

ANNUAL SUMMARY 2022-2023



KUTZTOWN
UNIVERSITY

CAREER DEVELOPMENT
CENTER

HIGHLIGHTS and NEW INITIATIVES

Helping KU students
create a career
development plan,
confidently approach
their professional
internship and
job search,
and secure meaningful
employment.

- Offered an Employer Partners Breakfast to thank recruiters for a successful year. The event included university updates by President Hawkinson, and sessions on Career Readiness, Generation Z Trends, Upskilling and Reskilling for the Workforce, a networking session with KU faculty, and a tour of the SMASH lab.
- Coordinated two employer site visits and tours for 37 students to ADP and Clark Associates.
- Coordinated snack breaks for five KU sports teams to visit and introduce the Career Center.
- Offered a Career Closet Open House for faculty and staff to tour the closet and attract more donors.
- Hosted, in partnership with the Men's Golf Club and College of Business, an inaugural Career Classic fundraising golf event at Golden Oaks Golf Club. In addition to golfing and networking, registrants had the option to select and play golf with KU students.
- Employer representatives from Clark Associates and Comcast visited campus and presented workshops to students on career topics.
- Created a 'Positive Influencer' recognition program for employees, by adding a question in the First-Destination Survey allowing graduating students the opportunity to nominate those who positively influenced them during their time at KU.



Special Events and Services

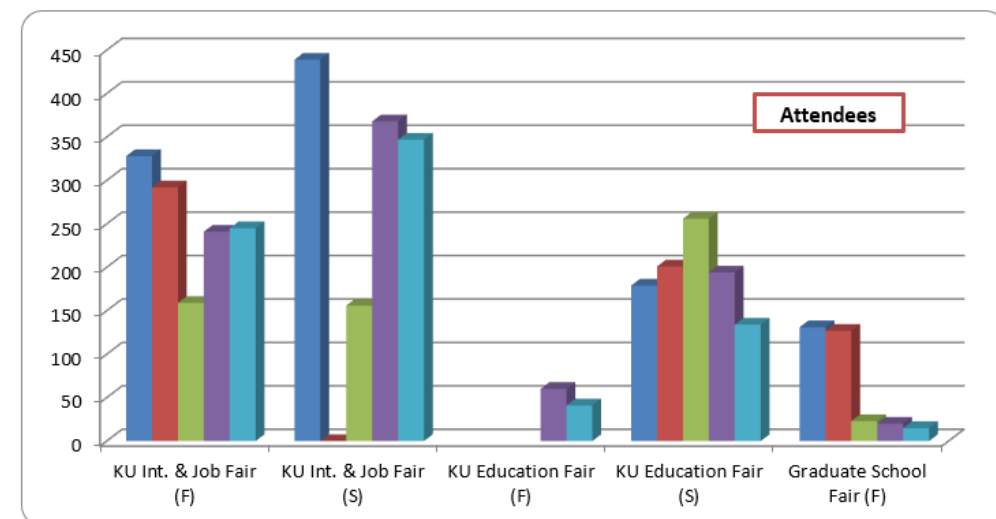
Here are just a few of the numerous CDC events for students:

- Collaboration with Disabilities Services Office to offer the Federal Workforce Recruitment Program
- JCPenney Suit-Up Event each semester (discounted professional clothing)
- Mock Interview Mania with volunteer recruiters providing interviews and feedback
- Compilation of Accounting, Finance and Education Resume Books sent to area recruiters
- Internship and Job Fairs, a Graduate School Fair, and Education Job Fairs each semester
- Offered 10 students \$1,000 scholarships from the Fund for Unpaid Interns, from Enterprise Holdings and Clark Associate donations.



Career Fairs

- After a successful initial offering, it was decided to continue with the virtual fair format for both the Fall Graduate School Fair and the Fall & Spring Education Job Fairs.
- Offered a virtual education job fair for Fall student teachers for the first time.
- This year student resume books were created and sent to school districts prior to the fairs.



2022-2023

Workshops & Events

Staff offered 379 in-class presentations and workshops on various career topics:

Topics:

- Designing Your Career Path
- Choosing Your Major
- Finding Internships
- Job Search Strategies
- Interviewing Strategies
- Resume and Cover Letter Writing
- Graduate School Search
- How to Work A Career Fair
- Senior Kickoffs/Orientations
- Employer/Industry Panels and Info Sessions
- Soft Skills, Career Readiness & Professionalism

Over half of all undergraduate students (52%) engaged with the Career Center staff, including 65% of freshmen and 60% of seniors.

Career Coaching/Counseling Appointments



One of the most valuable services provided for students and alumni are one-on-one career counseling appointments, via phone or video and, of course, in-person. Staff had just under 800 career appointments with students this year.

Students participating in the career certificate program had the most appointments talking with career coaches about their choice of major or career path, in addition to strategies for internship and job searching.

* 64% in-person * 25% by video * 11% by phone

Review Service

At the Center, staff members engage with students to review resumes and cover letters helping students present their education and talents to prospective employers and graduate schools.

- In the 2022-23 academic year, 3656 documents were reviewed.



Certificate Programs

The two specially-designed professional development certificates help students become stronger, more confident, successful future employees! Strategic outreach to key faculty through the First Year and Senior Seminar courses had 24 faculty incorporate the program into their courses, with just over 1,100 students actively working toward earning their certificates.



Learning Outcomes:

Upon completion of the Career Success Certificate, there was an increase in students knowing how to:

- effectively market themselves for the internship/job search.
- create/update their LinkedIn profile.

Career Center Special Events



Senior KickOffs

Tuesday January 31st
11:00 am - 11:50 am

Wednesday February 1st
2:00 pm - 2:50 pm

Tuesday February 7th
11:00 am - 11:50 am

Wednesday February 8th
7:00 pm - 7:50 pm

These events will be virtual
<https://kutztown.zoom.us/j/95359441182>

Persons with a disability and who require accommodation, should notify the Disability Services Office two weeks prior to the event at 610-683-4100 or email ds@kutztown.edu. To request a disability accommodation, please email ds@kutztown.edu or call 610-683-4100.



Internship & Job Fair

IN PERSON
Wed, Oct. 12th
12:00 - 3:00 pm
MSU 218

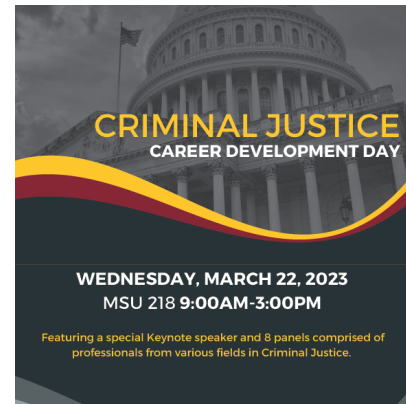
FREE PROFESSIONAL HEADSHOTS
OFFERED FOR STUDENTS

PROFESSIONAL ATTIRE AND RESUME
REQUIRED (BUSINESS SUIT PREFERRED)

EMPLOYER LIST ON HANDSHAKE

www.kutztown.edu/handshake


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CRIMINAL JUSTICE
CAREER DEVELOPMENT DAY

WEDNESDAY, MARCH 22, 2023
MSU 218 9:00AM-3:00PM

Featuring a special Keynote speaker and 8 panels comprised of professionals from various fields in Criminal Justice.

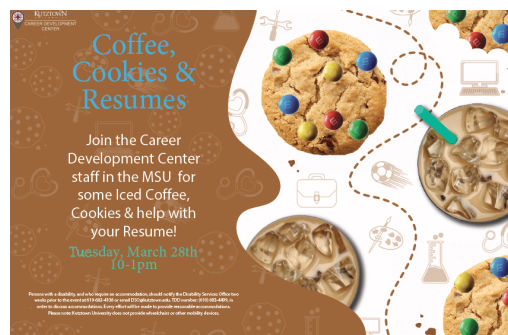


www.kutztown.edu/handshake

KU Virtual
JOB FAIR FOR EDUCATORS

Thursday
November 17th
2:00 pm - 5:00 pm
virtual

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Coffee, Cookies & Resumes

Join the Career Development Center staff in the MSU for some Iced Coffee, Cookies & help with your Resume!

Tuesday, March 28th
10-1pm

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Grad School Week

Nov. 8th - 15th

Tue, Nov. 8th 11-11:50 AM 101
Thinking About Graduate School? Workshop

Wed, Nov. 9th 6-6:50 Virtual
Writing Your Personal Statement workshop

Mon, Nov. 14th 1-3pm Virtual
Graduate School Fair

Tue, Nov. 8th 7-8pm Virtual
Success in Grad School w/ Dr. Don Martin

Wed, Nov. 9th 7-7:50 Virtual
The Real Deal about Grad School w/ a KU Grad Student

Please visit www.kutztown.edu/careercenter for Zoom links



A Taste of Success
SENIOR DINNER

TUESDAY, APRIL 4TH
5-7PM MSU218

LEARN THE ART OF DINING ETIQUETTE, MINGLING, AND SMALL TALK FOLLOWING THE LEAD OF YOUR HOST

INTRODUCTIONS
HANDLING TRICKY FOODS
TACKLING PLATWARE

Free if you register by Tuesday, 5/28 on Handshake Events
www.kutztown.edu/handshake
*Professional Attire Required



Suit-Up Event

Up to 50% Off
select careerwear, shoes & accessories

*When you use the Extra 10% Off coupon available at event. Student ID required.

Contactless shopping
Visit jcp.com to order free same-day pickup-in store or curbside.

NO REGISTRATION NEEDED - JUST SHOW UP!

JCPenney Beauty
Put your best face forward with interview-ready makeup, skincare, grooming and more. Find even more online at jcp.com/beauty/

JCPenney Salon
Turn up the style with locks of savings. New clients get 20% off their service with a Designer or Sr. Designer.

In store | September 18, 2022 4:00-7:00 pm
STORE EVENT LOCATION: JCPenney at Lehigh Valley Mall
500 Lehigh Valley Mall, Whitehall, PA 18052
To shop visit KUTZTOWN to get your 30% off coupon

Contact for more information:
Chad Ganley
ganley@kutztown.edu

JCPenney will be closed to the public and exclusively opened to KU Students, Alumni, Faculty and Staff

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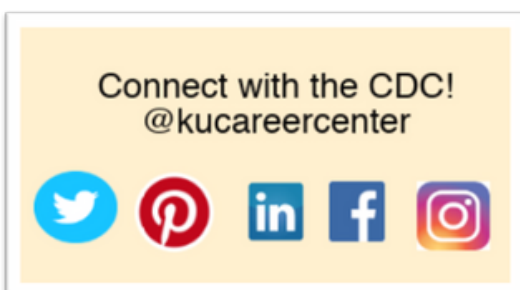
Mock Interview Mania

Sign up for a mock interview with a friendly and experienced employer volunteer





Special event for JR's and SR's. Registration required
www.kutztown.edu/handshake

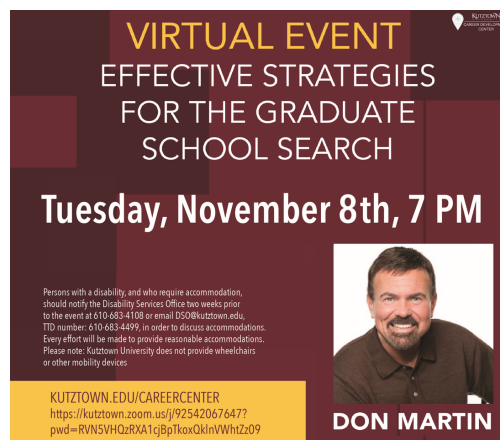
October 24th - 28th

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Connect with the CDC!
@kucareercenter



VIRTUAL EVENT
EFFECTIVE STRATEGIES FOR THE GRADUATE SCHOOL SEARCH

Tuesday, November 8th, 7 PM

DON MARTIN

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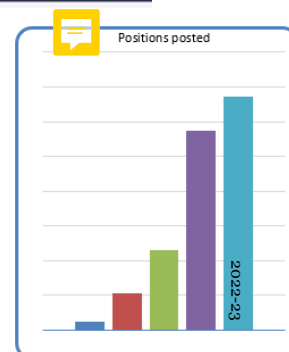
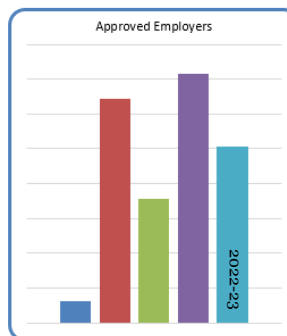
KUTZTOWN.EDU/CAREERCENTER
<https://kutztown.zoom.us/j/925420676477>
pwd=RVSNSVHQzRXA1cGp1koxQknVWhTz09

Handshake Postings

Handshake is the primary online resource for preparing and connecting students and alumni with employers as well as on-campus opportunities.

This year, the number of posting of full-time listings increased 12% and internships increased 36%, with the highest number of positions posted to date.

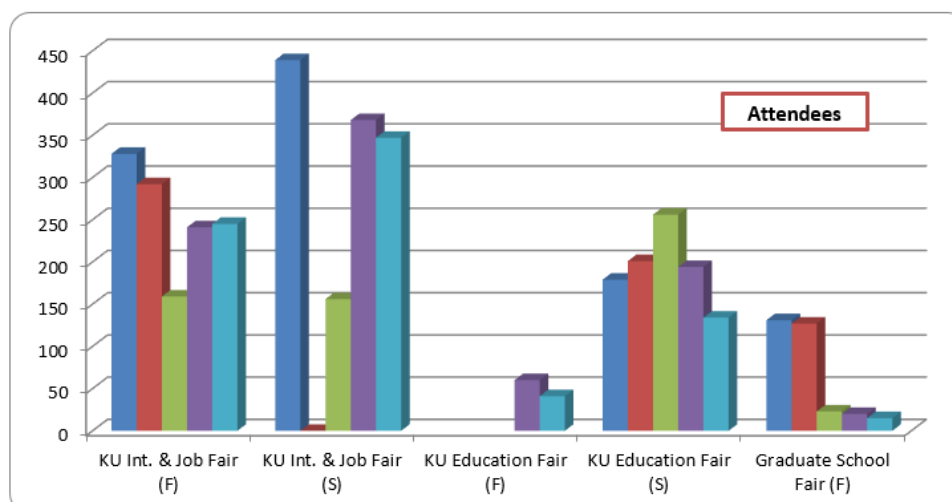
	KUCN 18-19	KUCN 19-20	Handshake 20-21	Handshake 21-22	Handshake 22-23
Approved Employers	308	3,215	1,787	3,575	2,525
Positions posted	2,484	10,667	23,157	57,498	67,079
Jobs	1,641	7,881	18,440	47,307	53,265
Internships	843	2,683	4,636	10,082	13,723
On-campus Employment		103	81	109	91



Career Fair Participation

Employers & Graduate Schools:

- Internship & Job Fair (Fall) - **80**
- Internship & Job Fair (Spring) - **99**
- Graduate School Fair - **53**
- Education Fair (Fall) - **72**
- Education Fair (Spring) - **84**



2022-23