

CAREER DEVELOPMENT CENTER

2017-2018 ANNUAL REPORT



KUTZTOWN UNIVERSITY

With our dedicated staff members and numerous events throughout the year, the Career Development Center helps KU students develop realistic career goals, confidently approach their professional internship and job search, and secure meaningful employment.

Mission Statement

Educate students to enhance self-knowledge, design their educational and career plans, and build connections.

Facilitate learning and development by empowering students to actively pursue professionally rewarding lives.



New CDC Staff

This year, the CDC welcomed two new Graduate Assistants: Internship Coordinator Allison Schray M'20; and Marketing and Special Events Coordinator Brooke Fontoura-Sutliff M'19.

Five new undergraduate Career Peers also joined the team: Sydney Alfiero '20, James Bouffard '20, Taylor Masino '20, Jennifer Schulle '20, and Kiara Tyson '21.

Student Engagement

Special Events

The CDC coordinates numerous career events for students.
Here are just a few that took place during 2017-18:



- Philadelphia Eagles & 76ers Info Sessions
- Psychology Career Day
- JCPenney Suit-Up
- Career Closet Pop-Up Shop
- Vanguard Explore Day (site visit)
- C3 'Campus to Career Conference' in Lewisburg, PA
- Penske Case Competition
- Senior Etiquette Dinner
- Recruiting, Hiring, & Retaining College Students with Disabilities Workshop held at Lehigh Carbon Community College



Workshops & Events

The CDC offered over 250 classroom presentations and workshops.

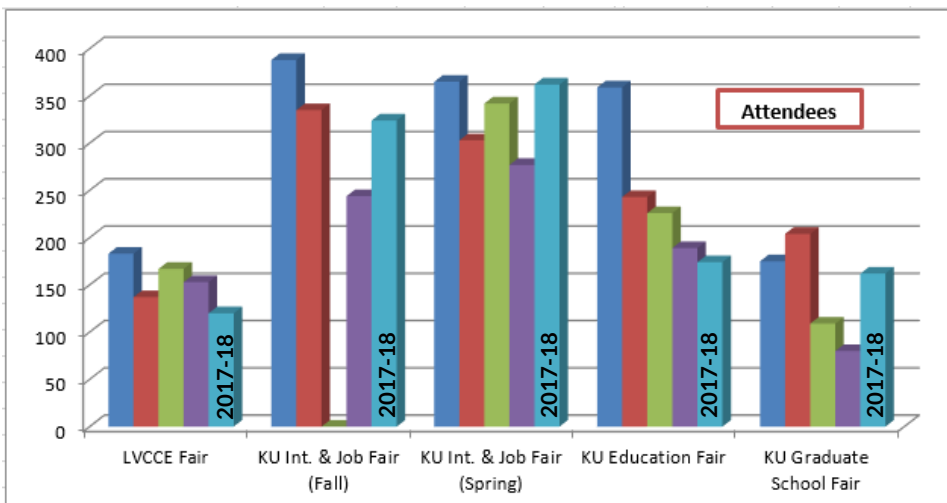
Topics:

- CDC Overview
- Designing Your Career Path
- Choosing Your Major
- Finding Internships
- Job Search & Interviewing Strategies
- Dining Etiquette
- Res&Cvr Ltr Writing
- Day One on the Job
- Year One on the Job
- Graduate School
- How to Work A Career Fair
- Senior Kickoffs/Orientations
- Employer Visits (Coffee & Convos Industry Panels, Info Sessions, etc.)
- Soft Skills/Professionalism

New this year to campus was the CASA Success Center in Deatrick Hall. Career staff used this space for workshops which offered students services in the evening as well as south campus convenience.

Career Fairs

The Internship & Job Fair is held both in the Fall and Spring semesters and provides students with the opportunity to engage and connect with recruiters. The Graduate School Fair each Fall semester allows students to meet with college and university staff to discuss and gain information about their master and doctoral programs.



of attendees
compared to
last year:

32% increase overall in
Internship & Job Fairs

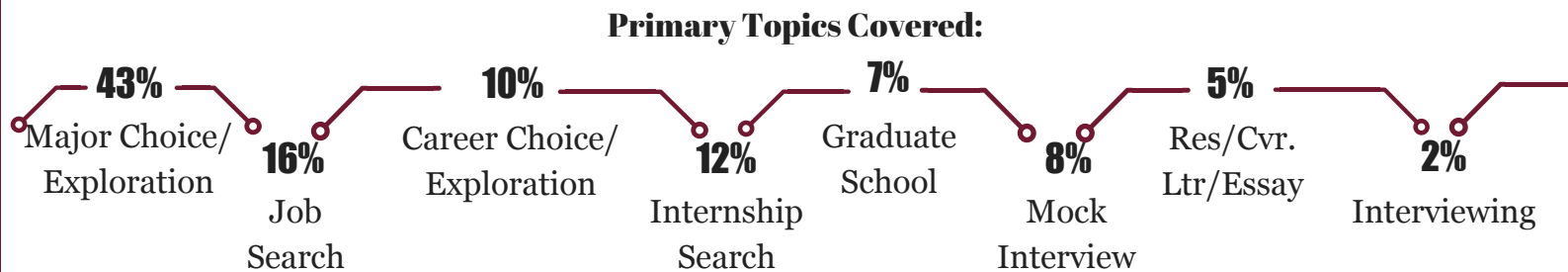
103% increase in
Grad School Fair



Career Coaching/Counseling Appointments

The CDC provides one-on-one career counseling appointments for students and alumni. This year there was an increase of 3.5% of the total number served with the most discussed topic continuing to be Major Choice/Exploration.

22% Freshmen	18% Sophomores
13% Juniors	31% Seniors
5% Grad Students	11% Alumni



Review Service

At the CDC, staff members engage with students one-on-one during Quick-Question Walk-In Hours to review resumes and cover letters helping students present their education and talents to prospective employers and graduate schools.

New this year was the option for students to upload their resume into KUCN for review and approval. The number of documents reviewed increased by 41%.

Certificate Programs

The two specially-designed, free, professional development certificates help students become stronger, more confident successful students and future employees!

Learning Outcomes:

- Upon completion of the certificate, there was an increase in students knowing how to:
 - identify professionals in their network (31%).
 - effectively market themselves for the internship/job search (76%).
 - create/update their LinkedIn profile (50%).

and a 30% decrease in needing assistance with their internship/job search.



GET READY TO **ROAR**

KUTZTOWN

CAREER DEVELOPMENT
CENTER

CDC Special Events

Kutztown University's 37th Annual
Job Fair 2018
for educators

Monday, March 12th
10 AM - 2 PM MSU 218

Open to all KU Students & Alumni - 10 am
Open to public - 11 am

For more information visit: www.kutztown.edu/careercenter

76ers

AT KUTZTOWN UNIVERSITY
INFO SESSION
TUESDAY, FEBRUARY 6, 2018
Keystone Hall - Classroom 108 11:00 - 11:50 AM
NEW JERSEY DEVILS & PHILADELPHIA
76ERS SALES ASSOCIATE
Harris Blitz Sports & Entertainment (HBSE)
www.hbse.com
Contact the KU Career Development Center with any questions
careerhelp@kutztown.edu • 610-683-4067

19th Annual Berks County
**Undergraduate Research
and Creativity Conference**
*LET YOUR WORK
Shine*

Saturday April 7, 2018
Submission Deadline: Monday, March 19
www.kutztown.edu/hedc
Presentation Opportunities: Papers, Posters, Visual Art, Performance

**INTERNSHIP
& JOB FAIR**
WHAT'S YOUR NEXT MOVE?
12-3PM
* NEW DATE *

WEDNESDAY, APRIL 11, 2018
MCFARLAND STUDENT UNION | ROOM 218
PROFESSIONAL DRESS AND RESUME REQUIRED

GRAD SCHOOL FAIR
Monday November 6th Over 40 schools attending
1-3 | MSU 218
Open to All | Come as you are
Recruiters may be giving
away application fee waivers

LET'S GET
GOING PLACES

**Internship &
Job Fair** F A L L

Wednesday October 4
12 - 3 p.m., MSU 218
Professional attire and resume required
(preferably a business suit)

**SENIOR
KICKOFF 2018**
Receive information & support needed for employment and grad school.

TUESDAY JANUARY 30 11-11:50
WEDNESDAY JANUARY 31 3-3:50
TUESDAY FEBRUARY 6 11-11:50

All held in MSU 218 **Free Gift for Every Senior**
Walk away with more knowledge, resources, and confidence to finish strong

**Mock Interview
Mania Week**
February 26-March 2
Sign up on KUCh www.kutztown.edu/KUCh

Sign up for mock interviews with friendly
and experienced employer volunteers.
Get suggestions and feedback that will boost your confidence
and help you develop strong & rewarding interviewing skills.
This is a great opportunity to practice for the
real on-campus interviewing program.

www.kutztown.edu/careercenter • careers@kutztown.edu • 610-683-4067

**HOW TO
Work a Career Fair : 15-MINUTE SESSIONS**
**PANCAKE
PALOOZA**
EDITION
Get ready for the upcoming job fair
and enjoy free pancakes!
WEDNESDAY SEPTEMBER 27 12-4 PM
MSU 218

**VIP
Meet & Greet**
For College of Business juniors, seniors and MBA students
Tuesday February 27
5-7pm MSU 218
Join us for a fun and educational evening engaging with
College of Business Advisory Board members, area
professionals, and faculty.
Light refreshments and hors d'oeuvres provided.

**SENIOR
etiquette
DINNER**

TUESDAY SEPTEMBER 26, 2017
FIVE TO SEVEN THIRTY IN THE EVENING
McFarland Student Union 218
RSVP at www.kutztown.edu/KUCh by September 19th
Professional attire required; business suit preferred

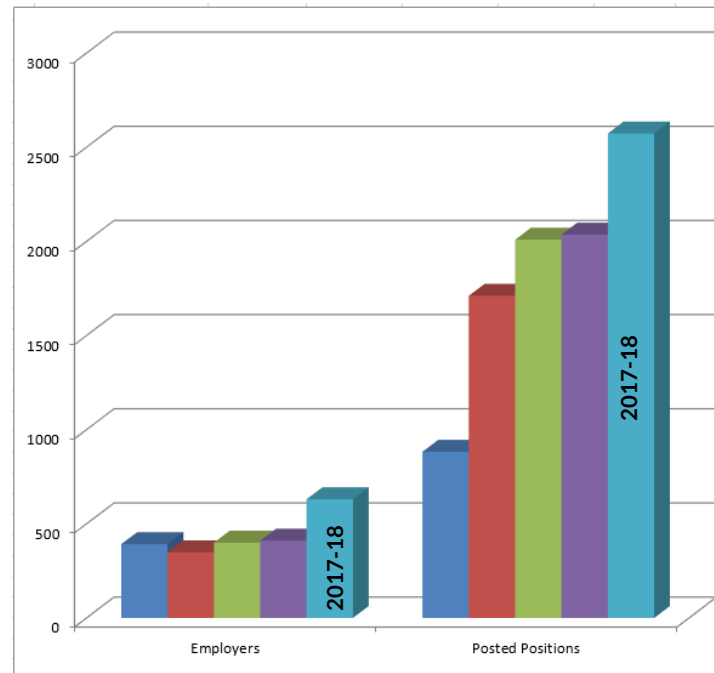
Employer Engagement

KU Career Network: Postings

KU Career Network (KUCN) is the primary online resource for preparing and connecting students and alumni with employers as well as on-campus opportunities. As of this year, the number of full-time listings increased 8%, internships increased 59%, and part-time positions increased 35%.

Registered employers also increased by 54%.

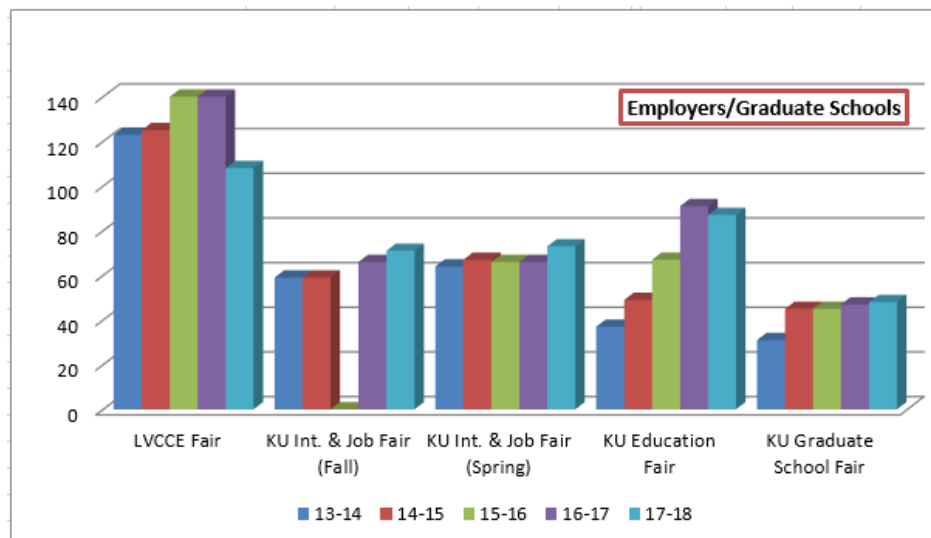
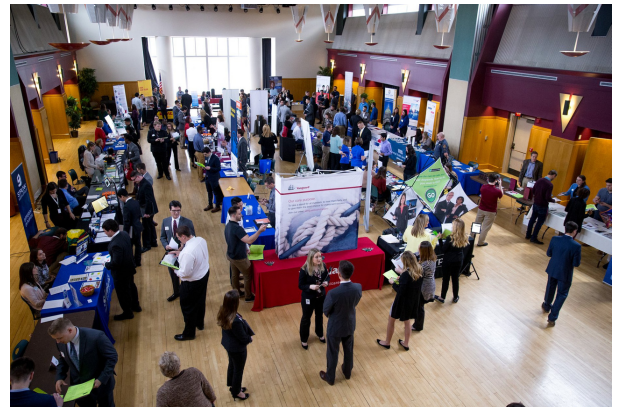
	13-14	14-15	15-16	16-17	17-18
Employers	392	349	400	411	631
Posted Positions	883	1711	2009	2036	2573
Full-Time	549	1123	1274	1330	1440
Internship	203	353	435	483	769
Part-time	131	235	300	270	364



Campus Visits for Career Fairs

Employers & Graduate Schools:

- Internship & Job Fair (Fall) - **71**
- Internship & Job Fair (Spring) - **73**
- Education Fair - **87**
- Graduate School Fair- **48**





Employers Recruiting KU Students

OVER 200
VISITED
CAMPUS

AAA East Central
Accomack County Public Schools
Active Learning Centers
ADP, LLC.
Allentown Art Museum
Allentown Police Department
Allied Personnel Services
Alternatives, Inc.
APR Supply Co.
ArtsQuest
Baltimore County Public Schools
Bering Strait School District
Bosch Rexroth
Brenntag
Bright Horizons
Cabarrus County Schools
Caesar Rodney School District
Carbon Lehigh Intermediate Unit #21
Cardinal Systems, Inc.
CCRES, Educational &
Behavioral Health Services
CED- Consolidated Electrical Distributors
Clark Associates, Inc.
Community Services Foundation &
Buxmont Academy
Cowan Systems, LLC
CubeSmart
DHL Supply Chain
Ditech Financial LLC
DMG Securities, Inc.
Dorchester County Public Schools
East Penn Manufacturing Co., Inc.
East Penn School District
East Stroudsburg Area School District
Edison Court
Enterprise Rent-A-Car

Equipment Depot
Fastenal Company
Fedegari Technologies, Inc.
FedEx Ground
Frederick County Public Schools, VA
Governor Mifflin School District
Hajoca Corporation
Hamburg Area School District
Harford County Public Schools
Hawk Mountain Sanctuary Association
Hazleton Area School District
Inperium Management Services, Inc.
JetPay Corporation
Kaleidoscope Family Solutions
KidsPeace National Centers
Listrak
Main Line Rehabilitation Associates, Inc.
Manassas City Public Schools
Maryland School for the Blind
McAdam Financially Advanced
Montgomery County Public Schools
Mutual of Omaha
National Heritage Academies
Northwestern Lehigh School District
Northwestern Mutual
Open Door International, Inc.
PA Dept. of Labor & Industry
PA Dept. of Revenue
PA Office of the Budget, Comptroller
Operations
Parkland School District
Pendergast Elementary School District
Penske Truck Leasing
Philadelphia 76ers
Philadelphia Dept. of Prisons
Pinebrook Family Services
Pocono Mountain School District

Pocono Whitewater & Skirmish USA
Prudential Financial
PSECU
Reading School District
Red Lion Area School District
Reilly Insurance
Richmond County Schools
Right At Home
Robert Half
Sanofi Pasteur
Southern Lehigh School District
Southern Teachers Agency
St. Luke's University Health Network
Strunk Media Group
T.W. Ponessa & Associates Counseling
Services, Inc.
The School District of the City of York
The Travelers Companies, Inc.
U.S. Dept. of State, Bureau of Diplomatic
Security
Universal Health Services, Inc.
Valley Preferred Cycling Center
Valley Youth House
Vanguard
Via of the Lehigh Valley Inc.
W.B. Mason Co.
Washington County Public Schools
WebpageFX
Wegmans Food Markets
Westmoreland County Public Schools
Whitehall-Coplay School District
Wildlands Conservancy
Wilson School District
Winchester Public Schools
Woodbridge School District
Zulily

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careerhelp@kutztown.edu

