HUNDREDS OF EMPLOYERS and students are connecting at West Chester University! The Career Development Center implemented a new schedule of career fairs and networking events this year. Five events in the fall (Student Organization & Employer Reception, Meet the Firms Night, and the Business & Communication, STEM, and Social Services Career Fairs) brought 123 employers to campus to connect with approximately 650 students; the third annual Meet the Firms Night engaged a record number of 254 students. We continued our traditional spring career fair and engaged a record number of 550 students and alumni to connect with 68 hiring organizations.

Another new initiative, “Ask an Employer,” was piloted in the fall to foster student-employer interaction. Students attended drop-in hours on the designated days to get advice directly from hiring managers. Fifty-three students connected with the following organizations: Capital One Bank, Elko & Associates, Enterprise Holdings, Evolve IP, The Goshen Group, Melmark, Northwestern Mutual of Eastern PA, Peace Corps, Target, The Travelers Companies, and Vanguard.

In its second year, we expanded our successful Career Ambassador program to include four student paraprofessionals. Career Ambassadors develop and deliver programs to clubs and organizations, Academic and Student Affairs departments, and residence halls, to increase career development awareness and educate students. To further enhance the visibility of career services, a new “Career Center On-the-Go!” program has the CAs staffing tables in various locations across campus so students and faculty can learn more.

The career center has gone global! In support of the WCU strategic plan, a range of initiatives are elevating student awareness and developing their global competencies. The center participated in several globally-focused programs, including: Global Careers Panel during IFest; Study Abroad Pre-Departure Program in collaboration with the Center for International Programs (CIP); WCU Study Abroad Fairs; and the Delaware Valley Re-Entry Conference at Temple University. We also partnered with CIP to conduct our first ever needs assessment of the International student population in the spring, which will result in new programming and resources in 2015-16.
Exceeding National Benchmarks in Career Services

The National Association of Colleges and Employers (NACE) conducts an annual survey to benchmark career services operations in the United States. A total of 2,066 member schools were contacted in 2014-15 and 879 responded to the survey (42% response). Comparing the Career Development Center outcomes with other Carnegie-classified Master’s Large institutions, we exceed the national median in all instances and most of the national means.

<table>
<thead>
<tr>
<th>2014 – 2015:</th>
<th>WCU</th>
<th>National Mean</th>
<th>National Median</th>
</tr>
</thead>
<tbody>
<tr>
<td># Students – Appointments</td>
<td>921</td>
<td>1,191</td>
<td>854</td>
</tr>
<tr>
<td># Students – Drop-ins</td>
<td>586</td>
<td>573</td>
<td>400</td>
</tr>
<tr>
<td># Career Fairs (on campus)</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td># Employers at Career Fairs</td>
<td>142</td>
<td>183</td>
<td>140</td>
</tr>
<tr>
<td># Employers in On-Campus Recruiting Program</td>
<td>68</td>
<td>45</td>
<td>28</td>
</tr>
<tr>
<td># Interviews Conducted in On-Campus Recruiting</td>
<td>808</td>
<td>382</td>
<td>152</td>
</tr>
<tr>
<td># Workshops</td>
<td>157</td>
<td>65</td>
<td>36</td>
</tr>
<tr>
<td># Students Attending Workshops</td>
<td>4,904</td>
<td>1,815</td>
<td>800</td>
</tr>
</tbody>
</table>

NACE 2014-15 Career Services Benchmark Survey for Colleges and Universities

Student & Alumni Career Planning – Appointments & Drop-ins

The Career Development Center staff engages students and alumni in the lifelong process of clarifying interests, skills, and values, exploring options, making decisions, and implementing a plan to pursue a goal. Individuals may schedule appointments or utilize drop-in hours to obtain professional assistance.

Total Appointments and Drop-ins = 1,714

5-Year Trend

* Annual Report cycle changed to Summer-Fall-Spring and therefore only includes Fall ’13 and Spring ’14; Summer ’13 was reported in the previous year when the report cycle was Fall-Spring-Summer.
Student & Alumni Engagement | Faculty Linkages – Workshop & Program Attendance

The TCDC presented 224 workshops and programs in collaboration with a variety of campus partners for 6,233 attendees. Alumni participated in an array of special events, educating and networking with students about future possibilities. We engaged 44 alumni as guest speakers and participants, who connected with more than 300 students and other alumni.

Career Ambassadors Led:
38 Programs & Workshops for
816 Students

Career Center On-the-Go!
A new initiative organized by our Career Ambassadors, who staffed tables and engaged in conversations with students, faculty and staff across campus!

Providing Skill Development for Students & Alumni – Resume & Cover Letter Reviews
3,062 Total ~ 80% Students | 20% Alumni
TCDC professionals review resumes and other documents to help students and alumni maximize the impression made on potential employers. The majority of reviews were conducted electronically via Ram Career Network, and other documents were reviewed when dropped off or emailed to the center.

Enhancing Programs for Exploratory Students
Assistant Directors Amanda Mitchell and Ashley Rowe developed a new Welcome Week event called “RamTracks Ice Cream Social” to engage exploratory students and connect them with resources to begin exploring majors and career options. Program attendance included 65 pre-major and ADP students, Career Ambassadors, academic advisors, and a panel of upper class students who spoke about decision-making.

The Career Development Center and Alumni Relations completed the second annual WCU Shadows job shadowing program. Of the 52 students who applied, 16 students were interviewed. Eleven students were matched with alumni and professionals to complete a one-day job shadow over winter break and explore careers of interest.

Leveraging Technology – MyWorldAbroad & Alumni Career Community
In consultation with the Center for International Programs (CIP), the TCDC acquired a license in January 2015 for MyWorldAbroad, a resource that helps students develop global competencies. Another new resource, the Alumni Career Management Community, provides live and recorded career and professional development webinars; promotional efforts have targeted alumni, to expand our reach to those who may not be able to take advantage of campus programs.

Compared with 2013 - 2014:
10.1% Increase in # of Web Users
17,875 Website Unique Users
Increasing Employer Relationships—On-Campus Recruiting Program

The On-Campus Recruiting (OCR) Program hosts representatives from diverse industries who interview students for career and internship opportunities. OCR is completely managed within Ram Career Network, our state of the art career management system.

Compared with 2013 - 2014:

3.0% Increase
68 Unique Employers in On-Campus Recruiting

Compared with 2013 - 2014:

3.6% Increase
175 Unique Employers Participating in All Recruiting Events on Campus

<table>
<thead>
<tr>
<th>OCR Interview Schedules (one schedule may include full-time and internship interviews)</th>
<th>2013-2014</th>
<th>2014-2015</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>101</td>
<td>99</td>
<td>-2.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Positions in OCR (full-time and internship)</th>
<th>2013-2014</th>
<th>2014-2015</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>132</td>
<td>147</td>
<td>+11.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applications Submitted</th>
<th>2013-2014</th>
<th>2014-2015</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,568</td>
<td>1,314</td>
<td>-16.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interviews Conducted</th>
<th>2013-2014</th>
<th>2014-2015</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>681</td>
<td>808</td>
<td>+18.6%</td>
</tr>
</tbody>
</table>

Engaging Employers & Providing Employment Opportunities – Ram Career Network

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

<table>
<thead>
<tr>
<th>Jobs Posted in Ram Career Network (full-time, internship, and part-time)</th>
<th>2013-2014*</th>
<th>2014-2015</th>
<th>% change</th>
<th>% change (comparing fall/spring data only)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,777</td>
<td>3,366</td>
<td>+89.4%</td>
<td>+42.3%</td>
</tr>
</tbody>
</table>

| Internships Posted in Ram Career Network                                            | 488        | 861       | +76.4%   | +39.7%                                    |

| New Employer Registrations (a new company or organization)                          | 517        | 784       | +51.6%   | +11.6%                                    |

| New Contact Registrations (a new person, with a new or existing company)           | 709        | 1,036     | +46.2%   | +7.7%                                     |

| New Alumni Account Registrations                                                   | 358        | 268       | -21.5%   | -49.2%                                    |

| Documents Uploaded into Ram Career Network                                         | 2,914      | 4,726     | +62.2%   | +48.6%                                    |
### Increase Employer Relationships – Career Fairs

With the goal of increasing employer and student participation, the TCDC implemented a new model for campus career fairs. Three new career fairs were coordinated in the fall (Business & Communication, STEM, and Social Services); the larger all industry-fair in the spring was continued (with all-time record attendance). Through consortium participation in the greater Philadelphia region, the TCDC co-sponsored two additional fairs.

<table>
<thead>
<tr>
<th></th>
<th># Employers</th>
<th># Students &amp; Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet the Firms Night (Accounting)</td>
<td>29</td>
<td>254</td>
</tr>
<tr>
<td>Business &amp; Communication Career Fair</td>
<td>30</td>
<td>196</td>
</tr>
<tr>
<td>STEM Career Fair</td>
<td>24</td>
<td>81</td>
</tr>
<tr>
<td>Social Services Career Fair</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>Spring Career Fair</td>
<td>68</td>
<td>549</td>
</tr>
<tr>
<td>DVEC Greater Philadelphia Teacher Job Fair</td>
<td>130³</td>
<td>242¹</td>
</tr>
<tr>
<td>Philadelphia Nonprofit &amp; Government Fair</td>
<td>74</td>
<td>14²</td>
</tr>
</tbody>
</table>

Consortium career fairs include individuals from multiple colleges and universities.

³WCU Attendees (out of 880 – 27.5% of total attendance)
¹WCU Attendees (out of 245 – 5.7% of total attendance)
²Largest employer participation since 2009

“I had a number of interactions with the CDC, ranging from resume building and interview prep, to networking events and discussion panels. Through these experiences I developed skills necessary to distinguish myself as a worthy job candidate and I met some incredible people with great insights along the way.”

~ Skye Hisiro ’14, Early Grades Preparation
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 175 employers that visited campus at least once in 2014-2015.

4Telecomhelp, Inc.
A. Duie Pyle, Inc.
Abraxas Youth and Family Services
Adroit Associates Inc.
Alliance Bank
Amazon Student
Amity Care
Appleby Systems Inc.
Aramark
Arbonne
Ascensus
Azer Scientific
Barbacane, Thornton & Co.
Bayada Home Health Care
BBD, LLP
BDO
Belfint, Lyons & Shuman, P.A.
Berkley Technology Services
Best Brains Exton
Bethanna
Bonbids Fundraising Penny Auctions
Bradley Staffing Group
Brand Builder Solutions
Breakaway Technologies, Inc.
Brian’s House Inc.
Brooksource
Camp Wicosuta
Capital One
Careflow
CCRES, Educational and Behavioral Health Services
Cecil County Public Schools
Chester County OIC
Child and Family Focus
Chris Yard State Farm
Christiana Care Health System
Citrin Cooperman LLP
City Year
Clark Associates, Inc.
CliftonLarsonAllen
Comcast
Comhar
CommSolutions
Connolly iHealth Technologies
Coordinated Health
Corrigan-Manning Co., Inc.
Daniel A. Winters & Company
Devereux-Southeastern PA
Diamond State Financial Group
Enterprise Cloudworks Corporation
Enterprise Holdings
EnviroSure, Inc.
ESF Camps and Experiences
Eurofins Lancaster Laboratories
Evolve IP
Family Lives On Foundation
Fastenal
Fesnak and Associates
First Financial Group/ Massmutual
First Investors Corporation
Fischer Cummune & Assoc. Ltd.
Frontline Technologies, Inc.
Fulton Financial Corporation
General Healthcare Resources
Glen Mills Schools
GMS Surgent CPA’s & Advisors
GoPaperboy
Gunnip & Company
Highmark Health
HomeNet Automotive
Horizon House
Horse Power for Life
Horty & Horty, P.A.
Huntington Learning Center
IM Consultants
IMX Medical Services
Intelligent Capital Network
Intern U
iPipeline
iQ Media
Johnson Matthey
JPMorgan Chase & Co.
Kaleidoscope
Karr Barth Associate/AXA Advisors
Keane
Kelmar Associates
Kelsch Associates, Inc.
KenCrest Services
KPMG LLP
Kreischer Miller
Lincoln Heritage
Listrak
Lutron Electronics
Maillie Falconiero & Company
Main Line Rehabilitation Associates, Inc.
Master, Sidlow & Associates
Mastery Charter Schools
McAdam Financial Group
McGladrey
Melmark
Mondo
Music Training Center
New Castle County Police Department
Northwestern Mutual
NutriSystem
Otto’s BMW
Peace Corps
Pelican Auto Finance, LLC
Penn Oaks Golf Club
Pennsylvania Liquor Control Board
Penske
Pep Boys Auto
PLS Logistics Services
Power Home Remodeling Group
PricewaterhouseCoopers
Primepay
Primaria
Propulsion Media Labs
Public Allies Delaware
QVC, Inc.
Radius Systems, LLC
Rainer & Company
Reinsel Kuntz Lesher
Remed Recovery Care Centers
ReminderMedia
Renewal by Andersen
Roch Capital
Rothman Boylston
Ruby Tuesday
Russell Roofing
RW Group
Sage Microsystems, Inc.
Sears
SEI
SevOne, Inc.
Source4Teachers
Target Corporation
TE Connectivity
Techtronic Industries, NA (TTi)
The Bancorp
The Fairman Group LLC
The Goshen Group
The Judge Group
The Matt Fetick Real Estate Team
The North Face
The Sherwin-Williams Company
The Travelers Companies
TIER Environmental Services Inc.
Torrillo & Associates, LLC
Truth Teacher Services
Turn5 Inc.
uFinancial
Unisys Corporation
Upper Bay Counseling and Support Services
US Army Reserve Recruiting
US Marine Corps
USLI - United States Liability Insurance Group
Vanguard
Vector Marketing
Verizon Wireless-Zone
Victory Brewing Company
Visiting Angels
W.B. Mason
Waddell & Reed, Inc.
Walgreens
Warwick Child Care Center, Inc.
Wawa, Inc.
Wegmans Food Market
Weisermazars LLP
Wells Fargo Bank
Weschler/Marsico Associates
Windsor Financial Group/MassMutual
Wipfli (formerly Elko and Associates)
Wyndham Garden Exton Hotel
Y Prime
YMCA Camp Tockwogh