

ANNUAL REPORT 2018-19



KUTZTOWN
UNIVERSITY

CAREER DEVELOPMENT
CENTER

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

Employer Site Visits



Google



Philadelphia Eagles/Lincoln Financial Field

Career Closet Opening



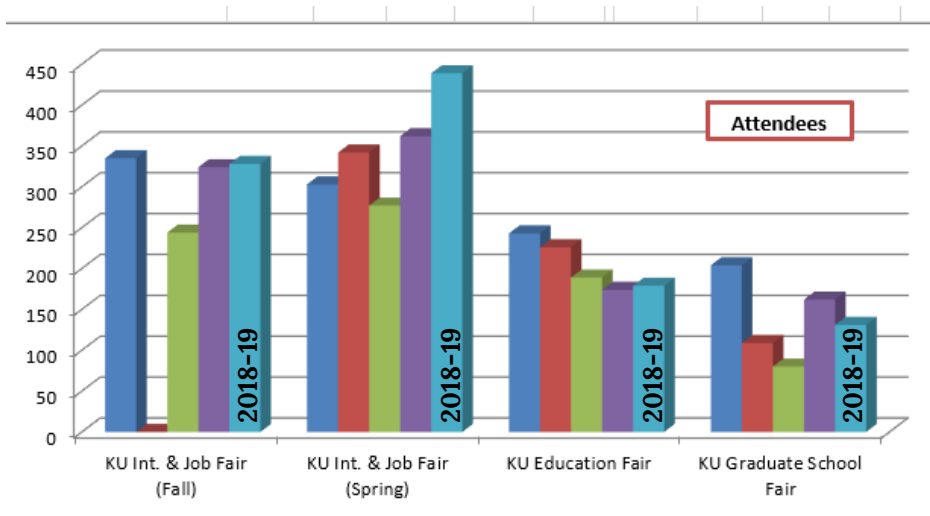
The CDC coordinates numerous career events for students. Here are just a few that took place during 2018-19:

- Site visits to the Philadelphia Eagles/Lincoln Financial Field, Google, and PPL
- Guest speakers Michele Thoren Bond, U.S. State Department; Andrea Custis, CEO of the Philadelphia Urban League; and Dr. Donald Martin, author and graduate enrollment expert
- Collaboration with Disabilities Services Office to offer the Federal Workforce Recruitment Program
- Collaboration with academic departments to offer Psychology and Criminal Justice career days
- JC Penney Suit-Up Event
- Mock Interview Mania Weeks with guest recruiters providing interviews
- Compilation of Accounting and Finance Resume Books sent to recruiters
- Internship and Job Fairs, Graduate School Fair



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.



22% increase
in Fair Attendance

The Spring I&J Fair had a record-breaking turnout of 440 students attending for 70 employers.

A pre-fair luncheon was offered to connect recruiters with KU faculty, Disability Services, Alumni Engagement and Veterans Affairs Offices.

Workshops & Events

The CDC offered more than 335 classroom presentations and workshops.

Topics:

- Designing Your Career Path
- Choosing Your Major
- Finding Internships
- Job Search Strategies
- Interviewing Strategies
- Dining Etiquette
- Resume and Cover Ltr Writing
- Day One on the Job
- Year One on the Job
- Graduate School Search
- How to Work A Career Fair
- Senior Kickoffs/Orientations
- Employer Visits, Industry Panels and Info Sessions
- Soft Skills/Career Readiness/Professionalism

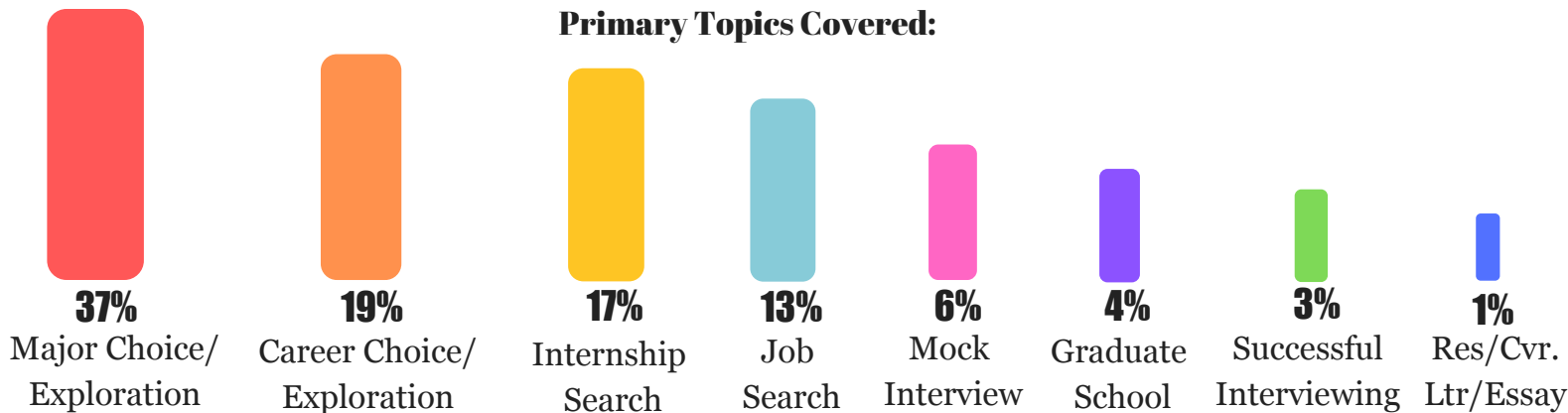
New this year was EXTENDED EVENING OFFICE HOURS in the CASA Success Center in Deatrick Hall. CDC staff provided students career help and document reviews Sunday nights 6-9pm.

Career Coaching/Counseling Appointments

The CDC provides one-on-one career counseling appointments for students and alumni. This year there was an increase of 75.8% of the total number served with the most discussed topic continuing to be Major Choice/Exploration.

30% Freshmen	28% Sophomores
15% Juniors	18% Seniors
1% Grad Students	8% Alumni

Primary Topics Covered:



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.

- The number of documents reviewed increased by 22.8%. In total, 4014 documents were reviewed.

Certificate Programs

The two specially-designed professional development certificates help students become stronger, more confident, successful future employees! They have grown significantly as a result of strategic outreach to key faculty through the Faculty Career Champs Program and First Year Seminar courses.

- 27 faculty incorporated the program into their courses, totaling 1395 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:

- identify professionals in their network (30%).
- effectively market themselves for the internship/job search (30%).
- create/update their LinkedIn profile (4%).



as well as a 23% decrease in needing assistance with their internship/job search.



THE TRUTH ABOUT WHAT IT TAKES

Tue. Feb 26
11-11:45am
AF103

**Your personal brand
What it takes to succeed
What they don't tell you**

Andrea Custis CEO, The Urban League of Philadelphia
30 years of sales, marketing, human capital and operations experience with Fortune 500 companies

ANDREA CUSTIS

Urban League of Philadelphia

KUTZTOWN UNIVERSITY'S FALL 2018

INTERNSHIP & JOB FAIR

WEDNESDAY, OCTOBER 3 FROM 12-3 PM

MSU MPR 218

Professional attire and resume required (preferably a business suit)



GRADUATE CENTER

GRADUATE SCHOOL FAIR

MONDAY NOVEMBER 5TH 1-3 | MSU 218

OVER 40 SCHOOLS ATTENDING

Open to All, Come as you are!

Recruiters may be giving away application fee waivers



INTERNSHIP & JOB FAIR
Wednesday, April 3rd
12-3PM MSU

Kutztown University's 38th Annual

Job Fair for Educators

Monday, March 11

10am-2pm
MSU 218

10am: Open to all KU students & alumni
11am: Open to the public

www.kutztown.edu/careercenter

Mock Interview Mania Week

September 17-21

Sign up on KUCN - www.kutztown.edu/kucn

Interviews in Career Development Center
Stratton 113

** Pre-registration & Interview Attire Required

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

Contact careerhelp@kutztown.edu with questions
This event only pertains to juniors and seniors.

PSYCHOLOGY CAREER DAY

THURSDAY, NOVEMBER 1ST

9AM - 3PM MSU 218

9am - Welcome & Mingling
9-11:15am - Life after KU Session 1: Psychology Alumni Success Stories
11-11:50am - Successful Interviewing with the KU Career Development Center
12-1:30pm - Life after KU Session 2: Psychology Alumni Success Stories
1:30-2pm - Employer Session: Kaleidoscope Family Solutions
2-3pm - Life after KU Session 3: Psychology Alumni Success Stories

Walk-In Hours

Monday-Friday 2-4pm
Stratton 113

Sundays 4-9pm
Deatrick 143

Quick Question?
No appointments necessary!
Join us for Resume & Cover Letter Reviews

The Honorable Michele Thoren Bond is a career diplomat who has served her country in numerous capacities. Having begun her career with the Foreign Service, she has subsequently served as Director of Consular Training at the Foreign Service Institute and Managing Director of Overseas Citizens Services. She was also a U.S. Ambassador to the Kingdom of Lesotho. She became Acting Assistant Secretary for Consular Affairs and was nominated by President Obama to become Assistant Secretary of State.

Hey KU, Want to work in the Foreign Service?

Ms. has expertise in immigration policy, intercountry adoption and public advocacy.

LEARN ABOUT about a career in diplomacy working for the U.S. Department of State!

Wed Oct 24 2-3pm MSU 218

SENIOR Etiquette DINNER 2018

TUESDAY SEPTEMBER 25

5 - 7:30 MSU 218

Sign up before September 18 at www.kutztown.edu/KUCN

LEARN
The art of mingling and making small talk
Introductions and handshakes
Following the lead of your host
Handling tricky food
Tackling leftovers

Professional attire required; business suit preferred.

SENIOR KICK-OFF 2018

Receive information & support needed for employment and grad school

WEDNESDAY AUGUST 29 | 3-3:50
THURSDAY AUGUST 30 | 11-11:50
TUESDAY SEPTEMBER 4 | 11-11:50

All held in MSU 218 Free Gift for Every Senior

Walk away with more knowledge, resources, and confidence to finish strong!

Kutztown University's Spring 2019

INTERNSHIP AND JOB FAIR

MSU 218

Wednesday, April 3 12-3PM

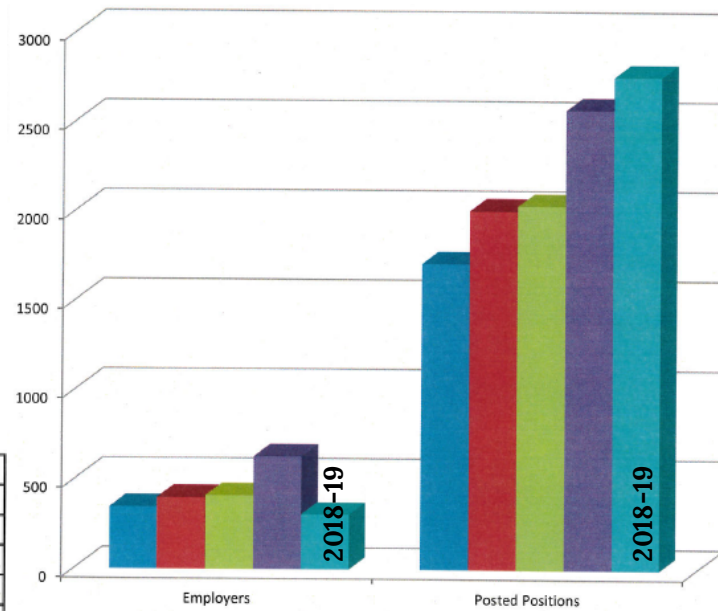
Professional attire and resume required (Business suit preferred)

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.

This year, the number of posting of full-time listings lincreased 14% and internships increased 10%.

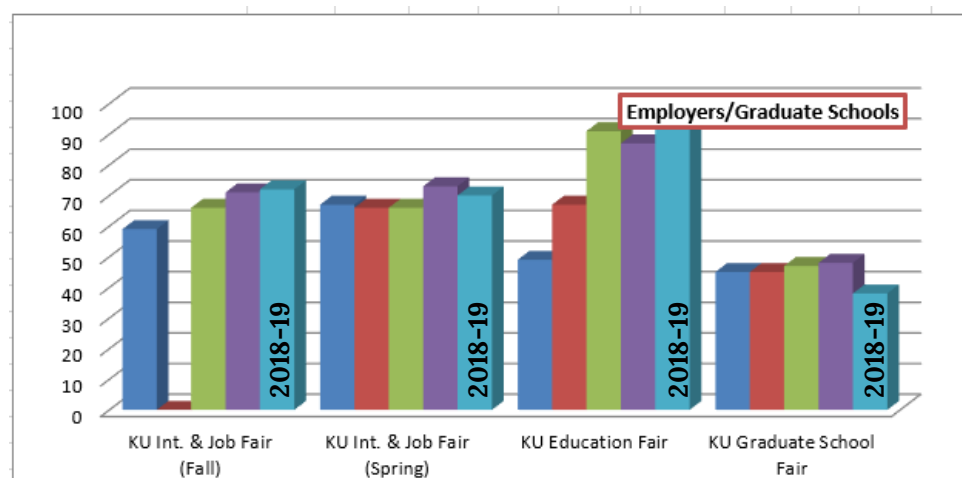
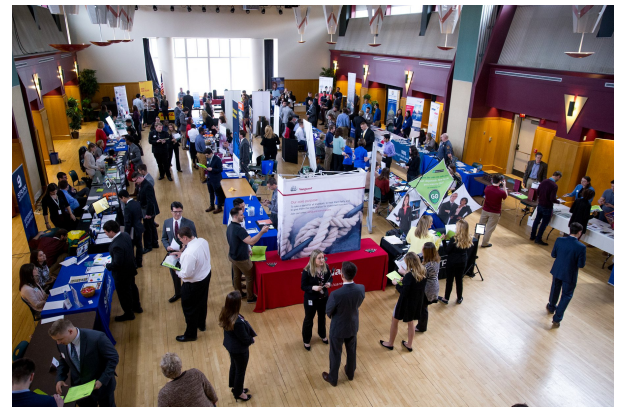
	14-15	15-16	16-17	17-18	18-19
Employers	349	400	411	631	308
Posted Positions	1711	2009	2036	2573	2758
Full-Time	1123	1274	1330	1440	1641
Internship	353	435	483	769	843
Part-time	235	300	270	364	274



Campus Visits for Career Fairs

Employers & Graduate Schools:

- Internship & Job Fair (Fall) - **72**
- Internship & Job Fair (Spring) - **70**
- Education Fair - **93**
- Graduate School Fair- **38**



Employers Recruiting On Campus

Over 200 unique employers!

ADP
A+Teachers, Division of Abel Personnel
AAA East Central
Accomack County Public Schools
Aerotek
Allentown Diocese
Allied Personnel Services
Almac Group
Alternatives, Inc.
Andesa Services Inc.
Annville-Cleona School District
APR Supply Co.
ARAMARK
ArtsQuest
Ashley Furniture
Baker Tilly (formerly Parente Beard)
Baltimore County Public Schools
Bell & Evans
Bering Strait School District
Berks County Intermediate Unit
Blue Mountain School District
Bosch Rexroth
Brenntag
Brian Communications
Bright Horizons
Burke County Public Schools
Cabarrus County Schools
Caesar Rodney School District
Camp Canadensis
Campbell, Rappold & Yurasits LLP
Carbon Lehigh Intermediate Unit #21
Cardinal Systems Inc
Caroline County Public Schools
Carroll County Public Schools
CCRES, Educational & Behavioral Health Services
Delaware County Intermediate Unit (DCIU)
Deloitte, US Delivery Center
Devereux
DHL Supply Chain

East Penn Mfg Co Inc
East Penn School District
East Stroudsburg Area School District
Eastern Lancaster County School District
Enterprise Rent-A-Car
ESF Summer Camps
ESS (Educational Staffing Solutions)
Estes Express Lines
Eurofins Lancaster Laboratories
Exel/DHL Supply Chain
Exeter Township School District
Exploria Resorts
FedEx Supply Chain
Folium, Inc
Franklin County Schools
Frederick County Public Schools
Fromm Electric Supply
GeoBlue
Germantown Friends School
Gloucester County Public Schools
Governor Mifflin School District
Hajoca Corporation
Hamburg Area School District
Harford County Public Schools
Harrisburg City School District
Hazleton Area School District
Herbein + Company, Inc.
Hershey Entertainment and Resorts Company
HM Health Solutions
Hogan Learning Academy
Hoke County Schools
Impress Packaging / Pratt Industries
Inperium Management Services
JB Hunt Transport
Kaleidoscope Family Solutions
Karr Barth Associates / AXA Advisors
KidsPeace National Centers
Kutztown University Small Business Development Center

Lehigh Career and Technical Institute
LifePath, Inc.
Lincoln Intermediate Unit #12
Lincoln Investment
MassMutual Eastern Pennsylvania
MassMutual Greater Philadelphia
Mastery Charter Schools
North Penn School District
Northampton Area School District
Northwestern Lehigh School District
Northwestern Mutual
Olympus Corporation of the Americas
Open Systems Healthcare
Osceola County Schools
PA Counseling Services
PA Office of the Budget, Comptroller Operations
PSECU
Reading Public Museum
Reading School District
Right At Home
Rose Tree Media School District
Salisbury Township School District
Seaford School District
SECEP (Southeastern Cooperative Educational Programs)
Sherwin Williams
Travelers Insurance
TW Ponessa and Associates Counseling Serv., Inc.
U.S. Army
U.S. Dept. of State, Bureau of Diplomatic Security
Vanguard
Via of the Lehigh Valley Inc.
Walmart
Warwick Family Services
Washington County Public Schools
WebFX
YMCA of Reading & Berks County

