



Career and Professional Development Center Annual Report 2022-2023

B20 Stabley Library

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www.iup.edu/career

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SPECIAL NOTE

WE'VE MOVED!



As of July 2022, the CPDC officially moved locations on campus. Since the Career and Professional Development Center opened its doors at IUP, it has been housed in Pratt Hall. For the last several years, conversations occurred about moving the office to a new space on campus, due to the impending demolition of Pratt Hall and the request to be more centrally located for students. In August 2021, Director Dr. Tammy Manko and Associate Director Kelsey Thompson, started meeting with a design team and the IUP facilities team, to plan what a new space would look like and consider the needs of the department. After months of planning and design iterations, a layout was agreed upon and construction started in early 2022. The CPDC team officially moved in July 2022 to the ground floor of Stabley Library. This new space is directly across from Clark Hall, which houses several student services and is directly adjacent to the University College. The location is much more central to campus and while our foot traffic was steady this past year, we are anticipating it to increase as more students learn where our new space is. The CPDC space boasts a beautiful front desk and lobby area, shared office space for graduate and undergraduate team members, four interview rooms, a conference room, a common lounge space, a resource room, five fulltime team members' offices, a classroom/multipurpose space, and a large storage closet.

LIFE DESIGN

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

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. In essence, this is a creative problem-solving framework. The book grew in popularity among higher education and career professionals over the last several years as well, with many of the concepts being directly applicable to helping students identify a meaningful career path. Multiple members of the CPDC team have read the book, listened to the TedTalks, etc., and copies of the book and workbook were purchased for CPDC team members.

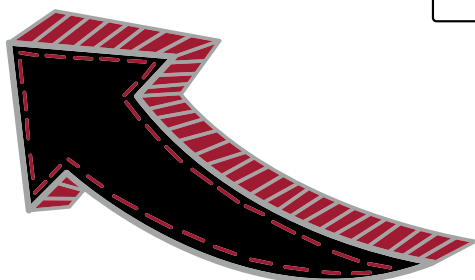
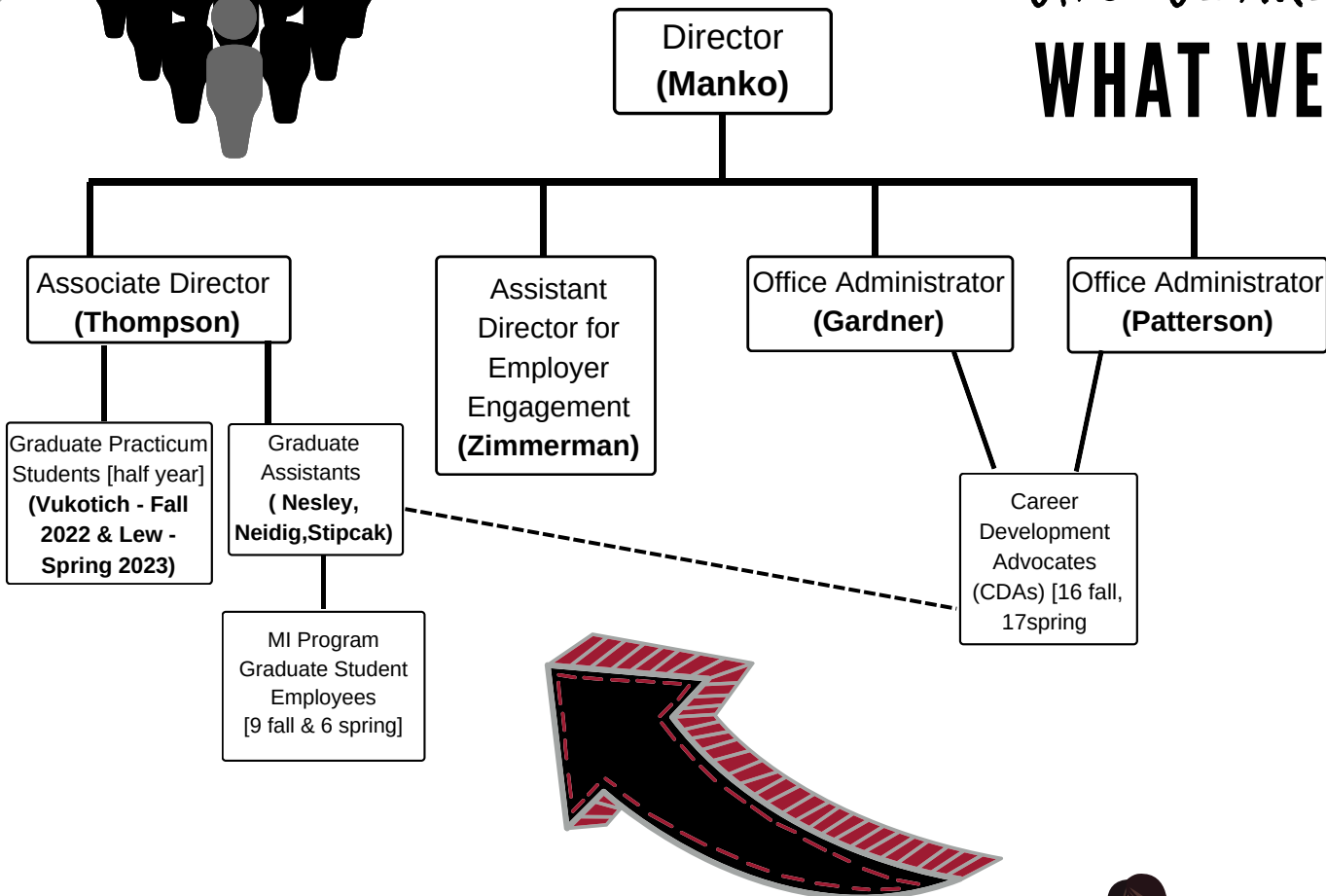
We are continuing to find ways to integrate these concepts into the work that we do, through career coaching appointments, workshops, etc. Dr. Tammy Manko talked about Life Design as a part of the August 2022 University Campaign Leadership Retreat. The CPDC is continuing to work toward identifying funding and ways for members of the CPDC and IUP community to participate in the Life Design Studio training offered by Stanford University. In December 2022, Dr. Tammy Manko and Associate Director Kelsey Thompson were able to attend the Life Design Studio training virtually. Graduate Assistant Marylou Neidig did significant work in this area, creating three different workshops and presenting the topics to students in various Undergraduate Student Success (UGSS) classes offered via the University College.



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 three new staff members to the team: Dr. Bill Zimmerman, Sheila Gardner, and Audrey Patterson. Financial concerns continue to be a large issue at the university.
- 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.
- Abbi Stipcak resigned from her 2-year GA position due to scheduling issues with her academic courses. Therefore, the CPDC was forced to hire three brand new GAs for the upcoming academic year.
 - Marylou Neidig is enrolled in a 2.5-year graduate program, so she continued to work for the CPDC during summer 2023 as a graduate student employee, with plans to do so in the fall as well.



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 4,416 to 1.

FALL 2022 CPDC SPONSORED EVENTS



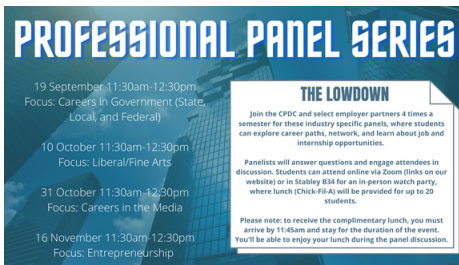
290 participants



6 participants (September)
18 participants (October)
14 participants (November)



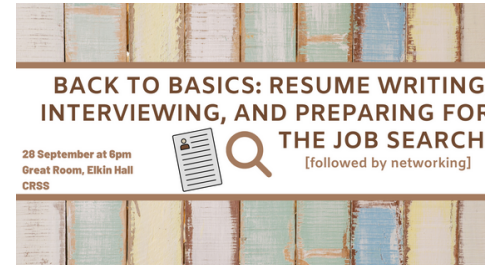
55 participants



8 participants (September)
10 participants (October #1)
34 participants (October #2)
25 participants (November)



8 participants (virtual)
59 participants (in person)



35 participants



4 participants (September)
6 participants (October)
13 participants (November)



132 participants



500+ participants



76 participants
3 participants (virtual workshop)



145 participants



9 participants (info session)
7 class visits with 227 participants (during visit)



SPRING 2023 CPDC SPONSORED EVENTS

COFFEE AND CAREER CONVERSATIONS

21 FEBRUARY 4:00 PM - 5:00 PM
21 MARCH 4:00 PM - 5:00 PM
18 APRIL 4:00 PM - 5:00 PM

Join CPDC team members once a month over lunch to talk about life, career goals, and how we can help you to achieve them! Students who participate will receive a free coffee (limited quantities). Come to our new office space in B20 Stabling Library to join in on the conversation!

8 participants (February)
5 participants (March)
11 participants (April)

THE WASHINGTON CENTER (TWC) INFORMATION SESSION

WEDNESDAY 8 FEBRUARY 4:00 PM
B34 STABLEY LIBRARY

COME AND SPEAK TO A TWC STAFF MEMBER AND LEARN ALL ABOUT THEIR ACADEMIC INTERNSHIP OPPORTUNITIES!

2 participants (info session)
6 class visits with 153 participants (during visit)

ROVING RESUME REVIEWS

FEBRUARY 9
10:00 AM-12:00 PM
Weyandt Hall - Atrium

MARCH 7
10:00 AM-12:00 PM
Zink Hall Lobby

APRIL 25
10:00 AM-12:00 PM
Leonard Hall Lobby

4 participants (February)
4 participants (March)
15 participants (April)

LEADING WITH AN INCLUSIVE MINDSET

presented by IUP alumna Je'Mone Smith

Tuesday, 11 April, 6:00 PM
Room 225 Jane E. Leonard Hall

112 participants
53 participants (SA talk), 42 participants (lunch),
25 (Crimson Scholars Circle lunch)

COMPANY CULTURE - WHY IT'S IMPORTANT AND HOW TO DETERMINE IF IT IS THE RIGHT CULTURE FOR YOU AND IF YOU ARE RIGHT FOR IT

PRESENTED BY IUP ALUMNA AND TRUSTEE LAURIE KUZNESKI

FOLLOWED BY NETWORKING

Monday 27 March, 6:00 PM
Great Room, Elkin Hall
Six O'Clock Series/CRSS

140 participants

BUSINESS ATTIRE FASHION SHOW

FOLLOWED BY NETWORKING

6:00 PM (Six O'Clock Series and CRSS)
Great Room, Elkin Hall
Monday 13 February

21 participants

IUP SPRING CAREER FAIR

WEDNESDAY, FEBRUARY 22
10 AM-2 PM
KOVALCHICK COMPLEX

EMPLOYERS WILL BE ON CAMPUS LOOKING TO SPEAK TO STUDENTS ON THIS OPPORTUNITY!

267 participants

Western PA Collegiate Job and Internship Fair

SPONSORED BY WESTPACS

Wednesday 29 March
10:00 AM - 2:00 PM
Virtual Via Handshake

Register and start signing up for sessions with employers starting on 1 March at westpacs.org

5 participants

ETIQUETTE DINNER

Monday 3 April
5:30PM, Sutton Hall Blue Room
Registration required via IUP CPDC

46 participants

Designing Your Dream Life

FOLLOWED BY NETWORKING

Wednesday 22 March, 6:00 PM
Great Room, Elkin Hall
CRSS

100 participants

PROFESSIONAL PANEL SERIES

7 February 5:00 PM-6:00 PM
Focus: Interviewing, Salary Negotiation, and Tips for Entering the Workplace

28 February 5:00 PM-6:00 PM
Focus: STEM Careers

28 March 5:00 PM-6:00 PM
Focus: Psychology and Service Careers

19 April 5:00 PM-6:00 PM
Focus: Making Your Side Gig Work for You

49 participants (February #1)
18 participants (February #2)
8 participants (March)
34 participants (April)

PITTSBURGH EDUCATION CONSORTIUM (PERC) JOB FAIR

WEDNESDAY 22 MARCH, 9:30 AM-3:00 PM

Monroeville Convention Center

11 participants



SUIT-UP (ONLINE ONLY)

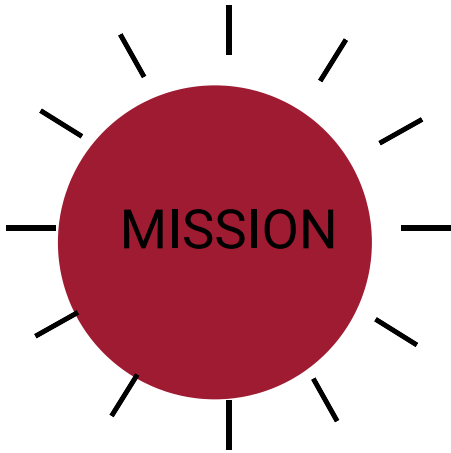
WITH THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER AND JCPENNEY

30 January - 31 March
Access Storefront here: www.jcpenny.com/suit-up

Text IUP to 67292 to get your extra 30% off select professional clothing, shoes, and accessories.

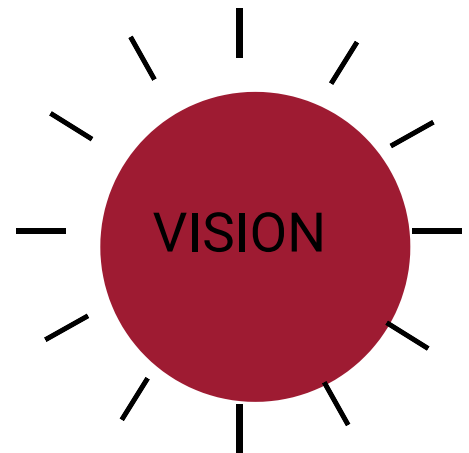
40 coupon codes requested

CPDC Mission, Vision, and Values



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.



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

A red circle with the word "VALUES" in white capital letters inside. The circle is surrounded by several short, black, radiating lines of varying lengths, giving it a sun-like or starburst appearance.

Professional Organization Involvement, Conferences Attended, and University Service

Conferences AND PROFESSIONAL DEVELOPMENT SEMINARS ATTENDED



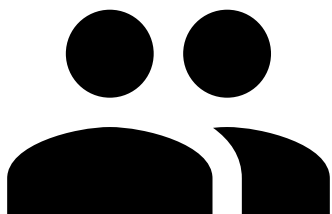
- **Indiana County Business and Education Summit** (Zimmerman)
- **Handshake Access 2023 Online Conference** (Patterson, Zimmerman)
- **State System Career Services Association Meetings** (Manko, Thompson, Zimmerman)
- **WestPACS-PennACE Professional Development Day** (Manko, Thompson, Zimmerman)
- **PennACE Conference** (Manko, Neidig, Nesley, Thompson)

- **Indiana County Society for Human Resource Management:** (Zimmerman, Member)
- **Pennsylvania Association of Colleges and Employers (PennACE):** (Manko, Conference Committee & Presenter; Thompson, Past-President & Conference Committee)
- **Western PA Career Services Association (WestPACS):** (Manko, Vice President; Thompson, Technology and Candidate Registration Chair; Zimmerman, Secretary)
- **Pittsburgh Education Recruitment Consortium:** (Zimmerman, Representative)
- **State College & University Professional Association (SCUPA):** (Zimmerman, Treasurer & Member of Negotiation Team)
- **State System Career Professionals Association:** (Manko, Thompson, Zimmerman)

Professional ORGANIZATION INVOLVEMENT



University COMMITTEES AND SERVICE



- **IUP Eberly Business Advisory Council** (Manko, Zimmerman)
- **IUP Guides Program (Mentors: Manko, Thompson)**
- **IUP Hawks Helping Hawks** (Manko)
- **IUP NextGen, Subcouncil Cochair** (Manko)
- **IUP President's Commission on DEI - Student Programming** (Thompson)
- **IUP Provost Search Committee** (Zimmerman)
- **IUP Student Affairs Programming Committee** (Thompson)
- **IUP Student Conduct Board Member** (Thompson, Zimmerman)
- **IUP Student Success Think Tank** (Manko)

STUDENT APPOINTMENTS

Appointments and drop-in express 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), via phone, or via Zoom. Drop-In Express 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 (spring 2020-spring 2021); however, we brought back the Monday drop-in express hours from 10:30 am-12:30 pm starting in the fall of 2021 and continued those during the 2022-2023 academic year.

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. Starting in Spring 2023, our team also switched to using Microsoft Bookings to handle appointment scheduling, which syncs with team member's respective Outlook calendars. This shift allows students to select appointment types, dates, and times on their own, eliminating the need to call or email the CPDC and wait for a response. We still have our request form on the website and will look to eliminate that in future academic years.

1,361

Total Student Appointments

appointment
BREAKDOWN

what students

are saying (54% response rate)

738 responses



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

1,051

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

377

Mock Interviews*

121

Career Coaching

65

Job/Internship Search Strategies

38

The Washington Center



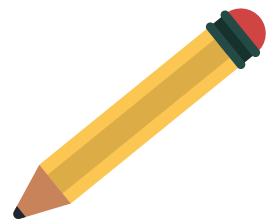
Most Popular Appointment Types

*Our intake form recorded only 377 mock interviews, though 380 were completed. This resulted in the data collected being off by about 3. This was due in large part to user error by both the student participants and mock interviewers filling out the form on behalf of the student. Efforts have been made to cross-check data to ensure accuracy of reported numbers and improvements have definitely been made. This is something we'll continue to make a priority.

STUDENT APPOINTMENTS

BREAKDOWN BY CLASS YEAR

383	Juniors
329	Seniors
170	Freshman
168	Graduate
153	Sophomore
62	Alumni
48	Other
46	Super Senior
2	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) and interviewing tips to how to network successfully, among other career-related topics. Previously, our workshops were done exclusively in person; starting in spring 2020, however, as a result of the COVID-19 pandemic, we began hosting numerous workshops virtually, mainly via Zoom. While in-person requests are still most popular, we have continued to offer virtual workshops in some capacity.

Total Workshops Presented

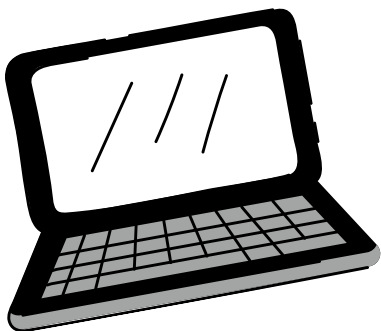
110

Estimated Total Constituents Reached

2,902

Sample of Topics of Presented

- **Resumes and Cover Letters**
- **Graduate School Preparation**
- **Job Search Strategies**
- **Life Design**
- **Interviewing Tips**
- **CPDC Office Overview**
- **Career Game Plan**
- **Networking and LinkedIn**
- **Focus 2**
- **Job and Internship Search Strategies**



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, former Assistant Director in MSCLE, sent information to all registered users on Crimson Connect at the start of each semester (Casey Brown, MSCLE GA, took over after Foster's departure from the University) and CPDC also promoted via social media. Interested organizations complete a Qualtrics form, then CPDC Graduate Assistant Abbi Stipcak confirmed event details and shared the organization's 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. Given the success of this initiative, it is something we plan to continue with for the foreseeable future.

THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER INVITES YOUR GROUP/ORGANIZATION/TEAM TO BECOME A...

CPDC PROGRAM PARTNER

<h3>WHO?</h3> <p>Any recognized student group, organization, fraternity, sorority, or athletic team at IUP.</p>	<h3>WHEN?</h3> <p>AT AN IUP CPDC EVENT DURING THE SPRING SEMESTER (CHECK THE FORM BELOW FOR AVAILABLE DATES). WE HAVE PROGRAMS HAPPENING FEBRUARY THROUGH APRIL!</p>
<h3>WHY PARTNER?</h3> <p>OUR OFFICE DOES THE WORK! (SECURING THE TIME, DATE, PROGRAM TOPIC, AND GUEST SPEAKER) SO WHAT DOES YOUR GROUP/ORGANIZATION/TEAM HAVE TO DO?</p> <ul style="list-style-type: none"> • HELP US PROMOTE THE EVENT BY POSTING ON YOUR SOCIAL MEDIA. • SHOW UP TO THE EVENT! YOU'LL BE INTRODUCED AT THE PROGRAM AND RECOGNIZED AS A PARTNER IN OUR SOCIAL MEDIA PROMOTIONS AS WELL. 	

INTERESTED IN PARTICIPATING?
Register Your Organization Here



SCAN ME

Questions? Contact Kelsey Thompson at kthomps@iup.edu or Abbi Stipcak at jvldc@iup.edu.

FALL 2022

8 Total Partnerships with IUP Student Organizations

1. Kappa Delta Rho
2. Alpha Sigma Alpha
3. Alpha Sigma Tau
4. Sigma Kappa
5. IUP Ambassadors
6. Sigma Chi
7. Phi Gamma Nu
8. Latino Student Organization

SPRING 2023

9 Total Partnerships with IUP Student Organizations

1. Delta Gamma
2. Alpha Sigma Alpha
3. Delta Zeta
4. IUP Ambassadors
5. Phi Gamma Nu
6. Sigma Tau Delta
7. Zeta Tau Alpha
8. Kappa Delta Rho
9. IUP Student Government



PROFESSIONAL PANEL SERIES

The Professional Panel Series began during the spring 2021 semester as a way to engage with more employers and provide students with additional opportunities to connect and build meaningful relationships with some of our most engaged employer partners. Dr. Bill Zimmerman continues to oversee this program series and also moderates the panels. Panel topics range from industry specific topics to more special topics specific. This is one of our only true hybrid programs. Students are able to attend online via Zoom or in person in B34 Stabley Library, our new classroom space, for an in-person watch party where dinner (Chick-Fil-A) is provided for up to 20 students (a drop from 30 during previous academic year based on participation). All panelists join via Zoom. Recordings of panels continue to be posted as videos on the IUP CPDC YouTube page. One notable change for this past academic year was that starting in spring 2023, we changed the panel time from a lunch start over the IUP Common Hour to an evening start.



8
Panels

\$1,950
Sponsorship Money Raised via
9 Total Sponsors

Total Participants
(in person and Zoom)

186
This is a 35% increase from last AY with 66 participants.

Panel Topics

- Careers in Government (State, Local, & Federal)
- Liberal/Fine Arts
- Careers in Media
- Entrepreneurship
- Interviewing, Salary Negotiation, & Tips for Entering the Workplace
- STEM Careers
- Psychology & Social Services Careers
- Making Your Side Gig Work for You

PARTICIPATING EMPLOYERS



- Charles Decarlo, Air Force Audit Agency
- Bernadette Matthis, City of Philadelphia
- Michele Keogh, PA Auditor General
- Michael Berkheimer, National Labor Relations Board
- Dave Gillingham, Jr., Off duty but with experiences in private/government Industry, his employer is a US Government Agency who would not allow him to identify the organization
- Lisa Snyder, JusticeWorks Youth Care
- Jeff Tuck, WebstaurantStore
- Michelle Barkey, ARC Human Services
- Kelli Custer, Capital Area Intermediate Unit (CAIU)
- Brandon Rouderbush, Pixel Lab Studio
- Matthew Filippi, Lilly Broadcasting
- Amy Mauk, Audacy
- Lillian Caldwell, Global Media Network
- Bob Cooper, JW Pepper & Sons
- Zack Meuschke, Corkboard Concepts
- Cheryl McCann, Metz Culinary Management
- Tyshonda Bunting, Your Child's World Learning Center
- Donald Robinson, Global Human Performance
- Alexis Bovalino, Burgatory/Shorty's X
- Victoria Dunlop, Allegheny Intermediate Unit
- Briana Holloway, Sherwin-Williams
- Joe Spadae, KETK/KFXK-TV
- Anton Reed, Homewood Children's Village
- Dr. Linda Chow, PhD, MBA (CEO/Co-founder), Caring Doctor Corporation
- Shenin Dettwyler, NYU Langone Health
- Elizabeth Biletz, ScribeAmerica
- Mike Carnicella, Transitional Options, Inc.
- Shauna Casey, Emmaus Community of Pittsburgh
- John Carosso, Community Psychiatric Center
- Dr. Linda Chow, CaringDr Corporation
- Renee Kostas, Posh Local
- Ani Solomon, Venture for America



ADVISORY BOARD

Current Advisory Board Members:

Name	Organization
Mark Dysert	Adelphoi Education
Lisa Dysert	Adelphoi Village, Inc.
Kimberly Lumadue	CNB Bank
Alexandra Davis	Enterprise Holdings
Molly Phelps	Fastenal
Jill (Thomas) Kirsch	Highmark Health and Allegheny Health Network
Tammy Manko	IUP – CPDC
Kelsey Thompson	IUP – CPDC
Sheila Gardner	IUP – CPDC
Bill Zimmerman	IUP – CPDC
Lara Luetkehans	IUP – Provost
Amber Racchini	IUP – Vice Provost for Student Academic Success
Chris Koren	IUP – Director of Strategic Partnerships
Rich Muth	IUP – Director of Regional Campuses

Name	Organization
Amy R. Cook	IUP – Eberly College of Business
Steve Hovan	IUP – Kopchick College of Natural Science & Math
Dan Burkett	IUP – Kopchick College of Natural Science & Math
Kelly Heider	IUP – Acting Assistant Vice Provost for University Libraries
Jamie Gildersleeve	Mascaro Construction
Michele Keogh	Pennsylvania Department of the Auditor General
Bree Hyde	S&T Bank
Tracey Barker	S&T Bank
Barbara Werner	Sheetz
Keith Kuckenbrod	Thomas Automotive
Paul Weifenbaugh	Tri-County Workforce Investment Board, Inc.
Erik Orient	UPMC Health Plan

After a 5-6 year hiatus, the CPDC Advisory Board was resurrected and had its first meeting in May 2023. Attendees were able to learn about CPDC services, programs, and offerings, with a special program on Life Design as well. Attendees also had the chance to break into small groups, with CPDC team members facilitating discussion on a variety of topics such as: life design, services we should/should not offer, networking events, how can board members help us and vice versa, how do we keep students in PA, what issues are you noticing with recent graduates, how do we better prepare students for work, future ER Day topics, etc.

27 individuals, 11 orgs, 1 community leader, 11 IUP community members

EMPLOYER RELATIONS DAY

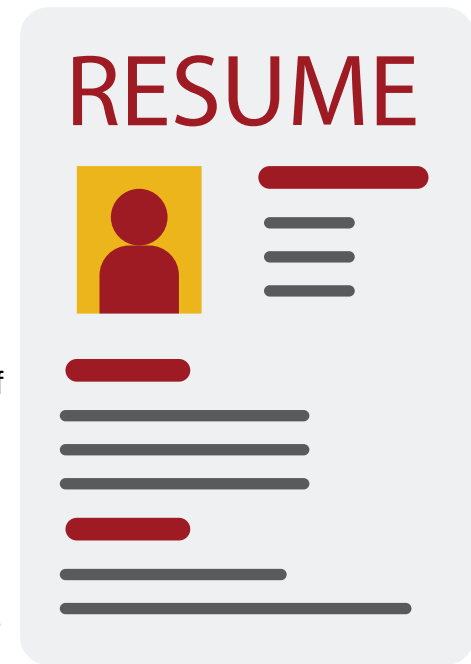


- 1st Summit Bank
- Indiana County
- Achieva
- IRMC
- Adelphoi Education
- Kerry Ford Public Relations
- Adelphoi Village, Inc.
- KZL Agency
- Aliquippa Impact
- Maple Unified Student Academy (MUSA)
- Alleghenies Unlimited Care Providers
- Mascaro Construction Company LP
- Allegheny Coatings
- Pace School
- Allegheny Intermediate Unit
- Partners For Quality
- Anchorage School District
- Pennsylvania Department of the Auditor General
- Blair Family Solutions
- Pennsylvania House of Representatives
- Boys & Girls Clubs of Western Pennsylvania
- Pennsylvania Mountain Service Corps AmeriCorps
- Burgatory / Shorty's X
- PLS Logistics Services
- Cambria County Prison
- Prime Metals & Alloys
- CNB Bank
- Prince William County Police Department
- Commonwealth of Pennsylvania
- R.D. Hoag & Associates, LLC
- Communities in Schools of Pennsylvania
- Resco Products
- Community Guidance Center
- Richard G. Snyder YMCA
- Community LIFE
- Sheetz
- County of Indiana
- Sisterson & Co.
- Embassy of Hearthside
- SpiritLife Inc.
- Every Child, Inc
- The PNC Financial Services Group, Inc.
- Family Care for Children & Youth, Inc.
- Thomas Automotive
- Familylinks
- Unity Family Services
- Fastenal
- UPMC
- First National Bank
- USA Staffing Solutions
- Harvest Church
- USEEOC- Pittsburgh District Office
- Highmark Health
- Willow Staffing Agency
- Highmark Health & Allegheny Health Network
- York Academy Regional Charter School

Employer Relations (ER) Day was held May 10, 2023 in Jane E. Leonard Hall. It was the first in-person ER Day since 2018 (we skipped 2020, and 2021 was held via Zoom). The 2023 event was held in conjunction with our Advisory Board Meeting, which was held in the morning and ER Day was in the afternoon. Participants enjoyed a buffet-style lunch, heard presentations from the CPDC team, and from Provost Lara Luetkehans. Afterward, CPDC held concurrent college presentations (attendees could pick up to 3) followed by an Integral Departments Panel, with representatives from the following offices: Disability Access and Advising, Military and Veterans Resource Center, University Advancement, Office of International Education, Multicultural Leadership and Student Engagement, and Graduate Admissions.

56 orgs, 85 individuals, 3 community leaders, 23 IUP representatives

ROVING RESUME REVIEWS



The Roving Resume Reviews (RRR) Program was started during the 2016-2017 academic year and has continued ever since as a way to reach and engage with more students. This program was coordinated primarily by one of our graduate assistants (Abbi Stipcak) and staffed by our CDA team. **This past year we had 6 total RRR** in the fall and spring. The participation this year was similar to what we saw at these programs last year (60 for 21-22 AY and 39 for 20-21 AY), and we hope with continued marketing and promotion efforts the program will continue to grow. We believe we are continuing to see this fairly strong of turnout due to Program Partners for multiple events.

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

NEW
NEW
NEW
NEW

COFFEE AND CAREER CONVERSATIONS (CCC)

To replace our Lunch-n-Learn series that started in Fall 2019, we launched a new program series called, Coffee and Career Conversations during the 2022-2023 academic year, which was spearheaded by Graduate Assistant Bennett Nesley. The event was marketed to students as a program where they could join CPDC team members once a month to talk about life, career goals, and how we can help students achieve them. Students who participated received free coffee (and other hot beverages, limited quantities). Our intent was for this to be a casual small group setting where students can learn strategies for implementing professional skills into their own career planning. For the last program, we piloted a Value Card Sort that Graduate Assistant Abbi Stipcak, along with CDAs, helped to develop. We also strategically held this in our new office space, so students could see our new office location. For the coming academic year, our hope is to have a Practicum Student take this on as a semester-long project.

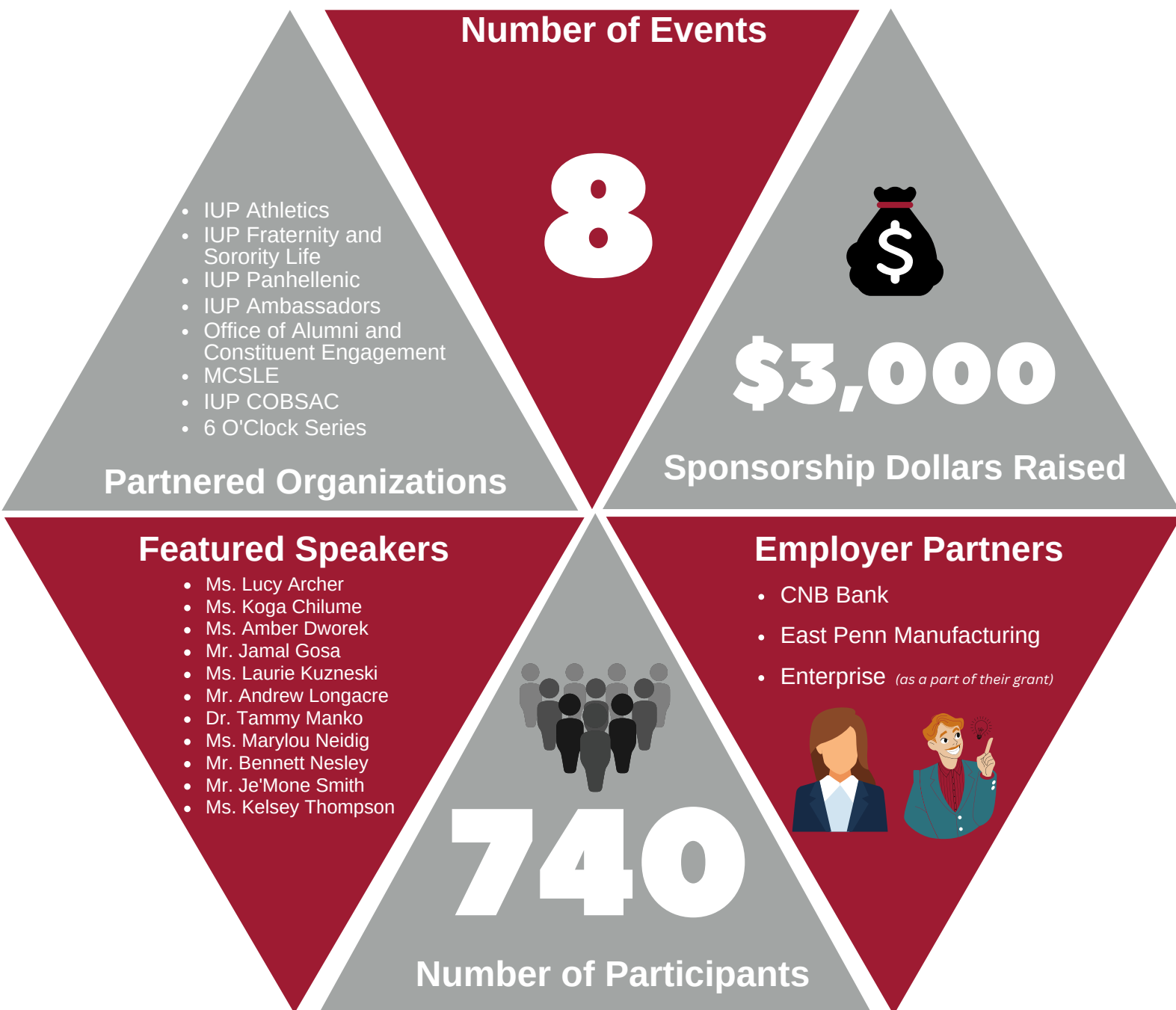


47 *total students*

6 *CCC 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 to the professional world. For 3-4 CRSS each semester, we collaborate with some of our most engaged employer partners to host networking opportunities as well. All events for the 2022-2023 academic year in this series were conducted in person, and many were also streamed via our IUP CPDC Facebook page. In past communication, we reported on events and attendees from other events, not just those that fell within this series (i.e., etiquette dinner, career fair, etc.). While these were marketed as CRSS events on our event calendar, there was no additional promotion in that regard. We felt it made more sense to include only the true CRSS events in these calculations this year and plan to market as such henceforth.



Number of Events

8



\$3,000

Sponsorship Dollars Raised

- 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

Featured Speakers

- Ms. Lucy Archer
- Ms. Koga Chilume
- Ms. Amber Dworek
- Mr. Jamal Gosa
- Ms. Laurie Kuzneski
- Mr. Andrew Longacre
- Dr. Tammy Manko
- Ms. Marylou Neidig
- Mr. Bennett Nesley
- Mr. Je'Mone Smith
- Ms. Kelsey Thompson



740

Number of Participants

Employer Partners

- CNB Bank
- East Penn Manufacturing
- Enterprise *(as a part of their grant)*



EVENT TOPICS

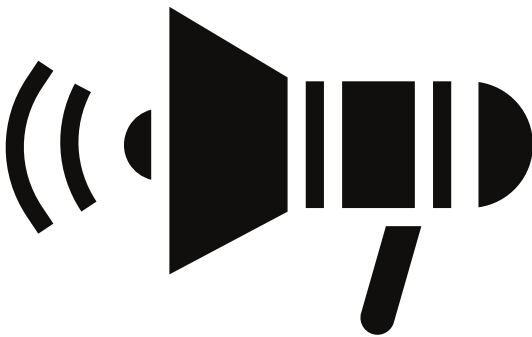


- Graduate School: Is it the Right Step for Me?
- Back to Basics: Resume Writing, Interviewing, and Preparing for the Job Search
- What to Say, How to Say It: Reestablishing the Art of Spoken Communication
- Crafting Your Personal Brand: Showcasing Your Professional Self
- Business Attire Fashion Show
- Designing Your Dream Life
- Company Culture - Why It's Important and How to Determine if It is the Right Culture For You and if You Are Right for It
- Leading with an Inclusive Mindset

OFFICE UPDATES & UNIVERSITY COLLABORATIONS



FOCUS 2 + MAJOR AND CAREER EXPLORATION UPDATE!!



- **351** new Focus2 users from July 1, 2022 to June 30, 2023
- **141** users took one or more of the Career+Major Exploration Assessments
- **51** users took one or more of the Career Readiness Assessments
- **95** users took all Career-Major Exploration Assessments
- **11** users took all Career Readiness and Career+Major Exploration Assessments

THE 2023 JOB LOCATION & DEVELOPMENT REPORT

IUP Students: 708
Average Number of Hours Worked a Week: 19.46
Average Wage Per Hour: \$11.83
Total Earned: \$5,277,279.90

Collection Method

1. Sent individual emails to employers from list pulled from previous years and the Indiana County Chamber of Commerce database
2. The GA team and CDA team then directly called employers for information

This is a targeted approach based on the previous year's results and employment sites likely to employ students. (i.e., restaurants, retail locations, and big box stores)

During the 2021-2022 academic year, our office absorbed all operations from the Major and Career Exploration Center, which was a move for which we had been advocating. 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 during our first year overseeing the program was adding the Focus 2 on MyIUP, so students could access it more easily by simply using their SSO credentials. We also updated all majors, minors, programs, etc. to better align with the programs offered at IUP and we continue to make these updates annually. On top of regular updates to ensure Focus2 accurately reflects the programs offered at IUP, the Focus2 now includes hyperlinks to each of the IUP program websites, so students are able to immediately start exploring the major or minors of their choice. Additional to this update, was some changing to the intake grouping on Focus2. Should a professor or organization want to have their students or members take the Focus2, a specific grouping can be added to the intake assessment that would allow IUP professional staff members outside the CPDC to view their student/member's Focus2 involvement, results, and more.

UNIVERSITY

COLLABORATIONS

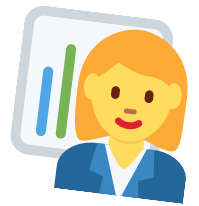


The CPDC continues to make collaboration among campus colleagues and departments a top priority. Examples of those partnerships are listed below.

- IUP University College
- IUP Office of Annual Giving
- IUP Athletics
- Eberly College of Business Student Advisory Council
- IUP Graduate Admissions
- IUP Office of International Education
- IUP's 5 Academic Colleges
- IUP Business Honors Cohort
- IUP Libraries
- IUP Labyrinth Center
- IUP Multicultural Center for Student Leadership and Engagement
- IUP Writing Center
- IUP Panhellenic Association/Fraternity-Sorority Life
- IUP Big Ideas Program
- Student Philanthropy Council
- Promising Scholars
- IUP Office of Alumni and Constituent Engagement
- IUP Office of Disability Access and Advising
- IUP Student Cooperative Association
- IUP Undergraduate Admissions
- IUP University Advancement
- IUP Welcome Week
- Various Academic/Other Departments and Student Organizations

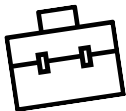
ON-CAMPUS RECRUITING AND CAREER FAIRS

HOSTED BY THE IUP CPDC



FALL 2022 CAREER EXPO AND GRADUATE SCHOOL FAIR

The annual IUP Career Expo and Graduate School Fair was held 28 September in the KCAC. There were 407 students and 134 employers in attendance. For the online fair, there were 59 registered employers and 23 students. Due to a high demand, we had to add booths to accommodate employers interested attending. Overall, attendance was up from fall 2021 and we also had one gold sponsor (\$750.00)



SPRING 2023 CAREER FAIR

The 2023 Spring Career Fair was held Wednesday, 22 February at the KCAC. A total of 130 employers registered (up 34 from last spring) with 267 IUP students attending the fair. Due to high demand, the fair sold out 2-3 weeks prior to event and several employer sponsorships were secured (1 gold [\$500] and 4 silver [\$250 each] sponsors).



2022-2023 ON-CAMPUS RECRUITING

During the 2022-2023 academic year, 2 employers conducted on-campus interviews (Vector Marketing and PPL) and 7 employers (Quality Living Homecare, Logan University, Chesterfield County, VA Police Department, Dedicated Nursing Associates, Transitional Options, Vector Marketing, Appalachia Intermediate Unit 8 (IU08)) tabled in academic buildings on campus. One employer (Enterprise) attended several events on campus with the CPDC team (IUP Winter Warm-Up, Men's Basketball game, etc.). 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.

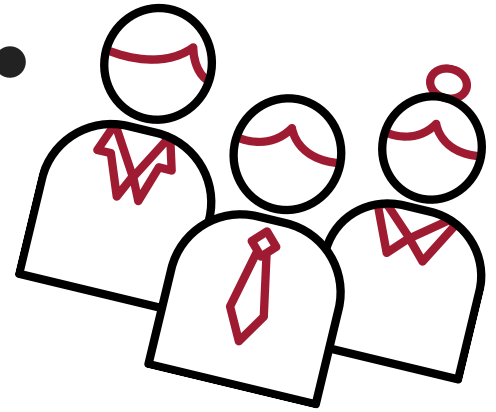
ADDITIONAL ON-CAMPUS CAREER FAIRS & NETWORKING EVENTS

Safety Sciences

Career Fair

The Department of Safety Sciences hosted its annual Safety Sciences Career Fair 22 September. This event is run solely by the Safety Science Department, with minimal assistance from CPDC. The 2022 fair sold out within about 1-2 weeks prior to the event.

There was also an interview option offered after the main fair. This career fair continues to provide students with the opportunity to meet with a variety of employers offering internships, co-ops, or job opportunities. There were 88 employers and more than 125 students that participated.



Accounting Career Day



In cooperation with the Student Accounting Association and the IUP Accounting Department, the annual Accounting and Finance Career Day was held 21 September. The fair was attended by 56 organizations/employers and 128 students. This year, the time was changed to 1pm-4pm and it did not seem to negatively impact attendance. We also received positive feedback for holding the event at the HUB. We secured 2 gold sponsors (\$200 each).

Hospitality Management Job and Internship Fair



On 12 October, the Department of Hospitality Management hosted its Job and Internship Career Fair. Industry representatives participated to offer students the opportunity to interview with their company and to pursue both entry-level jobs or internship positions in all operational areas. Twenty employers and 65 IUP students participated. This event is run solely by the Hospitality Management program, with minimal assistance from CPDC, as part of a larger event. There was an interview option offered after main fair. Organizations in the following areas were in attendance: 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



The Education Career Fair was held 23 April. Forty-eight employers and 108 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. The event sold out one month prior to the event being held and four silver sponsorships (\$250 each) were secured.

OFF-CAMPUS CAREER RELATED 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 Tammy Manko, Associate Director Kelsey Thompson, and Assistant Director for Employer Engagement Bill Zimmerman all serving on the executive board. In Fall 2022, the fair was held in 2 parts: one day was in person at the Monroeville Convention Center and the next day it was held online via Handshake. In Spring 2023, due to such low in-person candidate numbers from the fall, WestPACS held an online fair only. Candidate numbers continue to be on a decline, therefore the organization is actively looking at ways to increase participation moving forward. As of this report, no fall fair will be held, but instead smaller events will be held at individual campuses, with WestPACS sponsoring and assisting with planning/marketing. A spring 2024 fair will be held in person. The Board is committed to revisiting this moving forward.



59

IUP students attended the Fall 2022 in-person fair

IUP students attended the Fall 2022 virtual fair

8



5

IUP students attended the Spring 2022 fair



304

total employers/ organizations in attendance at all 3 fairs (not unique numbers)

11

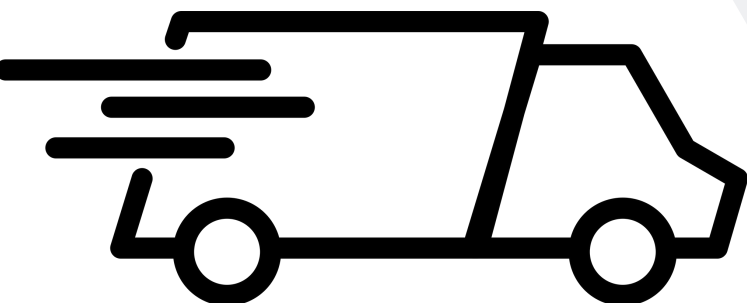
IUP students attended the Spring 2023 PERC fair.

218

employers in attendance

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. The spring 2023 fair was the first in-person fair for PERC since spring 2019 and saw 542 student attendees.

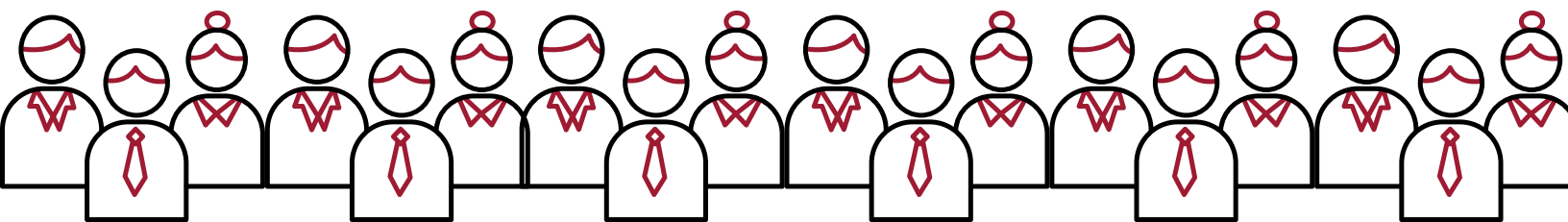


EMPLOYER VISITS

The following is a list of employers whom CPDC either met with on Zoom, over the phone, or in person during the 2022-23 year (number after indicates if more than one meeting)

- A.T. Still University
- Allegheny County
- Allegheny Health Network
- Appalachia Intermediate Unit (IU08)
- Aramark
- Art Bound Initiative (2)
- Bayada
- BDO
- Bethany Christian Services
- Broad Futures
- Buzzworth Trivia
- Centurion Health
- Citizens Bank
- City of Philadelphia
- City Year
- Clark & Associates (2)
- CNB Bank
- Commonwealth of Pennsylvania
- Cosmos Technologies, Inc. (2)
- D'Youville College
- Dunbar Community Counseling
- Elwyn
- Enterprise Holdings (3)
- ESF Camps (2)
- Esperanza Academy Public Charter School
- ESS
- EuroFins
- Excela Health
- Grant Thornton
- Grossman Yanak & Ford LLP (GYF)
- Hershey Entertainment
- Highmark Health
- Indiana County Manufacturers Association
- Internal Revenue Service
- Kent Displays
- Maternity Care Coalition
- McCormick
- NAVSUP
- Orthopedic Associates of Lancaster
- PA Auditor General
- PA Career Link
- Peace Corps
- Penn Medicine
- Pittsburgh Pirates (2)
- Policorner.org
- Rivers Casino
- rue21
- Salus University
- Schneider Downs
- Sherwin-Williams
- Southwire
- Spirit Life Inc.
- Starfire Corporation
- Talent4Health
- The Giant Company
- Tower Health
- UPMC (3)
- US Department of State
- Velosio
- Venture for America (3)
- Willow Staffing
- WTAJ-TV

73 total employer visits



MOCK INTERVIEWS AND ETIQUETTE DINNERS

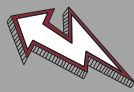


Number of Participants

FOR FALL AND SPRING, MOCK INTERVIEW SESSIONS - SUMMER 2023 MOCK INTERVIEWS WERE NOT OFFERED

377 participants

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



6

participating departments

Mock Interviewer Information

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

Mock Interviewers were enrolled in various academic degree programs, including Student Affairs in Higher Education, Human Resources and Employment Relations, and Health Services Administration Administration

**NOT INCLUDING IUP CPDC GA AND PRACTICUM TEAM MEMBERS WHO ALSO DID MOCK INTERVIEWS

Number of Participants

125 participants

3 of these only attended a virtual workshop in fall 2022, since the Tuesday night dinner was cancelled relatively last minute

total dinners held this academic year **2**

Table Host Information

25

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

not a unique number

PARTICIPATING GROUPS

College of Art and Humanities, Eberly College of Business, College of Health and Human Services, John J. and Char Kopchick College of Natural Sciences and Mathematics, Promising Scholars, School of Graduate Studies and Research, Office of International Studies, IUP Libraries, IUP Ambassadors, University College (there did not end up being any students from this last group)

This year we held only 2 formal dinners rather than 4 because of limited interest and no need for 2 nights/semester.

Mock Interviews

Etiquette Dinners

ETIQUETTE DINNER PROMOTIONS + SPONSORSHIP

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 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 whereby 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 anticipated. We continued with the same format for the 2022-2023 academic year; however, we upped the number from 20 to 25 students per college, and in addition to colleges sponsoring \$20/student, we asked students to be responsible for the remaining \$10 (total cost per meal is ~\$30). In the fall, we had 85 students registered and 76 attend (9 no-shows) and in the spring we had 59 registered and 46 attend (13 no-shows). Also, for the first time ever, CPDC created and promoted Etiquette Dinner Sponsorship Packages to employers. We had two employer sponsors for the Fall 2022 Dinner: BNY Mellon and Grossman, Yanak, & Ford, LLP. CPDC plans to continue both efforts (i.e., colleges & employers sponsoring).

THE DISNEY COLLEGE PROGRAM (DCP)

8

students worked at Disney during the 22-23 academic year

The Disney College Program is back in full swing post pandemic . During the period of May 1, 2022 – May 15, 2023, IUP had eight students working at Disney. Some of the jobs were working at Dinoland, Hollywood & Vine, as Park Greeters, at MK Emporium Merchandise, as Port Orleans French Quarter Concierge, and at the Gasparilla Grill.



Starting in March 2020, the Disney College Program (DCP) was postponed indefinitely, due in large part to the COVID-19 pandemic. In April 2021, Disney College Program shared details regarding their re-opening plan; however, IUP had no students participate during the 2021-2022 academic year. Sheila Gardner, CPDC Office Administrator, oversaw DCP.

Beginning 4 June 2023, Disney increased the starting hourly rate of pay to \$16. This is a two dollar increase from their previous starting wage and applies to participants for summer 2023 and any future participants. In addition, Disney is creating more 2-minute videos showcasing the different components of the Disney Program experience. These videos provide an excellent overview of all the different offerings Disney provides exclusively to student participants.

Disney has also added additional *Get to Know the Disney College Program* sessions. These are conducted live via Zoom and offer important information for students considering participation in the Disney College Program.

Disney is continuing their recently-adopted policy of no longer providing accredited courses for DCP participants. Previously students could 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 40-50 hour/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 resumes 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 allowed students to intern anywhere and expanded internship opportunities even further outside the DC Metro Area. It is TWC's intent to continue to offer a virtual/remote internship opportunity moving forward; however, their Academic Internship Program will remain a fully in-person experience in Washington DC, regardless if other components can be done remotely.

This year, TWC visited IUP's campus twice and we continued to see a high level of engagement from faculty and students. The process for finding internships remains the same. After meeting with the IUP Campus Liaison, Kelsey Thompson and being accepted to TWC, each student must meet with a Pre-Arrival Advisor assigned to them by TWC. They then are given access to the vetted TWC internship database. Students are now responsible for applying to internships, whereas in the past, TWC applied for them. IUP has experienced no issues with this change.

19

IUP student interns
1- fall
0- spring
18- summer



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

13

380*

students reached during TWC classroom visits in the fall and spring (*estimate)

7

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

The numbers of class visits and students reached were down significantly because TWC was only able to visit for one day versus their normal two days on campus.

\$215,820

secured in scholarships through TWC for IUP students this year

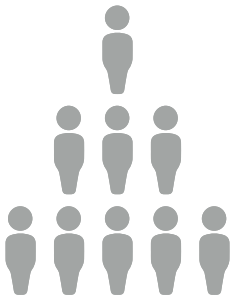
TWC had leftover funding from COVID years, so summer 2023 scholarships were \$11,000/student rather than the normal \$8,500

Since 1975, the IUP CPDC has sent 652 students to TWC and secured more than \$2M in scholarships.



The Washington Center

NETWORKING AND RELATIONSHIP BUILDING



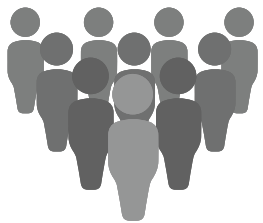
29,371

contacts invited to
participate in on-campus
recruitment events
the number of messages successfully
delivered to organizations and/or employers

employers with whom
CPDC engaged
meaningfully

185

up from 101 during 2021-2022 academic year



2,109

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

1,043



2,335

out-of-classroom experiences completed
during 2022-2023 academic year

1,214 unique students make up the 2,335

GRADUATE FIRST DESTINATION SURVEY

2,370

total recent graduates
all of whom we had accurate contact information

534

surveys completed
(response rate of 23%)

1,165

total recent graduates
for whom we have
reliable, verifiable data
(total knowledge rate of 49%)



CLASS OF
2022



(Class of 2022 consists of graduates from August and December 2021 and May 2022)

FAST FACTS

87%

employed in the field of
their choice

89%

productive rate
(based on total knowledge)



49%

total knowledge rate
(graduates for whom we have reliable, verifiable data)
an increase of 19% from last year

the LOWDOWN

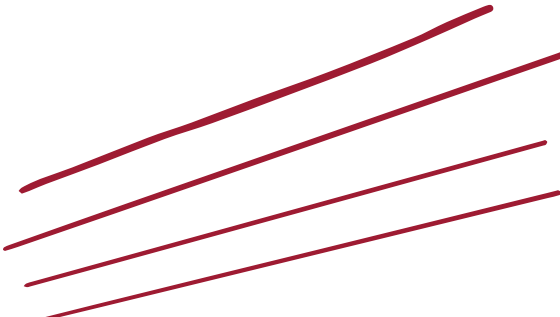
CAREER DEVELOPMENT ADVOCATES (CDAS)

As part of the CPDC's goal of expanding awareness and maximizing resources, we created a program of peer advocates in Fall 2011, called "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. Due to the remote work situations caused by the Covid-19 pandemic, CDAs' roles shifted to meet the needs of the department. Because of this, all CDAs ended up doing similar work and there was not the variation in responsibilities that was once had. The CPDC tried to address this during the fall 2022 semester by renaming the CDAs to specific roles to more clearly reflect their work in the CPDC: "Administrative Support" CDAs and "Content Creation" CDAs. At the time of this report, plans are being made for clearer reporting structures and work assignments, so CDAs are clear on to whom they report and what work is expected of them. We will continue to ensure all CDAs are cross-trained regardless of their focus area. Beginning in Fall 2018, all CDAs were trained on resume and cover letter reviews (not just those in the role of Workshop CDAs) as part of an office-wide resume training to best serve our clients.

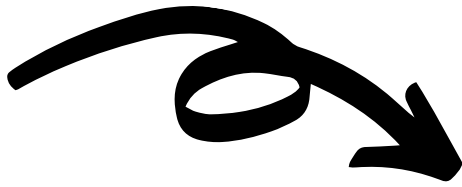
Starting in the fall of 2016, we began hosting an annual team retreat. This event allows all CPDC team members to come together to review policies and procedures, as well as take part in team-building activities. We also introduced a Crash Course training for CDAs, while working remotely during COVID-19 that we have continued. We host this training 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, a Souper Bowl Party, 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 and staff members/administrators, family members, alumni, and employers. The blog is something CPDC is looking to revamp during the upcoming academic year due to lack of engagement.

CDAs continue to report to the Office Administrators (Gardner and Patterson) and First-Year Graduate Assistant primarily.



STAYING SOCIAL



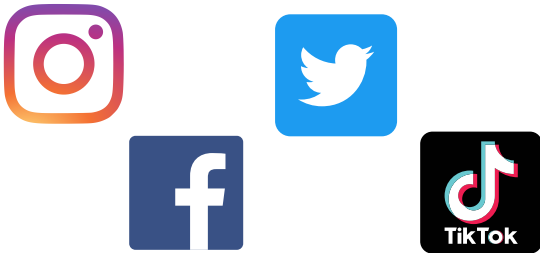
#FridayFive

Each week, the CPDC released a 1-to-3-minute video, filmed primarily by CDA team members, which covered 5 tips on a variety of professional development topics. All CDA team members assisted with this initiative and were able to sign 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 short video. This is something we plan to continue doing to engaged all our student employees in CPDC marketing and outreach efforts.



Communications Plan

The CPDC continues to follow a robust communications plan that was established in 2019/2020, as a way to guide our marketing efforts and outreach, internally and external to campus. Each fall save the dates and event calendars are sent to all faculty and staff, and a welcome back email is sent to all students during the first week of classes. The CPDC continues to post all events/programs on any available media outlet: the IUP website, Crimson Connect, Handshake, IUP news items, the IUP Now Newsletter, CPDC social media, and others.



#ReadytoWork Campaign

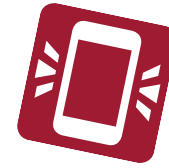
In May 2020, CPDC launched a campaign on social media highlighting recent graduates as "Ready To Work." Posts were shared on all CPDC social media platforms and information was gathered by emailing graduates a form, where they could self-select to participate. This initiative is something CPDC has continued to do and has expanded it to include not only our May graduates but also our August and December graduates. We had fewer posts this past year due to delayed outreach to graduates, but plan to continue this effort for future semesters.



SOCIAL MEDIA PLATFORMS



BY THE NUMBERS



@IUPCPDC

- Posts: 539
- Total of Page Likes: 2,251
- Likes/Reactions: 1836
- Comments: 159
- Links Followed: 91
- Shares: 179
- Total Reach Accumulated from All Posts: 23,729 (up 106.4% from June 2021-July 2022)



The CPDC switched from using Hootsuite to pre-schedule content to Pallyy due to the raised costs Hootsuite was incurring on users. Pallyy offers a very similar platform at a much lower rate and thus far, we have had a lot of success with scheduling content.

- Tweets Published: 525
- Followers: 1,131
- Total Impressions: 49,994
- Engagements: 1,925
- Retweets: 227
- Replies: 14
- Likes: 876
- Links Followed: 37



@IUPCPDC

- Posts: 38
- Followers: 91
- Likes (July 1, 2022 – June 30, 2023): 175
- Views: 3,847



@IUPCPDC



@IUPCPDC

- Posts: 274
- Followers: 879
- Likes: 3,029
- Comments: 48
- Shares: 301
- Reach: (unique individuals): 47,122
- Total Reach Accumulated from all Posts: 3,067 (up 24% from June 2021-July 2022)

- 14% web logins
- 19% mobile logins
- 32% profile completions
- 22,921 approved employers
- 110,812 jobs posted (from July 2022 to June 2023)
- 21,338 internship, 1129 coop ed, 259 experiential learning opportunities posted



handshake

iup.joinhandshake.com



LinkedIn Groups

- IUP Career Development and Networking: 670 members
- IUP Alumni: 11,006 members



CONSTITUENTS REACHED

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

6,276

**Total Constituents
Reached**

30,599

**Total Employers
Reached**

*This number is up from previous years, due to how we
are tracking and sending emails to employers to
participate in recruiting events.

NOTE: These are not unique contacts.

