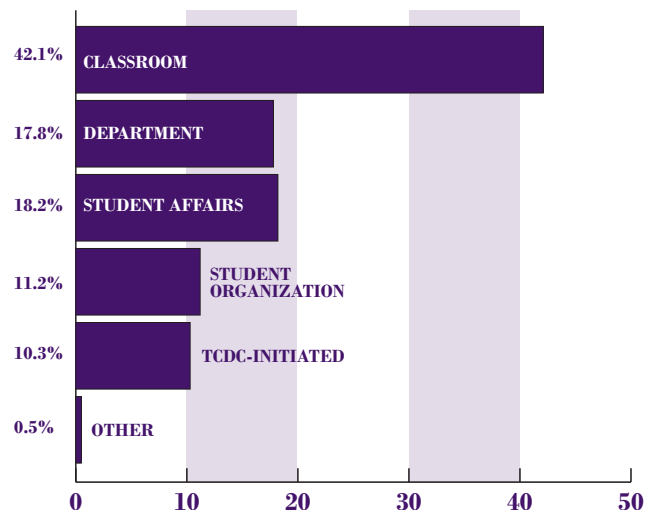
The TCDC presented 214 workshops and programs in collaboration with a variety of campus partners for 6,964 attendees. Topics ranged from choosing a major to resume writing and preparing for interviews. Special events bring alumni and employers to campus to talk about specific industries and career issues.

Compared with 2011-2012:

**27% Increase in number  
of Programs**

**27% Increase in  
Attendance**

Total Workshops and Programs = 214



**3,796**

**Resumes  
Reviewed**

## Student & Alumni Engagement—Resume & Cover Letter Reviews ~ 68% Students | 32% Alumni | 20% Increase in 2012 - 2013

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.

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(\* In July 2013 the TCDC launched a new online career services management system, Ram Career Network, replacing CCN in August 2013; the next annual report will include all August 2013 data.)



## Enhance Programs for Pre-Major Students

A new career development model was designed to support career decision making for students. The collaboration with the Pre-Major Academic Advising Center and our ongoing focus on engaging students earlier in the process was the catalyst for the design of this new model as well as a range of associated activities and resources.

- First-Year Student Appointments - 34% Increase
- Sophomore Appointments - 42% Increase

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

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

**20,396 Unique Website Users**

Compared with 2011-2012:

**29% Increase**

## Increasing Employer Relationships—Job & Internship Database

College Central Network was 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 a new system (powered by Symplicity/NACELink). Ram Career Network is the WCU brand for our new system and it features enhanced functionality for students, alumni, and employers. For the timeframe of this annual report, we will only provide data from College Central Network.



### Job Postings & Database Activity

	2011-2012	2012-2013	% change
Jobs Posted in College Central Network	1470	2127	+44.7%
Internships Posted in College Central Network	549	607	+10.6%
New Employer Account Registrations	693	629	-10.2%*
New Student Account Registrations	1375	1508	+9.7%
New Alumni Account Registrations	369	284	-23.0%**

\* fewer NEW employers but more jobs available, \*\*might be a sign of a better job market

## Increasing Employer Relationships—Career Fairs

The TCDC sponsored four career fairs on campus in 2012-2013, 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
Fall Career Fair	64	300
Meet the Firms Night (Accounting)	28	171
Social Work & Human Services Fair	22	105
Spring Career Fair	66	245
Greater Philadelphia Teacher Job Fair	90	250*
Philadelphia Nonprofit & Government Fair	49	24*

\* 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 were posted within College Central Network (CCN) and candidates applied for interviews that take place within the TCDC. Kudos to our Employer Relations team for increasing student and employer participation in the program this year!

	2011-2012	2012-2013	% change
Employers	72	82	+13.9%
Positions Available	96	120	+25.0%
Interviews Conducted	522	638	+22.0%

*“I want other students to know about the resources the center has to offer. The job posting binders display part-time/full-time positions, as well as internship opportunities. I also personally found the online network extremely helpful...it ultimately is what helped me to land my job.”*

~ Michelle Madsen '13, Mathematics





## 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 2012-2013.

A. Duie Pyle	Farleigh Dickinson School of Pharmacy	Penske Truck Leasing
Airforce ROTC	Fastenal	PeopleShare
Aldi Inc.	Fenstermacher & Company	PetSmart
All Star Baseball Academy	Fesnak and Associates LLP	PHEAA
American Bank	Ferullo Insurance Agency	Philadelphia Police Recruiting Unit
American Packaging Distributors Corp.	First Investors Corporation	Preferred Home Health Care & Nursing
AmeriCorps	Fischer Cunnane & Associates Ltd.	Presbyterian Children's Village
Applecross Country Club	Foundations Behavioral Health	PricewaterhouseCoopers
Arbonne International	Fulton Financial Corporation	PrimePay
Arc Alliance	Fund for Public Interest	Primerica
Asher & Company	GMS Surgent CPA's & Advisors	Progressive Pool Management, Inc.
AstraZeneca	Gradstaff	Public Allies Delaware
AT&T	Granny's Helping Hands PA Inc.	QuiqMeds
Avon	Grassroots Campaign	Rainer & Company
Bach to Rock	Green Roots U	Red Robin
Barbacane, Thornton & Co.	Gunnip & Company	ReMed Recovery Care Center
Bayada Home Health Care	Hanna, McGlone & Co. PC	ReminderMedia
BAYADA Pediatrics	Hartford Mutual Funds	Renewal By Andersen
BBD, LLP	Hertz Corporation	Residential Home Funding
BDO	HigherNext	Russell Roofing
Belfint, Lyons & Shuman, P.A.	Horse Power for Life	Ryan Homes and NVHomes, NVR Inc.
Benefits Data Trust	Ignite Incorporated	SEI
Brian's House Inc.	ING Financial Partners	Senior Helpers
Buffalo Wild Wings	INROADS	SevOne, Inc.
Camp Sequoia	Insight Global	Sherwin-Williams
Cartwright School District	iPipeline	Smart Tech Professionals
Cecil County Schools	Journal Register Company	SMGI
Child Guidance Resource Center	Kelmar Associates	Soliant Consulting
C.H. Robinson Worldwide, Inc.	KenCrest Services	Sprint by Arch Telecom
CCRES Educational & Behavioral Health Services	KeyAdvisors	State Farm Insurance
City Year Greater Philadelphia	Keystone Human Services	Swarthmore Financial Group
Clarity Service Group	Kforce Professional Staffing	Swift Capital
Clark Associates, Inc.	KPMG	Synergy Home Care
CliftonLarsonAllen	Kreischer Miller	Target
Closets by Design	LA Unified School District	TD Bank
College Works	The Lancaster Financial Group	Techtronic Industries, NA (TTi)
Comcast	Lower Merion Police Department	TE Connectivity
County of Chester	Maillie, Falconiero & Company, LLP	TEKsystems
Daniel A. Winters & Company	Maris Grove	The Glen Mills Schools
Dept. of Justice Federal Bureau of Prisons	MassMutual/Swarthmore Financial Services	Torrillo & Associates, LLC
Derema Group	MassMutual/uFinancial Group	The Travelers Companies, Inc.
Devereux	Master, Sidlow & Associates	Total Quality Logistics
Digital First Media	Maturano & Associates	Turkey Hill
Disney	McGladrey	uFinancial Group / Mass Mutual
DuPont	Melmark	Univest Corporation of Pennsylvania
Eastern Controls, Inc.	New York Life	Urban Sitter
Easter Seals	Northwestern Mutual - Eastern Pennsylvania	US Marine Corps
Elko and Associates	Northwestern Mutual Financial Network	US Mortgage
Elwyn	- The Philadelphia Group	Vanguard
eMoney Advisor	PA State Civil Service Commission	Vector
Enterprise Holdings	Peace Corps	Waddell & Reed, Inc.
EnviroSure, Inc.	Penn Environment	Wawa
ESF Summer Camps	Pennsylvania Army National Guard	WEISERMAZARS LLP
The Fairman Group LLC		Wolffington Body Company