

# CAREER AND PROFESSIONAL DEVELOPMENT CENTER

2023-2024  
ANNUAL REPORT

B20 Stabley Library

724-357-2235

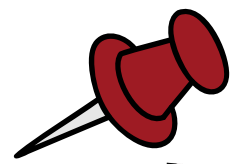
[career-development@iup.edu](mailto:career-development@iup.edu)

[www.iup.edu/career](http://www.iup.edu/career)

# CONTENTS

<b>00</b>	Special Notes
<b>01</b>	CPDC Organizational Chart
<b>02</b>	Fall 2023 Events
<b>03</b>	Spring 2024 Events
<b>04</b>	CPDC Mission, Vision, and Values
<b>05</b>	Professional Organization and Campus Committee Involvement
<b>06</b>	Student Appointments
<b>07</b>	Student Appointments Breakdown by Class Year
<b>08</b>	CPDC Workshops
<b>09</b>	Program Partners
<b>10</b>	Professional Panel Series
<b>11</b>	Professional Photo Booth
<b>12</b>	Roving Resume Reviews + Coffee and Career Conversations
<b>13</b>	Career Ready Seminar Series
<b>14</b>	Focus 2, Job Location and Development, and University Collaborations
<b>15</b>	Fall 2023 Career Fairs
<b>16</b>	Spring 2024 Career Fairs + 23-24 On-Campus Recruitment
<b>17</b>	Additional On-Campus Career Fairs
<b>18</b>	Off-Campus Career-Related Events
<b>19</b>	Employer Visits
<b>20</b>	Employer Town Hall
<b>21</b>	CPDC Partner Hall of Fame Award
<b>22</b>	Mock Interviews and Etiquette Dinners
<b>23</b>	Disney College Program
<b>24</b>	The Washington Center
<b>25</b>	Networking and Relationship Building
<b>26</b>	Graduate First Destination Survey
<b>27</b>	Career Development Advocates
<b>28</b>	Staying Social + Communication Efforts
<b>29</b>	Social Media by the Numbers
<b>30</b>	Constituents Reached

# A NOTE FROM THE EXECUTIVE DIRECTOR



As we reflect on the past academic year, I am filled with pride and gratitude. It has been a year of challenges, remarkable achievements, and meaningful progress for our Career and Professional Development Center (aka, CPDC or Career Center), thanks to the unwavering support and dedication of our faculty, staff, CPDC team, and perhaps most importantly, our students.

This annual report offers a comprehensive view of our accomplishments and the strides we have made in advancing our mission to support students' career readiness and professional development. From revising existing programs and services – and eliminating those that were not getting the job done -- to launching new, innovative programs and refocusing our employer engagement, at the heart of our efforts has been on providing a robust and dynamic offering of resources tailored to the evolving needs of our students and graduates.

Highlights of this year include the integration of Life Design into our career coaching and programming, the introduction of industry-specific meetups, a new approach to comprehensive employer discussions via employer town halls, the inauguration of the CPDC Partner Hall of Fame award, and the launch of a fully accessible photo booth for complimentary professional headshots. These milestones reflect our commitment to preparing students for success in a competitive job market and equipping them with the skills and knowledge necessary for their professional journeys.

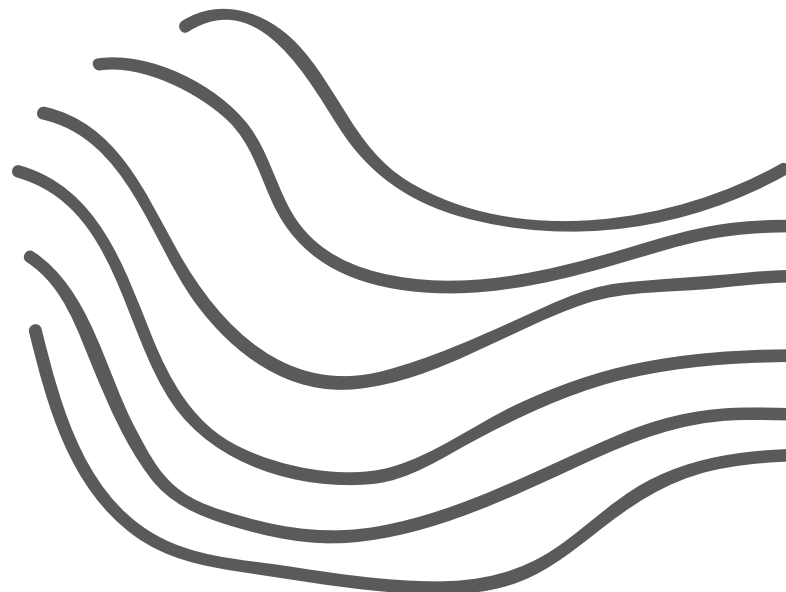
The success we have achieved is a testament to the collaborative spirit that defines our Career Center. Our dedicated team members have worked determinedly to create opportunities and guide our students toward their career aspirations. I am particularly proud of the ways we have consistently adapted to challenges, embracing new technologies, methodologies, and structures to enhance our effectiveness.

Looking ahead, we remain steadfast in our commitment to our identified values of inspiration, collaboration, professionalism, sustainability (i.e., continuous improvement and innovation), and integrity. We will continue to build on the solid foundation we have established, exploring new ways to support our students and foster strong connections with the professional community.

Thank you for your continued support and engagement. Together, we will strive to ensure that every student has the skills, tools, and opportunities to achieve their career goals, make a positive difference in their chosen fields, and achieve success as defined by them.

With an enthusiastic “Go Hawks!” and kind regards,

Dr. Tammy Manko | Executive Director



# CHALLENGES,



# OPPORTUNITIES, AND PLANS

## CHALLENGES

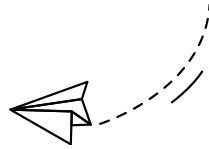
**Student Engagement:** Challenges in engaging students with programs, activities, and services are not unique to IUP and we do have a great deal of success with students relative to our educational programming. Our greatest difficulty in attracting and maintaining active participation from students lies primarily with career fairs and similar events due to competing priorities, a deficient sense of urgency, feelings of uncertainty or apprehension, and a lack of awareness about available resources and opportunities.

**Limited Resources:** Most organizations deal with limited resources and universities are no different in this regard. Constraints in budget and staffing hinder the ability to offer an exhaustive range of services and programs at the level of excellence to which we aspire, thus limiting the quality of career support provided. Despite this limitation, our team members are resolute, which compels us to successfully provide a considerable number of high-quality programs and services in a comprehensive manner, in some cases delivering as well as significantly better-resourced university career centers.

**Uncertain Job Market:** While we face the standard challenges in providing up-to-date and relevant job market information and guidance due to fluctuating economic conditions and evolving industry trends, the more significant challenge here is the uncertain job market our graduates are encountering upon graduation. We know, of course, the state of the economy is cyclical, so we anticipate the job market will improve sooner rather than later. In the interim, we provide the best possible support and guidance to our students and graduates, including alumni connections and professional networking events.

**Staffing:** Staffing changes (e.g., frequent turnover due to retirements, furloughs, union bumping) and recruitment challenges have introduced a lack of continuity that led to disruptions and inconsistencies in program planning and service delivery. We managed well this year despite this. We anticipate a better 2024-2025 year in this regard. Fortunately, we are blessed with team members that possess strong work ethics, caring attitudes, and outstanding skills, knowledge, and determination!

## OPPORTUNITIES & PLANS



Just about every challenge brings with it opportunities, so we choose to operate under the premise that we create our own luck and success as we continue doing all we can to advance our students' learning, growth, and development for the professional world! We are confident the future is bright for IUP and our students and alumni!

**Student Engagement:** The CPDC has a prime opportunity to deepen student engagement through innovative programming and personalized support. By leveraging our digital platforms and using data analytics, we can offer tailored career guidance and resources, enhancing our outreach to diverse student populations. Building on existing relationships on and off campus, we can create additional avenues for learning, networking, and connecting students with alumni and industry professionals in meaningful ways. We will inform and prepare students for the evolving job market through our Career Ready Seminar Series, Professional Panel Series, and customized presentations for classes and student organizations – all these strategic programs are based on emerging career trends and the National Association of Colleges and Employers' (NACE) career competencies.

**Life Design:** The application of life design offers a transformative opportunity to integrate career development into students' overall life planning. By incorporating life design principles into our Career Center programming, we can support students in envisioning and pursuing fulfilling careers that align with their personal values, strengths, and interests. The continued expansion of our services to include life design workshops, one-on-one coaching, and interdisciplinary projects will empower students to explore various career paths and make intentional, informed decisions about their future. Additionally, integrating life design thinking into the core curriculum and collaborating with academic departments can enhance students' ability to create meaningful and adaptable career plans that evolve with their aspirations and the changing job market. To date, 10 faculty and staff members have participated in the Life Design Studio training available through Stanford University. Moving forward, IUP will support the life design training of additional faculty and staff members as we continue to integrate life design and other career concepts into the fabric and culture of the university.<sup>4</sup>

**Employer Engagement:** Strengthening relationships with employers presents a significant opportunity to better align our services with industry needs. By hosting targeted networking events and career fairs that are industry specific as well as for all industries, we can facilitate more direct interactions between students and employers. Rethinking our approach to employer relations, we will continue with Employer Town Halls 2-3 times per year, reintroduce employer site visits in collaboration with our academic colleges, and enhance our employer outreach through our personalized meetings and developing customized recruitment partnerships. These efforts will help ensure that our students have access to high-quality internships and job opportunities.



# CHALLENGES,



# OPPORTUNITIES, AND PLANS

## OPPORTUNITIES & PLANS

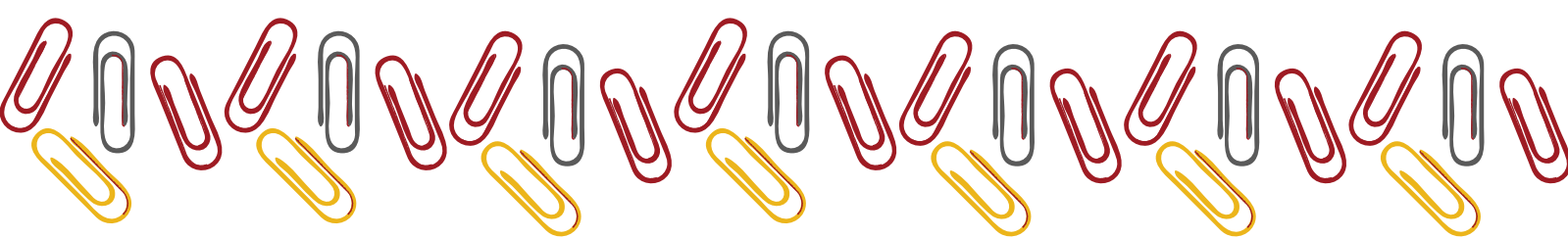
**Revenue Generation/Sponsorships:** There is a robust opportunity to increase revenue through strategic sponsorships and partnerships. By identifying potential sponsors who align with our mission, we can secure funding for Career Center programs and initiatives. Better marketing our tiered sponsorship packages and offering premium opportunities for companies to engage with our students can attract new revenue streams. Additionally, exploring grant opportunities and philanthropic contributions will support the expansion of career services and resources, ensuring continued growth and sustainability while also providing the best possible services and programs for all stakeholders.

**Workforce Development:** Pennsylvania Governor Shapiro and the State System of Higher Education share a renewed focus on the future of workforce development as it relates to Pennsylvania community colleges and four-year universities. We also recognize the evolving job market calls for a proactive approach to workforce development. The CPDC will be expanding its efforts in this area by pursuing additional partnerships with regional businesses, industry leaders, and community organizations to create programs that address current and future skills gaps, and reskilling and upskilling needs. Initiatives such as industry-led training workshops, certification programs, and career readiness boot camps will better prepare students and professionals for the workforce. Collaboration with regional economic development agencies and workforce investment boards will also enhance our ability to align our programs with local and state labor market demands and foster economic growth.

**Experiential Learning:** As IUP continues to transform the student experience with greater student-centeredness, we recognize the significance of experiential learning for all students in determining their career paths, persisting to graduation, and finding meaningful employment thereafter. The CPDC will collaborate across campus to define and inventory experiential learning at IUP with the goal of enhancing and expanding the way students engage in and learn from experiential education. By enhancing partnerships with faculty, staff, companies, and organizations, we can increase access to internships, co-op placements, clinical and field experiences, project-based learning, and consequential cocurricular experiences. We recognize faculty already incorporate a great deal of experiential learning in their courses through activities such as student consulting projects, industry simulations, and service-learning, and we want to ensure every student has multiple opportunities to gain practical, hands-on experiences that complement their academic studies and better prepare them for internships, jobs, and graduate school and professional studies.

**D2L Career Course & Articulate Career Course:** CPDC will be launching two digital career courses that will serve our faculty, students, and alumni. These courses provide a plethora of career education and professional development opportunities through asynchronous, interactive, online modules. Faculty will have license to both for use in their classes as they deem suitable. Students, alumni, and all university community members will have access to the Articulate course to use as they desire. Additionally, where appropriate, we will offer insight on course, curriculum, and cocurricular program development to help IUP tailor educational experiences to meet current industry standards, needs, and expectations.

**Dual Enrollment:** Dual enrollment provides the university with so many opportunities, including increased enrollment and revenue, early exposure to university culture for high school students, strengthening relationships with high schools, an enhanced academic reputation, community engagement, increased diversity, early identification of talented students, and a potential future enrollment pipeline. IUP has increased dual enrollment over the last few years and plans to continue to do so. Dual enrollment may also present a unique opportunity to expand career center services to high school students who are already engaging with college-level coursework. By enhancing our outreach to these students, we can provide early career guidance and support, helping them make informed decisions about their future academic and professional paths. Developing tailored workshops and resources for dual enrollment students can aid in their transition to higher education and help them better understand the career opportunities available to them. Collaborating with high schools to integrate career exploration and preparation into their curriculum can foster a seamless connection between secondary and post-secondary education, potentially increasing student retention and success rates, and we know this is a focus in Pennsylvania high schools currently. Overall, we recognize the importance of our dual enrollment program as it allows IUP to expand its reach, enhance its academic offerings, and build strong community and educational partnerships. As such, we see the opportunity here and plan to continue increasing enrollment over the next year.

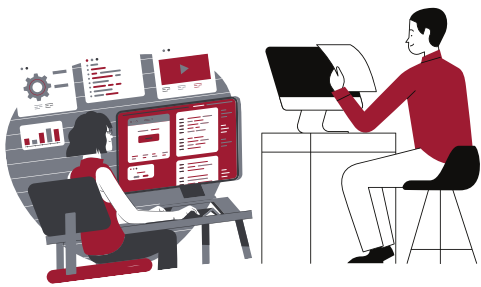


# SPECIAL NOTE

## FAIRLY NEW SPACE



In July 2022, the CPDC officially moved to a new location on campus. Since the Career and Professional Development Center opened its doors at IUP, it had been housed in Pratt Hall. For several years prior to the move, 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 the new space 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. During this past academic year, the CPDC also hosted several University Navigators, as they wait for their space to be finished.



## ACADEMIC RESTRUCTURING

During this academic year, there were and continue to be significant changes happening across the university. The Academic Program Review and Restructuring process began in fall 2023 with the Academic Leadership Team sharing a series of iterations of a proposed academic structure with the campus community, hosting open forums and meetings with key faculty, staff, and student constituents. In all, more than 100 suggestions and comments were shared with the Academic Leadership team, and each comment, idea, and suggestion was thoughtfully reviewed and discussed.

In November 2023, the proposed academic structure of colleges and departments was shared with the university community; the IUP Council of Trustees endorsed the recommended structure in December. The Academic Program Review and Restructuring Process also addressed creating a consistent college structure staffing model: dean; assistant dean; administrative assistant; management technician or administrative assistant; clerical assistant(s) to support departments and programs, based on the number of students and faculty in the program.

The process also resulted in the development of three Academic Affairs functional clusters:

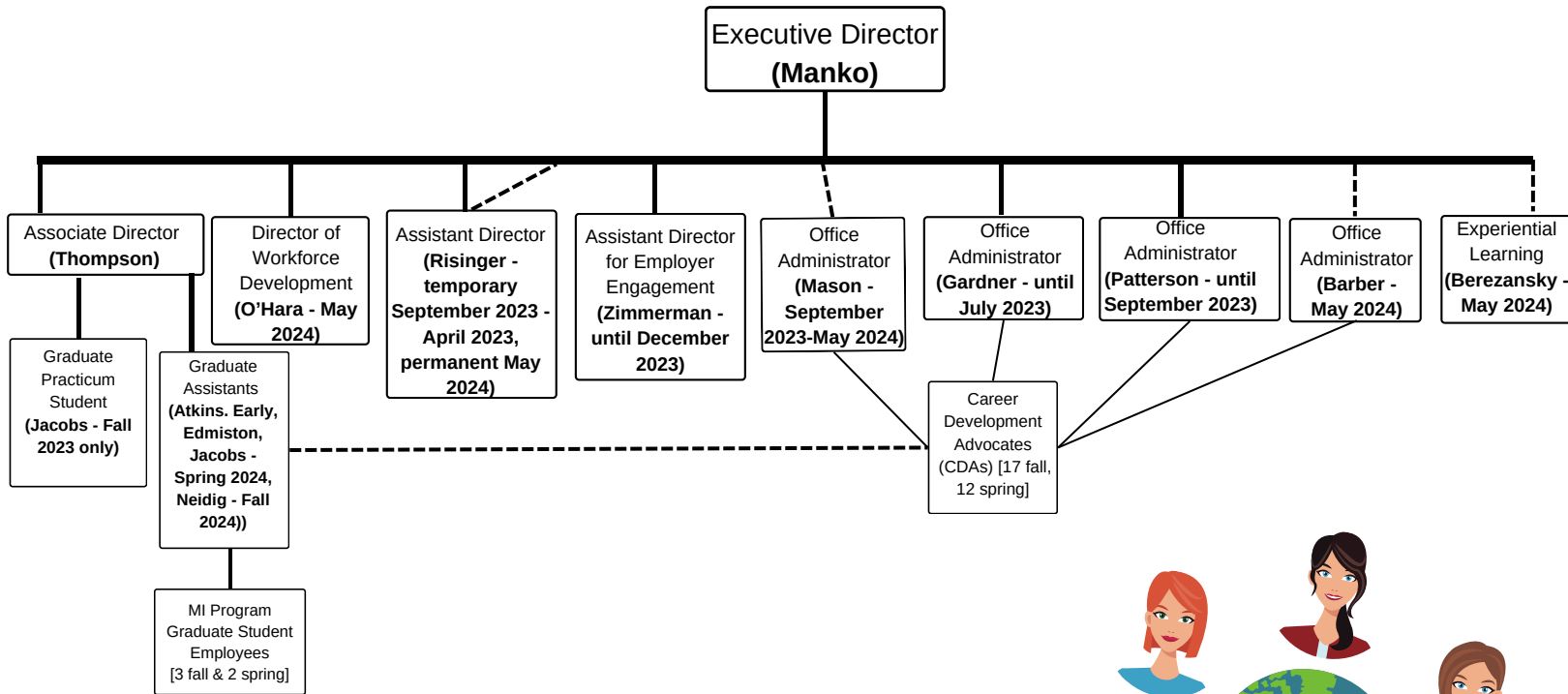
- Academic Success, based on the goals of the IUP Strategic Plan, supporting academic success for all students from application to post-graduation
- Academic Administration, designed to support faculty, staff, and students to streamline processes for academic planning, institutional data and assessment, academic records, and information technology infrastructure and strengthen the connection between the Academic Affairs and Student Affairs Divisions
- Research and Innovation, elevating and focusing research support services for all students and faculty, ensuring compliance, and facilitating the relationship with the IUP Research Institute

As of 1 July 2024, the CPDC will fall under academic success and ultimately, report to Vice Provost for Student Academic Success Amber Racchini.

Adapted from <https://www.iup.edu/news-events/news/2024/06/iup-academic-restructuring-to-launch-july-1.html>



# Organizational Chart



## NOTABLE STAFFING CHANGES & DEPARTMENTAL UPDATES - AN OVERVIEW

- During the 2020-2021 academic year, IUP was forced to make significant staffing cuts due to budgetary concerns. As a result of these cuts, there were significant staffing changes made across the university. The CPDC welcomed three new staff members to the team: Dr. Bill Zimmerman, Sheila Gardner, and Audrey Patterson. Financial concerns continued to be a large issue at the university.
- In May 2021, Mike Husenits resigned from IUP to accept a position with another university. At that time his work from Extended Studies was redistributed to other university departments.
- The CPDC had several staffing changes and reassignments during the summer and start of the fall 2023 semester: Sheila Gardner took a role as a University Navigator, Audrey Patterson was reassigned to the Post Office/Print Center, and Dr. Bill Zimmerman was reassigned as a University Navigator. Zimmerman continued working with the CPDC, even after his reassignment, to see through the existing programs that were planned until December 2023.
  - Consequently, Tammy Mason joined the team on a part-time basis to provide administrative support starting in September 2023 and through May 2024.
  - Jeremy Risinger also joined the team in September 2023 on a part-time basis, assisting with some of the existing employer relations efforts and program planning. Risinger became a permanent team member during May 2024 and will continue doing employer relations work, program planning, and supporting affinity groups, among other things.
- In May 2024, Celia Barber joined the team on a part-time basis and is also supporting the other areas that fall under Academic Success.
- Kristen O'Hara joined the team in May 2024 and is doing work related to workforce development, dual enrollment, and transient students.
- The CPDC hired three brand new GAs, who all started in July of 2023: Anna Early, Emily Atkins, and Julie Edmiston.
  - GA Marylou Neidig was enrolled in a 2.5-year graduate program, so she continued to work for the CPDC during summer and fall 2023 as a graduate student employee.
- Bethany Jacobs worked as a graduate practicum student during the fall 2023 semester, then continued to work as a graduate student employee during the spring 2024 semester.
- As of 1 July 2024, the CPDC reports to Academic Success within Academic Affairs, and reports to Dr. Amber Racchini.

**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), though many universities have a much better ratio. IUP's ratio of students to professional career coaching personnel is 3,084 to 1.



# FALL 2023 CPDC SPONSORED EVENTS



10 participants



25 text codes shared



452 participants



4 participants  
6 participants  
21 participants



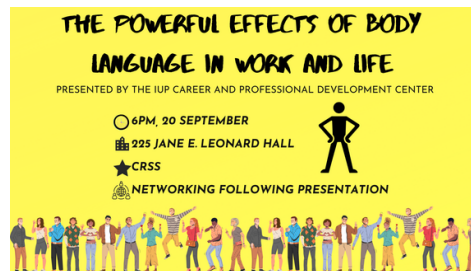
38 participants



117 participants



46 participants



60 participants



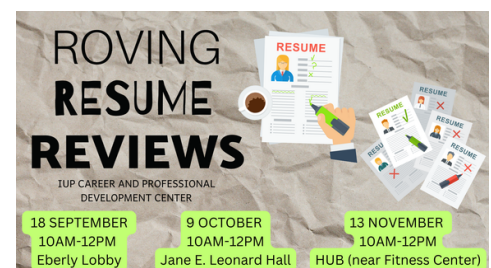
72 participants



69 participants  
123 participants  
325 participants  
38 participants  
67 participants



18 participants  
17 participants  
12 participants  
50 participants



4 participants  
16 participants  
6 participants





# SPRING 2024 CPDC SPONSORED EVENTS

**THE SKILLS YOU NEED TO THRIVE IN TODAY'S WORKFORCE**  
PRESENTED BY THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

6PM, 17 APRIL  
225 JANE E. LEONARD HALL  
CRSS  
NETWORKING FOLLOWING PRESENTATION

90 participants

**UPMC INSURANCE SERVICES DIVISION**  
**IUP ALUMNI-STUDENT MEETUP**  
PRESENTED BY THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER AND THE IUP OFFICE OF ALUMNI AND CONSTITUENT ENGAGEMENT

5:30-7:30PM, 4 APRIL, 2024  
834 STABLE LIBRARY

Use this QR to register!

24 participants

**Online Job Tools to Leverage Your Job Search: LinkedIn, Handshake, and More!**

6PM, 3 APRIL  
225 JANE E. LEONARD HALL  
CRSS  
NETWORKING FOLLOWING PRESENTATION

PRESENTED BY THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

82 participants

**DON'T TRIP! LEARNING HOW TO LEAD WITHOUT A TITLE**  
PRESENTED BY THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

6PM, 25 MARCH  
225 JANE E. LEONARD HALL  
6 O'CLOCK SERIES & CRSS  
NETWORKING FOLLOWING PRESENTATION

115 participants

**ETIQUETTE DINNER**

Monday, 15 April  
5:30PM, Sutton Hall Blue Room  
\*Registration required via IUP CPDC by 4:30pm 22 March\*

13 participants

**PITTSBURGH EDUCATION CONSORTIUM (PERC) JOB FAIR**  
WEDNESDAY 20 MARCH, 9:30 AM-3:00 PM

Monroeville Convention Center  
IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER  
IUP.EDU/CAREER

19 participants

**WestPACS Collegiate Career Fair**

6 MARCH, 2024  
10AM-2PM  
Monroeville Convention Center

Register online for free by 4 March on [www.westpacs.org](http://www.westpacs.org) or pay \$10 at the door the day of the fair.

19 participants

**CAREER FAIR 101: EVERYTHING YOU NEED TO KNOW TO ROCK A CAREER FAIR**  
PRESENTED BY THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

6PM, 21 FEBRUARY  
225 JANE E. LEONARD HALL  
CRSS  
NETWORKING FOLLOWING PRESENTATION

25 participants

**THE WASHINGTON CENTER (TWC) INFORMATION SESSION**  
COME AND SPEAK TO A TWC STAFF MEMBER AND LEARN ALL ABOUT THEIR ACADEMIC INTERNSHIP OPPORTUNITIES!

DATE: 6 FEBRUARY  
TIME: 4:30PM  
WHERE: 834 STABLE

IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER  
IUP.EDU/CAREER

24 participants

**PROFESSIONAL PANEL SERIES**  
PRESENTED BY THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

13 February 5-15 6-15PM  
Focus: Professional Networking and Professional Etiquette

5 March 5-15 6-15PM  
Focus: Local, State, and Federal Government Careers

19 March 5-15 6-15PM  
Focus: Careers in Business

9 April 5-15 6-15PM  
Focus: Popular Employers and How to Work for Them

**THE LOWDOWN**  
Join the CPDC and select employer partners 4 times a semester for these industry leader topic specific panels, where students can explore career paths, network, and learn about job and internship opportunities.

Panelists will answer questions and engage attendees in discussion. Students can attend online via Zoom (links on our website) or in Stable 834 for an in-person watch party, where coupons (Check-FR-A and others) will be provided for attendees.

Please Note: to receive the complimentary coupon, you must arrive by 5:30PM and stay for the duration of the event.

58 participants  
18 participants  
33 participants  
68 participants

**IUP CAREER FAIR EVENTS THIS SPRING!**

28 FEBRUARY 10AM-2PM KCAC SPRING CAREER FAIR	21 MARCH 5-5:30PM BLUE ROOM, SUTTON HALL CRIMINOLOGY, GOVERNMENT, AND HUMAN SERVICE AGENCY MEET-UP	10 APRIL 3-5:30PM STEAMSHOP@STAPLETON HUB STEAM MEET-UP	23 APRIL 10am-12pm HUB COLLEGE OF EDUCATION PROFESSIONAL DAY FAIR
---	---	--	--

IUP Career and Professional Development Center

222 participants  
55 participants  
26 participants  
150 participants

**ROVING RESUME REVIEWS**  
IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

22 FEBRUARY  
11:30AM-1:30PM  
Eberly Lobby

7 MARCH  
11:30AM-1:30PM  
Jane E. Leonard Hall

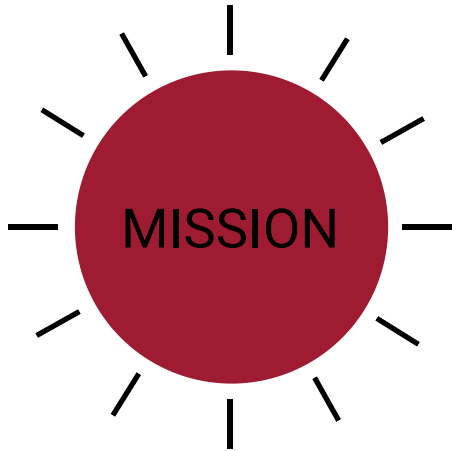
18 APRIL  
11:30AM-1:30PM  
STAPLETON LIBRARY

7 participants  
3 participants  
8 participants





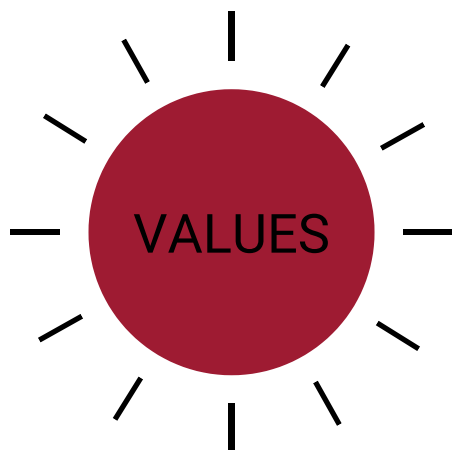
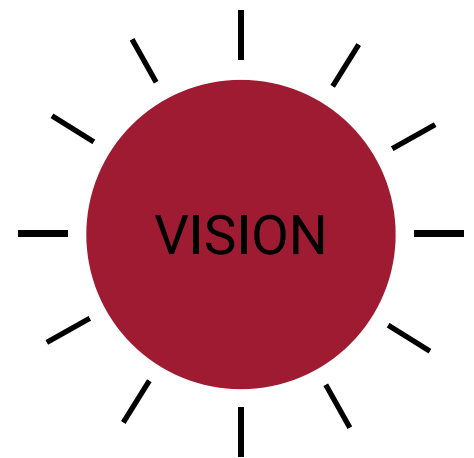
# CPDC Mission, Vision, and Values



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.



# 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)
- **Pennsylvania Workforce Development Association Conference** (Manko, O'Hara, Risinger)
- **State System Career Services Association Meetings** (None occurred.)
- **WestPACS-PennACE Professional Development Day** (Manko, Risinger, Thompson)
- **PennACE Conference** (Manko, Risinger, Thompson)
- **Stanford Life Design Studio Training** (Risinger)

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



*Professional*  
**ORGANIZATION**  
**INVOLVEMENT**

*University*  
**COMMITTEES**  
**AND SERVICE**



- **IUP Curriculum to Career Innovations Institute Workgroup, AAC&U** (Manko, Chair; Thompson)
- **IUP Eberly Business Advisory Council** (Manko, Zimmerman)
- **IUP Liberal Studies Redesign Workgroup** (Manko)
- **IUP President's Commission on DEI - Student Programming** (Thompson)
- **IUP Student Affairs Programming Committee** (Thompson)
- **IUP Student Conduct Board Member** (Risinger, Thompson)
- **IUP Student Success Think Tank** (Manko)
- **IUP University Senate** (Risinger, Zimmerman)



# 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), by 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 **through the 2023-2024 academic year.**

Although our operations were primarily 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 each team member's respective Outlook calendar. 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.

# 1,489

## Total Student Appointments

appointment  
**BREAKDOWN**



# 1,064

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

# 160

Photo Booth

# 364

Mock Interviews\*

# 98

Career Coaching

# 61

Job/Internship Search Strategies

# 38

The Washington Center



### Most Popular Appointment Types

\*Our intake form recorded only 334 mock interviews, though 364 were completed. This was the case for photo booth appointments as well, where only 120 were recorded, even though 160 took place. This was due in large part to user error. Efforts have and continue to be made to cross-check data to ensure accuracy of reported numbers. This is something we'll continue to make a priority.

what students  
are saying (35% response rate)

526 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

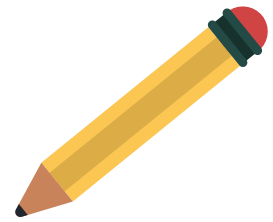


of students shared that they would recommend the CPDC to their peers

# STUDENT APPOINTMENTS

## BREAKDOWN BY CLASS YEAR

<b>396</b>	<b>Seniors (Year 4)</b>
<b>335</b>	<b>Juniors (Year 3)</b>
<b>178</b>	<b>Freshmen (Year 1)</b>
<b>106</b>	<b>Graduate (master's)</b>
<b>155</b>	<b>Sophomore (Year 2)</b>
<b>90</b>	<b>Other</b>
<b>72</b>	<b>Alumni/Graduates</b>
<b>40</b>	<b>Super Senior (Year 4+)</b>
<b>32</b>	<b>Doctoral Program</b>
<b>15</b>	<b>Community Members, Faculty, and/or Staff</b>



\*Our intake form recorded only 334 mock interviews, though 364 were completed. This was the case for photo booth appointments as well, where only 120 were recorded, even though 160 took place. This was due in large part to user error. Efforts have and continue to be made to cross-check data to ensure accuracy of reported numbers. This is something we'll continue to make a priority.

# 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 requests) 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**

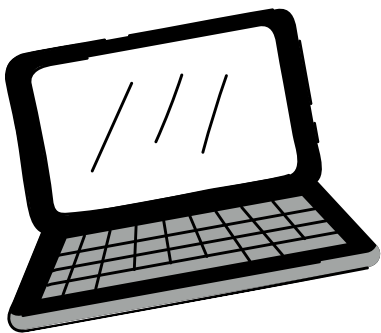
**73**

**Estimated Total Constituents Reached**

**2,735**

## 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**
- **What Can I Do With This Major**
- **Networking**
- **Focus 2**
- **Job and Internship Search Strategies**



# PROGRAM PARTNERS

During the 23-24 academic year, we continued with our Program Partners Initiative, which was softly launched in the spring of 2021. We continue to see this as an additional way to engage more student organizations in our programming and events and increase our attendance/participation. Mr. Donovan Daniel, Assistant Director of Student Involvement and Leadership Development, sent information to all registered users on Crimson Connect (each semester), the CPDC promoted the opportunity via social media, and outreach was also done to groups who had participated in previous semesters. Interested organizations completed a Qualtrics form, then CPDC Graduate Assistant Anna Early, 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 digital certificate and thank you note from the IUP CPDC team. Given the success over the last several years with this initiative, it is something we will plan to continue for the foreseeable future.



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

## CPDC PROGRAM PARTNER

<b>WHO?</b> Any recognized student group, organization, fraternity, sorority, or athletic team at IUP.	<b>WHEN?</b> AT AN IUP CPDC EVENT DURING THE SPRING SEMESTER (CHECK THE FORM BELOW FOR AVAILABLE DATES). WE HAVE PROGRAMS HAPPENING FEBRUARY THROUGH APRIL!
---	--

**WHY PARTNER?**

OUR OFFICE DOES THE WORK! (SECURING THE TIME, DATE, PROGRAM TOPIC, AND GUEST SPEAKER) SO WHAT DOES YOUR GROUP/ORGANIZATION/TEAM HAVE TO DO?

- 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



Questions? Contact Kelsey Thompson at [kthomps@iup.edu](mailto:kthomps@iup.edu) or Anna Early at [dxfsf@iup.edu](mailto:dxfsf@iup.edu).

## FALL 2023

11 Total Partnerships with IUP Student Organizations

1. Panhellenic Association
2. National Student Speech Language Hearing Association (NSSLHA)
3. Zeta Tau Alpha
4. Turning Point PUSA, IUP Chapter
5. IUP Ambassadors
6. Sigma Pi
7. Undergraduate Society for Human Resource Management (SHRM)
8. Alpha Sigma Alpha (2)
9. Sigma Chi (2)

23  
TOTAL  
PARTNERS

## SPRING 2024

12 Total Partnerships with IUP Student Organizations

1. Theta Phi Alpha
2. IUP Ambassadors
3. Delta Zeta Sorority
4. Undergraduate Society for Human Resource Management (SHRM)
5. Management Association
6. Zeta Tau Alpha
7. National Panhellenic Conference
8. Alpha Sigma Alpha
9. Sigma Chi Fraternity
10. Alpha Gamma Delta
11. Sigma Kappa
12. Phi Delta Theta



# 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 oversaw this program series through his tenure in the CPDC (ended December 2023), then its coordination was assumed by Jeremy Risinger in spring 2024. Risinger was able to shadow during the fall 2023 semester. Both Zimmerman and Risinger not only organized the events, but also moderated the panels. Panel topics range from industry-specific topics to career-relevant topics. This is one of our only true hybrid programs. Students can attend online via Zoom or in person in B34 Stabley Library, our classroom space, for an in-person watch party. We previously purchased dinner (Chick-Fil-A) for up to 20 students (a drop from 30 during previous academic years based on participation); given the decline in students taking food, however, we moved to free-meal coupons/vouchers instead. All panelists join via Zoom. Recordings of panels continue to be posted as videos on the IUP CPDC YouTube page. Starting in spring 2023, we changed the panel time from a lunch start over the IUP Common Hour to an evening start, which is the format we will continue to follow during the 2024-2025 academic year. In fall 2023, we made additional adjustments and settled on a 5:15-6:15 pm timeframe.



# 8

Panels



# \$600

Sponsorship Money Raised via  
2 Total Sponsors

Total Participants  
(in person and Zoom)



# 274

(22-23 AY we had 186 participants and in 21-22 AY we had 66 participants)

## Panel Topics

- Remote/In-Person/Hybrid Work
- Celebrating Diversity in the Workplace – LGBTQIA Issues & Employment
- Careers in Sports (Management, Training, Entertainment, etc.)
- What do I do with a Degree in English?
- Professional Networking & Professional Etiquette
- Local, State, and Federal Government Careers
- Careers in Business
- Popular Employers and How to Work for Them

## PARTICIPATING EMPLOYERS



- Cherie Borushell, Black & Veatch
- Ricky Delprato, FORVIS
- Jessica Eberly, HRT Solutions
- Trajan Jones, Indiana Borough
- David Luke, Indiana University of Pennsylvania
- Kyle Smith, Kent Displays
- Maria Newton, Lord Abbett & Company LLC
- Kate Athing, Marymount University
- Walter Pegues, Montgomery County Recreation, Belief Knowledge Reward
- Mark Wittkopp, M&S Consulting
- Catherine Putt, Northrop Grumman
- Jena Shaffer, Pennsylvania Mountain Service Crops AmeriCorps
- Sophie Penney Leach, Pennsylvania State University
- Karen Coon, Precision Steel Manufacturing Corporation
- Kelly Vith, Sheetz
- Brie Holloway, Sherwin-Williams
- Patrick Smith, Stellar Elements
- Jeff Raykes, Stuart Group
- Rachel Peters, TeamPeople
- Francisco Santos, Pennsylvania Department of the Auditor General
- Christina Starr, The Home Depot
- Kaila Aimino, University of Florida
- Patrick Crossan, Wizards District Gaming at Monumental Sports & Entertainment



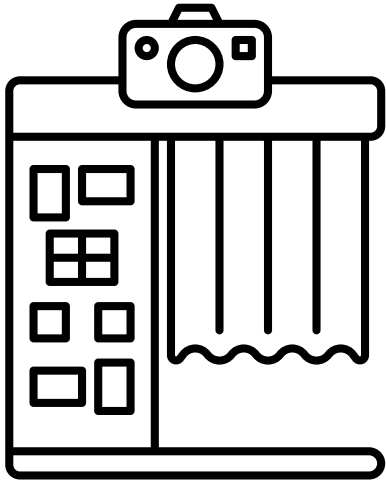


# PROFESSIONAL PHOTO BOOTH

During the spring 2024 semester, the IUP CPDC purchased an Iris Air Professional Photo Booth. The photo booth, which has its own dedicated room in the CPDC, provides IUP students, faculty, staff, and alumni with the opportunity to receive free professional headshots. Community members can also use the booth for a nominal fee (\$15 paid via IUP Marketplace). The booth is accessible and user-friendly. Users can use the booth via a touchscreen or by scanning a QR code, which prompts users on how to use the booth, pose, and so forth. At the end of each photo session, users are emailed a link and have access to 3 professional photos. Through the link, users can use editing features to adjust their photos, if they so choose.

The booth was launched to the IUP community in February 2024 and the CPDC hosted 3 days of drop-in headshots during that time, to promote the booth. Over the summer, the CPDC decided to eliminate appointment times, so the booth is now drop-in use, though groups can schedule an appointment to be sure they have access.

We also partnered with a few student organizations over the spring semester/early summer to offer headshot sessions: USOAR, UBORA, GSA.



# 217

total sessions

# 153

unique users

# 89

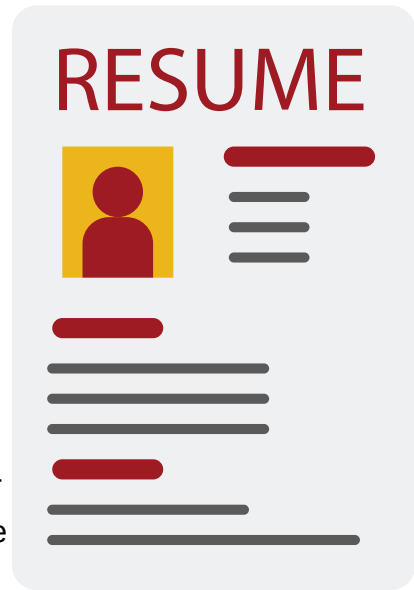
sessions in first month

# 160

total appointments during spring 2024 semester

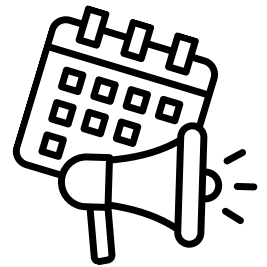


# ROVING RESUME REVIEWS



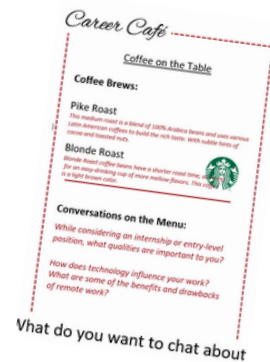
The Roving Resume Reviews (RRR) Program was started during the 2016-2017 academic year and has continued ever since as a way to reach and engage with more students. During the 23-24 academic year, this program was coordinated primarily by one of our graduate assistants (Anna Early) and staffed by our CDA team. **This academic year we had 6 total RRR** in the fall and spring semesters (3 per semester). The participation this year was down compared to recent years (61 for 22-23 AY, 60 for 21-22 AY, and 39 for 20-21 AY), despite continued marketing and promotion efforts. We believe we saw a strong turnout in years past due to having Program Partners for multiple events, which was not the case this year. To better streamline programs and services, this program is being discontinued for the 24-25 academic year.

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



# 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 (CCC), 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 the CPDC 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 could learn strategies for implementing professional skills into their career planning. During the fall 2023 semester, Graduate Practicum Student Bethany Jacobs coordinated this program as one of her assignments during her practicum with us. Participation and numbers continued to decline (22-23 AY we had 44 attendees over 6 events). We did see a large number of students at the last program this fall, for which we partnered with the IUP SAHE Department. However, to better streamline programs and services, this program was discontinued during the spring 2024 semester and will not be offered during the 24-25 academic year either.



STUDENTS TALK TO IUP SAHE FACULTY MEMBER MIMI BENJAMIN DURING OUR NOVEMBER CCC.

**31** *total students*

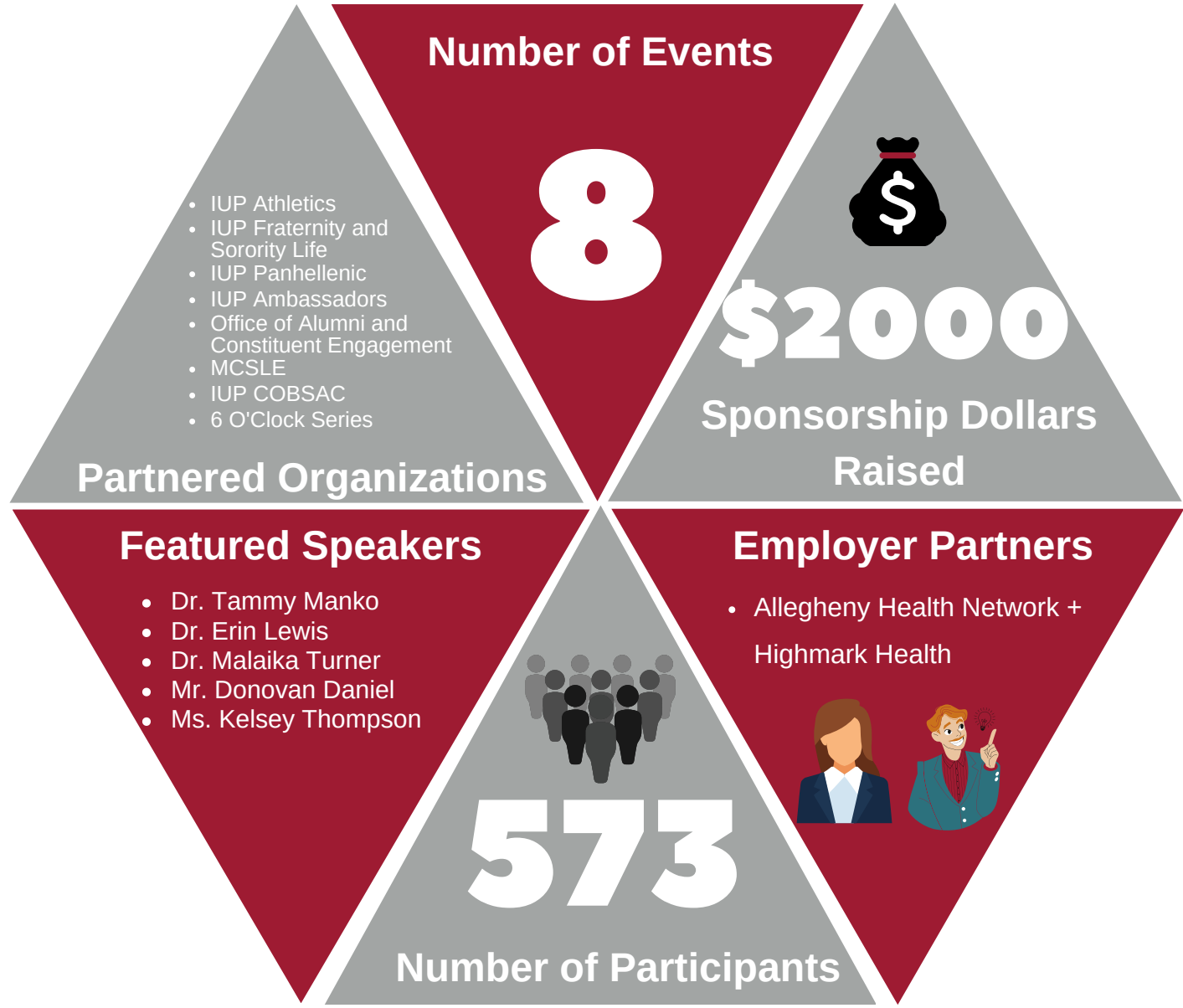
**3** *CCC total in fall, then discontinued in spring*



# 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. We typically host 4 of these each semester and we offer sponsorship opportunities to our most engaged employer partners to share information about their organization at the start of the program and also host networking opportunities. All events held during the 2023-2024 academic year in this series were conducted in person and were also streamed via our IUP CPDC Facebook page. We continue to offer a "competition" to select student organizations, which traditionally has included members of IUP Fraternity and Sorority Life, IUP Athletics, IUP Ambassadors, and IUP COBSAC; while the events are open to the entire student population, we try to incentivize these groups to participate by offering cash incentives to the groups with the most participants. Starting this year as well, we significantly decreased the amount of food/drinks offered, given the decline in students actually taking them.

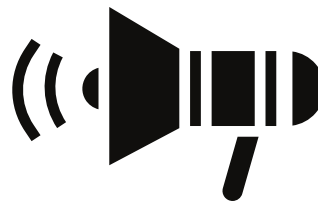


## EVENT TOPICS



- The Powerful Effects of Body Language in Work and Life
- Networking and Mentoring: Knowing How to Leverage Your Connections
- Career Fair 101: Everything You Need to Know to Rock a Career Fair
- Don't Trip! Learning How to Lead Without a Title
- Online Job Tools to Leverage Your Job Search: LinkedIn, Handshake, and More!
- Life Design, Odyssey Plans, Engagement Mapping... Oh My!
- The Skills you Need to Thrive in Today's Workforce
- Best Career and Life Advice: Things You Should Know Before Your First Post-College Job

# FOCUS 2, JLD, & UNIVERSITY COLLABORATIONS



## FOCUS 2 + MAJOR AND CAREER EXPLORATION UPDATE!!

### CRIMSON CLOSET



The CPDC continues to promote and staff the Crimson Closet, a professional clothing closet that IUP students can “shop” in for free. The closet was spearheaded by Dr. Aleaa Perry; however, the CPDC regularly promotes, collects clothes, and assists in hiring staff. In 22-23, the closet served 199 students. In 23-24, it served **336** students – a **69% increase in one year**.

- **399 (up 48 from last AY)** new Focus 2 users from 1 July 2023 to 30 June 2024
- **160** users took one or more of the Career+Major Exploration Assessments
- **41** users took one or more of the Career Readiness Assessments
- **68** users took all Career-Major Exploration Assessments
- **0** users took all Career Readiness and Career+Major Exploration Assessments

During the 2021-2022 academic year, our office absorbed all operations from the Major and Career Exploration Center, a transition for which we had been advocating. As a part of this, we took over administering of the Focus 2 Career Assessment. Much of the work related to this area has been facilitate with the help of graduate assistant team members. During 23-24 academic year, this was Emily Atkins.

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 Focus 2 accurately reflects the programs offered at IUP, the Focus 2 now includes hyperlinks to each of the IUP academic program websites, so students can immediately start exploring the majors and minors of their choice. Additionally, changes were made to the intake grouping on Focus 2. Should a professor or organization want to have their students or members take the Focus 2, 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 Focus 2 involvement, results, and more. This fall we also partnered with IUP Undergraduate Admissions to provide access to the Focus 2 to prospective students.



### THE 2024 JOB LOCATION & DEVELOPMENT REPORT

IUP Students: 636  
Average number of hours worked/week: 20  
Average wage \$12.01  
Total Earned: \$5,612,065.00

#### Collection Method

The GA team and CDA team directly called employers for information regarding number of employees and earnings.

*In previous years, the CPDC also administered and sent a survey to local businesses; however, due to a low response rate, that was discontinued and we focused solely on phone calls, specifically to employment sites likely to employ students. (i.e., restaurants, retail locations, and big box stores).*

## UNIVERSITY

# COLLABORATIONS



The CPDC continues to make collaboration with campus colleagues and departments **a top priority**.

Examples of such 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 Robert E. Cook Honors College
- IUP Business Honors Program
- 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
- Crimson 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
- USOAR
- Various academic/other departments and student organizations

# FALL 2023 ON-CAMPUS RECRUITING AND CAREER FAIRS



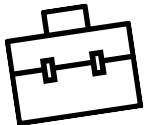
HOSTED BY THE IUP CPDC

THE CPDC TOOK A NEW APPROACH TO ON-CAMPUS RECRUITING AND CAREER FAIRS THIS FALL AND OFFERED A MORE TAILORED OFFERING OF EVENTS. WE CONTINUE TO REVIEW EVENTS AND MAKE ADJUSTMENTS AS NEEDED, SO WE CAN BEST SERVE STUDENTS, EMPLOYERS, ETC., AND THIS WAS SOMETHING THAT HAD BEEN SUGGESTED REPEATEDLY; HOWEVER, DUE TO LIMITED STAFFING/RESOURCES, IT WAS NOT SOMETHING WE PURSUED UNTIL THIS YEAR.

## FALL 2023 BUSINESS CAREER FAIR

(COMBINED ALL-MAJORS/INDUSTRIES FAIR + HOSPITALITY FAIR)

The Business Career Fair was held in conjunction with IUP Business Day, which is an annual event held each year by the Eberly College of Business. This fair essentially combined our annual IUP Career Expo (no graduate schools) and the Hospitality Career Fair. The fair was held 3 October in the KCAC from 1:30-4 pm. There were 325 students and 60 employers in attendance. This was a solid collaboration effort with the Eberly College of Business.



## GRADUATE AND PROFESSIONAL SCHOOL NIGHT

The fall 2023 Graduate and Professional School Night was held 17 October. The event was held from 4-7 pm at the HUB. This was a new event and the CPDC teamed up with the PGAP Conference that was also happening at the same time. There were 38 students and 42 recruiters in attendance. Given the lower turnout, the CPDC is exploring whether or not to keep this as a standalone event or combine with something else.

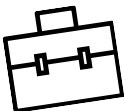
## Healthcare Career MeetUp



The fall 2023 Healthcare Career Meetup was held 8 November from 3-6 pm. The date and time were selected to better accommodate nursing students who are completing clinical rotations off-campus. There were 26 employers and 67 students in attendance. Feedback from both groups indicated the event was well received and we anticipate continuing with this particular program in future semesters.

# SPRING 2024 ON-CAMPUS RECRUITING AND CAREER FAIRS

HOSTED BY THE IUP CPDC



## SPRING 2024 CAREER FAIR



The 2024 Spring Career Fair was held Wednesday, 28 February at the KCAC. A total of 86 employers registered (down from 130 last spring) with 222 IUP students attending the fair.

## Criminology, Government, and Human Service Agency MeetUp

A new event for the spring 2024 semester, the Criminology, Government, and Human Services Agency MeetUp. This event was held 21 March from 3-5:30 pm in the Blue Room in Sutton Hall. There were 55 students that attended, a large number of them being cadets from the IUP Police Academy. There were 16 organizations present as well.

## STEAM MeetUp

The STEAM MeetUp was held in April near the newly renovated STEAMSHOP@Stapleton on the first floor of the Library. There were 3 organizations present and 26 students.



## 2023-2024 ON-CAMPUS RECRUITING

During the fall 2023 semester, 4 companies had information tables (URBN, NAVSUP, Outside in School, and Coen Markets, Inc.). One company, NAVSUP, also conducted on-campus interviews. During the spring 2024 semester, special visits took place with UPMC (for UPMC Career Conversations in April) and Amerisafe, who hosted a tailgate at an IUP baseball game also in April. Amerisafe (2 visits) and Vector Marketing (3 visits) recruited 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 whom to build relationships on behalf of our students. The CPDC team remains committed to increasing these numbers.

# ADDITIONAL ON-CAMPUS CAREER FAIRS

## Safety Sciences

### Career Fair

The Department of Safety Sciences hosted its annual Safety Sciences Career Fair 21 September. This event is run solely by the Safety Science Department, with minimal assistance from CPDC. There is 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 79 employers and 123 students that participated.

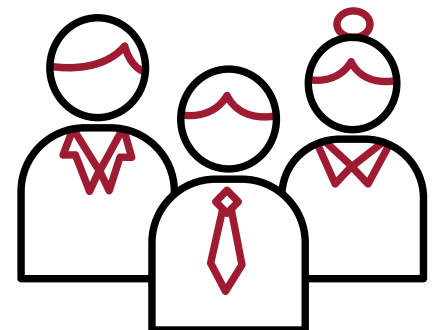
## Accounting and Finance Career Fair



In cooperation with the Student Accounting Association and the IUP Accounting Department, the annual Accounting and Finance Career Fair was held 20 September in the HUB. The fair was attended by 44 organizations/employers and 69 students. There continues to be a push for this to be combined with the larger Career Expo held annually each fall as well. We secured 2 silver sponsors (\$700 total).

## Education Career Fair

The Education Career Fair was held 23 April. There were 35 employers and 150 students who participated. Jeremy Risinger assisted in the planning and execution of the event, with assistance from the College of Education and Communications.



# 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 colleges/universities. Starting in the fall of 2019, a graduate school fair was also added. IUP continues to have an active presence with Director Tammy Manko and Associate Director Kelsey Thompson serving on the executive board. Candidate numbers continue to be on a decline, therefore the organization is actively exploring ways to increase participation. As reported, WestPACS did forgo a fall fair and attempted to co-host smaller, industry-specific events at individual campuses. The events presented some challenges (lack of coordination) and schools, other than the ones hosting, did not participate. Ultimately 3 of the 4 planned events fell through and only one was hosted (at Duquesne University). A spring 2024 fair was held in person and 234 students attended, which was an increase from 143 at the last in-person fair held in fall 2022. At the time of this report, WestPACS is moving forward with a fall 2024 industry-wide in-person fair and a spring 2025 STEM-focused in-person fair, the latter of which will be hosted by IUP with plans to rotate regionally should it be successful.

 **19**

IUP students attended the Spring 2024 fair

 **138**

total employers/ organizations in attendance at the spring fair (zero no-shows)

**19**

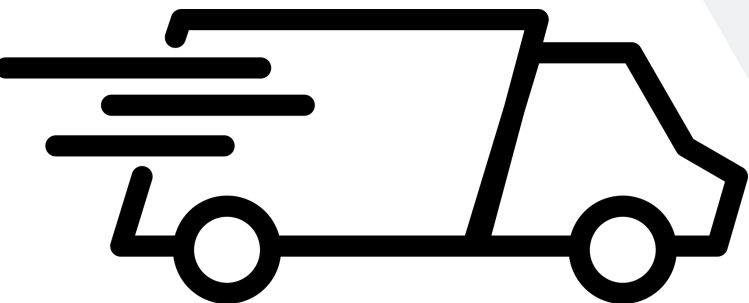
IUP students attended the Spring 2024 PERC fair (up 8 from last year).

**221**

employers participated

## PITTSBURGH EDUCATION RECRUITMENT CONSORTIUM (PERC)

The PERC Education Job Fair attracts more than 200 employers from 25 states across the United States 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 26 member colleges and universities. The spring 2024 fair was the second in-person fair post-Covid and saw 545 student attendees. Manko, Risinger, and Thompson volunteered at the fair, as did Assistant Dean Nicole Rice, and Clinical Services Coordinator Samantha LoPiccolo. We hope to continue to see more IUP students take advantage of this fair/interview day.



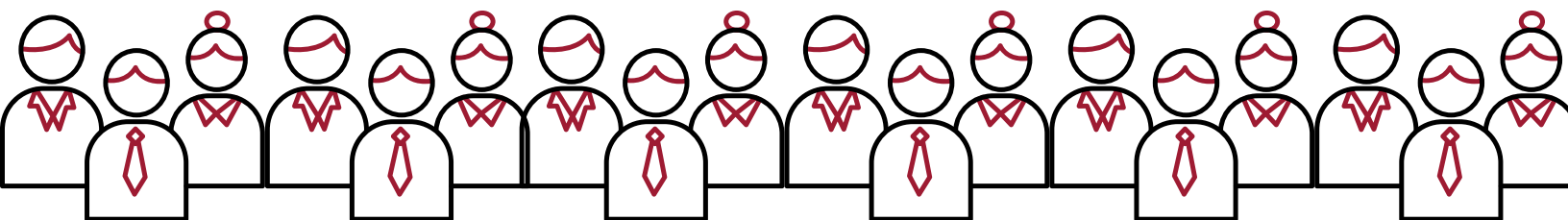


# EMPLOYER VISITS

The following is a list of employers whom the CPDC either met with on Zoom, over the phone, or in person during the 2023-2024 academic year (number after indicates if more than one meeting). There was a decrease this past year in employer visits due to staffing changes; however, the CPDC remains committed to growing this number back up moving forward.

- AC Sports Group
- AHN Highmark (3)
- The Allegheny Conference (3)
- American Connection Corps
- Amerisafe Group (2)
- ARCO Construction
- Bergad Specialty Foams
- BroadFutures (3)
- City of Philadelphia
- COEN Markets
- Defense Intelligence Agency
- Enterprise Mobility (2)
- Equitable Holdings
- Fastenal
- FORVIS
- Fulton Bank
- Integrated Power Services
- Kencove Farm Fence (2)
- KPMG
- LatinosARE
- Lockheed Martin AeroParts
- Marion Center Bank
- Marriott
- MassMutual
- McWane Ductile
- MEMIC
- NAVSUP (4)
- Northwest Mutual
- Orthopedic Institute of Pennsylvania
- PCC Airfoils
- Pinnacle Consultation & Recruiting
- Pittsburgh Business Group on Health
- Pittsburgh Steelers
- Pittsburgh Technology Council
- PLS Logistics
- Podium Education
- Prime Metal Acquisitions
- Rock Lititz
- Sheetz
- S.R. Snodgrass
- SVP Publishing
- Vector Marketing
- VertMarkets
- UPMC (2)
- U.S. Equal Employment Opportunity Commission

## 58 total employer visits






# CPDC EMPLOYER TOWN HALLS




**Connecting with IUP Students**

- Handshake
- LinkedIn
  - IUP Alumni
  - IUP Career Development & Networking
- On campus
  - Tabling/information sessions
  - On-campus interviews
  - Class/student organization presentations
  - Other (creative) ideas!



**Professional Panel Series\***  
\*sponsorships available

- Professional Networking and Professional Etiquette
  - Tuesday, February 13, 5:35-6:35 p.m.
- Local, State, and Federal Government Careers
  - Tuesday, March 5, 5:35-6:35 p.m.
- Careers in Business
  - Tuesday, March 19, 5:35-6:35 p.m.
- Popular Employers and How to Work for Them
  - Tuesday, April 9, 5:35-6:35 p.m.

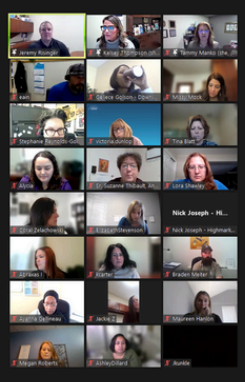


**Career Fairs\*/Meet-Ups\***  
\*sponsorships available

Spring Career Fair      Criminology, Government, & Human Service

2024  
Blue Room, Sutton Hall  
[Station] | Student Registration

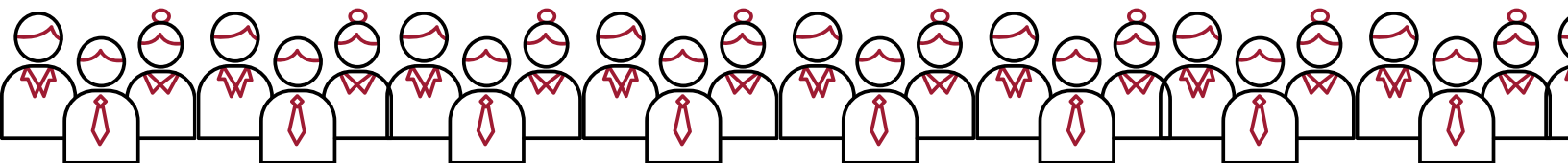
2024  
6 p.m., STEAMSHOP@Stapleton library  
[Station] | Student Registration



The spring **Employer Town Hall** was held 17 January 2024; the summer Employer Town Hall was held 20 June 2024. Each of these programs was advertised through Handshake and direct emails to organizations that partner with us. These informational sessions covered our upcoming semester's Event Calendar and how employers could connect with our students, including on-campus recruiting and interviews, the Career Ready Seminar Series, the Professional Panel Series, and Career Fairs and MeetUps. The CPDC plans to continue hosting town halls and other similar events given their success and the receptiveness of our employer partners.

**61** attendees at spring town hall

**47** attendees at summer town hall



DR. ALIDA MERLO - PROFESSOR IN IUP DEPARTMENT OF CRIMINOLOGY AND CRIMINAL JUSTICE.



ALYCIA BAKER AND JESS MORALES - ENTERPRISE MOBILITY



# IUP CPDC PARTNER HALL OF FAME

The CPDC developed a new, **Partner Hall of Fame Award** during the 23-24 academic year. The award is to be presented to deserving faculty, staff, and employer partners who demonstrate exemplary partnership with our office. This year, the CPDC awarded two partners:

- +Dr. Alida Merlo**
- +Enterprise Mobility**

Both Dr. Merlo's and Enterprise Mobility's dedication to supporting students' career readiness throughout their time at IUP and beyond is commendable.

Custom plaques were presented and the CPDC also shared the news on social media. Plans are currently underway to develop a webpage dedicated to maintaining who has achieved this award. The CPDC plans to award this each semester to up to 2 recipients.



# MOCK INTERVIEWS AND ETIQUETTE DINNERS

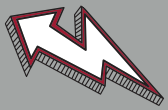


## Number of Participants

FOR FALL AND SPRING MOCK INTERVIEW SESSIONS. SUMMER 2024 MOCK INTERVIEWS WERE NOT OFFERED.

**364** participants

- Mathematical and Computer Sciences
- Management and Hospitality Management
- Food and Nutrition
- Child Development and Family Relations
- Labyrinth Center



**5**

participating departments

## Mock Interviewer Information

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

Mock Interviewers were enrolled in various academic degree programs, including Student Affairs in Higher Education (SAHE) and Clinical Psychology (Psy.D)

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

## Number of Participants

**85** participants  
down from 125 during the 22-23 AY

total dinners held this academic year **2**

## Table Host Information

**17** table hosts (comprised of IUP faculty and staff members 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, IUP SHRM, Crimson Scholars, Office of International Studies, IUP Libraries, IUP Ambassadors, University College, IUP Fraternity-Sorority Life, Labyrinth Center, IUP Athletics, SGA

*This year we continued to hold only 2 formal dinners rather than 4 because of limited registrations/interest, thus no need for two 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. 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 72 students attend (83 registered)**. The CPDC faced significant challenges in getting money transferred for participants, therefore for the spring 2024 semester, we decided to underwrite the meals ourselves and charge students only \$15. We had 21 students registered and due to low numbers, we moved the dinner to the Tower Room in North Dining Hall, which ultimately made the format more casual (e.g., no table hosts, no plated dinner, etc.). We had **13 of 21 registered students attend**. Also, for the second time, CPDC created and promoted Etiquette Dinner Sponsorship Packages to employers. We had no employer sponsors this time; however, the CPDC remains committed to sharing this opportunity with employers henceforth. Given the decline in attendance over the last few semesters, the CPDC continues to explore ways to increase student participation.



# THE DISNEY COLLEGE PROGRAM (DCP)



9

**student worked at Disney during the 2023-24 academic year**

This includes anyone whose DCP experience fell at some point during July 1, 2023 to June 30, 2024.



***IUP had nine students working at Disney. Some of the jobs were working at Toy Story Land Attractions, All Star Movies, Discovery Land Merchandise, Emporium Merchandise, and more.***



The Disney Theme Park & Resort College Program started in 1981, and the relationship between Disney and IUP began in fall 1997. During the past 27 years, more than 500+ IUP students have experienced the Disney magic as Cast Members of the Disney College Program (DCP). Students who participate in the DCP report increased interest from employers in their resumes and the experience they gained while in the program.

Over the last several years, the coordinator of DCP has shifted. After Jan Shellenbarger, who coordinated the DCP for several years retired in 2021, Sheila Gardner took over all DCP efforts. The program then transitioned to Bill Zimmerman in summer 2023 and shortly thereafter, moved to Associate Director Kelsey Thompson, as of December 2023.

In terms of updates from the past year, Disney removed their coordinator portal, so any updates and/or tracking of IUP student participants have to be requested via email on a weekly basis. This has made tracking and keeping records of participants more difficult. Efforts are also underway to move the 0-credit placeholder course that students must register for to the University College. Currently, students are registering for this course via the Hospitality Management Program, regardless of their major.

In 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 created 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 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.

This year, TWC visited IUP's campus twice (fall and spring) and IUP 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. The student is then given access to the vetted TWC internship database. Students are responsible for applying to internships, whereas in the past, TWC applied for them. IUP has experienced no issues with this change. New for the summer 2024 Academic Internship Program (AIP), TWC introduced the Digital and Emerging Technology Pathway, a cohort-style career pathway within its AIP focused specifically on careers in emerging technology. TWC exhausted its scholarships for PA students this year, which resulted in students being put on a waitlist to receive the funding. This ultimately impacted the number of participants because those students who did not receive funding withdrew their applications.

9

IUP student interns  
Fall: 0  
spring : 0  
summer : 9

Down from 19 during the 22-23 AY.



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

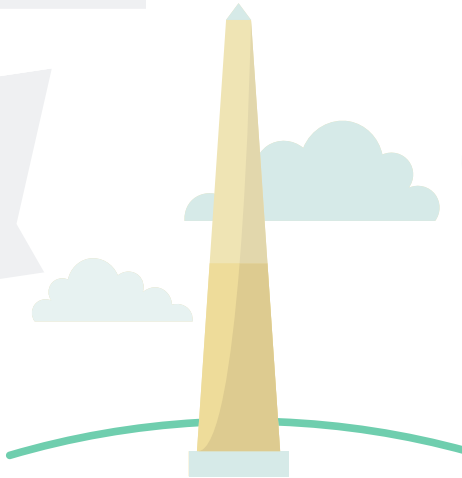
12

3

academic departments had students participate (Criminology, Communications Media, and Computer Science)

240\*

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



\$88,000

secured in scholarships through TWC for IUP students this year

Scholarships for the 23-24 AY were \$11,000 for PA residents.

Since 1975, the IUP CPDC has sent 701 students to TWC and secured more than \$2M in scholarships.



The Washington Center

# NETWORKING AND RELATIONSHIP BUILDING



**33,701**

contacts invited to participate in on-campus recruitment events

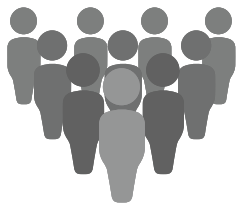
the number of messages successfully delivered to organizations and/or employers

employers with whom CPDC engaged meaningfully

**484**



*employers who attended on-campus career fairs and other large scale employer relations events, Professional Panel Series, and those who participated in on-campus recruiting*



**1,351**

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

**781**



**2,273**

credit-bearing, career-relevant, out-of-classroom experiences completed during 2023-2024 academic year

# GRADUATE FIRST DESTINATION SURVEY

**2,121**

total recent graduates  
(for all of whom we had accurate  
contact information)

**565**

surveys completed  
(response rate of 27%)

**1,010**

total recent graduates  
for whom we have  
reliable, verifiable data  
(total knowledge rate of 48%)

CLASS OF  
2023



(Class of 2023 consists of graduates from  
August and December 2022 and May 2023)



**90%**

employed in the field of  
their choice

**91%**

productive rate  
(based on total knowledge)



**48%**

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

**FAST FACTS**





# 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.

During the 23-24 academic year, we tried to clarify reporting structures and work assignments even further, to avoid any confusion. We are hopeful that moving forward, we will have more continuity in terms of CDA supervision, now that we have what we believe is a more permanent staffing structure. We continue to ensure all CDAs are cross-trained regardless of their focus area.

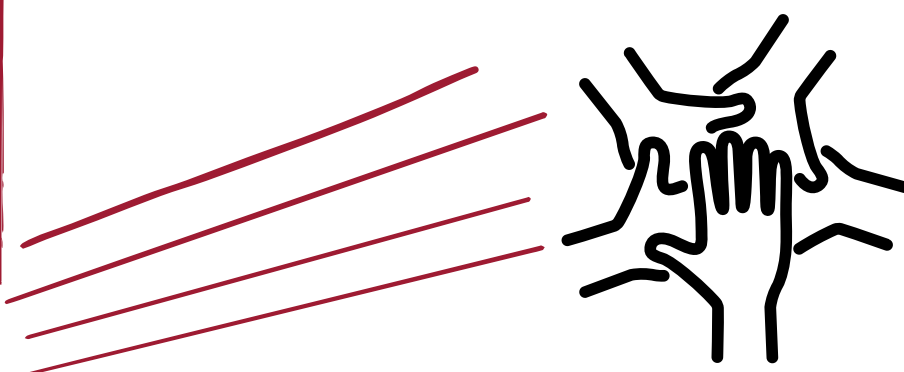
Beginning in Fall 2018, all CDAs were trained on resume and cover letter reviews (not just those in the role of Content Creation CDAs).

Starting in the fall of 2016, we began hosting an annual all-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 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 occasionally in the 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.

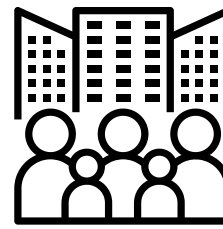
In terms of work and assignments, CDAs continued to assist with all aspects of office operations; completed outreach to the campus community, especially student organizations; assisted at CPDC team events; helped to manage departmental social media accounts; delivered presentations and workshops on career-related topics; held regular resume and cover letter review sessions; managed operations at the front desk, and so forth.

CDAs continued to report primarily to the Office Administrator(s) (i.e., Gardner, Patterson, Mason, Barber based on staffing shifts over the year) and the 1st-Year Graduate Assistant (Early).

During spring, we did final evaluations, which were very well-received. We had done them in the past but with the high turnover in staff, they hadn't been done consistently and not with all stakeholders present. Most professional staff sat in on all of these 1:1 meetings and we received a lot of positive and constructive feedback, thus, it is something we'll continue to coordinate for the end of each semester.



# STAYING SOCIAL + COMMUNICATION 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 externally, including off 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, CPDC social media, and others.

## Navigators Communications Plan

Starting in 2023, the CPDC created a communications plan for the IUP Navigators to assist them in sharing information about upcoming CPDC events, programs, services, etc. This type of plan is something the CPDC plans to update annually.

## IUP Pathfinder Content

The CPDC regularly contributes to the IUP Pathfinder Newsletter, which is distributed to students weekly during the academic year. Content is created by Associate Director, Kelsey Thompson, and then Director of Communications for Student Affairs, Caitlin Aiello, publishes.

Day	Event/Post	Day	Event/Post	Day	Event/Post	Day	Event/Post
Tuesday, August 6	LOAN	Wednesday, August 7	CAISTA	Thursday, August 8	KNALU	Friday, August 9	
Saturday, August 10		Sunday, August 11		Monday, August 12		Tuesday, August 13	
Wednesday, August 14		Thursday, August 15		Friday, August 16		Saturday, August 17	
Sunday, August 18		Monday, August 19		Tuesday, August 20		Wednesday, August 21	
Thursday, August 22		Friday, August 23		Saturday, August 24		Sunday, August 25	
Monday, August 26		Tuesday, August 27		Wednesday, August 28		Thursday, August 29	
Friday, August 30		Saturday, August 31		Sunday, August 31			

## PARTNER WITH US! IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

WE'VE MOVED! COME AND VISIT US IN B20 STABLE!

### Tools and Resources for the Classroom

- **Present a classroom presentation (in person or via Zoom).**
  - Overview of IUP CPDC
  - Life Design
  - Major Career Exploration (Focus 2 Career Assessment)
  - Job Search Strategies and Career Considerations
  - Resume and Cover Letter Writing
  - Skill Building
  - Internships
  - LinkedIn and Social Media
  - Professional Networking
  - Salary Negotiation

### Employer Development

**REFER AN EMPLOYER!** Prospective employers might reach out to you from time to time and while you might not have the necessary time and resources to respond to their requests, the CPDC is happy to assist. **Referring employers to us helps strengthen their brand on campus and gives our students increased access to employment opportunities and relationships.**

If you have an employer wishing to recruit IUP students/alumni, please refer them to our IUP CPDC team at career.development@iup.edu or 724.267.2225 or directly to Assistant Director Jeremy Shropshire at jshrop@iup.edu. We will work with them to coordinate their branding and recruitment strategy. If you have employers coming to campus, please let us know! Our team can stop by and welcome them to campus and share rotating materials with them.

**Why Refer a Student?**

- 1-on-1 Career Assistance in person, via Zoom, or by phone. (Life Design, Choosing a Major, Mock Interview, Resume, Cover Letter, Interview Job Search, Professional Networking, LinkedIn, Writing a Personal Statement, and MUCH more!)
- Focus 2 Career Assessment and Major Exploration
- Job search tools and assistance with building their professional brand
- Numerous professional development and career events and interacting with employers
- Experiential learning and work opportunities such as The Washington Center Academic Internship Program (for credit, and funding is available for students), The Shyne College Program, and Future Dream (entrepreneurship)
- Access to a variety of professional career resources on several career tracks

Encourage students to **submit an appointment** by visiting our website and selecting a daytime that suits their schedule.

**HOW TO CONNECT WITH OUR TEAM**  
iup.edu/career • 724.267.2225 • career.development@iup.edu  
FOLLOW US @IUPCPDC

The CPDC continues to use a detailed social media plan to organize content being shared. This is currently done via Google sheets.

Since 2018, the CPDC has created and shared a 'Partner With Us' postcard that is sent annually to faculty and staff.

## #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

- Total of Page Likes: 2,204
- Content Interactions: 3.7K (up 88.1% from previous year)  
The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.
- Links Clicked: 89 (up 45.9%)  
The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.
- Shares: 179
- Total Reach Accumulated from All Posts: 20,925 (down 6.8% from previous year)

This metric counts reach from the organic or paid distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.



*The CPDC switched from using Hootsuite, to pre-schedule content, to Pally due to the increased fees Hootsuite was passing on to users. Pally offers a very similar platform at a much lower rate and thus far, CPDC has had a great deal of success with scheduling content.*

*In order to access analytics via X, a premium subscription must be purchased. At this time, the CPDC did not purchase a premium subscription; however, we plan to do that moving forward.*



@IUPCPDC

- Posts: 38
- Followers: 97
- Likes (July 1, 2023– June 30, 2024): 1,032
- Views: 296 (last 60 days)



@IUPCPDC



@IUPCPDC

- Posts: 531
- Followers: 229 (new), 983 (total followers)
- Likes: 5,326
- Comments: 119
- Links Followed: 81
- Reach: 57,615
- Impressions: 117,193

- 14% web logins
- 22% mobile logins
- 32% profile completions
- 25,112 approved employers
- 124,999 jobs posted (from July 2023 to June 2024)
- 33,250 internship, 864 cooperative education, 274 experiential learning opportunities posted



handshake

[iup.joinhandshake.com](http://iup.joinhandshake.com)



### LinkedIn Groups

- IUP Career Development and Networking: 707 members
- IUP Alumni: 11,080 members



*Let's get*  
**SOCIAL**



# CONSTITUENTS REACHED

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

**7,137**

**Total Constituents  
Reached**

**35,133**

**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.

