



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.

One Year Anniversary of the Career Closet!

Over 100 students served



ANNUAL REPORT 2019-20

Employer Site Visits

OLYMPUS

ARTSQUEST
imagine that

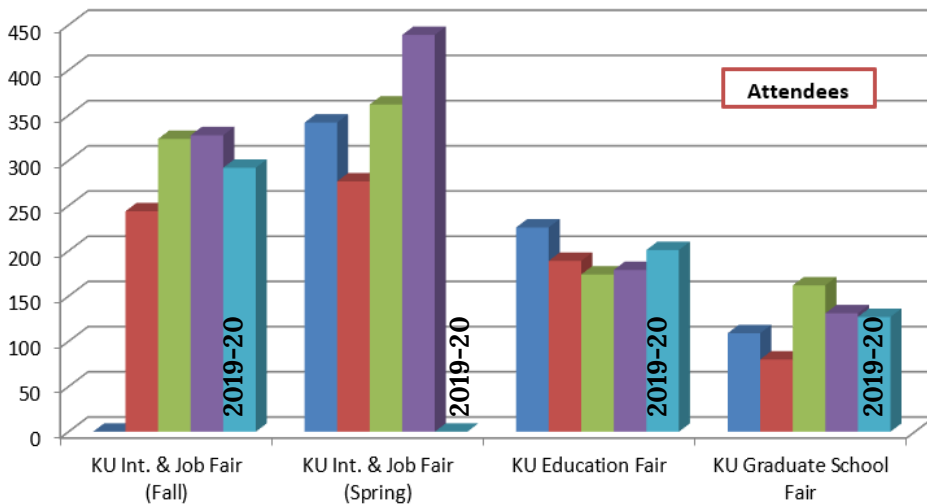
The CDC coordinates numerous career events for students. Here are just a few from 2019-20:

- As an alternative to the on-campus Spring internship and job fair due to COVID-19, partnered with eight PASSHE-East Career Centers to coordinate a series of online skills sessions and two weeks of employer recruitment sessions for all state system students. Also offered online workshops throughout spring and summer.
- Collaboration with Disabilities Services Office to offer the Federal Workforce Recruitment Program.
- Mock Interview Mania Weeks with guest recruiters providing practice interviews.
- Compilation of Accounting and Finance Resume Books sent to recruiters.
- JC Penney Suit-Up event.
- Education Job Fair, Internship and Job Fairs, and a Graduate School Fair.
- Employer site visits to ArtsQuest and Olympus.



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. Due to COVID-19, the Spring event was postponed.



The Fall I&J Fair had a just under 300 students attend to connect with 70 employers.

A pre-fair luncheon was offered to connect recruiters with KU faculty.

Workshops & Events

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
- Graduate School Search
- How to Work A Career Fair
- Senior Kickoffs/Orientations
- Employer Visits, Industry Panels and Info Sessions
- Soft Skills/Career Readiness/Professionalism

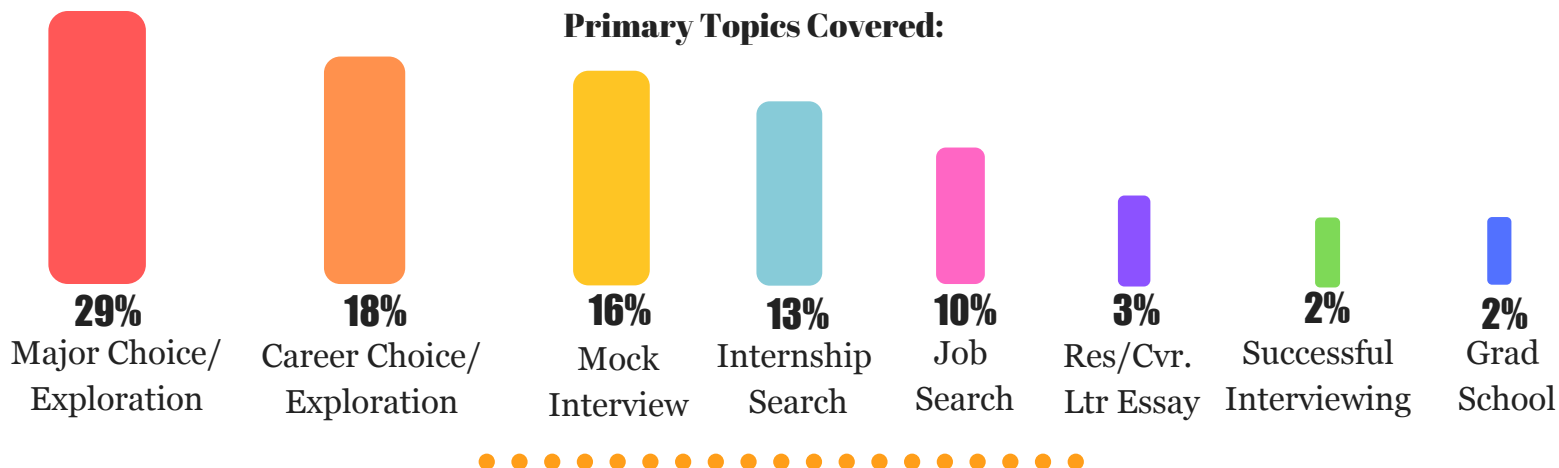
The Career Center offered more than 315 classroom presentations and workshops educating students about critical career topics.

Career Coaching/Counseling Appointments

The CDC provides one-on-one career counseling appointments for students and alumni. This year there was an increase of 17% of the total number served with the most discussed topic continuing to be Major Choice/Exploration.

22% Freshmen	24% Sophomores
13% Juniors	23% Seniors
8% Grad Students	5% 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. Resumes are also reviewed online in the Handshake system.

In total, 4013 student documents were reviewed.

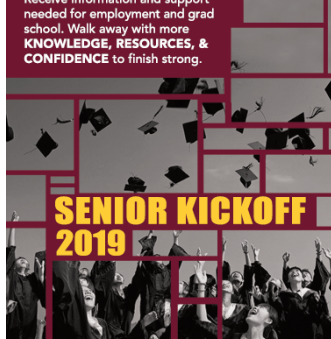


Certificate Programs

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.

- 23 faculty incorporated the program into their courses, totaling 1118 students actively working toward earning their certificates.

Receive information and support needed for employment and grad school. Walk away with more **KNOWLEDGE, RESOURCES, & CONFIDENCE** to finish strong.



SENIOR KICKOFF 2019

WEDNESDAY AUGUST 28 3-3:50
THURSDAY AUGUST 29 11-11:50
TUESDAY SEPTEMBER 3 11-11:50

All held in MSU 218
 Free Gift for Every Senior

JCPenney SUIT-UP EVENT



SHOP CAREER DRESS APPAREL
 Shop everything you need to finish your look for your next career day. View new or used suits. Check out the new line of career attire including men's shirts, men's blazers, fashion jewelry, handbags, luggage & more.

SENIOR INSIDE JCPENNEY
 Shop for a FREE mini makeover and sample.

SALON
 Enjoy a FREE hair consultation and hair care tips, and schedule your next appointment.

PORTRAIT STUDIO
 Get an in-store headshot starting at just \$29.99. Stop by or book online.

JCPENNEY MOBILE APP
 Download ahead of time and start earning \$10 Rewards!

UP TO 60% OFF*
 Men's suits & women's career dress apparel, shoes & accessories. *When you use the code 50% off. Not valid on sale items or prior purchases.

Transportation will be provided
 Reserve your spot with the CDC

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

CAMPUS CONTACT
 Chad Conley - conley@kutztown.edu

SUNDAY, SEP. 15 | 6:30 PM - 9:30 PM
JCPENNEY @ LEHIGH VALLEY
 500 LEHIGH VALLEY MALL, WHITEHALL, PA 18052

Senior Etiquette 2019 Dinner

Learn
 The art of mingling and small talk
 Following the lead of your host
 Introduction and handshakes
 Handling tricky foods
 Tackling flatware

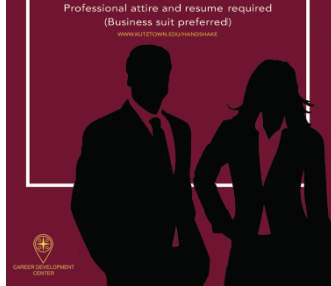
Tuesday, September 24
5-7:30PM MSU 218
 Sign up before September 17
[at kutztown.edu/Handshake](http://kutztown.edu/Handshake)

Professional attire required;
 Business suit preferred

INTERNSHIP AND JOB FAIR

WED. OCTOBER 2

12-3PM MSU 218
 Professional attire and resume required
 (Business suit preferred)
www.kutztown.edu/handshake



COB Career Networking Event

For College of business, juniors, seniors, and MBA students

Tuesday October 29
5-7pm MSU 223

Join us for a fun and educational evening engaging with College of Business Advisory Board members, area professionals, and faculty.
 Light refreshments will be provided.

Check-in will begin at 4:45pm
 Event starts promptly at 5pm

Business professional attire is recommended.

Please register at
https://kutztown.edu/handshake.com/events/779000/hand_preview

*Pre-registration is not required for attendance but recommended.
 For more information contact:
 The College of Business, Career Office 610-683-4734



GRAD SCHOOL FAIR

MONDAY NOVEMBER 4
1-3PM MSU 218

OVER 40 SCHOOLS ATTENDING
 OPEN TO ALL, COME AS YOU ARE!

RECRUITERS MAY BE GIVING AWAY APPLICATION FEE WAIVERS



GRAD SCHOOL EDUCATION WEEK

GRADUATE SCHOOL FAIR
 NOV 4 1-3 MSU 218
 40+ COLLEGES AND UNIVERSITIES

DESIGNING YOUR CAREER PATH
 NOV 6 3-3:50 AF 200

HOW TO: FREE GRE PREP
 (LEARN HOW TO PREP FOR FREE)
 NOV 4 1 3-3:50 MSU 157

WRITING YOUR PERSONAL STATEMENT
 NOV 6 1 6-6:50 AF 103

SOFT SKILLS: WHAT EMPLOYERS WANT
 NOV 5 1 2-2:50 AF 102

DAY IN THE LIFE OF A GRADUATE STUDENT
 NOV 6 1 7-7:50 AF 103

COLLEGE OF BUSINESS ETIQUETTE LUNCHEON

TUESDAY, FEBRUARY 11
11:00am - 12:00pm MSU

Learn how to appropriately engage and mingle with business professionals while enjoying a delicious meal.

*SPECIAL EVENT FOR COB JR'S & SR'S.
 RSVP REQUIRED: kutztown.edu/handshake (Click on Events)



Kutztown University's 39th Annual Job Fair for Educators

Monday, March 9
10-2pm MSU 218

10am: Open to KU students & alumni
 11am: Open to the public
kutztown.edu/handshake



NOVEMBER IS NATIONAL CAREER DEVELOPMENT MONTH

OCTOBER 23
 KICKOFF CELEBRATION!
 11-1 LIBRARY LOBBY

NOVEMBER 4
 GRADUATE SCHOOL FAIR
 1-3 MSU 218
 40+ COLLEGE AND UNIVERSITIES

NOVEMBER 11
 GET A FEDERAL GOVERNMENT JOB
 1-1:50 AF 201

NOVEMBER 12
 SOFT SKILLS:
 WHAT EMPLOYERS WANT
 10-10:50 AF 200

FINANCES & FUTURE EMPLOYMENT
 BY FSCU
 11-11:50 AF 201

NOVEMBER 20
 GOING GLOBAL:
 SEARCHING IN THE U.S. & ABROAD
 1-1:50 AF 201

MOCK INTERVIEW MANIA

MARCH 16-20
 Interviewing 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 & help you develop strong and rewarding interview skills. This is a great opportunity to practice for the real on-campus interviewing program.

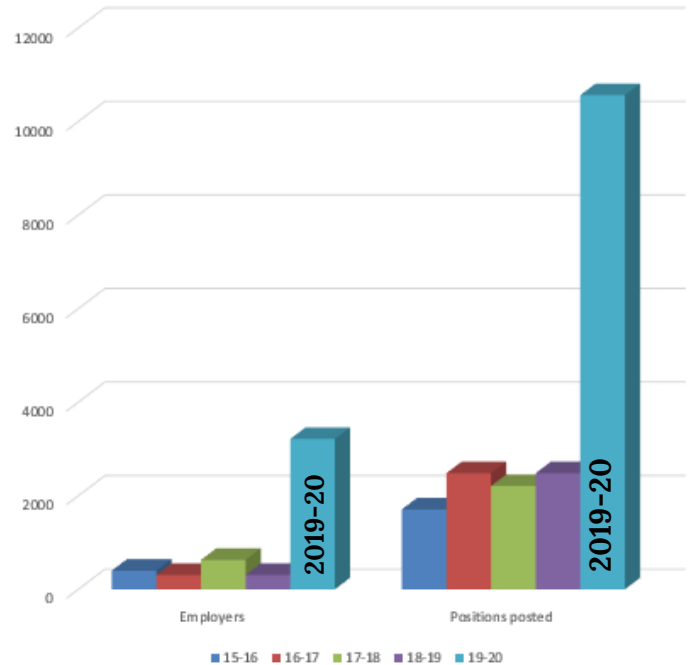
Sign up on kutztown.edu/handshake Great interview attire with questions. This event only pertains to juniors and seniors.

Position Postings in Handshake

This year, the number of postings of full-time job listings increased 76% and internship listings increased 68%.

This significant increase was a key determining factor in the decision to switch to the Handshake career management system.

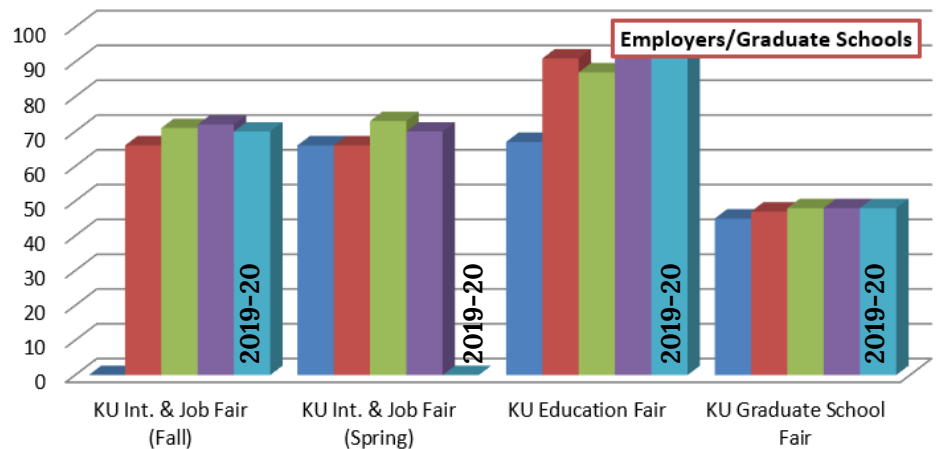
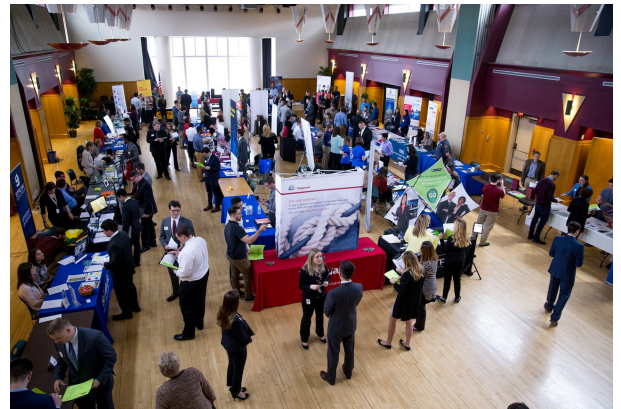
	KUCN 15-16	KUCN 16-17	KUCN 17-18	KUCN 18-19	Handshake 19-20
Employers	400	308	631	308	3215
Positions posted	1709	2484	2209	2484	10564
Full-Time	1274	1641	1440	1641	7881
Internship	435	843	769	843	2683



Campus Visits for Career Fairs

Employers & Graduate Schools:

- Internship & Job Fair (Fall) - **70**
- Internship & Job Fair (Spring) - **n/a**
- Education Fair - **94**
- Graduate School Fair- **48**





Employers Recruiting On Campus

Under 200 unique employers!

A+ Teachers, Division of Abel Personnel
AAA East Central
Abraxas Youth & Family Services
Access Services
Accomack County VA Public Schools
Achievers Early College Prep Charter School
Ad Prima Charter School
ADP
All Teaching Jobs in PA
Allegheny Intermediate Unit
Allied Personnel Services
Amazon
American Paradigm Schools (Philadelphia, PA)
Apple-Retail
APR Supply Co.
ArtsQuest
ASPIRA Inc of Pennsylvania
AXA Advisors, LLC
Baltimore City Public Schools (MD)
Baltimore County Public Schools (MD)
Bering Strait School District
Brenntag
Bucks County Intermediate Unit
Cabarrus County Schools
Caesar Rodney School District
Camp Poyntelle
Carbon Lehigh Intermediate Unit #21
Caroline County Public Schools (MD)
Carpenter Co.
Carroll County Public Schools
CCRES - Educational and Behavioral Health Services
Cecil County Public Schools
Central Bucks School District
Charles County Public Schools (MD)
Chester County Intermediate Unit
City of Reading Police Department
Clark Associates, Inc.
Collegium Charter School
Colonial Beach Public Schools
Colonial Intermediate Unit 20
Commonwealth Charter Academy
Consolidated Electrical Distributors
Creative Health Services
Culpeper County VA Public Schools
CVS Health
Delaware County Intermediate Unit (DCIU)
Deloitte Services
DHL Supply Chain
Dorchester County Public Schools (MD)
Dorney Park
East Penn Manufacturing
East Penn School District
Eastern Lancaster County School District
Easterseals Western and Central PA
Elwyn
Enterprise Holdings
ESS
Eurofins Laboratories
Exeter Twp School District
Fastenal Company
Fauquier County VA Public Schools
Franklin County Public Schools (NC)

Freire Charter Schools
Giant Food Stores
Global Leadership Academies
Governor Mifflin School District
Haas Financial Group
Hamburg Area School District
Harford County Public Schools (MD)
Harrisburg School District
Hawk Mountain Sanctuary
Hazleton Area School District
Hershey Entertainment & Resorts Company
Historic Bethlehem Museum and Sites Recruiting
HM Health Solutions
Hogan Learning Academy
Hoke County Schools
Inperium, Inc.
Kelly Educational Staffing
Keystone Freedom Academy
KidsPeace
King George County Public Schools
KIPP Philadelphia Schools
Lancaster Behavioral Health Hospital
Lancaster-Lebanon IU13
Lehigh University-Centennial School
Lehigh Valley Health Network
LeverX
Listrak
Louisa Co. VA Public Schools
Lower Kuskokwim School District (AK)
Lutron Electronics Company, Inc.
Madison County VA Public Schools
Manassas Park City VA Schools
Mass Mutual - Philadelphia
MassMutual Greater Philadelphia
MassMutual of Eastern PA
MaST Schools
Melmark
Montgomery County Recruitment
Outreach Group
Morris & Ritchie Associates, Inc.
Nabisco
New Castle County Police Department
North Penn School District
Northampton Area School District
Northwestern Lehigh School District
Northwestern Mutual - Eastern PA
Olympus Corporation of the Americas
PA Dept. of Corrections
PA Dept. of Labor & Industry
PA Dept. of Revenue
PA Office of State Inspector General
PA State Police
Palmyra Area School District, Pennsylvania
Pan American Academy Charter School
Parkland School District
Pennsylvania Counseling Services
Pennsylvania School Applications Network
Penske Truck Leasing
Polk County Public Schools
PPL Electric Utilities
Prince George's County Public Schools
Prince William County VA Public Schools

Proper Charter Schools (Pittsburgh, PA)
PSECU
Public Financial Management (PFM)
Reading School District
Richmond County Schools
Ritter Insurance Marketing
Robert Half
Rose Tree Media School District
S.R. Snodgrass, P.C.
Salisbury Township School District
Sanctuary Counseling
School District of Philadelphia
School Districts of Chester County, PA
Seaford School District
Sherwin Williams
Sorrentelli Jewelry
South Middleton School District
Southern Lehigh School District
St. Coletta of Greater Washington
St. Luke's University Health Network
Stafford County VA Public Schools
Substitute Teacher Service, Inc.
The Maryland School for the Blind
The Swift Group Merrill Lynch, Pierce, Fenner & Smith, Inc.
Thrivent
Tooele County School District
Tower Health
Travelers
TW Ponessa and Associates Counseling Services
U.S. Census Bureau
UHS of Delaware, Inc.
Uline Company
Uline Shipping Supplies
USMC
Valley Forge Educational Services
Valley Preferred Cycling Center
Vanguard
Vector Marketing
Via of the Lehigh Valley Inc.
Washington County Public Schools
WebFX
Weis
Westmoreland County VA Public Schools
Whitehall-Coplay School District
Wicomico County Board of Education (MD)
Winchester VA Public Schools
YMCA of Reading and Berks County
York City School District

