The Twardowski Career Development Center (TCDC) is dedicated to helping WCU students and alumni as they develop and pursue their career goals. During the 2011-2012 year, the TCDC continued to enhance our services for students, alumni, and employers. We pride ourselves on continuous improvement, ensuring that we support the needs of our constituents by providing effective services, resources, and programs.

The center experienced another exciting year of growth and change, continuing to advance the strategic initiatives from our five-year plan created in 2010. These initiatives include: increasing student engagement; enhancing services that support Pre-Major students; expanding linkages with Academic Affairs; diversifying and increasing employer relationships; leveraging technology to expand the reach of the center; increasing alumni engagement.

The TCDC was grateful to get a new Assistant Director position, bringing the staff size up to six; Ms. Amanda Mitchell joined the TCDC in June 2012 in this role. Mr. Philip Tripp retired in August 2012, after serving in the TCDC for over 13 years and WCU for 25 years. Ms. Ashley Reichenbach joined the TCDC in August as Assistant Director.

As has been the case for the past three years, the numbers of students and alumni utilizing the services of the TCDC increased. We continued to expand and diversify program and technology offerings and have diligently attended to our employer relationships throughout the past several years of a difficult job market. I am pleased to share this Annual Report for 2011-2012, highlighting significant accomplishments and growth that characterize excellence in WCU career services.

### 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 2010-2011:
- 19% Increase in Appointments
- 28% Increase in Drop-ins

**Total Appointments & Drop-Ins = 1,254**

- 9.6% First-Years
- 13.3% Sophomores
- 18.1% Juniors
- 35.9% Seniors
- 8.3% Grad Students
- 14.7% Alumni
Student & Alumni Engagement | Faculty Linkages—
Workshop & Program Attendance

The TCdC presented 171 workshops and programs for 5,630 attendees, in collaboration with a range of campus partners. 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 2010-2011:
- 15% Increase in number of Programs
- 9% Increase in Attendance

Student & Alumni Engagement—Resume & Cover Letter Reviews
~ 52% Students | 48% Alumni

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.

Enhance Programs for Pre-Major Students—FOCUS Assessments

FOCUS is a web-based career exploration tool that enables students and alumni to complete interest, skills and values inventories and learn more about careers and majors. Pre-Major students regularly utilize this resource and TCdC staff members collaborate with faculty advisers to engage students in the classroom and via one-on-one appointments.

Leveraging Technology—Going Global & TCDC Web Site

Going Global is a valuable global research tool, 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 in the past.
Increasing Employer Relationships—Job & Internship Database

College Central Network is WCU’s official career services management system for career-related jobs and internships. Students and alumni may create accounts to access employment opportunities, obtain resume reviews, make resumes and e-portfolios available to employers, and participate in on-campus interviews.

Job Postings & Database Activity

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Jobs Posted in College Central Network</td>
<td>1470</td>
</tr>
<tr>
<td>Internships Posted in College Central Network</td>
<td>549</td>
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<tr>
<td>New Employer Account Registrations</td>
<td>693</td>
</tr>
<tr>
<td>New Student Account Registrations</td>
<td>1375</td>
</tr>
<tr>
<td>New Alumni Account Registrations</td>
<td>369</td>
</tr>
</tbody>
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Increasing Employer Relationships—Career Fairs

The TCDC sponsored three career fairs on campus in 2011-2012, 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.

Career Fairs & Participation Numbers

<table>
<thead>
<tr>
<th></th>
<th># Employers</th>
<th># Students &amp; Alumni</th>
</tr>
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<tbody>
<tr>
<td>Fall Career Fair</td>
<td>72</td>
<td>400</td>
</tr>
<tr>
<td>Social Work &amp; Human Services Fair</td>
<td>29</td>
<td>119</td>
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<tr>
<td>Spring Career Fair</td>
<td>70</td>
<td>315</td>
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<tr>
<td>Greater Philadelphia Teacher Job Fair</td>
<td>111</td>
<td>445*</td>
</tr>
<tr>
<td>Philadelphia Nonprofit &amp; Government Fair</td>
<td>64</td>
<td>10*</td>
</tr>
</tbody>
</table>

* 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 are posted within College Central Network and candidates may upload resumes and apply for interviews that take place within the TCDC.
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 2011-2012.

- A. Duie Pyle
- AC Logistics
- Acme - a SUPervalu Company
- AFLAC
- Aldi
- All Star Baseball Academy
- Almac
- Ambit
- AmeriCorp Vista Program
- AmerisourceBergen
- AnswerNet, Inc.
- Apple
- Arbonne
- Ascensus
- AT&T Mobility
- Avon
- Bankers Life and Casualty
- Barbacane, Thornton & Co
- BBD, LLP
- BDO
- Beiler-Campbell Realtors
- Belfint, Lyons & Shuman, CPAs
- Bethanna
- Big Brothers Big Sisters SEPA
- BravoSolution
- Brian’s House Inc.
- Brightside Academy
- Buffalo Wild Wings
- Burnley Enterprises/Deerskin Leather
- C.H. Robinson Worldwide, Inc.
- Camelot Schools
- Camp Canadensis
- Camp Hill Soltane
- Carelink Community Support Services
- CCRES
- CCWA - Paradise Farm Camps
- Cecil County SD
- CENTURY 21 Alliance
- Chick-fil-A of East Norriton
- Child and Family Focus
- Citas First Aid and Safety
- City of London
- City Year
- Clark Associates, Inc.
- COMHAR, Inc.
- Commonwealth of PA-State Civil Service Commission
- Community Action Agency of Delaware County, Inc.
- Community Service Foundation/ BuxMont Schools
- Contemporary Staffing Solutions
- County of Chester
- Creative Health Services
- Defense Contract Audit Agency
- Devereux
- Disney Internship
- DuPont
- Eagleville Hospital
- Easter Seals of SEPA
- EducationWorks
- Elko & Associates
- Enterprise Holdings
- EnviroSure, Inc.,
- ESF Summer Camps
- Fastenal
- Ferguson Enterprises
- Ferullo Insurance Agencies
- Fesnak and Associates
- First Investors Corporation
- Fischer Cunnane & Associates Ltd.
- Foundations Behavioral Health
- Franklin Mint Federal Credit Union
- Fulton Financial
- Fund for Public Interest
- Gunnip & Company LLP
- Hanna, McGlone & Co. PC
- Healthcare Receivable Specialists Inc.
- Holcomb Behavioral Health Systems
- Horizon House Inc.
- Horse Power for Life
- Horth & Horth
- Ignite
- Impact Health
- Impact Sports & Impact Soccer
- Independence Wealth Strategies - MetLife
- ING Financial Partners
- Insight Global
- Intelligent Capital Network
- Interfaith Housing Assistance
- InVision Human Services
- IPPC Technologies
- Kaleidoscope Family Solutions
- Kaplan
- Karr Barth Associates/ AXA Advisors, LLC
- Kelmar Associates
- Kelsch Associates
- Kensey Nash Corporation
- Kimberly-Clark Corporation
- Kindercare Learning Center
- KPMG
- Kreischer Miller
- Lab Support, a division of On Assignment
- LarsonAllen
- Line Systems Inc
- Magellan Search Group
- Maillie Falconiero & Company
- Mariana Bracci Academy Charter School
- Mars Drinks North America
- Master, Sidlow & Associates P.A.
- Maternal and Child Health Consortium
- Maxwell Systems, Inc.
- McGladrey
- Medifast Inc., Take Shape for Life
- Melmark
- Miller’s Insurance Agency
- Modell’s Sporting Goods
- Music Training Center
- New York Life
- Nixon Uniform Service & Medical Wear
- NMS Labs
- Northwestern Mutual Financial Network
- Origlio Beverage
- PA Lions Beacon Lodge Camp
- Paoli Chiropractic Group
- Peace Corps
- Penn Psychiatric Center
- Pennsylvania State Police
- PeopleShare
- Philadelphia Corporation for Aging
- Philadelphia Police Department
- Pinwheels DTS, Inc.
- Power Home Remodeling Group
- PricewaterhouseCoopers
- Public Allies Delaware
- Quest Marketing
- QVC
- Rainer & Company
- RealTech
- Red Robin
- Remedi Recovery Centers
- ReminderMedia
- Renewal by Andersen
- Resources for Human Development
- Richo Americas Corporation
- Scala
- Science Explorers
- SEI
- Shaddock Benefits Group-Aflac
- Sherwin Williams
- Sklar Instruments
- St. Mary’s Villa for Children and Families
- State Farm Insurance
- Strawads
- Swarthmore Financial Group
- Systech-Design
- T.W. Ponesa & Associates Counseling Services, Inc.
- Target
- TD Bank
- The Fairman Group LLC
- The Glen Mills Schools
- The Goddard School
- The Institute for Behavior Change
- The Learning Experience
- The Travelers Companies, Inc.
- TIER Environmental Services
- Torrillo & Associates, LLC
- Toys “R” Us
- Treasury Inspector General for Tax Administration
- Treyffrin Township Police Department
- Tri-State Region DPO
- Turkey Hill
- uFinancial Group
- Unisys Corporation
- Univest Corporation of Pennsylvania
- US Army
- USMC
- Valley Forge Military Academy
- Vector
- Vertex Fitness
- Waddell & Reed, Inc.
- Walmart
- Washington Center Info Session
- Wawa
- WEISERMazars LLP
- Wells Fargo