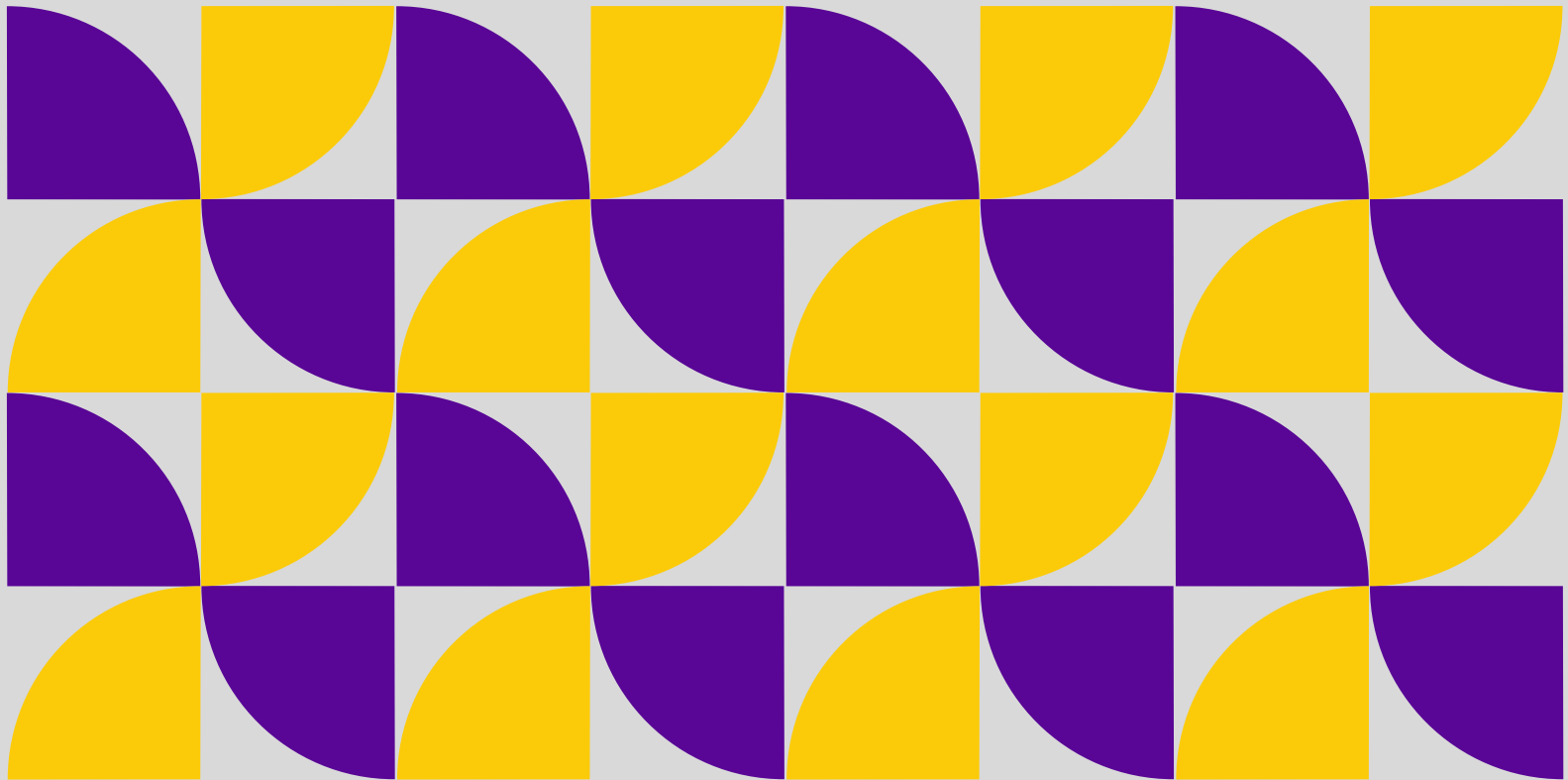


Twardowski Career Development Center

ANNUAL REPORT

2021-2022



Prepared By :

Jennifer Rossi Long

Director, Twardowski Career Development Center



Mission

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

Mission in Action

The Twardowski Career Development Center's strategic priorities are making career development **visible, approachable, and inclusive** in every event, service, resource, program, and classroom engagement.

College Liaisons:

College of Arts & Humanities and University College: Kate Shellaway

College of Business & Public Management: Amanda Baker

College of Education & Social Work and Wells School of Music: Amanda Machonis

College of Health Sciences and College of Science & Math: Amber Pleasants

Highlights

- **First Destination Survey**

- View WCU outcomes data for classes 2019-2021 at www.wcupa.edu/outcomes

- **Internship Support**

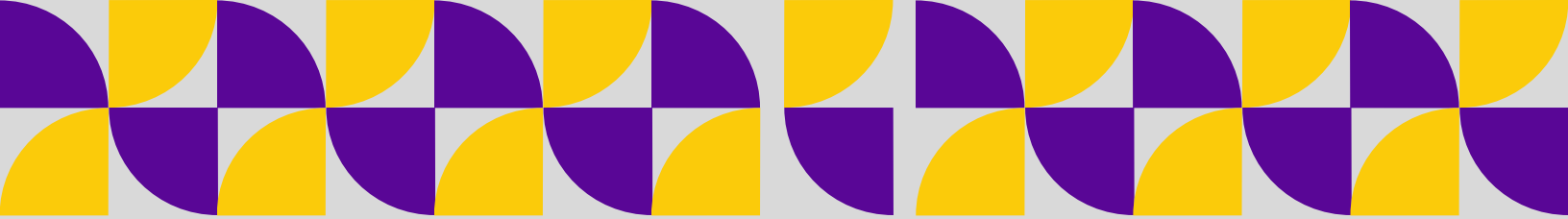
- Awarded **\$88,700 to 45 students** completing unpaid internships
- Completed the first campus-wide **Experiential Learning Survey**
- Partnered with Alumni Relations, the Foundation, Government and External Affairs, University Marketing, and Family Relations to identify **over 150 new internship opportunities** from external partners in celebration of the university's 150th anniversary

- **Classroom Engagement**

- Engaged in highest number of classroom presentations at 95 presentations

- **Employer Engagement**

- Hosted the Job & Internship Fair as a hybrid event, engaging more employers and students than just a virtual event



Student Engagement

Appointments and Drop-Ins: 1,549

- Most popular topics: Resume Review, Internship & Job Search Strategy, Major & Career Exploration
- 60% zoom, 33% in person, 7% phone

Resumes & Cover Letters Reviewed: 5,151

Event Attendance: 2,854 attendees (career fairs and networking events)

Non-Classroom Presentations/Workshops: 63 workshops for 953 students

Instagram:

- Career Corner, a new weekly peer to peer Instagram show, launched this spring with an overall reach of **3,419 accounts**
- Pep Talks with Pleasants, a monthly Instagram show with Associate Director Amber Pleasants, also launched with **1,961 accounts** reached in the spring

Classroom Engagement

Class Presentations: 3965 students engaged through 95 classroom presentations

- 17 presentations were in First Year Experience courses, engaging 1644 first year students

Employer & Alumni Engagement

- WCU received **75,969** jobs and internships through **Handshake** in 2021-2022
 - Average of 208 new job and internship postings every single day
- **Ram Nation** now has **1,422** alumni mentors; **357 mentoring connections** in 2021-2022
- Engaged **639 employers** in **recruiting events** and **town halls**
- Facilitated **19 campus interviews** (virtual and in person)
- Hosted **60 information tables** across campus

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- Instagram: @wcupacareercenter
- YouTube: Career Development Center – West Chester University
- LinkedIn: West Chester University Twardowski Career Development Center