



Career and Professional Development Center Annual Report 2021-2022

B20 Stabley Library

724-357-2235

career-development@iup.edu

www.iup.edu/career

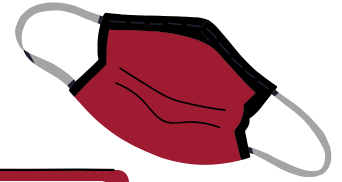
CONTENTS

00	Special Note : COVID-19 + Life Design
01	CPDC Organizational Chart
02	Fall 2021 Events
03	Spring 2022 Events
04	CPDC Mission, Vision, and Values
05	Professional Organization and Campus Committee Involvement
06	Student Appointments Breakdown
07	Student Appointments Breakdown by Class Year
08	CPDC Workshops
09	Unique Social Media Initiatives
10	Program Partners
11	Professional Panel Series
12	Roving Resume Reviews and Lunch-n-Learns
13	Career Ready Seminar Series
14	Office Updates and University Collaborations
15	On-Campus Recruiting and Career Fairs
16	Additional On-Campus Career Fairs and Networking
17	Off-Campus Events
18	Employer Visits
19	Mock Interviews and Etiquette Dinners
20	The Disney College Program
21	The Washington Center
22	Networking and Relationship Building
23	Graduate First Destination Survey Results
24	Career Development Advocates (CDAS)
25	Social Media Platforms
26	Total Constituents Reached

SPECIAL NOTE

COVID-19

IMPACT UPATE



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 summer 2020. 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 resumed face-to-face instruction and operations for the 2021-2022 academic year and the CPDC followed suit. We continued to offer remote appointments and some virtual programming, but ultimately reverted back to offering as much as we could in a face-to-face capacity, while following any social distancing measures that were in place.



LIFE DESIGN

During this past academic year, there was an increased emphasis on the concept of life design and how we can apply that to the work we do at the career center.

Life Design is a concept that was introduced by two Stanford University professors, Bill Burnett and Dave Evans and has become increasingly popular worldwide with the publication of their book, 'Designing Your Life'. Life Design uses design thinking methodologies to help people answer questions and make decisions about their life, career goals, and ambitions. The book grew in popularity amongst higher education and career professionals over the last several years as well, with a lot of the concepts being directly applicable to helping students identify a meaningful career path. Many members of the CPDC team have read the book, listened to the TedTalks, etc. and most recently copies of the book and workbook were bought for CPDC team members.

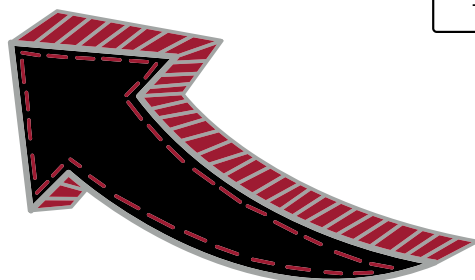
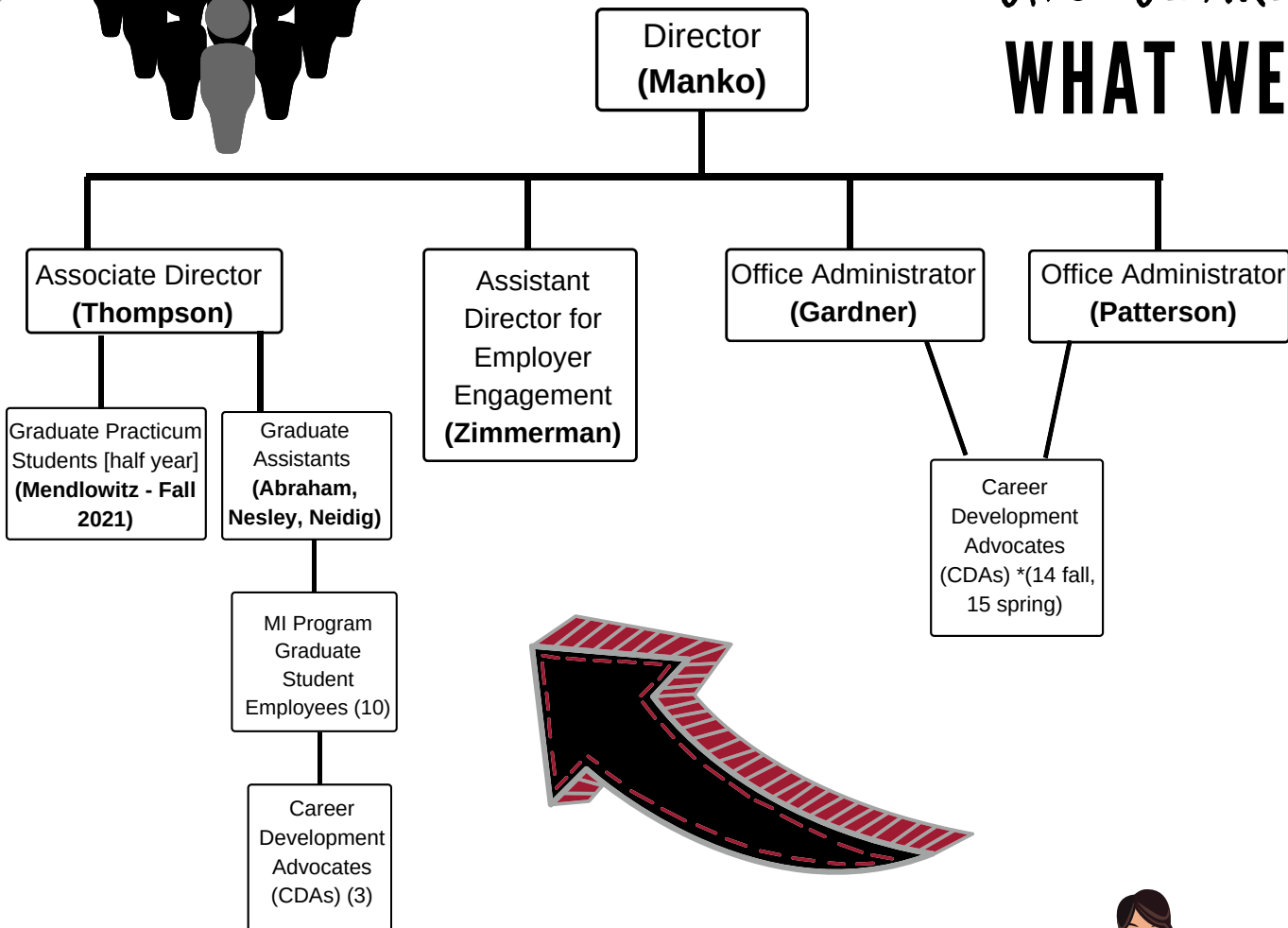


We are continuing to find ways we can implement these concepts into the work that we do, through career coaching appointments, workshops, etc. Dr. Tammy Manko also plans to talk about Life Design as a part of the campaign retreat in August 2022. The CPDC is continuing to work towards finding funding/ways for members of the CPDC and IUP community to participate in the Life Design Studio training offered by Stanford University.

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 of these cuts, there were significant staffing changes made across the university. As a result, the CPDC welcomed 3 new staff members to the team: Dr. Bill Zimmerman, Sheila Gardner, and Audrey Patterson.
- In May of 2021, Mike Husenits resigned from IUP to accept a position with another university. At the time of this report his work from Extended Studies has been redistributed to other university departments.
- For the 2021-2022 academic year, the CPDC received funding to support another graduate assistant in the department and hired Marylou Neidig.
- For the 2022-2023 academic year, the CPDC will be relocated to brand-new space in B20 Stabley Library.



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 2,263 to 1 (NACE, 2022). IUP's ratio of students to professional career coaching personnel is 4,654 to 1.

FALL 2021 CPDC SPONSORED EVENTS



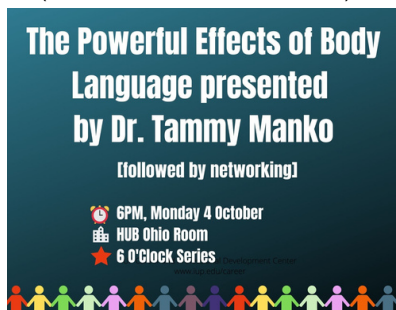
264 participants
(moved inside due to rain)



83 participants



17 participants



86 participants



29 participants



42 participants



66 participants



42 participants
(October PPS canceled)



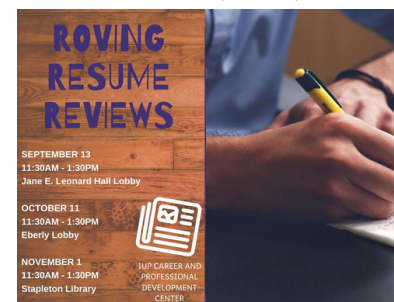
In-Person Fair: 125 participants
Virtual Fair: 23 participants



24 IUP participants (virtual)



25 participants



33 participants



49 participants



SPRING 2022 CPDC SPONSORED EVENTS

BUSINESS ATTIRE FASHION SHOW
FOLLOWED BY NETWORKING
 6:00 PM (Six O'Clock Series and CRSS)
 HUB OHIO ROOM
 Monday, February 14
 IUPSTARTSCAREERS

67 participants
 48 reached via livestream

FOOD!!!
FOR THOUGHT: CAREER LUNCH AND LEARN
FEBRUARY 3 11:30am-12:30PM
 HAWK HUB NEAR CHICK-FIL-A
 Never Too Early to Job Search
MARCH 3 11:30am-12:30PM
 NORTH DINING HALL
 Elevator Pitch 101
APRIL 11 11:30am-12:30PM
 HAWK HUB NEAR CHICK-FIL-A
 NACE Career Competencies

29 participants

INTERVIEWING AND SALARY NEGOTIATION: TANGIBLE TIPS AND TRICKS TO LAND YOUR DREAM JOB
FOLLOWED BY NETWORKING
Tuesday, 1 March, 6PM
 Great Room Elkin Hall
 CRSS

73 participants
 44 reached via livestream

SUIT-UP (ONLINE ONLY!)
 WITH THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER AND JCPENNEY
 25 January - 5 March
 Access Storefront here: www.jcpenny.com/suit-up
 Text IUP to 67922 to get your extra 30% off select professional clothing, shoes, and accessories.

25 text codes/participants

MARCH 23, 12PM-5PM
PITTSBURGH EDUCATION RECRUITMENT CONSORTIUM (PERC) JOB FAIR
 VIRTUAL VIA HANDSHAKE
 IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER
 IUP.EDU/CAREER

8 IUP participants (virtual)

Fringe Skills: What They Are and Why You Need Them
 FOLLOWED BY NETWORKING
Tuesday, 5 April, 6:00 PM
 Elkin Hall Great Room
 CRSS
 IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER
 IUP.EDU/CAREER

149 participants
 44 reached via livestream

PROFESSIONAL PANEL SERIES
 8 February 11:30am-12:30pm
 Focus: Sales Careers
THE LOWDOWN
 Join the CPDC and select employer partners 4 times a semester for these industry specific panels, where students can explore career paths, network, and learn about job and internship opportunities.
 Panels will answer questions and engage attendees in discussion. Students can attend online via Zoom or in Pratt 303 for an in-person search party, where lunch (check-in) will be provided for up to 20 students.
 Please note to receive the complimentary lunch, you must arrive by 11:45 AM and stay for the duration of the event. You'll be able to enjoy your lunch during the panel discussion.
 1 March 11:30am-12:30pm
 Focus: Ability in the Workplace
 12 April 11:30am-12:30pm
 Focus: Hospitality Careers
 IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER
 IUP.EDU/CAREER

24 participants

THE WASHINGTON CENTER (TWC) INFORMATION SESSION
TUESDAY FEBRUARY 22
5PM
305 PRATT HALL
 IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER
 IUP.EDU/CAREER

26 participants

ETIQUETTE DINNER
 Monday, March 7
 5:30 PM, Sutton Hall Blue Room
 Registration required via IUP CPDC

44 participants
 (held Monday only)

IUP SPRING CAREER FAIR
 WEDNESDAY, FEBRUARY 24
 10AM-2PM
 ONLINE VIA HANDSHAKE (IUP.JOBHANDSHAKE.COM)
 IUPSTARTSCAREERS

329 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

26 IUP participants (in-person fair)
 7 IUP participants (online fair)

MAXIMIZING YOUR EXECUTIVE PRESENCE FOR SUCCESS
 WITH DR. TAMMY MANKO
 FOLLOWED BY NETWORKING
Monday, March 28
 HUB Ohio Room
 Six O'Clock Series/CRSS

51 participants

ROVING RESUME REVIEWS
FEBRUARY 10
 11:30AM-1:30PM
 Stapleton Library
MARCH 10
 11:30AM-1:30PM
 Kathleen Jones White Writing Center, Eicher Hall
APRIL 14
 11:30AM-1:30PM
 The HUB (near the fitness center)
 IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

27 participants

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



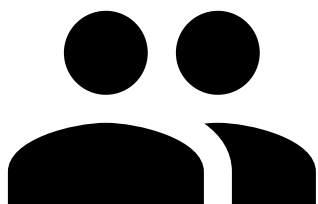
- Indiana County Business and Education Summit (Zimmerman)
- State System Career Services Association Meetings (Manko, Thompson, Zimmerman)
- WestPACS-PennACE Professional Development Day (Manko, Thompson, Zimmerman)
- PennACE Conference (Manko, Thompson)

Professional ORGANIZATION INVOLVEMENT



- Pennsylvania Association of Colleges and Employers (PennACE): (Manko, Secretary & Conference Committee; Thompson, President & Conference Committee)
- 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 College & University Professional Association (SCUPA): (Zimmerman, Treasurer)
- State System Career Professionals Association: (Manko, Thompson, Zimmerman)

University COMMITTEES AND SERVICE



- IUP Crimson Scholars Circle (Manko, Thompson)
- IUP Eberly Business Advisory Council (Manko, Zimmerman)
- IUP Guides Program (Mentors: Manko, Thompson)
- IUP NextGen, Subcouncil Cochair (Manko)
- IUP President's Commission on the Status of Women (Manko)
- IUP Provost Search Committee (Zimmerman)
- IUP Strategic Enrollment Planning (SEP)-Student Success Group (Thompson)
- IUP SEP-External Relationships Group (Manko)
- IUP Strategic Enrollment Planning (SEP)-Marketing Outcomes and Internships Group (Thompson)
- IUP Student Affairs Programming Committee (Thompson)
- IUP Student Conduct Board Member (Thompson, Zimmerman)
- IUP Student Cooperative Association Assistant Secretary/Treasurer (Zimmerman)
- IUP University-Wide Retention and Persistence Committee (UWRPC) (Manko)
- IUP University-Wide Retention and Persistence Student Engagement Subcommittee (Thompson)

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 Zoom. Drop-In hours are also available Tuesday and Wednesday evenings during the academic year. Beginning in Fall 2019, we extended drop-in hours to Monday and Tuesday afternoons to better serve our constituents. During the Covid-19 pandemic those were halted; however we brought back the Monday drop-in hours from 10:30 am-12:30 pm starting in the fall of 2021.

Although our operations were back fully face-to-face for this academic year, we continued to see an increase in electronic document reviews and Zoom appointments and continue to promote virtual appointments as a viable option, given it allows more students to meet and interact with our team, despite where they are geographically.

1,348

Total Student Appointments

appointment
BREAKDOWN

what students

are saying (56% response rate)

1,171

resume/cover letter reviews
(includes by appointment, drop-in, email, and mock interviews)

435

Mock Interviews*

63

Career Coaching

44

Job/Internship Search Strategies

27

The Washington Center



Top 5 Most Popular Appointment Types

*Our intake form recorded only 422 mock interviews though we actually conducted 435. This resulted in the data collected being off by about 13. This was due in large part to user error and mock interviewers not completing the in-take form on behalf of the students when interviews were done via Zoom.



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

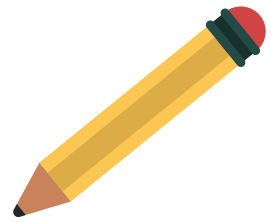


of students shared that they would recommend the CPDC to their peers

STUDENT APPOINTMENTS

BREAKDOWN BY CLASS YEAR

418	Seniors
334	Juniors
185	Sophomores
130	Freshmen
123	Graduate
51	Alumni
42	Other
44	Super Senior
8	Community Members &/or Faculty and Staff



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 2021-2022 academic year, we began hosting numerous workshops that were conducted virtually, mainly via Zoom. We anticipate this is something that will continue in some capacity moving forward, and CPDC will continue to offer, because these virtual options are sometimes more convenient and accessible for students.

**Total Workshops
Presented**

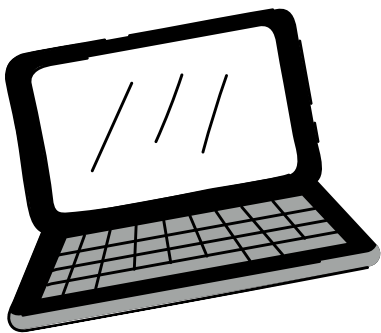
120

**Total Constituents
Reached**

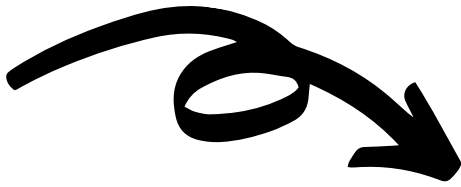
3,234

Sample of Topics of Presented

- **Resumes and Cover Letters**
- **Graduate School Preparation**
- **Job Search Strategies**
- **Interviewing Tips**
- **CPDC Office Overview**
- **Transferable Skills**
- **Career Game Plan**
- **Body Language**
- **Networking and LinkedIn**
- **Executive Presence**
- **Focus 2**
- **Career Competencies**



UNIQUE SOCIAL MEDIA INITIATIVES



#FridayFive

Each week, the CPDC released a 1-to-3-minute video covering 5 tips on a variety of professional development topics. In the spring semester, every Career Development Advocate (CDA) signed up for a topic. During their assigned week, they would collaborate with a graduate assistant, research their topic, pitch their tips, write an outline, and film a TikTok.



The Wheel of Professional Development

Students participated in an on-the-spot professional development trivia game at the HUB Fitness Center atrium table in Spring 2022. Participants had the chance to spin the Wheel of Professional Development for a chance to win CPDC merchandise. To win, students needed to answer a multiple-choice question related to the career-related category, which corresponded to where the wheel stopped. The final videos were released via Instagram, Facebook, and Twitter.



#ReadytoWork Campaign

In 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 have continued to do since then and have expanded it to include not only our May graduates but also our August and December graduates.

JILLIAN JOHNSON

MAJOR - Political science
MINOR - Theatre

Industry: Sales

Area looking to work? Florida

Connect on LinkedIn: <https://www.linkedin.com/in/jillian-johnson1234>

IUP Indiana University of Pennsylvania

ALEXIS BROWN

Major: Interior Design

Industry: Interior Design

Area looking to work? Greensburg

IUP Indiana University of Pennsylvania

PROGRAM PARTNERS

During this academic year, we continued with our Program Partners initiative, which was softly launched in the spring of 2021. We saw this as an additional way to engage more student organizations in our programming and events and increase our attendance/participation. Mr. Kevin Foster, Assistant Director in MSCLE, sent out information to all registered users on Crimson Connect at the start of each semester and we also promoted via social media. Interested organizations could complete a Qualtrics form, then Graduate Assistant Bennett Nesley confirmed event details and shared their information in social media promotions. All Program Partners were recognized on social media and at their designated event and given a certificate and thank you note from the IUP CPDC team.



FALL 2021

12 Total Partnerships with IUP Student Organizations

- Phi Mu Delta
- SGA
- Zeta Tau Alpha
- Theta Phi Alpha
- Alpha Xi Delta
- Meeting Professionals International
- IUP Women's Volleyball Team
- Panhellenic Association
- Phi Mu Delta
- Phi Mu Delta
- Phi Mu Delta
- Sigma Chi

SPRING 2022

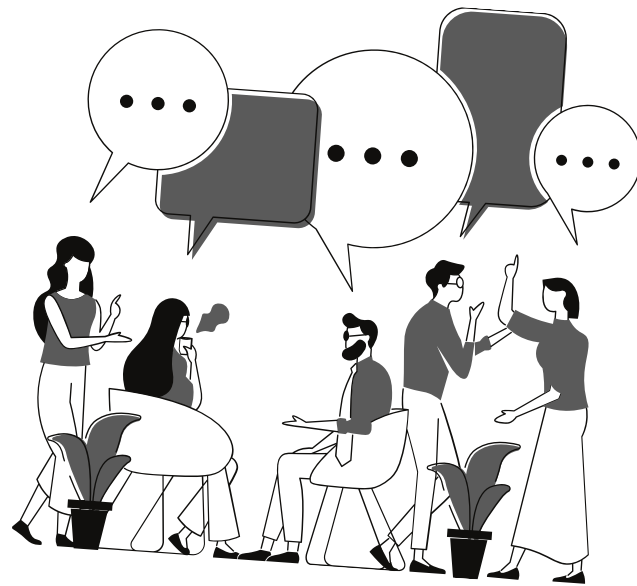
10 Total Partnerships with IUP Student Organizations

- Phi Mu Delta
- Zeta Tau Alpha
- SGA
- Zeta Tau Alpha
- SGA
- Phi Gamma Nu
- Alpha Sigma Tau
- Alpha Gamma Delta
- Phi Gamma Nu
- Theta Phi Alpha

PROFESSIONAL PANEL SERIES

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 at the time, Mr. Kevin Fleck.

We invited employers from various industries, 4 times throughout the semester, to serve on a panel via Zoom, to share information about their organization, career advice, etc. with current students. Following Kevin's departure, Dr. Bill Zimmerman continued to expand the program and we hosted 6 panels this academic year. Students could attend online via Zoom or in Pratt 305 for an in-person watch party where lunch (Chick-Fil-A) was provided for up to 30 students. In spring of 2022, we also began recording and posting these videos on the IUP CPDC YouTube.



6

Panels



\$2,008

\$1558 (fall)

\$450 (spring)

Sponsorship Money Raised via 12 Sponsors

Total Participants
(in-person and Zoom)



66

Panel Topics

- Working for Non-Profit Organizations
- Careers in Nursing and Allied Health
- Careers for Veterans and Military
- Sales Careers
- Ability in the Workplace
- Hospitality Careers

PARTICIPATING EMPLOYERS

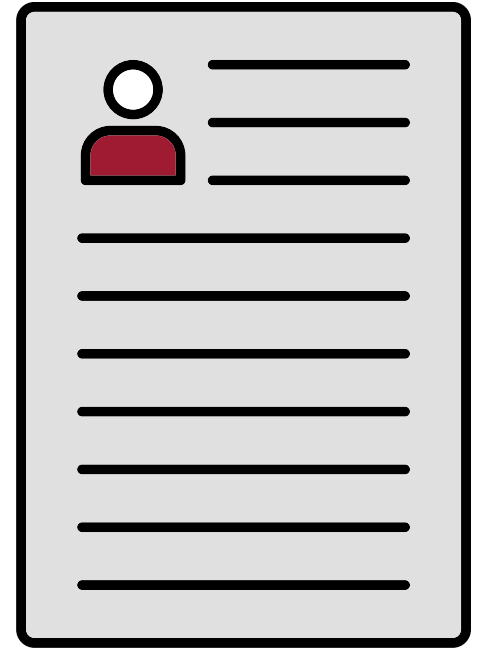


- Achieva
- ASPIRA Inc.
- Commonwealth Charter
- UPMC*
- Excela Health*
- Children's Hospital of Philadelphia
- AHN*
- Presbyterian SeniorCare Network*
- The Children's Home of Pittsburgh & Lemieux Family Center
- Pyramid*
- NAVSUP
- Mascaro Construction*
- Aramark, Thomas Automotive*
- IUP Military Veterans Resource Center*
- Commonwealth Charter Academy
- eXp Realty, LLC*
- Hershey Entertainment & Resorts
- Excela Health
- Combined Insurance / A Chubb Company*
- Lilly Broadcasting
- Advanced Office Systems, Inc.*
- Absolutely American, Inc.*
- Weidenhammer
- Enterprise Holdings
- ABIOMED
- H.F. Lenz Company
- Frontage Laboratories
- Bender Consulting
- IUP D2A2
- IUP Labyrinth Center
- Pennsylvania Gaming Control Board
- Ember and Stone Events
- Hyatt
- Indiana Country Club
- The Blairmont Club

* denotes sponsor

ROVING RESUME REVIEWS

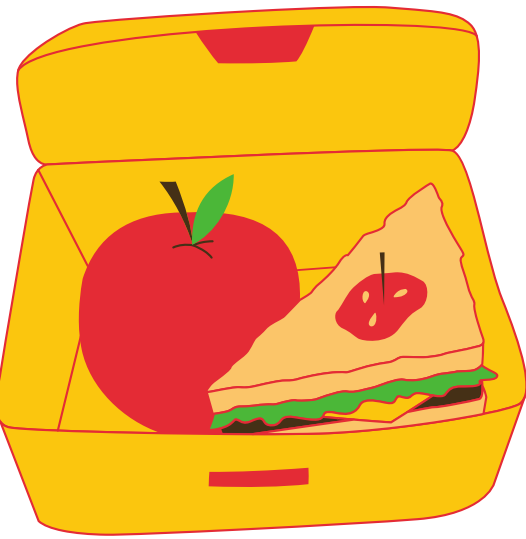
To reach more students on campus, we started taking our services to various buildings on campus. The concept of Roving Resume Reviews was started during the 2016-2017 academic year and has continued ever since. **This past year we had 6 roving resume reviews total**, in the fall and spring. The participation this year was greater than years past (39 for 20-21 AY), and we hope with continued marketing and promotion efforts the program will grow even more. We believe we saw this great of turnout due to having program partners at multiple events.



60 *total students who had their resume or cover letter reviewed or quick career question answered*

LUNCH-N-LEARNS

This academic year, we continued with our Lunch-n-Learn series, coordinated by our second-year graduate assistant Ms. Jennifer Abraham. The program series was started in Fall 2019 and was created for students to engage in career conversations, on specific topics, and also ask any career-related questions they might have. Students who participated received a free meal courtesy of the IUP CPDC. To attract more students, we not only held lunches in North Dining Hall, but we also held lunches in the HUB near Chick-fil-A. Participation at these events has remained stagnant, therefore we are looking at revamping this program during the 22-23 academic year to see if we can increase student attendance.



58 *total students*

6 *lunches total in fall and spring*

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. 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 2021-2022 academic year in this series were conducted in person; however, many were also streamed via our IUP CPDC Facebook page.

Number of Events

15

- IUP Athletics
- IUP Fraternity and Sorority Life
- IUP Panhellenic
- IUP Ambassadors
- Office of Alumni and Constituent Engagement
- MCSLE
- IUP COBSAC
- 6 O'clock Series

Partnered Organizations



\$3,000

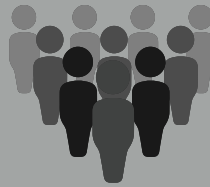
Sponsorship Dollars Raised

Featured Speakers

- Ms. Jenn Abraham
- Dr. Malaika Turner
- Dr. Tammy Manko
- Ms. Liz Mims
- Dr. John Rindy
- Ms. Jean Schnatterly
- Ms. Kelsey Thompson

Employer Partners

- East Penn Manufacturing
- Enterprise



1,516

Number of Participants



EVENT TOPICS

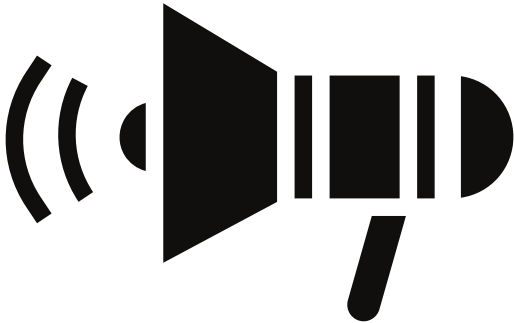


- Bills, Budgets, and Benefits 2.0
- Goal in the Grove
- Design Your Life, One Career Competency at a Time
- The Powerful Effects of Body Language
- Diversity in the Workplace Alumni Panel
- Etiquette Dinners
- WestPACS Collegiate Career Fair
- Business Attire Fashion Show
- Interviewing and Salary Negotiation: Tangible Tips and Tricks to Land Your Dream Job
- Maximizing Your Executive Presence for Success
- Fringe Skills: What They Are and Why You Need Them
- Career Expo and Graduate School Fair
- Spring Career Fair

OFFICE UPDATES & UNIVERSITY COLLABORATIONS



FOCUS 2 + MAJOR AND CAREER EXPLORATION



- **473** new Focus2 users from May 10, 2021 – May 7, 2022
- **278** users took one or more of the Career + Major Exploration Assessments
- **93** users took one or more of the Career Readiness Assessments
- **202** users took all Career+Major Exploration Assessments
- **32** users took all Career Readiness and Career+Major Exploration assessments



THE 2022 JLD REPORT

IUP Students: 668
Average Number of Hours Worked a Week: 20.33
Average Wage Per Hour: \$11.89
Total Earned: \$4,566,971.25

Collection Method:

1. Sent individual emails to employers from list pulled from previous years and the Indiana County Chamber of Commerce database
 2. Follow Up emails were sent 2 weeks later
 3. The GA team then directly called employers
- § This is a targeted approach based on the previous year's results and employment sites likely to employ students
(i.e., restaurants, retail, and big box stores)

This past academic year, our office absorbed all operations from the Major and Career Exploration Center, which was a move we had been advocating for. As a part of that, we took over the administering of the Focus 2 Career Assessment. Much of the work related to this area, has been done by graduate assistant, Marylou Neidig.

A big change we made was adding the Focus 2 on MyIUP, so students could take using their SSO credentials. We also updated all majors, minors, programs, etc. to better reflect what programs were actually offered at IUP.

UNIVERSITY

COLLABORATIONS



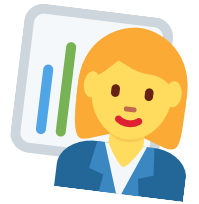
The CPDC continues to make collaboration among campus colleagues and departments a top priority. Examples of those partnerships are shown below.

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

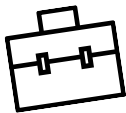
ON-CAMPUS RECRUITING AND CAREER FAIRS

HOSTED BY THE IUP CPDC

FALL 2021 CAREER EXPO AND GRADUATE SCHOOL FAIR



The annual IUP Career Expo and Graduate School Fair, for the first time ever, was held in two parts. The in-person fair was held 29 September and the online fair via Handshake was held 30 September. For the in-person fair, there were 50 registered employers and 125 students. For the online fair, there were 59 registered employers and 23 students. 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.



SPRING 2022 CAREER FAIR

The 2022 Spring Career Fair was held Wednesday, 16 February at the KCAC. A total of 96 employers registered with 329 IUP students attending the fair.



FALL 2021 - SPRING 2022 ON-CAMPUS RECRUITING

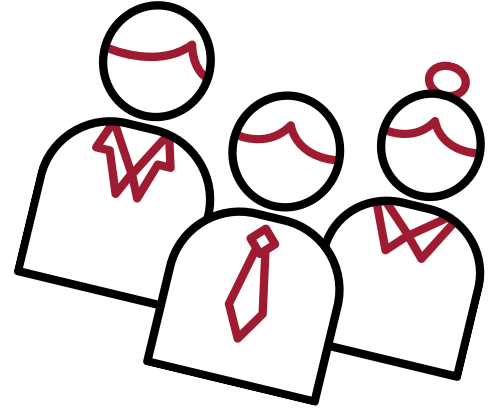
During the 2021-2022 academic year, 2 employers conducted on-campus interviews (First Energy and Adelphoi) and 5 employers (Achieving True Self, UPMC, Adelphoi, Pittsburgh PULSE, Highmark Health Solutions, Computer Enterprises Inc.) tabled in academic buildings on campus. More outreach will continue 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 23 September. The career fair provided students with the opportunity to meet with a variety of employers offering internships, co-ops, or job opportunities. There were 42 employers and more than 150 students that participated.



Accounting Career Day

In cooperation with the Student Accounting Association and the IUP Accounting Department, the annual Accounting Career Day was held via Handshake 15 September. The fair was attended by 33 organizations/employers, 108 IUP students, and 19 non-IUP students.

Hospitality Management Job and Internship Fair

On 5 October, the Department of Hospitality Management hosted its fourth Fall Job and Internship Career Fair. 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. Eighteen employers and 70 IUP students participated. This included organizations in these specific areas: 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.



Education Career Fair

On 20 April the Education Career Fair was held. 45 employers and 102 students participated. Dr. Bill Zimmerman and Audrey Patterson assisted in planning and execution of the event with assistance from the College of Education and Communications.

OFF-CAMPUS EVENTS

WestPACS COLLEGIATE CAREER FAIR

The WestPACS 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 2021, the fair continued to be held online due to the ongoing Covid-19 pandemic, using Handshake for virtual delivery. In Spring 2022, WestPACS held its first in-person career fair since spring 2020, while also offering an online fair component. Candidate numbers continue to be on a decline, therefore the organization is actively looking at ways to increase participation moving forward.

 **24** IUP students attended the Fall 2021 fair

IUP students attended the Spring 2022 fairs **33** 

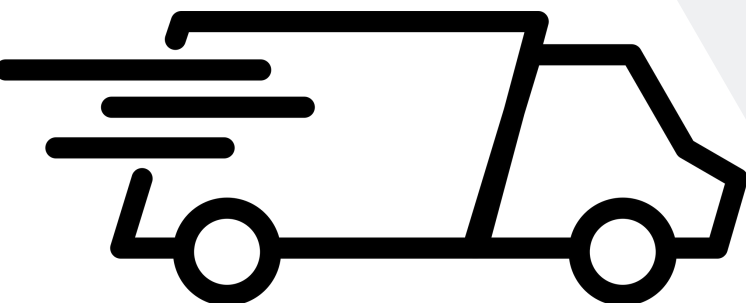
 **376** total organizations in attendance at all 3 fairs (not unique numbers)

8

IUP students attended the Spring 2022 PERC fair.

PITTSBURGH EDUCATION RECRUITMENT CONSORTIUM

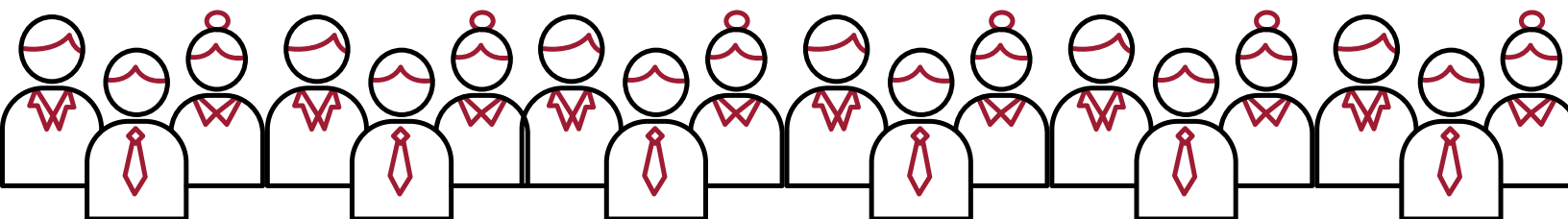
The PERC Education Job Fair attracts more than 200 employers from 25 states across the U.S. and several international organizations. Participating employers interview and hire teacher candidates in all Pre-K-12 disciplines as well as related professional certification areas, such as school counseling, school social work, speech language pathology, OT, PT, and nursing. The consortia has 30 colleges and universities as members. Due to concerns surrounding the Covid-19 pandemic, the 2022 fair was moved online via Handshake.



EMPLOYER VISITS

The following is a list of employers whom CPDC either met with on Zoom or in person during the 2021-22 year (number after indicates if more than one meeting)

- o UPMC Nursing (4)
- o Serve-Pro
- o Kuzneski Insurance Group
- o Transitional Options
- o Children's Hospital of Philadelphia
- o Buckeye International
- o BNY Mellon
- o Workpartners
- o Nemaocolin Resorts (2)
- o Holy Family Institute
- o Seaford School District
- o WESCO
- o Insight Global
- o Commonwealth of PA
- o UPS
- o Concordia Lutheran Ministries
- o Pittsburgh Public Schools
- o ESF Camps
- o One Health Solutions
- o Perseus House
- o Allegheny Coatings
- o Baker Tilly
- o BSSF
- o Aramark
- o UPMC Insurance
- o Quality Living Homecare
- o Rice Sterling & Associates
- o Burgatory Bar & Shorty's Pints & Pins
- o Teamology
- o Dedicated Nursing Associates
- o The Academy Schools
- o Spina Bifida Association of Western PA
- o Enterprise Holdings (4)
- o Juno Search Partners
- o Fastenal
- o InternU
- o S&T Bank
- o The Biltmore
- o David T. Scott (DTS) (2)
- o CGI
- o Brand Demon
- o Treloar & Heisel
- o Bayada
- o PA Auditor General
- o Indiana Gazette/Sample Newspaper Group
- o PLS Logistics
- o United School Network
- o Starfire Corporation
- o CSS-Inc.
- o The Financial Search Group LTD.
- o Specialisterne
- o Mariner Finance
- o PGT Services
- o Leybold USA
- o Pittsburgh Truck Equipment
- o Members 1st Credit Union
- o Somerset County
- o Silianoff & Joyce: Financial Search Group



MOCK INTERVIEWS AND ETIQUETTE DINNERS

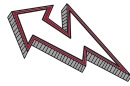


Number of Participants

for fall, spring, and summer mock interview sessions

435 participants

- Mathematical and Computer Sciences
- Theatre, Dance, and Performance
- Management
- Business and Technology
- Hospitality Management
- Food and Nutrition
- Communications Media
- Professional Studies in Education



participating departments

Mock Interviewer Information

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

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

Number of Participants

69 participants

total dinners held each academic year **3**

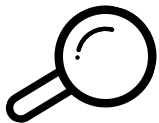
Table Host Information

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

This year we held only 3 dinners rather than 4 because during the spring 2022 semester we had little interest in the second night; thus, we moved all registered students to the Monday evening dinner.

Mock Interviews

Etiquette Dinners

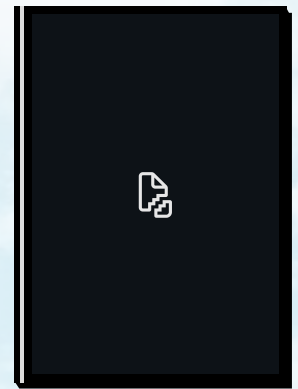


ETIQUETTE DINNER PROMOTIONS

Over the last several semesters, we have noticed a decline in student participation for etiquette dinners. Historically, faculty members had required students to attend as part of a course requirement and that helped to drive attendance numbers up. In recent years, fewer and fewer faculty have required the dinners and as a result, we've seen a decline in participation. In Spring 2022, we launched a new campaign where in which we asked the academic colleges to sponsor up to 20 students for the dinner. Dr. Tammy Manko pitched this idea at a Council of Dean's meeting and we had full support from all academic colleges. Overall, this initiative resulted in more students participating; however, we were on a short timeline and ended up seeing more no-shows than we anticipated. At the time of this report, we plan to do the same thing for the fall, but we will reconsider having students pay a portion of the meal to have some vested interest in attending.

THE DISNEY COLLEGE PROGRAM (DCP)

This past year, Disney welcomed back students who were put on hold for the pandemic and also worked with new participants. Given the Disney College Program is back to full capacity, our IUP marketing of the program will increase for Fall 2022.



Starting in March 2020, the Disney College Program was postponed indefinitely, due in large 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 2021-2022 academic year.

Disney is continuing their recently adopted policy of 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 60,000 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. This past year, TWC reverted back to more in-person internships but offered their career programming remotely.

This year, TWC also changed their process for placing interns, putting more onus on the students. After being accepted to TWC, students meet with a Pre-Arrival Advisor, then they are given access to the vetted TWC internship database. Students are responsible for applying to internships, where as in the past, TWC applied for them. IUP has experienced no issues with this change.

11

IUP student interns
0- fall
0-spring
11 -summer

Since the Covid-19 pandemic, TWC saw a significant decline in placement opportunities and IUP has seen a decrease in the number of student participants.



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

24

734

students reached
during TWC classroom
visits in the fall and
spring

4

academic departments had
students participate
(Criminology,
Communications Media, English,
Political Science)

\$121,690

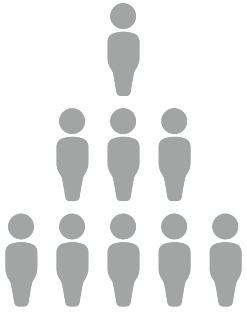
secured in scholarships through
TWC for IUP students this year

Since 1975, the IUP CPDC has sent 632 students to TWC and secured \$1M+ in scholarships.



The Washington Center

NETWORKING AND RELATIONSHIP BUILDING

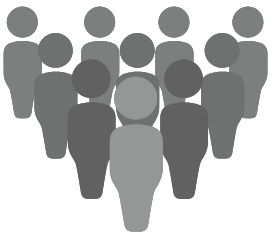


2,794

employers invited to participate in on-campus recruitment events

employers with whom CPDC engaged meaningfully

101



1,112

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

898



1,393

unique students completed experiences during 2021-2022 academic year

GRADUATE FIRST DESTINATION SURVEY

2,342*

total recent graduates
*only 2,310 for whom we had accurate contact information and were surveyed

440

surveys completed
(response rate of 19%)

697

total recent graduates
for whom we have
reliable, verifiable data
(total knowledge rate of 30%)



CLASS OF
2021



(Class of 2021 consists of graduates from August and December 2020 and May 2021)

FAST FACTS

88%

employed in the field of
their choice

86%

productive rate
(based on total knowledge)



30%

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

the LOWDOWN

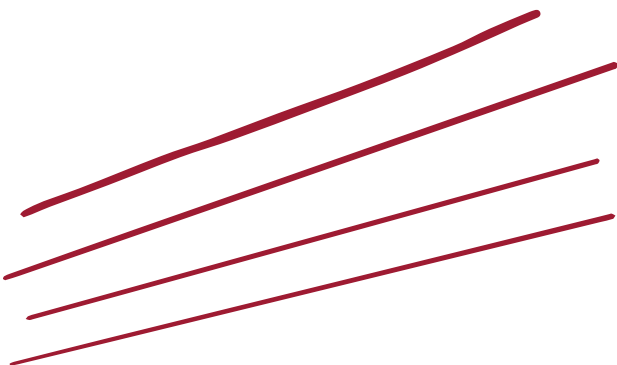
CAREER DEVELOPMENT ADVOCATES (CDAS)

As part of the CPDC's goal of expanding awareness and maximizing resources, we created a program of peer advocates in Fall 2011, since renamed "Career Development Advocates" (CDAs). Since its inception, 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 also introduced a Crash Course training for CDAs, while working remotely during COVID-19 that we have continued. We host this every fall (after the retreat) and spring, so CDAs are prepared to do their jobs effectively. It also allows us to keep the retreat more focused on team building. We've continued to host holiday gatherings, sponsored an IUP basketball game, and gathered for our end-of-year celebration.

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.

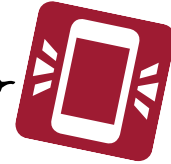
Due to the remote work situations, CDAs roles have shifted to meet the needs of the department. At the time of this report, we are revisiting the idea of having CDAs be more focused on certain areas (i.e., front desk/administration, content creation, etc.). We will continue to ensure all CDAs are cross-trained regardless of their focus area.



SOCIAL MEDIA PLATFORMS



BY THE NUMBERS



@IUPCPDC

- Posts: 820
- People Like our Page: 2,054
- Like & Reaction: 2863
- Comments: 316
- Links Followed: 2,477
- Shares: 277
- Unique Individual Reach: 12,191
- Total Reach Accumulated from all Posts: 123,772

- Tweets Published: 797
- Followers: 1,349
- Total Impressions: 161,595
- Engagements: 3,831
- Retweets: 361
- Replies: 42
- Likes: 1,368
- Links Followed: 152



@IUPCPDC

- Posts: 49
- Followers: 72
- July 2021-June 2022 Likes: 50
- Views: 10,754



@IUPCPDC

- Posts: 236
- Followers: 745
- Likes and Reactions: 2,315
- Comments: 57
- Shares: 158
- Reach: Unique 2,839 (unique individuals)
- Total Reach Accumulated from all Posts: 28,269



@IUPCPDC

- 12.4 % web logins (percent of students who have logged into Handshake)
- 16.8 % mobile logins (percent of students who have accessed Handshake on mobile devices)
- 32 % profile completions (percent of students with a completed profile)
- 20, 688 approved employers
- 107, 870 jobs posted (94,699 Full-time; 13,163 Part-time; and 8 Seasonal)
- 18, 521 Internships posted, 916 Cooperative Ed Opportunities, 196 Experiential Learning Opportunities



handshake

iup.joinhandshake.com

LinkedIn Groups

- IUP Career Development and Networking: 619 members
- IUP Alumni: 11,006 members



Let's get

SOCIAL

CONSTITUENTS REACHED

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

7,531

**Total Constituents
Reached**

3,793

**Total Employers
Reached**

NOTE: These are not unique contacts.

