



Career and Professional Development Center Annual Report 2020 -2021

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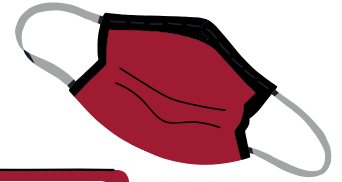
www.iup.edu/career

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SPECIAL NOTE

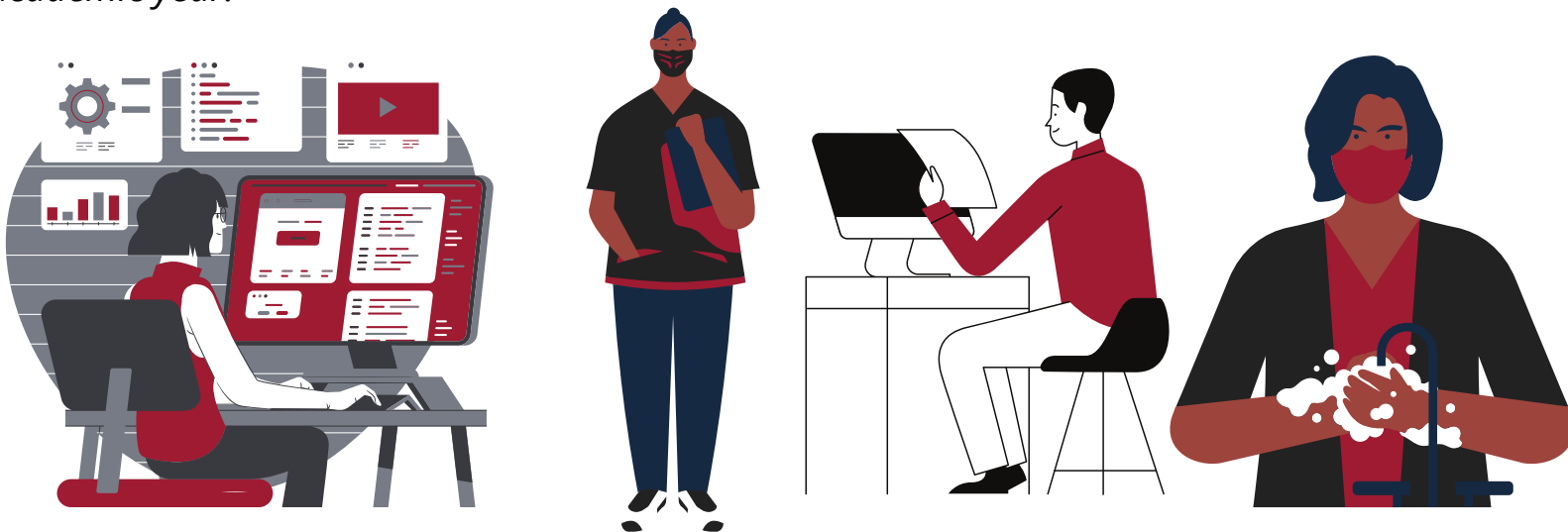
COVID-19 & REMOTE WORK



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 thereafter, 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 2020 and this continued through the academic year. CPDC operations, including but not limited to programming, career coaching appointments, mock interviews, etiquette dinners, internal and external meetings, etc. continued to be conducted, but virtually, for the remainder of this academic year. IUP is planning to resume face-to-face instruction and operations for the start of the 2021-2022 academic year.



FALL 2020 CPDC SPONSORED EVENTS



7 participants



74 participants



5 participants



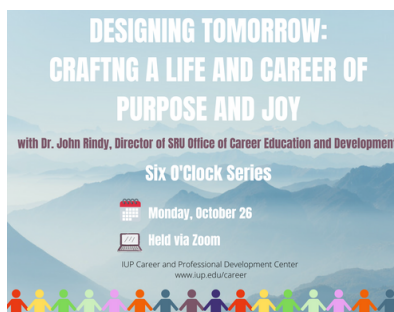
80 participants



35 participants



47 participants



104 participants



50 participants



124 participants



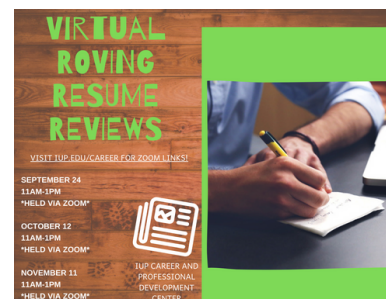
15 participants



65 participants



96 participants



30 participants



SPRING 2021 CPDC SPONSORED EVENTS

**ALUMNI PANEL:
WORKING AND
MANAGING YOUR
SIDE BUSINESS**

Co-Sponsored by IUP Career and Professional Development Center and IUP Office of Alumni and Friends

Wednesday, April 14
6pm
Held via Zoom

57 participants

FOOD!!!

FOR THOUGHT: CAREER LUNCH AND LEARN

EAT YOUR LUNCH WITH US WHILE DISCUSSING A PROFESSIONAL TOPIC

FEBRUARY 8 11:30-1:00PM
Networking and Informational Interviewing

MARCH 22 11:30-1:00PM
Career Exploration Tips and Tricks

APRIL 19 11:30-1:00PM
Creating and Managing Your LinkedIn Profile

Join CPDC team members once a month to talk about life, career goals and how you can help get to achieve them!

IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER
IUP.EDU/CAREER

15 participants

SO YOU'RE GRADUATING... NOW WHAT?

Presented by Kelsey Thompson
Associate Director, IUP CPDC

MARCH 24
HOSTED VIA ZOOM

6PM

IUP Career and Professional Development Center
www.iup.edu/career

93 participants

Establishing Leadership Presence to Create Your Success

Presented by Dr. Tammy Manko

(6 O'clock Series & CRSS Event)

APRIL 12
HOSTED VIA ZOOM

6PM

IUP Career and Professional Development Center
www.iup.edu/career

70 participants

PERC EDUCATION JOB FAIR

WEDNESDAY, MARCH 24
12PM-5PM - VIRTUAL

VISIT [HTTPS://WWW.PERCJOBFAIR.ORG](https://www.percjobfair.org) FOR DETAILS
#IUPSTARTSCAREERS

23 participants

WHY YOU SHOULD GET A MENTOR AND HOW TO FIND ONE

Presented by Nicole Bukosky,
Associate Director, IUP Office of Alumni and Friends

APRIL 7
HOSTED VIA ZOOM

6PM

IUP Career and Professional Development Center
www.iup.edu/career

63 participants

PROFESSIONAL PANEL SERIES

JOIN INDUSTRY PROFESSIONALS 4 TIMES THIS SEMESTER TO ASK QUESTIONS AND LEARN PROFESSIONAL TIPS AND TRICKS TO SUCCEEDING IN THE WORKPLACE.

FEBRUARY 10, FEBRUARY 18, MARCH 16, AND APRIL 16

HOSTED VIA ZOOM

12PM

IUP Career and Professional Development Center
www.iup.edu/career

44 participants

YOU'RE INVITED TO...

IUP NIGHT FOR NETWORKING

Co-Sponsored by IUP Office of Alumni and Friends, IUP Career and Professional Development Center, and IUP Graduate Admissions

WEDNESDAY MARCH 31ST
6:30PM-8:00PM
Held via Zoom

88 participants

ETIQUETTE DINNERS

Monday, March 1 and Tuesday, March 2
5:30PM, ZOOM

Registration required via IUP CPDC

46 participants

IUP SPRING CAREER FAIR

WEDNESDAY, FEBRUARY 24
10AM-2PM

ONLINE VIA HANDSHAKE ([IUP.HANDSHAKE.COM](http://iup.handshake.com))
#IUPSTARTSCAREERS

226 participants

Western PA Collegiate Career Fair

SPONSORED BY WESTPACS

Wednesday, March 10
10am-4pm

ONLINE VIA CAREER FAIR PLUS
REGISTER AND GET EVENT DETAILS AT WESTPACS.ORG

IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER
IUP.EDU/CAREER

21 participants

ROVING RESUME REVIEWS

FEBRUARY 17
11AM-1PM
ZOOM

MARCH 8
11AM-1PM
ZOOM

APRIL 12
11AM-2PM
ZOOM

IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

9 participants

SUIT-UP WITH THE IUP CPDC AND JCPENNEY (ONLINE ONLY)

FEBRUARY 19-21

<https://www.jcpenny.com/m/suit-up>

51 participants

BUSINESS ATTIRE AND INTERVIEWING 101

6PM (Six O'Clock Series)
ZOOM

Monday, February 15
#IUPSTARTSCAREERS

What is business casual? How should I prepare for an interview? Learn the do's and don'ts of professional dress and interviewing BEST!

Remember... your impression is key!

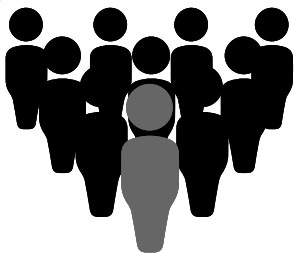
IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER
IUP.EDU/CAREER

149 participants

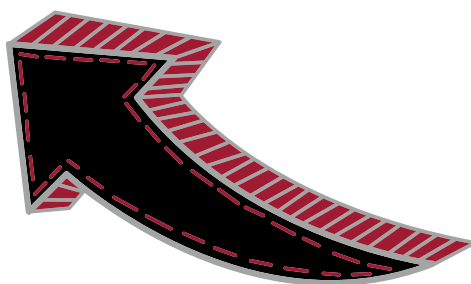
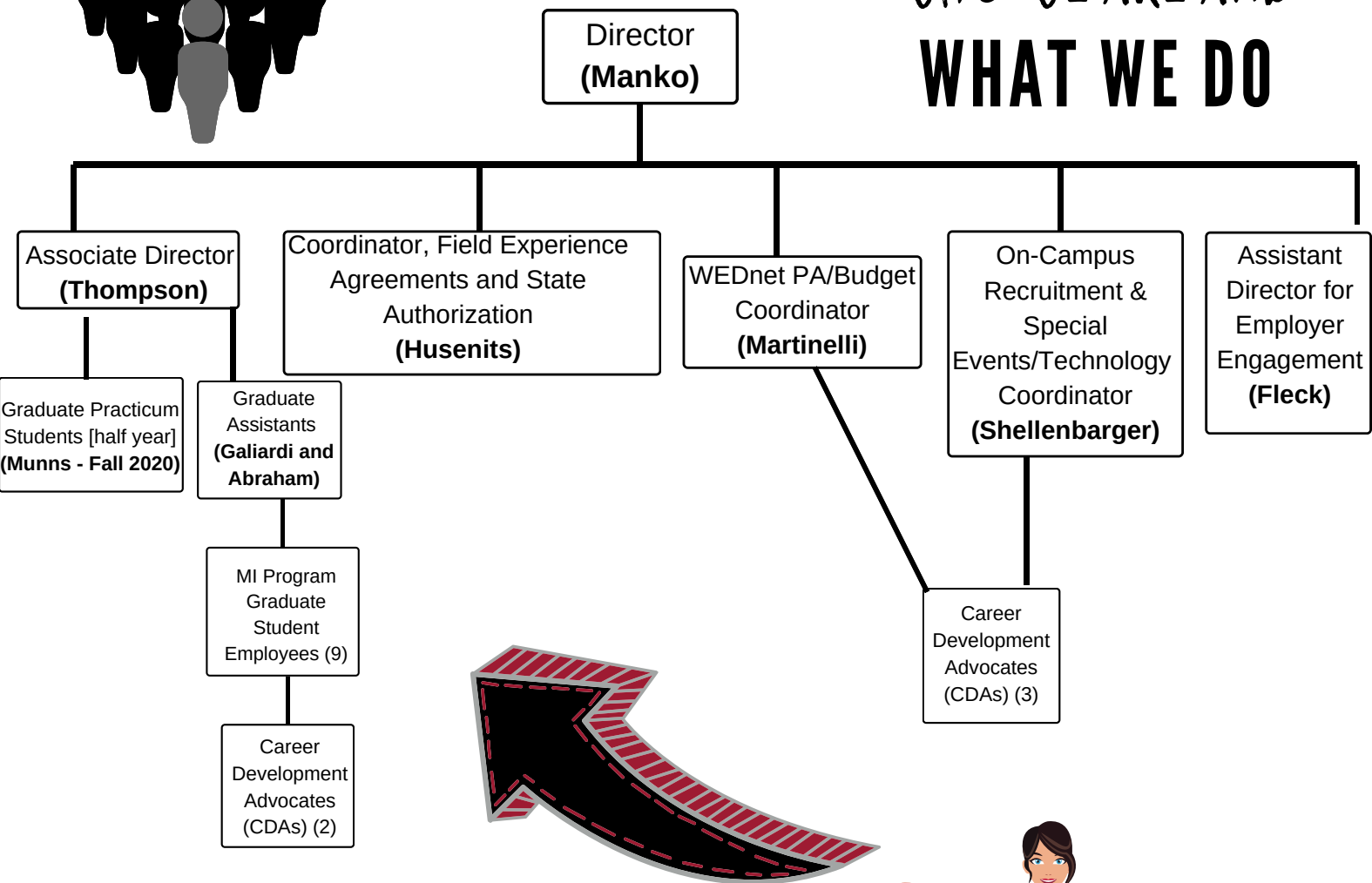
EMPLOYER RELATIONS DAY 2021

37 participants

IUP CPDC Organizational Chart



WHO WE ARE AND
WHAT WE DO



NOTABLE STAFFING CHANGES & DEPARTMENTAL UPDATES

- During the 2020-2021 academic year, IUP was forced to make significant staffing cuts due to budgetary and fiscal concerns. As a result, both Angela Martinelli and Kevin Fleck were furloughed from their positions, due to their seniority ranking in their respective unions.
- In May of 2021, Mike Husenits resigned from IUP to accept a position with another university. Much of his work from Extended Studies was redistributed; however, some of it remains under our department at the time of this report.
- In June of 2021, Jan Shellenbarger retired from the CPDC.
- **At the time of this report the CPDC has 3 new staff members: Sheila Gardner, Audrey Patterson, and Bill Zimmerman**



NOTE: The Career and Professional Development Center continues to operate at well under the benchmarked staffing recommendations 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** (Fleck, Manko, Thompson)
- **WestPACS-PennACE Professional Development Day** (Fleck, Manko, Shellenbarger, Thompson)
- **National Student Exchange Conference** (Shellenbarger)
- **PennACE Conference, Virtual** (Fleck, Manko, Thompson)

- **Pennsylvania Association of Colleges and Employers (PennACE):** (Manko, Secretary; Thompson, VP/President-Elect and Conference 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)
- **State System Career Professionals Association:** (Fleck, Manko, Thompson)



Professional ORGANIZATION INVOLVEMENT

University COMMITTEES AND SERVICE



- **Indiana County Healthcare Consortium** (Husenits)
- **Indiana County Manufacturing Consortium** (Husenits)
- **Indiana County Workforce Committee** (Manko, Shellenbarger)
- **INTERCOM - Internship Planning Committee** (Husenits)
- **IUP Annual Giving's University Family Campaign, Division Representative** (Manko)
- **IUP Cyber Security Seminar** (Husenits, Shellenbarger)
- **IUP Eberly Business Advisory Council** (Manko)
- **IUP Guides Program** (Mentors: Manko, Thompson)
- **IUP Non-Credit University Senate Sub-Group** (Husenits)
- **IUP President's Commission on the Status of Women** (Manko)
- **IUP Strategic Enrollment Planning (SEP)-Marketing Communications Group** (Husenits)
- **IUP SEP-External Relationships Group** (Manko)
- **IUP Student Affairs Programming Committee** (Thompson)
- **IUP Student Conduct Board Member** (Thompson)
- **IUP University-Wide Retention and Persistence Committee (UWRPC)** (Manko)
- **IUP University-Wide Retention and Persistence Student Engagement Subcommittee** (Thompson)
- **PASSHE Assembly Group** (Husenits)
- **PASSHE Committee on Workforce Development/Continuing Education** (Fleck, Manko)
- **PASSHE NC-SARA Committee** (Husenits)
- **PASSHE Prepared4PA Working Group** (Fleck)
- **PASSHE Workforce Readiness Team** (Thompson)
- **State Authorization Planning Committee** (Husenits)

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 and career 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 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 through the fall of 2020. We resumed drop-in hours during the spring 2021 semester, with limited success. We continued using Zoom to hold appointments and saw an increase in our electronic document reviews. Once we are operating a face-to-face capacity again, we plan to continue to promote virtual appointments as a viable option, given it allows more students to meet and interact with our team, despite where they might be geographically.

1,308
Total Student Appointments

appointment
BREAKDOWN

what students
 are saying (out of 605 respondents)

- 1,185** resume/cover letter reviews (includes by appointment, drop-in, email, and mock interviews)
- 544** Mock Interviews
- 43** Career Coaching
- 31** The Washington Center
- 19** Job/Internship Search Strategies



Top 5 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 149. The correct number is listed above. 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.



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



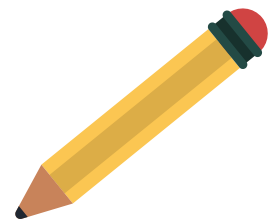
of students shared that they were satisfied with the service they received by engaging with the CPDC



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

STUDENT APPOINTMENT BREAKDOWN BY CLASS YEAR

354	Seniors
317	Juniors
181	Freshman
113	Sophomores
103	Graduate
45	Alumni
20	Other
15	Community Members
11	Super Senior



**Our in-take form recorded only 395 mock interviews though we actually conducted 544. This resulted in the data collected being off by about 149. This was due in large part to user error and mock interviewers not completing the in-take form on behalf of the students when all interviews were moved to remote delivery.

CPDC WORKSHOPS

The CPDC regularly presents to student groups, prospective students, and in classrooms. Topics range from resume and cover letter writing, our most popular request, to interviewing tips, to how to network successfully, among other career-related topics. Previously, our workshops were done in person; starting in spring 2020, however, as a result of the COVID-19 pandemic, and continuing throughout the 2020-2021 academic year, we began hosting numerous workshops that were conducted virtually, either live via Zoom or pre-recorded. We anticipate this is something that will continue in some capacity moving forward, due to these virtual options being more convenient and accessible to students.

**Total Workshops
Presented**

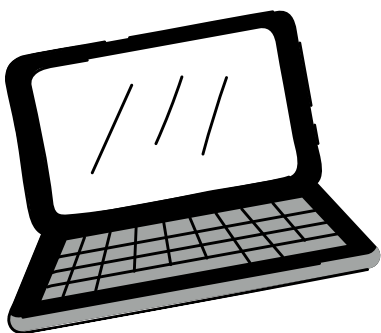
101

**Total Constituents
Reached**

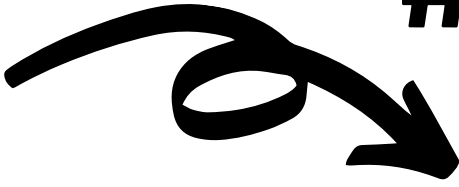
2,520

Sample of Topics of Presented

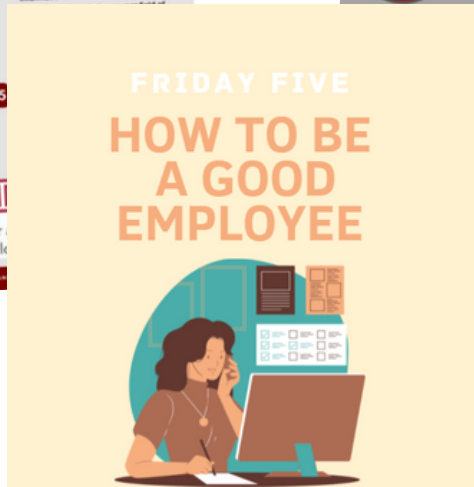
- **Resumes and Cover Letters**
- **Graduate School Preparation**
- **Job Search Strategies**
- **Interviewing Tips**
- **Office Overview**
- **Transferable Skills**
- **Career Game Plan**
- **Professional Communication
and Body Language**
- **Networking and LinkedIn**
- **Business Etiquette and
Professional Attire**



#FRIDAYFIVE



As a result of COVID-19 and having to cancel some of our in-person events in spring 2020, we launched a social media series that highlighted quick professional tips in videos, infographics, etc. It is something we'll continue through the summer and during the next academic year.



#READYTOWORK

May 2020, we launched a campaign on social media that highlighted recent graduates as "Ready To Work." Posts were shared on all CPDC social media platforms and information was gathered by emailing graduates a form where they could self-select to participate. This initiative is something we've continued to do and have expanded it to include not only our May graduates but our August and December graduates as well.



CAREER READY SEMINAR SERIES

The IUP Career Ready Seminar Series (CRSS) officially launched in fall 2018 and provides an overview of key competencies that impending graduates need to learn and develop to be successful as they make the transition from higher education into the professional world of work. For 4-5 CRSS each semester, we collaborate with some of our most engaged employer partners to host networking opportunities as well. All events for the 2020-2021 academic year in this series were conducted via Zoom.

Number of Events

17

- 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. Nicole Bukosky
- Ms. Renee Coyne
- Dr. Tammy Manko
- Dr. John Rindy
- Ms. Kelsey Thompson



1,330

Number of Participants

Employer Partners

- Clark Associates (fall and spring)
- CNB Bank (fall only)
- State Farm Agents of Indiana County (fall and spring)

**SPECIAL NOTE

Because some of our events had to be postponed until fall 2020, we extended the sponsorship for some of these Employer Partners to fall as well.

EVENT TOPICS



- Bills, Budgets, and Benefits
- Is This Unprofessional? Debunking Professionalism Myths and Workplace Etiquette
- Everything Will Be Okay... Staying Resilient in Your Job Search
- So You're Graduating, Now What?
- Etiquette Dinners
- WestPACS Collegiate Career Fair
- Business Attire and Interviewing 101
- Alumni Panel: Metropolitan Careers
- Designing Tomorrow: Crafting a Life of Purpose and Joy
- IUP Night for Networking
- Why You Should Get a Mentor and How to Find One
- Establishing Your Leadership Presence
- Career Expo and Graduate School Fair
- Spring Career Fair

CAREER PROGRAMS UNIVERSITY COLLABORATIONS

IUP Night for NETWORKING

During the fall and spring semesters, we partnered with IUP's Office of Alumni and Friends and Office of Graduate Admissions to host a virtual Night for Networking, which was open to current students and alumni. We also invited some of our employer partners to engage with attendees and had representatives from various graduate programs present to share opportunities available via graduate school as well. Attendees were put into breakout rooms based on industry and there were representatives from the alumni host committee in each breakout room to help lead and facilitate the conversation. There were 88 attendees in the spring and 65 attendees in the fall. No plans at the time of this report were made to host something in fall 2021.

Professional PANEL SERIES

In an effort to engage with more employers and allow meaningful connections to occur, we launched the Professional Panel Series in Spring 2021. This was led by our Assistant Director for Employer Engagement Kevin Fleck. We invited employers from various industries, 4 times throughout the semester, to join via Zoom on a panel to share information about their organization, advice, etc. with current students. Industries that we highlighted during spring were logistics, finance/insurance/banking, healthcare, and education. Employer participants included: DHL, Sheetz, WESCO, 1st Summit Bank, First Commonwealth Bank, BKD, Divine Mercy Catholic Academy, Seaford School District, ESF Camps, Goodwill of the Southern Alleghenies, Windber School District, Conemaugh Health System, Pitt School of Rehab Sciences, and Wesley Family Services. Attendance at each event was: 21, 8, 9, 6 students, and we're hoping to continue to grow the program in future semesters.

UNIVERSITY

COLLABORATIONS



The CPDC continues to make collaboration among campus colleagues and departments a top priority. Examples of those partnerships are shown below.

- Annual Giving
- Athletics
- College of Business Student Advisory Council
- 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

PROFESSIONAL PREPERATION PROGRAM (P-3) MICROSEMINAR



The Professional Preparation Program, or **P-3 Micro-Seminar**, was designed to provide students with career-ready knowledge, skills, and experiences. It was launched by the IUP Career and Professional Development Center in fall 2020.

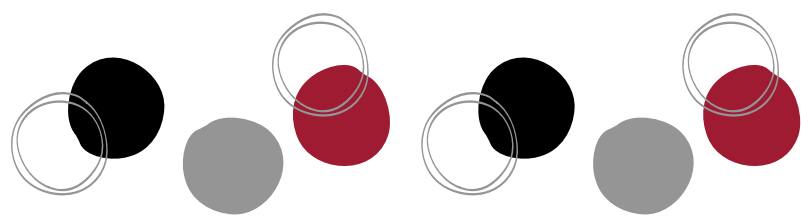
Students met virtually **8 times** during the semester for 60- to 90-minute seminars.

According to Kacy McKeel, a sophomore accounting student, "My P3 experience pushed me to improve in many aspects of my life. It gave me many perspectives on the business world and how to communicate with it. I am so glad I chose to do P3 as it helped me in multiple ways."

For the fall 2020 semester, **11 students participated in all sessions**, and three others attended at least one or two sessions for the full 8-week, noncredit micro-seminar. In spring 2021, attendance was not as high, with only **9 students registering** and an average of 3-4 students present for each session.

Topics discussed ranged from salary negotiation, to resume and cover letter writing, to conflict management, to design thinking and career exploration. Students of all years and majors were eligible to participate.

Due to low participation, this program will not continue in the 2021-2022 academic year.




OFF-CAMPUS EVENTS

WESTERN PA 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. In fall 2020 and in spring 2021, the fair was moved to a virtual platform due to the ongoing Covid-19 pandemic, using Career Fair Plus for virtual delivery.

 **15** IUP students attended the fall 2020 fair

IUP students attended the spring 2021 fair **21** 

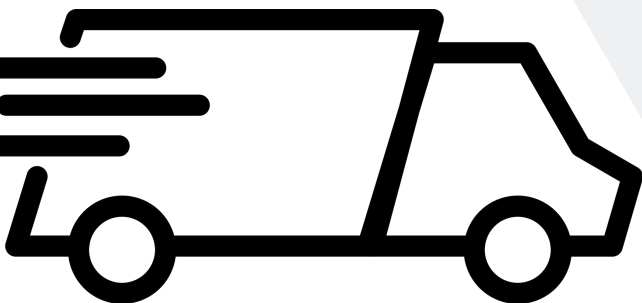
 **190** total organizations in attendance at both fairs (not unique numbers)

24

IUP students attended the spring 2021 PERC fair.

PITTSBURGH EDUCATION RECRUITMENT CONSORTIUM

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, was rescheduled and then postponed for fall 2020, and at the time of this report is slated to happen in fall 2021, although likely will be done remotely. In the past, students have been 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 continue with the biannual format.



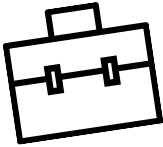
SciMathTech Interview Day

Established in 2010 as the Math, Science, and Technology (MSIT) Career Fair, the SciMathTech Consortium of approximately 21 western colleges and universities provides well-prepared and qualified students with this one-day Science, Math, and Technology recruiting event gives an opportunity to interview regional college/university students for internships and professional employment. Only students from participating colleges are able 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.

At the time of this report, SciMathTech day did not occur in 2019 or 2020 and ***has been postponed indefinitely***, due to lack of support from all involved universities. Should this group reconvene, IUP will once again participate.



ON-CAMPUS RECRUITING AND CAREER FAIRS



HOSTED BY THE IUP CPDC

SPRING 2021 CAREER FAIR

The 2021 Spring Career Fair was held Wednesday, 24 February online via Handshake. A total of 80 employers registered with 163 IUP students and 63 non-IUP students attending the fair. This fair, similar to the fall, allowed students to schedule either 1:1 or group sessions with employers in advance.

FALL 2020 CAREER EXPO AND GRADUATE SCHOOL FAIR



The annual IUP Career Expo and Graduate School Fair, for the first time ever, was held entirely online via Handshake 30 September. 117 IUP students participated, 7 non-IUP students participated, and 73 organizations (both employers and graduate programs) were in attendance. Both group sessions, as well as 1:1 appointments were offered throughout the day and students had the opportunity to schedule these in advance of the fair.

FALL 2020 - SPRING 2021 ON-CAMPUS RECRUITING/1:1 Sessions



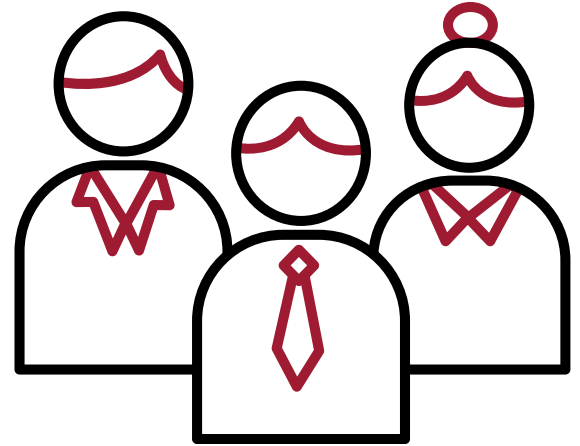
During the 2019-2020 academic year, 40 employers conducted on-campus interviews and/or information sessions (Fall 2019: 29 & Spring 2020: 11). More outreach will continue to be crucial to these numbers growing, as CPDC team members work with faculty and alumni to identify additional employers with which to build relationships on behalf of our students. The CPDC team remains committed to increasing these numbers.

ADDITIONAL ON-CAMPUS CAREER FAIRS & NETWORKING EVENTS



Safety Sciences Career Fair

The Department of Safety Sciences hosted its annual Safety Sciences Career Fair 15 October via Handshake. The Career Fair this year was adjusted from a 2-day event to a 1-day event where students had an opportunity to meet with a variety of employers offering internships, co-ops, or job opportunities. There were 41 employers and more than 144 students that participated.



Accounting Career Day

In cooperation with the Student Accounting Association and the IUP Accounting Department, the CPDC hosted the annual event via Handshake 16 September. The fair was attended by 23 organizations/employers, 50 IUP students, and 18 non-IUP students.

Hospitality Management Job and Internship Fair



On 13 October, the Department of Hospitality Management hosted its third Fall Job and Internship Career Fair via Handshake with guidance from CPDC Special Events Coordinator Jan Shellenbarger and Assistant Director for Employer Engagement Kevin Fleck.

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. Thirteen employers, 60 IUP students, and 15 non-IUP 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.

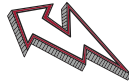


MOCK INTERVIEWS AND ETIQUETTE DINNERS



Number of Participants

for summer, fall, and spring mock interview sessions



Number of Participants

142 participants
(down 43 participants since 2019-2020)

total dinners held each academic year **4**

Table Host Information

0 table hosts (typically, comprised of employers, IUP faculty and staff members, and graduate students)

.....
This year all dinners had to be conducted via Zoom, therefore no meal was provided and the cost was waived for students. It is the CPDC's intent to revert these back to in-person dinners for the next academic year.

Mock Interviews

Etiquette Dinners

Journalism and Public Relations departments

Mock Interviewer Information

9 mock interviewers (all master's or doctoral students)

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

USE OF BIG INTERVIEW AND FULLY VIRTUAL PROGRAM

In June 2020, we contracted for a free trial of Big Interview, which is a virtual interview platform, then purchased a year contract after the free trial expired. To this point, all mock interviews were done either in person (most popular), over the phone, or over Skype. 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 the student's resume and cover letter. Big Interview has customization features, which allowed us to create industry-specific questions, based on faculty feedback, further enhancing this experience for participants. Due to the ongoing Covid-19 pandemic, processes needed to change with this program, because our office was operating remotely. The registration process for students, which had been done either in person or over the phone, was moved entirely online, mock interview information sessions were presented via Zoom, and all mock interviewers worked remotely as well. Given how well some of these changes were implemented, we are planning to continue them in some capacity when return to in-person work.

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-participating college/university to take courses not offered at IUP, live in a different geographic area, and broaden personal, educational, and cultural perspectives.

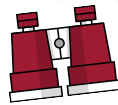
Outgoing Students

3 (+2) 3 students from IUP were placed and 2 others were cancelled due to COVID

4 (+2) 4 students from IUP were placed and 2 others were cancelled due to COVID

Home Campus (IUP)

2 students from other participating universities attended IUP for their participation in the program



Looking Ahead

Efforts continued to be made by program coordinator Jan Shellenbarger to increase awareness of the NSE Program with the creation of an online application, and emails going out to all students with the required GPA of 2.5 and above. Faculty and staff also received an informational email, because their college-age children can participate in the program and retain their tuition-free status if they attend an NSE "B" school. A "B" school is one where tuition is paid as usual to IUP, as opposed to an "A" school, where tuition is paid to the host school. Once again, NSE was represented at the Office of International Education's Study Abroad Fair in the fall to increase visibility to students. Shellenbarger 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.

As of June 2021, NSE was moved to the Office of International Education, under the direction of Dr. Jessica Mulvihill.

THE DISNEY COLLEGE PROGRAM (DCP)

9

students applied and accepted; however, the program was put on hold due to the Covid-19 pandemic



****Starting in March 2020, the Disney College Program was postponed indefinitely, due largely in part to the COVID-19 pandemic. In April 2021, Disney College Program sent an email with details about their re-opening plan; however, we had no students participate during the 2020-2021 academic year.****

Disney is no longer providing accredited courses for DCP participants, who could previously earn credits that were transferable 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 fall 1997. During the past 24 years, more than 500 IUP students have experienced 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 the 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: As a result of the COVID-19 pandemic, TWC started providing virtual and/or remote internship opportunities for the first time ever. This option allows students to intern anywhere and has expanded internship opportunities even further outside the DC Metro Area. It is TWC's intent to continue to offer virtual/remote internship opportunities moving forward as well as in-person internships.

14

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

As a result of the Covid-10 pandemic, TWC saw a significant decline in placement opportunities; therefore, they were unable to guarantee internship placement and because of that, we saw a decrease in the number of student participants.



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

19

6

academic departments sent students (**art studio, criminology, communications media, economics, political science, strategic communications**)

459

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

\$137,250

secured in scholarships through TWC for IUP students this year

Since 1975, the CPDC has sent 621 students to TWC and secured \$1M+ in scholarships.



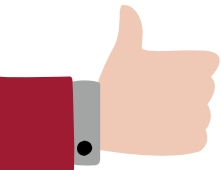
The Washington Center

THE OFFICE OF EXTENDED STUDIES (OXS)

In May 2021, Coordinator for State Authorization and Internship Agreements, Mr. Mike Husenits, resigned from IUP to accept a position with another university. This position was not filled and eventually, all work associated with this position was being redistributed to other areas on campus. As such, some data were as of May 2021 and not representative of where IUP was at the end of the fiscal year.

At the time of this report, the only remaining part of Extended Studies that's in the CPDC is internship agreements; the intent, however, is for it to be moved to another department prior to the start of the next academic year.

State Authorization



IUP continues to be compliant with all state and federal regulations. The University can continue to conduct educational activities in all 50 states and U.S. Territories.

Non-Credit

\$34,020 generated through non-credit programs

These activities included 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.

Field Service Agreements Internship, Externship, and Clinical Experiences

- a. There were **378 agreements** processed for 2020-2021.
- b. Time to process these agreements took an **average of 0.2 working days.**
- c. Pennsylvania continues to be the most popular state where IUP students have field service agreements, followed by Maryland and New Jersey.
- d. There are **2,249 total agreements** for the University.
- e. Our PASSHE Legal representative stated that **IUP is "the model"** on how to process and negotiate field service agreements.

WEDnetPA



28 contracts → **28** companies

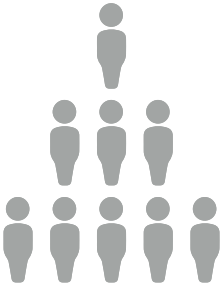


61%*

\$264,045 in funding was awarded to the companies

*this percentage was at the time of transfer of WEDnetPA to another organization. CPDC/OXS was on track to fully distribute awarded funds.

NETWORKING AND RELATIONSHIP BUILDING



3,380

employers invited to participate in on-campus recruitment events

employers with whom CPDC engaged

1,106



1,577

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

601



2,400

student out-of-classroom experiences completed during 2020-2021 academic year

GRADUATE FIRST DESTINATION SURVEY

2,832*

total recent graduates
*only 2,823 for whom we had accurate contact information and were surveyed

688

surveys completed
(response rate of 24%)

1,622

total recent graduates for whom we have reliable, verifiable data
(total knowledge rate of 57%)



CLASS OF
2020



(Class of 2020 consists of graduates from August and December 2019 and May 2020)

FAST FACTS

85%

employed in the field of their choice

87%

productive rate
(based on total knowledge)



57%

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

the LOWDOWN

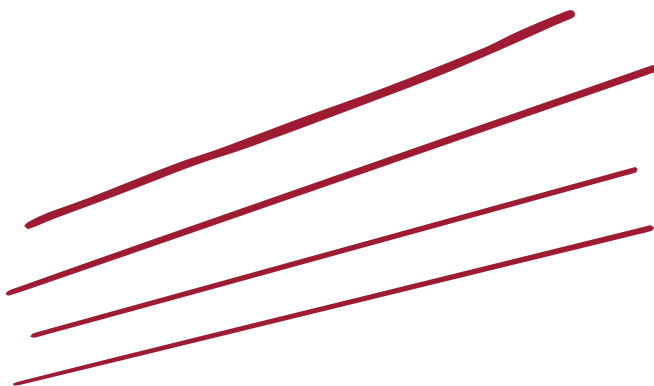
CAREER DEVELOPMENT ADVOCATES (CDAS)

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, and those working the front desk are referred to as Front-Desk CDAs. Beginning in fall 2018, 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 the fall of 2016, we 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 holiday dinner was ultimately canceled 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 continued to assist 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 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 members, and employers. This year we increased this from a quarterly publication to a monthly publication.

Due to the remote work situation this past year, we had to change how the CDA program operated. To maintain close contact with students working remotely, we started holding bi-weekly CDA meetings that were led by CPDC team members, Jenn Abraham and Angela Martinelli. We also met once a month via Zoom as a large group to check in, answer questions, etc. CDAs also participated in a book club, where they read and discussed *Body of Work*. During this past year, we implemented virtual time sheets, as well as continued to use GoogleKeep more extensively to track and monitor CDA work. These are processes that worked well and we plan to continue once we are back in a face-to-face capacity.



SOCIAL MEDIA PLATFORMS



BY THE NUMBERS



@IUP Career and Professional Development Center

- 2,038 liked our page
- 6,896 engagements with posts
- 3,124 Facebook reactions
- 451 shares of our post
- 355 comments

- 878 Tweets
- 1,343 followers
- 2,305 interactions were received for the Tweets published from July 2020-June 2021
- 1,754 likes
- 520 Retweets
- 31 replies



@IUP_CPDC

- 141 posts
- 584 followers
- 1,705 interactions for the posts published from July 2020-June 2021
- 1,305 photo interactions
- 2,340 videos

- 15.53% web logins (percent of students who have logged into Handshake)*
 - 14.5 % mobile logins (percent of students who have accessed Handshake on mobile devices)*
 - 23% profile completions (percent of students with a completed profile)*
 - 17,038 approved employers
 - 48,552 jobs posted
 - 11,129 internships posted
- *these statistics exclude alumni engagement



LinkedIn Groups

- IUP Career Development and Networking: 509 members
- IUP Alumni: 10,954 members



CONSTITUENTS REACHED

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

5,589

**Total Constituents
Reached**

5,087

**Total Employers
Reached**

NOTE: These are not unique contacts.

