



2020-2021 Annual Report

A Year of Accomplishments.

TWARDOWSKI
CAREER
DEVELOPMENT
CENTER

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MISSION

We are the bridge connecting students and alumni to the professional world, introducing them to who they can become.

The Twardowski Career Development Center remained committed to their ultimate goal of continually developing a culture of career development at WCU. Despite the shifting nature of the work, the TCDC remained focused on their core objectives – making career development visible, approachable and inclusive.

HIGHLIGHTS FROM THE YEAR

- The First Destination Survey outcomes dashboard launched: www.wcupa.edu/outcomes
- WCU received 33,592 job and internships through Handshake this academic year, which is an increase of 72% over FY20 (19,619 to 33,592)
 - That's an average of 92 brand new postings every single day
- Ram Nation now has 920 alumni eager to support current students; 366 student to alumni connections happened in FY21
- Fridays with Frans, a brand-new weekly career show on Instagram, launched in spring 2021. The first 12 shows had 4,335 total views and covered topics ranging from how to ask for a professional recommendation to the difference between a CV and a resume to how to avoid job scams.

WHAT'S NEXT

- Introducing a *new website* with a more user-friendly design and different modes of presenting information.
- Awarding the first stipends in Fall 2021 for the *Fund for Unpaid Internships*, a new program made possible through the generosity of a donor that seeks to ensure students don't have to turn down an internship because of a financial barrier.
- Partnering with the Center for Civic Engagement & Social Impact to be the retail location for the *Career Closet*, an inclusively designed space for students to have access to professional clothing.
- Providing flexibility for student and faculty engagement by offering *virtual* and *in person* offerings, as well as *synchronous* and *asynchronous* content.

2020-2021

CAREER EDUCATION

This year, the TCDC diversified their content delivery to ensure that students had access to the tools, resources and information that they need. While completely virtual, the Center offered synchronous and asynchronous presentation and workshop options to provide flexibility and accessibility for both students and faculty.

- 49 synchronous classroom presentations to 2,174 students
- 20 asynchronous class presentations via specially made video content to 1,072 students
- 11 synchronous First Year Experience presentations to 1,124 first year students
- 85 synchronous non-classroom presentations to 1,344 students
- 2 video series offered asynchronously to 326 students
- 12 episodes of Fridays with Frans, a weekly career show on Instagram, with 4,335 views
- 3,026 views of asynchronous video content on the Twardowski Career Development Center's YouTube channel

CAREER COUNSELING

Appointments & Drop-Ins: 1,411

- The TCDC saw a 4% increase in appointments, despite an overall 36% decrease in one on one student interactions due to low drop-in numbers in a virtual setting. Across the board, there were increases in one on one interactions with students from the following colleges: University College (56.5%), College of Health Sciences (3%), College of Education & Social Work (55.5%) and The Graduate School (57%).
- Most popular topics: Resume Review, Internship & Job Search Strategy, Major & Career Exploration
- Outcomes (n=168; 12% of all appointments)
 - 90% agreed that they learned something new and were better prepared to move forward as a result of their appointment
 - 100% successfully identified two strategies learned in their appointment that would contribute to their success going forward

RECRUITING & EMPLOYER ENGAGEMENT

- 33,592 job and internship opportunities posted for WCU students and alumni
 - 72% increase over 2019-2020
 - Represents an average of 92 brand new postings every single day
- Hosted 9 virtual recruiting events with 297 employers (267 unique employers) and 1753 students (1026 unique students)
- Hosted three Employer Town Halls to share recruiting updates with 234 employers engaged (157 unique employers)