

New Vision, Mission, and Values

West Chester University has experienced significant growth and change over the past several years, most notably including increased student enrollment, a realignment of the Academic Affairs division, and the inauguration of our 15th President Dr. Christopher Fiorentino this April.

To coincide with strategic planning led by new leadership at WCU, including our Vice President for Student Affairs Dr. Zebulun Davenport, the Career Development Center team conducted an internal review of our services, programs, and resources based upon the National Association of Colleges and Employers (NACE) Professional Standards for College and University Career Services. We began the process in January 2017 with a primary goal of updating and refining our Mission. We further determined that we wanted to create a Vision statement as well as articulate our Core Values to better convey to our constituents – students, alumni, employers, faculty, staff, parents and families – what we do, what we aspire to achieve, and what is important to us.

Vision: Inspire and empower the lifelong pursuit of career aspirations.

Mission: Educate students and alumni to actively develop and implement their academic, career, personal, and professional goals.

Core Values:

- **Collaboration** – We work together and with others to achieve common goals.
- **Integrity** – We adhere to ethical and professional principles and practices.
- **Respect** – We recognize and value the worth, dignity, and unique attributes of all individuals.
- **Responsiveness** – We strive to act in a timely and effective manner, demonstrating empathy and support, to meet the needs of our constituents.

As we reflect on our self-study, the accomplishments from 2016-17, and new directions at WCU, we will be setting priorities for the upcoming year to support the vision, mission, values and student learning outcomes of the University as a whole and within the Division of Student Affairs.

Vision

INSPIRE AND EMPOWER
THE LIFELONG PURSUIT
OF CAREER ASPIRATIONS.

Mission

EDUCATE STUDENTS AND
ALUMNI TO ACTIVELY
DEVELOP AND IMPLEMENT
THEIR ACADEMIC,
CAREER, PERSONAL, AND
PROFESSIONAL GOALS.

*Core
Values*

- COLLABORATION
- INTEGRITY
- RESPECT
- RESPONSIVENESS

NEW MEMBERS OF TEAM TCDC

In September, the Career Development Center welcomed Amanda Machonis '05 M'16, Assistant Director, to focus on Teacher Preparation programs, as well as to serve as the liaison to Graduate Studies and International students. Amanda is a West Chester University alumna, a former literature teacher, and served as a graduate counseling intern in our office last year.

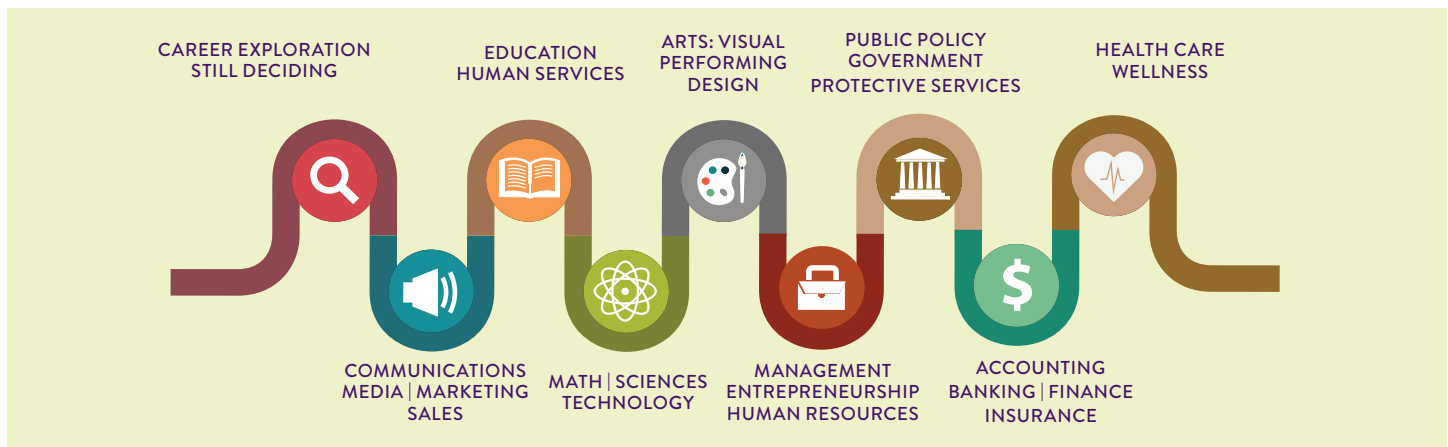
We welcomed three undergraduates as our new Career Ambassadors: Alex Cigan '19, Rebecca Poole '17, and Sara Schwarcz '18. Graduate students also extended the reach of our office: Peer Program & Digital Media Graduate Assistant Daniella Pierre M'18; Alumni Projects Graduate Assistant Benjamin Kay M'18; Employer Relations Assistant Molly Alexander M'17; and graduate Counseling Interns Wesley Fieldcamp M'17 and Johny Tadros M'18.

Career Communities: Join Your Community, Find Your Calling

The Career Development Center introduced a new Career Communities model at the start of the fall semester. Career Communities are groups of job functions and roles that are representative of students' career interests. They were developed through a combination of reviewing Pennsylvania and national standard industry classifications, gathering input from our constituents, and analyzing typical professional pursuits of WCU graduates. Within their Ram Career Network profiles, students and alumni may select all Career Communities of interest (we recommend 2-3), and edit their choices at any time. When employers post internships and jobs, they pick the Communities that best describe the job function for which they are hiring.

We aim to achieve the following through the use of Career Communities:

- Reinforce to all students – exploratory students in particular – the range of career options available to all majors, in a concise and easy-to-understand framework.
- Visually showcase the intersections between academic disciplines, industries, job roles, and work settings.
- Facilitate connections between students and employers by sending targeted job and internship emails and newsletters.
- Develop and deliver career events for students, alumni, and employers with common interests and goals.



Engaging Exploratory Students in Academic & Career Planning

Many students come to WCU excited – and perhaps a little overwhelmed – by the variety of academic programs available. A fundamental goal of the career center is to engage students in self-awareness, exploration, and sound decision-making. We collaborate with the Academic Development Program (ADP) and Pre-Major Academic Advising Center (PMAA) to infuse career development into Orientation and new student programs.

(from juniors, seniors, and career/advising professionals) while enjoying ice cream sundaes! The career center also delivers programs as part of the New Student Success Series. We redesigned our *RamTracks Career Guide*, a booklet filled with activities, resources, and student testimonials to guide exploratory students through the process of academic and career decision-making.

In spring 2017 assistant directors Kate Shellaway and Diane D'Arcangelo created a new program series entitled Meet Your Major, in which small groups of undeclared students advised by PMAA and ADP faculty advisors completed interest assessment and reflection activities. As a result of attending two Meet Your Major workshops, 100% of participants were able to articulate one major they could select as a result of their identified interests. The series culminated in a Meet Your Major Fair in March; 156 students attended and interacted with representatives from 25 departments from all colleges. Five other organizations also participated: Honors College, Office of Research and Sponsored Programs, Pre-Major Academic Advising Center, CIS Abroad, and Career Development Center.

We are often influenced by family, friends, or general ideas of what we should do, which can obscure what we really want out of life. For this reason, the first step would be to analyze yourself: discover your strengths, interests, and what motivates you. One of the best things about the CDC is that you can use any of their services based on your individual needs.

ELIZABETH Scianna '18

Philosophy

For several years our fall kick-off event has been the RamTracks Ice Cream Social during Welcome Week. This year was our largest turnout to date with 140 students participating to learn about major and career exploration

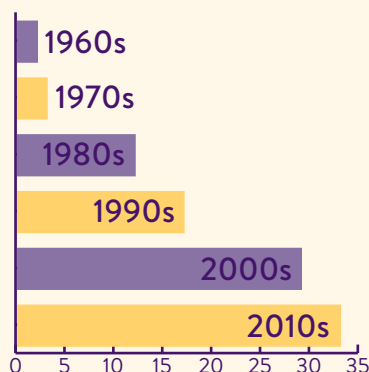
WCU's New Professional Network (ProNet) Connecting Students & Alumni

This year marked the introduction of ProNet – an online network in which students connect with WCU Alumni in their field(s) of interest. Accessed through Ram Career Network, students can expand their professional network by contacting ProNet Alumni Volunteers to learn more about their career journeys, explore industries, and discover internship/career opportunities.

We launched the platform in the fall of 2016 by recruiting 96 alumni volunteers in collaboration with the Office of Alumni Relations. We began promotional efforts to engage student participation in the spring, with 223 students (and alumni) signing up by early May 2017 to access the network.

Alumni ProNet Volunteer Distribution:

By Decade of Graduation



By Career Community



Streamlined & Centralized Access to Graduate Assistantships, Part-time Jobs, and Research Opportunities

Students interested in part-time, temporary, and seasonal jobs have always been able to access such vacancy announcements in print within the career center. Last spring we asked the WCU Web Team to create an online database, to make it easier for students to find opportunities of interest and to make it more efficient for local businesses and community residents to advertise their jobs.

With the success of the online part-time jobs database came a request for collaboration from the Office of Research and Sponsored Programs, to promote research opportunities to students. Graduate Studies also became interested in the platform to better promote Graduate Assistantships. The TCDC Student Employment Submission platform and search filters were redesigned in January 2017 to include on-campus jobs, research opportunities, and Graduate Assistantships. Throughout this academic year there were 624 opportunities posted.

Food for Thought...and Success Etiquette Dinner



In collaboration with the Lawrence A. Dowdy Multicultural Center, the TCDC organized an Etiquette Dinner in the spring to connect multicultural students with employers for skill-building and networking. The program supported the themes of Diversity, Engagement and Enrichment in WCU's Strategic Plan.

Twenty-five students representing a variety of majors and class years attended. The facilitator for the program was WCU alumna Dawn Reitz '91 M'93 of DSPR Consulting, who led the group through each course with information about dining and professional etiquette.

Employer partners contributed to the program by engaging with students to affirm what skills and attributes they seek, as well as to share information about their organizations and recruitment opportunities. Employer participants included JPMorgan Chase, The Matt Fetick Real Estate Team, City Year, Main Line Chamber of Commerce, Chester County Regional Educational Services (CCRES Behavioral Health), Vanguard, and Enterprise Holdings.

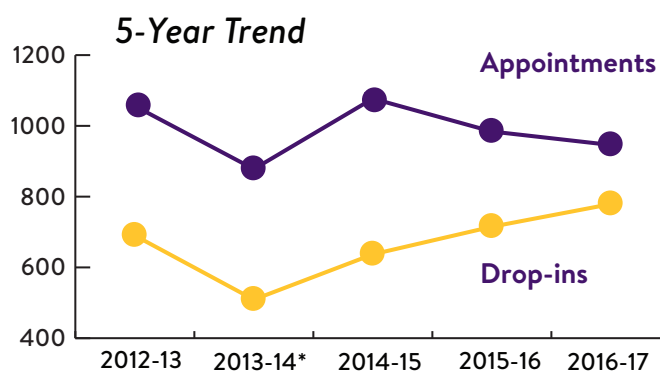
Appointments & Drop-in Hours for Student & Alumni Career Development

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 academic, career,

personal and professional goals. There was a small increase in the total number of appointments and drop-ins this year (+1.5%). Drop-in utilization increased 7% this year to its highest level ever.

Total Appointments and Drop-ins = 1,725

First-Year Students	15.6%
Sophomores	12.6%
Juniors	18.9%
Seniors	32.5%
Graduate Students	6.4%
Alumni	13.0%
Other	1.0%



* 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.

Reasons for Appointments & Drop-ins

Resume-Cover Letter Review	41.6%
Exploring Majors/Careers	15.0%
Job Search	11.7%
Internship Search	8.6%
Other Reason	4.3%
Mock Interview	3.5%
Assessment Follow-up	3.2%
Graduate School Assistance	2.9%
Student Conduct Meeting	2.7%
Ram Career Network-On-Campus Recruiting Assistance	2.6%
Interview Preparation	2.2%
Career Change	1.7%

Delivering Career Education & Professional Development—Program Attendance

The TCDC presented 240 workshops and programs in collaboration with a variety of campus partners for 7,520 attendees. Forty alumni participated in an array of special events, networking with students about future possibilities.

Total Workshops and Programs = 240

Classroom	32.1%
Student Affairs	25.0%
Department	20.4%
TCDC-Initiated	12.9%
Student Organization	10.8%

4.3% increase in number of programs
26.9% increase in participants

Career Ambassadors led...

54 Programs & Workshops for
1,180 Participants

Career Center On-the-Go!

Career Ambassadors staff tabling and visibility events to engage with students, faculty and staff across campus. We intentionally decreased the frequency of our tabling this year in order to focus on other programming and projects.

23 tabling events engaged
164 students, faculty & staff

Skill Development—Resume & Cover Letter Reviews + Mock Interviews

Document Reviews = 2401
80% Students | 20% Alumni

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

In-person mock interviews are 45-minutes and simulate a real interview. During these sessions, of which there were 76 this year, the client gets immediate feedback about what they are doing well and how they can improve.

In Venezuela one month before coming to the U.S., I applied for assistantships. I received interviews... I did not obtain a 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.

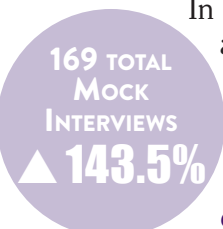
LESMES Alejandro Mora Jerez M'18

Geography

Leveraging Technology—MyWorldAbroad, Mock Interviews, and Web Engagement

MyWorldAboard is an online resource that helps students develop global competencies and pursue international experiences. We partner with the WCU Study Abroad office to promote this resource and usage increased to 2,507 visits (+76.5%) and 14,057 page views (+95.6%) this year.

In addition to in-person practice, students and alumni can utilize online mock interviews via Ram Career Network, in which they record their responses to pre-recorded interview questions. A total of 169 online mock interviews were completed this year (a 143.5% increase).



Compared with 2015-16:

6.9% Increase in # of Web Users

19.5% Increase in web Sessions

Website Unique Users = 21,165

Website Sessions = 58,804

Employers Seeking WCU Talent

On-Campus Interviewing Program

The On-Campus Interviewing (OCI) Program managed in Ram Career Network hosts representatives from various industries to interview students for career and internship opportunities. We were delighted to experience increased employer and student engagement this year.

	'15-'16	'16-'17	% change
OCI Interview Schedules (one schedule may include full-time and internship interviews)	62	76	+22.6%
Positions in OCI (full-time and internship)	114	159	+39.5%
Applications Submitted	1,207	1,431	+18.6%
Interviews Conducted	644	743	+15.4%

Compared with 2015-16:

**55 Unique Employers in On-Campus Interviews
(22.2% increase)**

**183 Unique Employers Participating in All
Recruiting Events on Campus
(7.6% increase)**

Career Fairs

Career fairs and networking events provide opportunities for WCU students to make in-person connections with hiring managers, and alumni. In addition to on-campus and consortium events, other regional career fairs are regularly promoted by the TCDC. After three years of declining student participation in our smaller industry-targeted career fairs on campus, we have decided to return to the practice of offering one all-industry fall career fair in 2017.

EVENTS	# Employers	# Students & Alumni
Meet the Firms Night (Accounting)	33	239
Business & Communication Career Fair	39	143
STEM Career Fair	19	57
Human Services Networking & Career Fair	24	74
Spring Career Fair	71	404
DVEC Greater Philadelphia Teacher Job Fair	218	186'

Consortium career fairs include individuals from multiple colleges and universities.

' WCU Attendees (out of 822; 22.6% of total attendance)

Engaging Employers & 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.

	2015-2016	2016-2017	% change
Jobs Posted in Ram Career Network (full-time, internship, and part-time)	3,415	3,477	+1.8%
Internships Posted in Ram Career Network	777	794	+2.2%
New Employer Registrations (a new company or organization)	853	681	-20.2%
New Contact Registrations (a new person, with a new or existing company)	1,144	902	-21.2%
New Alumni Account Registrations*	259	395	+52.5%
Unique Student and Alumni Users	5,294	4,838	-8.6%
Logins by Student and Alumni Users	33,807	28,783	-14.9%
Number of Visits to Ram Career Network Site (all users, Google Analytics)	61,766	56,906	-7.9%

** 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 the Ram Career Network.*

Employers that Recruited at WCU

We wish to acknowledge and share our appreciation for organizations that dedicate time, personnel, and resources to visit campus to recruit, interview, and hire WCU students. This list showcases all 183 organizations that visited campus at least once in 2016-17 via on-campus interviewing, career fairs and networking events, and/or information sessions.

A. Duie Pyle, Inc.	Ed Snider Youth Hockey Foundation
ABC Supply Company, Inc.	Elwyn
ABF Freight	Enterprise Holdings, Inc.
Adelphi	ESF Camps and Experiences
Aerotek	Esperanza Academy Charter School
Aflac - Hook Enterprises LLC	Eurofins Lancaster Laboratories
Aldi Inc.	Evolve IP
All-Star Baseball Academy	EY
American Red Cross	Fairman Group Family Office
Ann Taylor	Fastenal
Apple	Fenstermacher & Company, LLP
Barbacane Thornton & Company LLP	First Financial Group / MassMutual
BASF Corporation	Fischer Cunnane & Associates Ltd
BAYADA Home Health Care	Foresters Financial
BBD, LLP	Freddy's Frozen Custard and Steakburgers
BDO USA, LLP	Freedom Mortgage
Belfint, Lyons & Shuman, P.A.	Glen Mills Schools
Bethanna	Gunnip & Company LLP
Black Diamond Forex LP	Herr Foods Inc.
Bradley Staffing Group	HomeNet Automotive
Brian's House, Inc.	Horse Power for Life
Camp Green Lane	Horty & Horty, P.A.
Cartwright Elementary School District #83	IMA Consulting
CCRES, Inc.	Insight Global
Cecil County Public Schools	Insight Workforce Solutions
Centric Business Systems	internU
Chester County Intermediate Unit	International SOS
Chester County OIC	iPipeline
Child Guidance Resource Centers	JPMorgan Chase & Co.
Children's Country Week Association	Kaleidoscope Family Solutions
Chubb Insurance	Karr Barth Associates / AXA Advisors
Citrin Cooperman & Company, LLP	Kelly Educational Staffing
City Year	Kelmar Associates LLC
Clark Associates, Inc.	KenCrest Services
CliftonLarsonAllen LLP	Keystone Human Services
College Possible	KPMG
Comcast	Kreischer Miller
Cotiviti	Liberty Mutual Insurance
Cover & Rossiter, P.A.	Lincoln Heritage Life Insurance Company
Creative Financial Group	Line Systems, Inc.
CubeSmart	Listrak
David's Bridal	Maillie LLP
DaVita	Main Line Chamber of Commerce
Delaware County Children and Youth Services	Main Line Rehabilitation Associates, Inc.
Delaware Guidance Services for Children & Youth, Inc.	Marcum LLP
Devon Financial Partners, LLC	MassMutual Greater Philadelphia
Diamond State Financial Group	Mastery Charter Schools
Discover Financial Services	Mazars USA LLP
DLL	MCC Warwick Family Services

Melmark
New York Life
NHS Human Services
Nobel Learning Communities, Inc.
Northwestern Mutual
Paul Davis Restoration
Peace Corps
Pennsylvania State Police
Philadelphia Freedom Valley YMCA
Philadelphia Police Department
Power Home Remodeling
PricewaterhouseCoopers
PrimePay
Propulsion Media Labs
Public Allies Delaware
Rainer & Company
Randstad Finance and Accounting
Reading Assist Institute
RKL
Remed Recovery Care Centers
ReminderMedia
Rothman Boylston, LLC
RR Donnelley
RSM US
Rudney Solomon Cohen & Felzer PC
Russell Roofing
RW Group LLC
Scott Honda
Scotts Miracle-Gro Company
ScribeAmerica
SEI
Service King Collision Repair Centers
Source4Teachers
Southern Teachers Agency
St. Clair CPA Solutions
Stephano Slack, LLC
Substitute Teacher Service, Inc.
SunGard Availability Services
Swift Capital
T.W. Ponessa & Associates Counseling Services, Inc.
TE Connectivity
Techtronic Industries, NA
Temenos Company

The Goshen Group
The Matt Fetick Real Estate Team
The North Face
The Phillies
The Sherwin-Williams Company
The Travelers Companies, Inc.
Torrillo & Associates
Transamerica Life Insurance Company
TransformaTech
Turn5 Inc.
uFinancial
UMB Fund Services
Unbound Medicine, Inc.
United States Marine Corps Officer Selection Station Philadelphia
United States Navy
University City Housing
UNO Pizzeria & Grill
UPS
Valley Forge Educational Services
Values Into Action
Vanguard
Vector Marketing
Vertex
Victory Brewing Co.
Waddell & Reed, Inc.
Walgreens
Walmart
Warwick Child Care Center, Inc.
WCU Service Learning and Volunteer Programs
Weed Man Lawn Care
Wegmans Foods Market
Wells Fargo Bank
West Corporation
Western Pest Services
Wipfli
WithumSmith+Brown
WorkplaceDynamics, LLC
WSFS Bank
YMCA Camp Tockwogh
YMCA of Greater Brandywine
YMCA of Philadelphia Freedom Valley
Zonoff, Inc.

