ANY 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.

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.
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

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

* 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.
## 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.

<table>
<thead>
<tr>
<th># Employers</th>
<th># Students &amp; Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Career Fair</td>
<td>63</td>
</tr>
<tr>
<td>Meet the Firms Night (Accounting)</td>
<td>24</td>
</tr>
<tr>
<td>Spring Career Fair</td>
<td>69</td>
</tr>
<tr>
<td>Greater Philadelphia Teacher Job Fair</td>
<td>104</td>
</tr>
<tr>
<td>Philadelphia Nonprofit &amp; Government Fair</td>
<td>64</td>
</tr>
</tbody>
</table>

† 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.

**2012-13 numbers are from College Central Network, the previous software vendor.**
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.
Abraxas Pyle and Family Services
Adagio Consulting Group, Inc.
ADP
Aerotek
Aldi Inc.
Allstar Baseball Academy
Almac
AlphaBuyer-Dryden Procurement Technologies American Bank
Applied Card Systems
Aramark
Arbonne
arcplan
Army National Guard
ASAP Sold
Avon
Bach to Rock
Bachmeier, Gudis & Associates
Banker's Life
Barbacane, Thornton & Company, LLP
BBD, LLP
BDO USA, LLP
Behavior By Design
Belfint, Lyons & Shuman, CPAs
beMarketing
Best Buy
Blinds To Go
Brandywine Learning Center
Breakaway Technologies, Inc.
C.H. Robinson
Camp Canadensis
Campus Special
Capital One 360
CareFlow, LLC
Carson Valley Children's Aid
CCRES Educational & Behavioral Health Services
CH Robinson Worldwide, Inc
Chick-fil-A of East Norriton
Child and Family Focus
Child Guidance Resource Centers
City Year Greater Philadelphia
CliftonLarsonAllen
Connections CSP
Creative Financial Group
Croda
Daniel A. Winters and Company
Delaware State Police
Devereux-Southeastern PA
Dorney Park & Wildwater Kingdom
DuPont
Easter Seals of Southeastern Pennsylvania
Elko & Associates, Ltd.
Enterprise Holdings
ESF Camps and Experiences
Exigo Search
Fairman Group Family Office
Fastenal
Fenstermacher & Company, LLP
Ferrandino & Son, Inc
Fenvak and Associates
First Financial Group/MassMutual
First Financial Group/Swarthmore Financial Services
First Investors Corporation
Fischer Cunnane & Associates Ltd.
Fulton Financial Corporation
Fund for the Public Interest
Glen Mills Schools
GMS Surgeon CPA’s & Advisors
GrassRoots Campaign
Gunnip & Company
Haitian Connection Network
Hanna, McGlone & Co. P.C.
HCL Global Systems Inc
Health Advocate
Highmark
Highmark DE
Horse Power for Life
Horty & Horty, P.A.
ING Financial Partners
iPipeline
JC Penney's
JPMorgan Chase & Co.
Karr Barth Associates / AXA Advisors
Keane
Kelmar Associates, LLC
KPMG LLP
Kreischer Miller
Lab Support
LegalShield
Lincoln Heritage
Lockheed Martin
Maille LLP
Marcum LLP
Maris Grove
MassMutual/uFinancial Group
Master, Sidlow & Associates
McGadrey
McKinney Apparel Group
Melmak
Mondo
Nerium International
Northwestern Mutual
Northwestern Mutual Financial Network - The Philadelphia Group
Opportunity Finance Network
Organization for Action
OTTOS BMW
PA Liquor Control Board
PA National Guard
PA Office of Inspector General
PA State Civil Service Commission
PA State Police
PBP
Peace Corps
Penske
Personal Health Care
PHEAA
Philadelphia Police Department
Philidor Rx Services, LLC
PLS Logistics Services
Power Home Remodeling Group
PricewaterhouseCoopers LLP
PrimePay
Primera Financial Services
Public Allies Delaware
Radius Systems, LLC
Rainer & Company
Randstad Finance & Accounting
Reinzel Kurtz Lesher
ReMed Recovery Care Centers
ReminderMedia
Renewal by Anderson
Robert Half International
Rothman Boylston, LLC
Russell Roofing
RW Group, LLC
SEI
SEKO Worldwide
SevOne, Inc.
Sherwin Williams
Softmart
SoftwareONE
Target Corporation
TE Connectivity
Techtronic Industries, NA (TTI)
TEKsystems
The Bancorp
The Hertz Corporation
The Judge Group
The Travelers Companies, Inc.
Torrillo & Associates, LLC
Towers Watson
Turkey Hill Minit Markets
Two Men + A Truck
uFinancial
US Army
US Marine Corps Officer Programs
Values Into Action
Vanguard
Vector
W.B. Mason
Waddell & Reed, Inc.
Walgreens
Wawa
Waypoint Consulting
Wegmans Foods Market
Weisemazars LLP
West Pharmaceutical Services
Zoetis