

# Career and Professional Development Center

Annual  
Report

2019-2020

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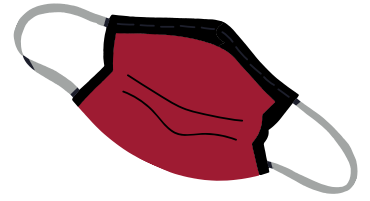
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# SPECIAL NOTE

## COVID-19



We learned about this particular virus shortly after a cluster of severe pneumonia cases were reported on New Year's Eve 2019 in the city of Wuhan, China. New evidence suggests that the earliest cases of COVID-19 were seen in November but the origins of the virus are still unknown.

The first known patients in the U.S. contracted the virus while traveling in other countries or after exposure to someone who had been to China or Europe. Within a short time, we also saw community spread/transmission of the illness, which means the cases could not be traced to these risk factors, so the source of infection was unknown.

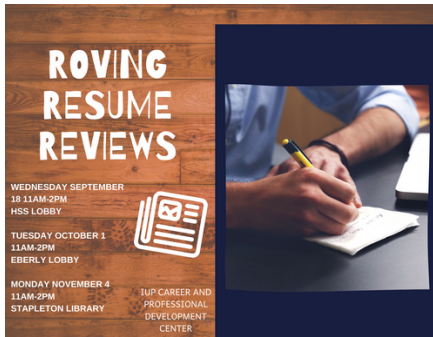
On March 11, 2020 the Novel Coronavirus Disease, COVID-19, was declared a pandemic by the World Health Organization. On March 13, 2020 a national emergency was declared in the United States concerning the COVID-19 Outbreak

Shortly there after, IUP initially delayed the return of students from spring break before making the decision to move all operations, including classes, to a virtual format and suspend any in-person operations.

The team at the CPDC began working remotely on 17 March and at the time of this report are still working from home. CPDC operations, including but not limited to, programming, career coaching appointments, mock interviews, etiquette dinners, internal and external meetings, are taking place entirely virtually.



# FALL 2019 CPDC SPONSORED EVENTS



31 participants



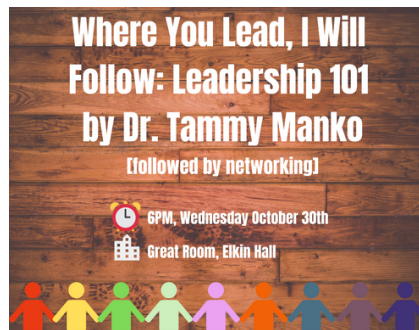
367 participants



147 participants



306 participants



147 participants



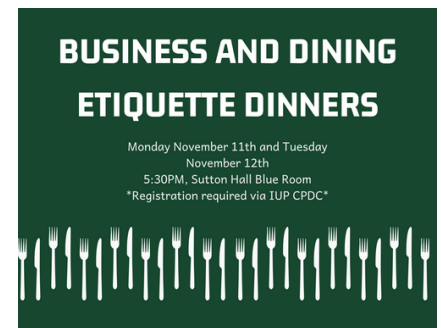
230 participants



106 IUP participants



71 participants



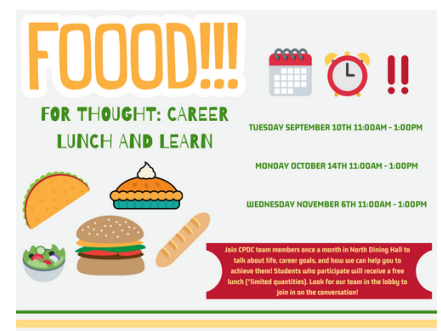
94 participants



128 participants



84 participants



95 participants

# SPRING 2020 CPDC SPONSORED EVENTS



128 participants



17 participants



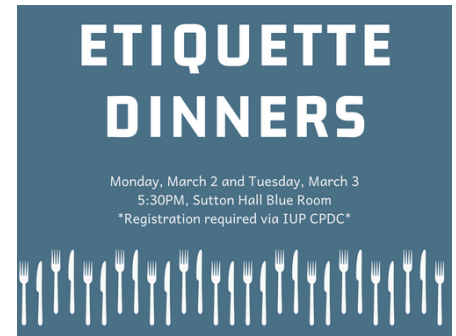
43 IUP participants



305 participants



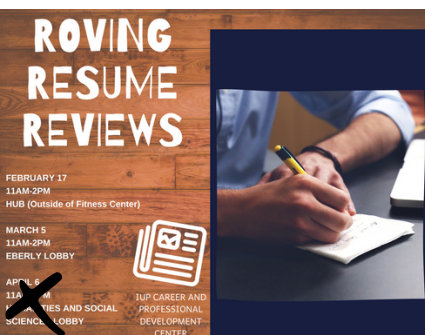
62 IUP participants



89 IUP participants



62 IUP participants



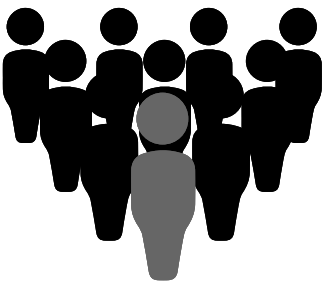
11 participants



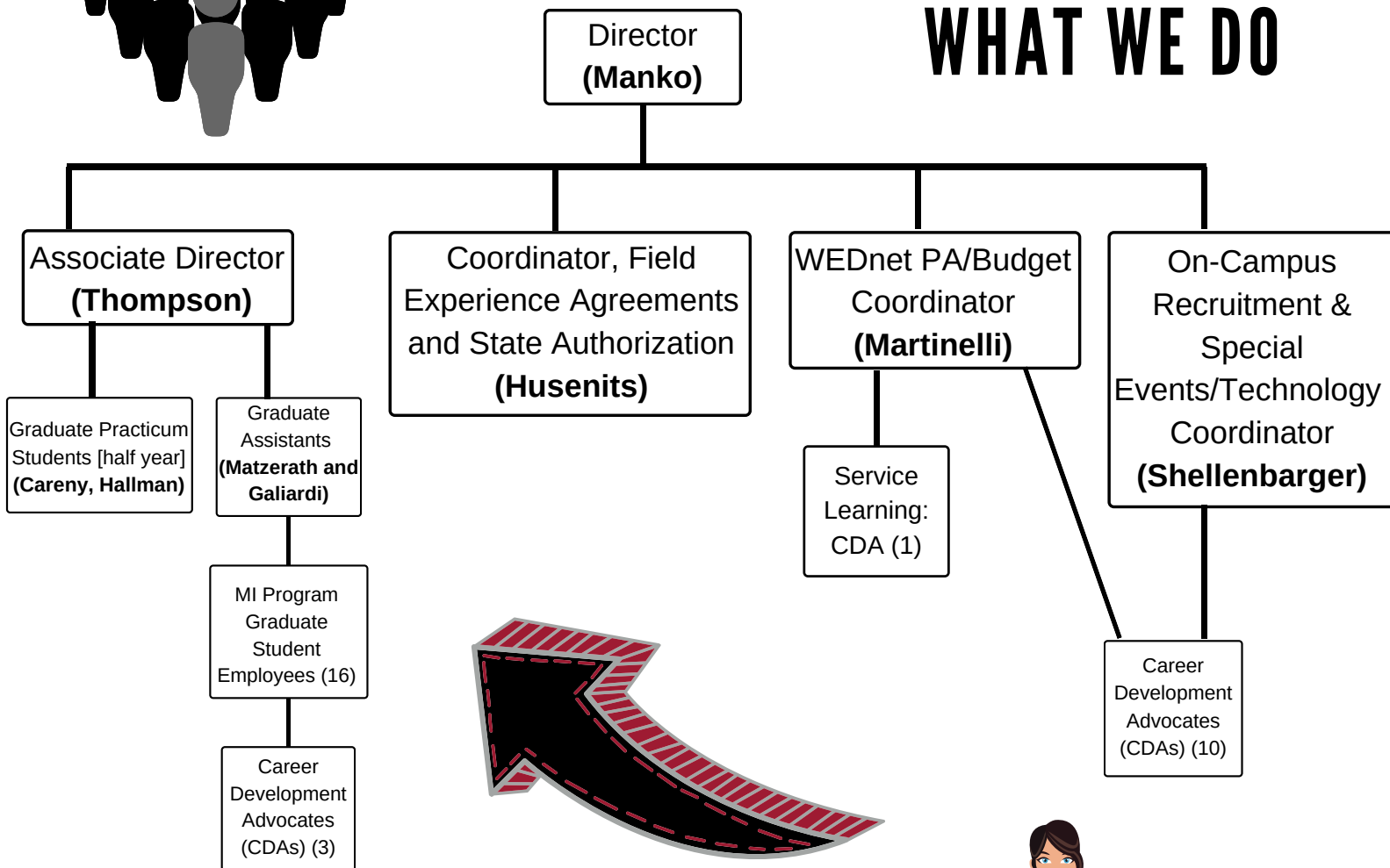
## Programming Note

Due to the COVID-19 pandemic, 9 of our originally scheduled events for Spring 2020 had to be either postponed, rescheduled, or cancelled. Any event that took place before 17 March was still able to be held.

# IUP CPDC Organizational Chart



WHO WE ARE AND  
WHAT WE DO



## NOTABLE STAFFING CHANGES & DEPARTMENTAL UPDATES

- In November 2019, the IUP CPDC moved from the Division of Enrollment Management to the Division of Academic Affairs.
- In November 2019, the CPDC absorbed the Office of Extended Students and with that, one additional team member.
- In November 2019, we also completed a search and hired a new team member to replace previous CPDC team member, Diane Stipcak.
- Completed the search process for an Assistant Director for Employer Engagement. **At the time of this report an offer was made and Mr. Kevin Fleck will join our team in mid-July.**



**NOTE:** The Career and Professional Development Center continues to operate at well under the benchmarked staffing recommendation per the National Association of Colleges and Employers (NACE) guidelines. For instance, the national average ratio of students to career services personnel is 2,917 to 1 (NACE, 2017). IUP's ratio of students to professional career coaching personnel is 5,662 to 1.

# CPDC Mission, Vision, and Values



## MISSION

The IUP CPDC provides unique and individualized opportunities for the IUP community and employers to come together and build relationships that allow students and alumni to make informed career decisions, gain lifelong career management skills, and achieve their professional goals.

The IUP CPDC will be fully-integrated in the student experience, so that all students have the opportunity to achieve their career goals and be purposeful, valuable, contributing members of society.



## VISION

**Inspiration:** We believe in encouraging others to identify their professional purpose and pursue their lifelong career ambitions by providing opportunities which support their growth and development.

**Collaboration:** We believe strong relationships are essential to developing and achieving shared goals and desired outcomes.

**Professionalism:** We believe in modeling high-quality standards through professional behavior.

**Sustainability:** We believe continuous improvement is key to effective, efficient, and innovative service.

**Integrity:** We believe in promoting ethical decision making and always doing the right and best thing for our students and other constituents.



## VALUES

# Professional Organization Involvement, Conferences Attended, and University Service



## Conferences AND PROFESSIONAL DEVELOPMENT SEMINARS ATTENDED

- State System Career Services Association Meetings (Manko, Thompson)
- WestPACS-PennACE Professional Development Day (Manko, Thompson, Husenits, Shellenbarger, Matzerath, Galiardi)
- National Student Exchange Conference (Shellenbarger)
- PennACE Conference, Virtual (Manko, Thompson)

- Pennsylvania Association of Colleges and Employers (PennACE): Manko, Secretary; Thompson, Membership Chair
- Western PA Career Services Association (WestPACS): Manko, Vice President; Thompson, Technology and Candidate Registration Chair
- College2Career Planning Committee: Thompson
- Pittsburgh Education Recruitment Consortium: Manko, Member-At-Large
- State System Career Professionals Association: Manko, Thompson



## Professional ORGANIZATION INVOLVEMENT

- Allegheny Conference's Our Next 75 Regional Visioning Workshop (Manko)
- IUP Annual Giving's University Family Campaign, Division Representative (Manko)
- Collaborative State System Redesign Glue Team (Manko)
- IUP Cyber Security Seminar (Husenits, Shellenbarger)
- Indiana County Chamber of Commerce University Relations Committee (Manko)
- Indiana County Healthcare Consortium (Husenits)
- Indiana County Manufacturing Consortium (Husenits)
- Indiana County Workforce Committee (Manko, Shellenbarger)
- INTERCOM - Internship Planning Committee (Husenits)
- IUP Eberly Business Advisory Council (Manko)
- IUP President's Commission on the Status of Women (Manko)
- IUP University Wide Retention and Persistence Committee (UWRPC) (Manko)
- IUP Women's Leadership Awards Committee (Manko)
- IUP Multicultural Recruitment and Retention Committee (Thompson)
- IUP Non-Credit University Senate Sub-Group (Husenits)
- IUP OHRLD Leadership Living-Learning Community Committee (Thompson)
- PASSHE Assembly Group (Husenits)
- PASSHE NC-SARA Committee (Husenits)
- PASSHE Workforce Readiness Team (Thompson)
- IUP Strategic Enrollment Planning (SEP)-Marketing Communications Group (Husenits)
- IUP SEP-External Relationships Group (Manko)
- IUP Student Affairs Programming Committee (Thompson)
- State Authorization Planning Committee (Husenits)
- IUP Student Conduct Board Member (Thompson)
- University Student Academic Success Leadership Initiative Committee (Manko)
- University Student Success Collaborative Leadership Team (Manko)

## University COMMITTEES AND SERVICE





# STUDENT APPOINTMENTS


Appointments and drop-in hours are available to provide students and alumni with services that allow them to become self-aware, discover, and plan their educational goals, learn information about the job market and educational opportunities, and receive assistance with their career decision-making process. Appointments are available throughout the academic year, as well as during the summer, either in person (our most popular) or via phone or Skype. Drop-In hours are also available Tuesday and Wednesday evenings during the academic year. Starting in the fall 2019, we extended drop-in hours to Monday and Tuesday afternoons as well, to better serve our constituents.

As a result of the COVID-19 pandemic, starting in March 2020, all student appointments had to be moved to a virtual format and drop-in hours were postponed. We began using Zoom to hold appointments and saw an increase in our electronic document reviews. Even once we are back in a more face-to-face capacity, we will continue to promote virtual appointments as a viable option, since it allows more students to meet and interact with our team, despite where they are at geographically.

# 1,431

## Total Student Appointments

appointment  
**BREAKDOWN**



**1,211** resume/cover letter reviews

**645** Mock Interviews (in-person and online/phone)

**62** Community Service Learning Federal Work-Study Program

**38** The Washington Center

**32** Career Coaching

**28** Job/Internship Search Strategies



### Top 6 Most Popular Appointment Types

*We believe there was a discrepancy with the number of mock interviews recorded in our in-take form versus the number actually recorded by about 94. This was due in large part to user error and mock interviewers not filling out the in-take form on behalf of the students once all interviews went remote.*

what students  
are saying (out of 768 respondents)



of students shared that their appointment helped them to further reach their career goals



of students shared that being engaged with the CPDC provided them the support to complete their degree and achieve their career goals



of students shared that they were satisfied with the service they received by engaging with the CPDC



of students shared that they would recommend the CPDC to their peers

# STUDENT APPOINTMENT BREAKDOWN BY CLASS YEAR

<b>535</b>	<b>Seniors</b>
<b>390</b>	<b>Juniors</b>
<b>123</b>	<b>Sophomores</b>
<b>101</b>	<b>Other</b>
<b>112</b>	<b>Graduate</b>
<b>66</b>	<b>Freshman</b>
<b>54</b>	<b>Alumni</b>
<b>46</b>	<b>Super Senior</b>
<b>4</b>	<b>Community Members</b>



*\*\*Our in-take form reported 551 mock interviews; however, the actual number was 645. That discrepancy, due in large part by user error, was what resulted in the unusually high number of others that was recorded.*

# CPDC WORKSHOPS

The CPDC regularly presents to student groups, prospective students, and in classrooms during the academic year. Topics range from resume and cover letter writing, our most popular request to salary negotiation and how to network successfully. Starting in spring 2020, as a result of the COVID-19 pandemic, we also began hosting numerous workshops that were conducted virtually, either live via Zoom or pre-recorded.

**Total Workshops  
Presented**

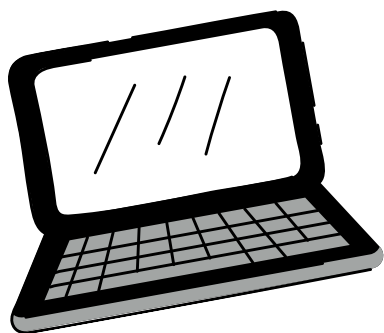
**71**

**Total Constituents  
Reached**

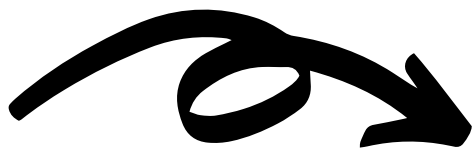
**4,046**

## Topics of Workshops Presented

- **Resume and Cover Letters**
- **Interviewing Tips**
- **Networking**
- **LinkedIn**
- **Body Language**
- **CPDC Office Overview**
- **Career Game Plan**
- **Online Branding**
- **Professionalism**
- **Job Searching Strategies**
- **Salary Negotiation**



# CPDC WORKSHOPS AND EVENTS IN RESPONSE TO COVID-19



As a result of COVID-19 and having to cancel the remaining in-person events we had left, our office pivoted our Spring 2020 event calendar to include 10 virtual alternative programs. These were a mix of both in-person, as well as live sessions.




## CAREER AND PROFESSIONAL DEVELOPMENT CENTER

### APRIL 2020 VIRTUAL EVENTS

<p><b>Navigating Etiquette Like a Pro: Manners Matter</b> April 1, 2020 Wednesday Released via <a href="http://www.iup.edu/career/services/">www.iup.edu/career/services/</a></p> <p><b>Ask an Employer: Things You've Always Wanted to Know with Jill Thomas, Enterprise Holdings</b> April 2, 2020 Thursday at 12pm Live Zoom Session</p> <p><b>Resumes and Cover Letters: The Basics</b> April 8, 2020 Wednesday Released via <a href="http://www.iup.edu/career/services/">www.iup.edu/career/services/</a></p> <p><b>Ask an Employer: Things You've Always Wanted to Know with Jason Reiker, Clark Associates</b> April 9, 2020 Thursday at 12pm Live Zoom Session</p> <p><b>Interviewing 101</b> April 15, 2020 Wednesday Released via <a href="http://www.iup.edu/career/services/">www.iup.edu/career/services/</a></p>	<p><b>Job and Internship Search Strategies</b> April 16, 2020 Thursday at 12pm Live Zoom Session</p> <p><b>Leveraging the Powerful Effects of Body Language in Your Work</b> April 22, 2020 Wednesday Released via <a href="http://www.iup.edu/career/services/">www.iup.edu/career/services/</a></p> <p><b>Applying to Graduate School: Everything You Wanted to Know</b> April 23, 2020 Thursday at 12pm Live Zoom Session</p> <p><b>Networking: What It Is and How to Do It Effectively</b> April 29, 2020 Wednesday Released via <a href="http://www.iup.edu/career/services/">www.iup.edu/career/services/</a></p> <p><b>Creating and Using Your LinkedIn Profile</b> April 30, 2020 Thursday at 12pm Live Zoom Session</p>
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All dates and times are subject to change at the discretion of the IUP CPDC. Any changes to events will be posted to our social media accounts.



- \* Each Wednesday videos will be released on [iup.edu/career/services/](http://iup.edu/career/services/), Twitter, and Facebook.
- \* Live Zoom Session links will be shared on [iup.edu/career/services/](http://iup.edu/career/services/), Twitter, and Facebook.
- \* Follow us on Twitter: @IUP\_CPDC and Facebook: IUP Career and Professional Development Center for frequent updates!  



## PASSHE-WEST

### VIRTUAL RECRUITMENT SESSIONS!



**50+ EMPLOYERS AND GRADUATE SCHOOLS WILL BE HOLDING SESSIONS OVER THE NEXT MONTH!**

Continue to check [iup.edu/career](http://iup.edu/career) and our social media accounts for updates and information on sessions!


IUP Career and Professional Development Center

@IUP\_CPDC

## Collaboration with PASSHE Schools

During the Spring of 2020, we partnered with the 5 other PASSHE-West schools to offer virtual recruitment sessions. This effort was spearheaded as a way to continue to engage our employer partners, as well as provide opportunities for our students to learn about potential job and internship opportunities. The campaign was very well received, with **46 session offered** in April 2020 and **69 sessions offered** in June.

# CAREER READY SEMINAR SERIES

The IUP Career Ready Seminar Series officially launched in the fall of 2018 and provides an overview of key competencies that impending graduates need to learn and develop in order to be successful, as they make the transition from higher education into the professional world of work. For 4-5 events each semester, we also partner with some of our most engaged employer partners to host networking opportunities as well.

## Number of Events

# 12

*4 events were postponed in spring 2020 due to COVID-19*

- IUP Athletics
- IUP Fraternity and Sorority Life
- IUP Panhellenic
- IUP Ambassadors
- Office of Alumni and Friends
- MCSLE
- IUP COBSAC
- 6 O'Clock Series

## Partnered Organizations



# \$7,500

## Sponsorship Money Raised

## Featured Speakers

- Ms. Sara Hillegas
- Dr. Tammy Manko
- Ms. Kelsey Thompson

## Employer Partners

- Enterprise
- Clark Associates
- State Farm Agents of Indiana County
- CNB Bank



# 1,812

## Number of Participants

### SPECIAL NOTE

*Since some of our events had to be postponed until fall 2020, we are extending the sponsorship for these Employer Partners.*

## EVENT TOPICS



- It's Personal: Understanding the Impact of Personal Branding
- Mixing and Mingling: Why Networking is Important and Why You Should Do It
- Goal in the Grove
- Career Expo and Graduate School Fair
- Business Attire Fashion Show
- Where You Lead, I Will Follow: Leadership 101
- Etiquette Dinners
- Suit-Up
- Spring Career Fair

# CAREER PROGRAMS UNIVERSITY COLLABORATIONS

## FOOD FOR THOUGHT

### CAREER LUNCH-N-LEARNS

This fall we implemented a new program series, Food for Thought: Career Lunch-n-Learn. CPDC team members set up at a table in North Dining Hall and invited interested students to engage in career conversations, on specific topics, and also ask any career related questions that they might have. Students who participated, received a free meal courtesy of the IUP CPDC. Topics ranged from using LinkedIn and networking to writing resumes and cover letters. **3 events** were held in the fall and **2 events** were held in the spring.

## ROVING

### RESUME REVIEWS

In an effort to reach more students on campus, we started taking our services to various buildings on campus. The concept of Roving Resume Reviews was started during the 2016 - 2017 academic year and has continued ever since. **This past year we had 5 roving resume reviews total**, in the fall and spring. The turnout this year, while greater than in years past, has still been low (31 students in the fall, 11 in the spring), but we hope that with continued marketing and promotion efforts the program will grow.

## UNIVERSITY

# COLLABORATIONS




The CPDC continues to make collaboration amongst campus colleagues a top priority. Examples of those partnerships is shown below.

- Annual Giving
- Athletics
- COBSAC
- Graduate Admissions
- International Education
- IUP's 6 Academic Colleges
- IUP Business Honors Cohort
- IUP Libraries
- Labyrinth Center
- Multicultural Center for Student Leadership and Engagement
- Panhellenic
- Phi Gamma Nu (PGN)
- Student Philanthropy Council
- Office of Alumni and Friends
- Office of Disability Access and Advising
- Student Cooperative Association
- Undergraduate Admissions
- University Advancement
- Various Academic Departments and Student Organizations

# OFF-CAMPUS EVENTS

## WESTPACS COLLEGIATE CAREER FAIR

The Western PA Collegiate Career Fair is one of the largest job fair consortia in the country, with more than 50 member schools. Starting in the fall of 2019, a graduate school fair was also added. IUP continues to have an active presence with Director Dr. Tammy Manko and Associate Director Kelsey Thompson both serving on the executive board. The industry-wide fair is held twice a year in the fall and spring at the Monroeville Convention Center.

 **106** IUP students attended the fall 2019 fair

IUP students attended the spring 2020 fair **43** 

 **314** total employers in attendance at both fairs (not unique numbers)

## PITTSBURGH EDUCATION RECRUITMENT CONSORTIUM

**\*\*SPRING 2020 FAIR CANCELLED DUE TO COVID-19\*\***

The PERC Education Job Fair attracts over 200 employers from 25 states across the U.S. and several international organizations. Participating employers interview and hire teacher candidates in all Pre-K-12 disciplines as well as related professional certification areas, such as school counseling, school social work, speech language pathology, OT, PT, and nursing. The consortia has 30 colleges and universities as members.



# ADDITIONAL OFF-CAMPUS EVENTS

## College2Career (C2C) Conference

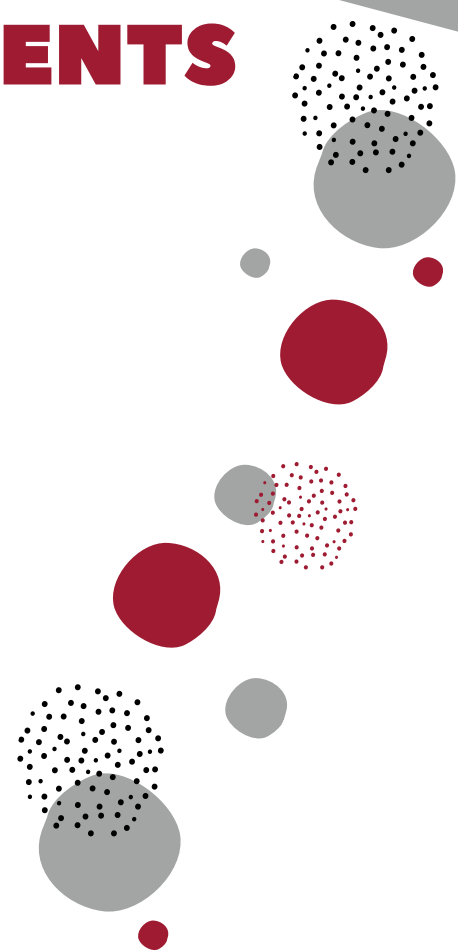
IUP continues to be involved with the College2Career Conference (C2C), which is normally held in November at the DoubleTree Hotel in Monroeville. The conference was scheduled for spring 2020 and at the time of the report, is scheduled for fall 2020, although likely will be postponed again. Students are invited to participate in a professional-style conference, attend employer-led sessions on various topics (i.e., Job and Internship Search Strategies, Personal Branding, Social Media, Government Applications Interviewing Strategies, Preparing for Grad School, Evaluating Job Offers, Financial Planning, Body Language Exploring Gap Year Opportunities), and network with their peers and employers. The planning committee decided after the 2018 event to host the conference every other year and at the time of this report, there are plans to hold in November.

At the time of this report, SciMathTech day did not occur in 2019 and **has been postponed indefinitely**, due to lack of university support. Should this group reconvene, IUP will once again participate.



## SciMathTech Interview Day

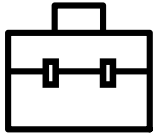
Established in 2010 as the Math, Science, and Technology (MSIT) Career Interview Day, the SciMathTech Consortium of approximately 11 western colleges and universities provides well-prepared and qualified students with this one-day Science, Math, and Technology recruiting event gives students an opportunity to interview regional college/university students for internships and professional employment. Only students from participating colleges are eligible to participate in the SciMathTech Interview Day. Emails were sent to department chairs in math, computer science, biology, chemistry, geology, information systems technology, and physics to help promote the event.





# ON-CAMPUS RECRUITING AND CAREER FAIRS

HOSTED BY THE IUP CPDC



## SPRING 2020 CAREER FAIR

The 2020 Spring Career Fair was held Tuesday February 26 in the Kovalchick Complex. A total of 79 employers registered with 305 students attending the fair.

## FALL 2019 CAREER EXPO AND GRADUATE SCHOOL FAIR



The annual IUP Career Expo was held September 25 in the Kovalchick Complex. More than 306 students participated, and 74 organizations (both employers and graduate programs) were in attendance. We continued with the “Green” or “Prep” room that each student had to proceed through before going into the fair, which IUP faculty and staff, as well as employers, found to be very impressive. The Green Room included several stations, where students could work on their “elevator” speech and get tips on business attire from Graduate Assistants and Career Development Advocates.



## FALL 2019 - SPRING 2020 ON-CAMPUS RECRUITING

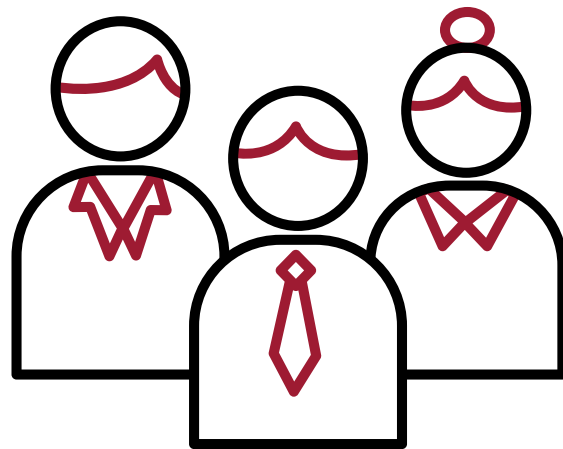
During the 2019-2020 academic year, 22 employers conducted on-campus interviews and/or information sessions (11 – Fall 2019, 11 – Spring 2020). More outreach will continue to be crucial to these numbers growing, as staff works with faculty and alumni to identify additional employers with which to build relationships on behalf of our students. The CPDC team remains committed to increasing these numbers in the future.

# ADDITIONAL ON-CAMPUS CAREER FAIRS & NETWORKING EVENTS



## Safety Sciences Career Fair

The Department of Safety Sciences hosted its annual Safety Sciences Career Fair September 26 and September 27 at the Kovalchick Complex. The Career Fair is a two-day event for students to have an opportunity to meet with a variety of employers offering internships, co-ops, or job opportunities. There were 75 employers and more than **150** students that participated.



## Accounting Career Day

In cooperation with the Student Accounting Association and the IUP Accounting Department, the CPDC hosted the annual event at the Rustic Lodge on September 18. The fair was attended by 38 organizations/employers, 131 IUP students, and 50 non-IUP students.

## Hospitality Management Job and Internship Fair

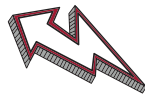
On October 8, the Department of Hospitality Management hosted its second Fall Job and Internship Career Fair in the HUB Ohio Room with guidance from CPDC Special Events Coordinator Jan Shellenbarger. Industry representatives participated to offer students the opportunity to interview with their company and to pursue both entry-level career jobs or internship positions in all operational areas. 20 employers and 88 students participated. These included restaurant management, lodging operations including front desk and housekeeping, food and beverage including fine dining, resort and amusement park (attraction management), gaming operations, special events management, tourism management, contract management, club management, concessions management, and catering.



# MOCK INTERVIEWS AND ETIQUETTE DINNERS



## Number of Participants



## Number of Participants

**185** participants

total dinners held each academic year **4**

## Table Host Information

**30** table hosts comprised of employers, IUP faculty and staff members, and graduate students

.....  
*This year we also continued with a new format where CPDC team members Ms. Kelsey Thompson and Dr. Tammy Manko led the meal, teaching students etiquette and facilitating table and group conversations.*

## Mock Interviewer Information

**16** mock interviewers (all master's or doctoral students)

*Mock Interviewers were enrolled in varying programs, which included School Psychology, Student Affairs in Higher Education, Criminology, Food and Nutrition, Employment and Labor Relations, English, Music Performance*

departments

## Etiquette Dinners



## Use of Big Interview

Starting in June 2020, we signed on for a free trial of Big Interview, which is a virtual interview platform. Up to this point, our mock interviews were all done either in-person (most popular), over the phone, or over Skype. We had 26 students participate and at the time of this report, plan to continue its use this fall. This new format has students complete a virtual interview prior to an appointment with a mock interviewer, where they then review their answers, receive personalized feedback, and also review a students resume and cover letter.

Mock Interviews

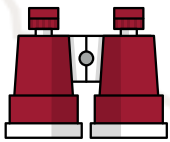
# NATIONAL STUDENT EXCHANGE (NSE)

*The National Student Exchange (NSE) is a program for undergraduate exchange within the US, US Territories, and Canada. NSE students study for a semester or full academic year at another NSE college/university to take courses not offered at IUP, live in a different geographic area, and broaden personal, educational, and cultural perspectives.*

## Host Campuses

**5** students from IUP were placed in the following schools

- Northern Arizona University
- Cape Breton University
- California State University, Northridge
- Colorado Mesa University
- University of Massachusetts Amherst



## Looking Ahead

Efforts continue to be made by program coordinator Jan Shellenbarger to increase awareness of the NSE Program, with the creation of a Facebook page (this page as eliminated in the Spring of 2020 per The Division of Marketing and Communication's recommendation), an online application, and emails going out to all students with the required GPA of 2.5 and above. Faculty and staff will also receive an informational email, since their college-age children can participate in the program and retain their tuition-free status if they attend a "B" school. A "B" school is one in which tuition is paid as usual to IUP, as opposed to an "A" school, where tuition is paid to the host school. Once again, NSE will be represented at the Office of International Education's Study Abroad Fair in the fall to increase visibility to students. Shellenbarger has also reached out to the director of the IUP Cook Honors College and the coordinator of the Board of Governor's Scholarship (BOG) program, to increase awareness among students in those groups.

## What students are saying ...



Olivia Tarman spent spring and fall 2019 at the University of Massachusetts at Amherst. She is a 2020 IUP graduate with a bachelor of arts in English:

*"It's difficult to overstate the importance of my experience at Amherst for me both academically and personally. I went to UMass Amherst in order to take advantage of their incredible linguistics program and opportunities for studying languages. I had been studying Arabic for five semesters at IUP and wanted to continue, but had reached the full extent of any Arabic classes I could take there; however, at UMass I was able to continue with both my Arabic studies and my French studies. They even had the opportunity for me to study an Arabic dialect in a conversation group – a really great and rare opportunity. My classes there were challenging in the best way and helped me to grow so much as a student. Best of all, they furthered my passion for studying languages, and gave me a newfound confidence in my abilities and learning. I was also able to connect with students with like-minded interests and find new mentors to help guide me in the fields I am passionate about.*

*Furthermore, Amherst is a great area of Massachusetts which provided a lot of opportunities for fun days outside of class, such as day trips to Maine, spring break in Boston, hiking in the nearby state park, and white-water rafting. The NSE program made my exchange so easy for the semester and helped me have a semester that was academically and personally enriching. In fact, it was so wonderful, I'm going to stay for another exchange semester!"*

## Home Campus (IUP)

**6** students attended IUP for their participation in the program, exchanging from these universities:

- University of Wisconsin Oshkosh
- Universite de Montreal
- California State University Monterey Bay

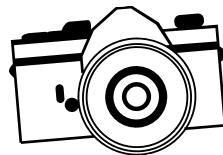
# THE DISNEY COLLEGE PROGRAM (DCP)

**10** students served as cast members in the **Fall 2019 Program**

**9** students served as cast members in the **Spring 2020 Program**

***\*\*At the time of this report, the Disney College Program is postponed indefinitely, due largely in part to the COVID-19 pandemic.\*\* Disney is no longer providing accredited courses for DCP participants, which in the past earned credits that were transferable back to IUP, most often as elective courses. This change means that most IUP students do not earn any credits for their participation in the DCP, unless they take online distance-education courses through IUP. Students are advised that the average 40-45 hour per week work schedule will probably impact their ability to study and maintain a solid GPA, so they are encouraged to attempt no more than three credits if they decide to take an online course.***

***The Disney Theme Park & Resort College Program started in 1981, and the relationship between Disney and IUP began in the fall of 1997. During the past 23 years, more than 500 IUP students have played a part in the Disney magic as Cast Members of the Disney College Program. Students who participate in the DCP report increased interest from employers in their résumés and experience they gained while in the program.***



# THE WASHINGTON CENTER (TWC)

*In cooperation with TWC, the CPDC offers internships in Washington, D.C., a city unique in its status as our nation's capital. TWC has helped more than 50,000 students from around the world gain valuable experience and set them on a course of achievement, leadership, and engagement in their communities.*

*SPECIAL NOTE: Diane Stipcak retired from the CPDC in August 2019 and Associate Director, Kelsey Thompson, assumed the role of TWC Liaison following her departure.*

**14**

IUP student interns  
1- fall  
1-spring  
12 -summer

*All summer 2020 internships at TWC were moved fully remote and due to that change, TWC was also unable to guarantee internship placement. Because of that, we saw a significant decrease in the number of student participants.*



Total number of TWC classroom visits/session in the fall and spring

**23**

**461**

Students reached during TWC classroom visits/sessions in the fall and spring

**7**

academic departments sent students (**criminology, communications media, accounting, psychology, English, energy management, marketing**)

**\$77,500**

secured in scholarships through TWC for IUP students this year

*Since 1975, the CPDC has sent 601 students to TWC.*



The Washington Center

# SERVICE LEARNING OPPORTUNITIES



## Angels' Wings

The Office of Service Learning coordinated the Angels' Wings benefiting the Indiana community during the Fall 2018 semester, **collecting more than 100 gifts** for underprivileged youth and elderly in Indiana County to make their holiday season a little brighter.



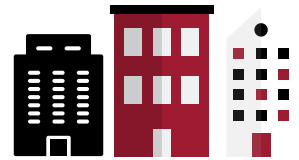
## Into the Streets

Into the Streets **sent more than 75 IUP students** to various agencies over a designated weekend in the Fall 2019 enabling **5 agencies** to undertake projects that would otherwise not be possible. The spring event scheduled for April 2020 was cancelled due to COVID-19.



## Blood Drives

Despite COVID-19 and many of our drives being cancelled, IUP students, faculty, and staff **saved 940 lives** during the 2019-2020 academic year. **9 drives** were coordinated through the office of Service Learning for the Vitalant (formally Central Blood Bank) and the American Red Cross. Approximately **302 units of blood** were collected.



## Community involvement Fair

The Office of Service Learning welcomed 31 **area non-profit agencies** to speak with **147 students** about the services they offer, volunteer opportunities, and Community Service Learning Federal Work Study positions.

# BY THE NUMBERS

COMMUNITY SERVICE LEARNING FEDERAL WORK STUDY PROGRAM

**78** students placed



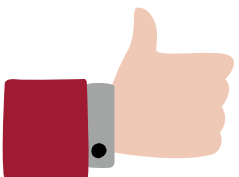
human service agencies **28**

**\$104,000** in FWS dollars awarded to students

Starting in the Summer of 2020, The Office of Service Learning officially moved to the Multicultural Center for Student Leadership and Engagement (MSCLE) and will be lead by Brainna Drylie.

# THE OFFICE OF EXTENDED STUDIES

## State Authorization



IUP continues to be compliant with all state and federal regulations, including the new federal guidelines that went into effect July 2020. The University can continue to conduct educational activities in all 50 states and U.S. Territories.

## Field Service Agreements Internship, Externship, and Clinical Experiences

- There were **349 agreements** processed for 2019-20.
- Time to process these agreements took an **average of 0.19 days**, this is the lowest ever!
- Pennsylvania continues to be the most popular state where students have field service agreements, followed by Maryland and New Jersey.
- There are **2,253 total agreements** for the University.
- Our PASSHE Legal representative stated that **IUP is "the model"** on how to process and negotiate field service agreements.

## Non-Credit

**\$64,485** money generated through non-credit programs

These activities included the Cybersecurity Seminar, WEDnetPA, WorldEducation.net (MyCAA), Community University Studies, and Face-to-Face training. In addition to generating revenue, these programs enabled the University to further enhance existing relationships with regional businesses and to develop new alliances. Moreover, this work has allowed CPDC/OXS to attain more contacts that we can then approach about future training opportunities, WEDnetPA, and internship/job opportunities for students and graduates..



## Non-IUP Transient Student Enrollments

SPECIAL NOTE: The recruitment and registration of non-IUP transient students was moved to Enrollment Management in March 2020.

**\$489,691** tuition and fee revenue generated from non-IUP transient student enrollment before this was moved

minutes of staff time spent on phone calls **2,337**

**1,823** work hours of staff time assisting these students.

## WEDnetPA

**60** contracts → **39** companies



**73%** invoicing rate, which was the 3rd highest in the state

**\$304,799** in funding was awarded to the companies



# NETWORKING AND RELATIONSHIP BUILDING



**6,300**

employers invited to participate in on-campus recruitment events

employers contacted for relationship development

**63**

\*estimate



**1,550**

IUP students participated in on-campus and off-campus job fairs, career expos, and/or networking events

total employers present for on-campus and off-campus internship/job fairs, networking and recruiting events, and career expos

**797**



**2,330**

out of classroom experiences completed during 2019-2020 academic year

# GRADUATE FIRST DESTINATION SURVEY

**3,228** total recent graduates

**2,652** recent graduates surveyed  
(82% of total)



CLASS OF  
2019



(Class of 2019 consists of graduates from August and December 2018 and May 2019)

## FAST FACTS

**82%**

employed in the field of  
their choice

**81%**

productive rate



**44%**

total knowledge rate (graduates for whom  
we have reliable, verifiable data)

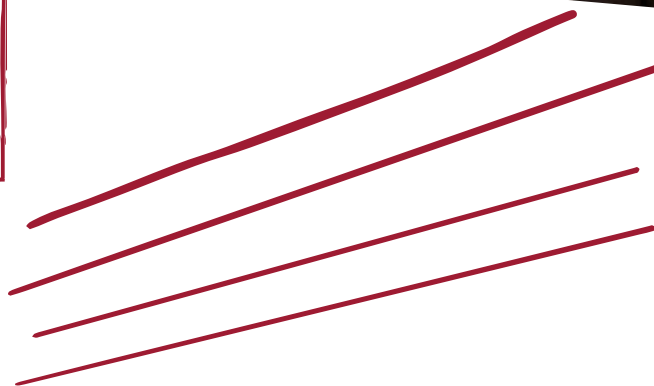
# the LOWDOWN

As part of the CPDC's goal of expanding awareness and maximizing resources, we created a program of Peer Advocates in Fall 2011, henceforth renamed "Career Development Advocates" (CDAs). Since its start, the CDA program has continued to thrive and evolve. While all student employees are referred to as CDAs, there are varying responsibilities. Currently, we have Workshop CDAs, those working the front desk are referred to as Front-Desk CDAs, and finally Service Learning CDAs. Beginning last fall, all CDAs were trained on resume and cover letter reviews, as part of an office wide resume training to best serve our clients.

Starting in fall of 2016, we also began hosting an annual team retreat. This event allows all CPDC team members to come together to review policies and procedures, as well as take part in team building activities. We've continued to host holiday gatherings and while our end-of-year dinner was ultimately cancelled due to COVID-19, we once again sponsored a basketball game at the start of the spring semester.

In terms of work and assignments, CDAs assisted with all aspects of office operations; completed outreach to the campus community, especially student organizations; assisted at CPDC team events; helped to manage departmental social media accounts; delivered presentations and workshops based on career-related topics; held regular resume and cover letter review sessions; and wrote monthly articles for the CPDC Blog, sent to 500+ IUP faculty administrators, family, and employers through Mailchimp a newsletter system that we implemented.

## CAREER DEVELOPMENT ADVOCATES (CDAS)



# SOCIAL MEDIA PLATFORMS



## BY THE NUMBERS



@IUP Career and Professional Development Center

- 798 Post
- 2,008 Liked our page
- 2,818 Interactions for the post published July 2019-June 2020
- 2,119 Facebook reactions
- 464 Shares of our post
- 235 comments

- 831 Tweets
- 1,322 followers
- 2,558 interactions received for the tweets published from July 2018-June 2019
- 1,910 likes
- 631 retweets
- 17 replies



@IUP\_CPDC



@IUP\_CPDC

- 23 posts
- 481 followers
- 1,320 interactions for the posts published from June 2018-June 2019
- 597 likes
- 712 video views
- 11 comments

- 10% web logins (percent of students who have logged into Handshake [excluding alumni])
- 16% mobile logins (percent of students who have accessed Handshake on mobile devices [excludes alumni])
- 37% profile completions (percent of students [excluding alumni] with a completed profile)
- 12,021 approved employers
- 46,566 approved and expired jobs



handshake  
iup.joinhandshake.com



### LinkedIn Groups

- IUP Career Development and Networking: 430 members
- IUP Alumni: 10,954 people



# CONSTITUENTS REACHED

*Through all IUP Career and Professional  
Development Center initiatives...*

**8,485**

**Total Constituents  
Reached**

**7,160**

**Total Employers  
Reached**

