

ANNUAL SUMMARY 2020-2021



KUTZTOWN
UNIVERSITY

CAREER DEVELOPMENT
CENTER

The Career Development Center helps KU students create a career development plan, confidently approach their professional internship and job search, and secure meaningful employment.

Pivoting was the word of the year for 2020 and even 2021, in response to the pandemic caused by the COVID-19 virus.

The Career Center staff successfully pivoted modalities to continue educating and supporting KU students, both virtually and in-person, to be **#KUCareerReady**.

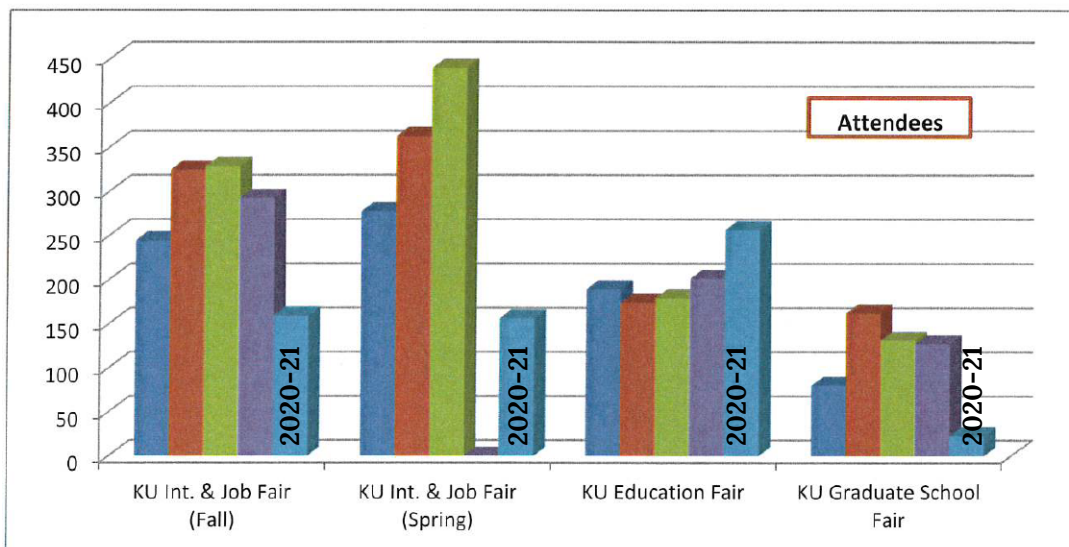
- All workshops, presentations, and counseling appointments were offered virtually.
- Staff continued their partnerships with faculty by offering 83 in-course presentations and collaborated on 13 employer presentations and panels.
- Counseling appointment numbers increased as students, particularly freshmen and seniors, sought one-on-one time with career coaches,
- The number of students logging into Handshake increased, particularly seniors and freshmen students.

The CDC coordinates numerous career events for students. Here are just a few:

- Collaboration with Disabilities Services Office to offer the Federal Workforce Recruitment Program
- Employer panel 'So You Want to Make an Impact? Careers in Diversity, Equity & Inclusion'
- JCPenney Suit-Up Event
- Mock Interview Mania with volunteer recruiters providing interviews and feedback
- Compilation of Accounting and Finance Resume Books sent to recruiters
- Internship and Job Fairs and a Graduate School Fair

Career Fairs

This year, all fairs were held virtually through Handshake. 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 Job Fair for Educators was held in the spring semester. The Graduate School Fair each Fall semester allows students to meet with college and university staff to discuss and gain information about master and doctoral programs.



Though COVID forced fairs to be held virtually, employers were still able to connect with KU students & alumni.

Workshops & Events

The CDC offered more than 334 in-class presentations and workshops on various topics.

Topics:

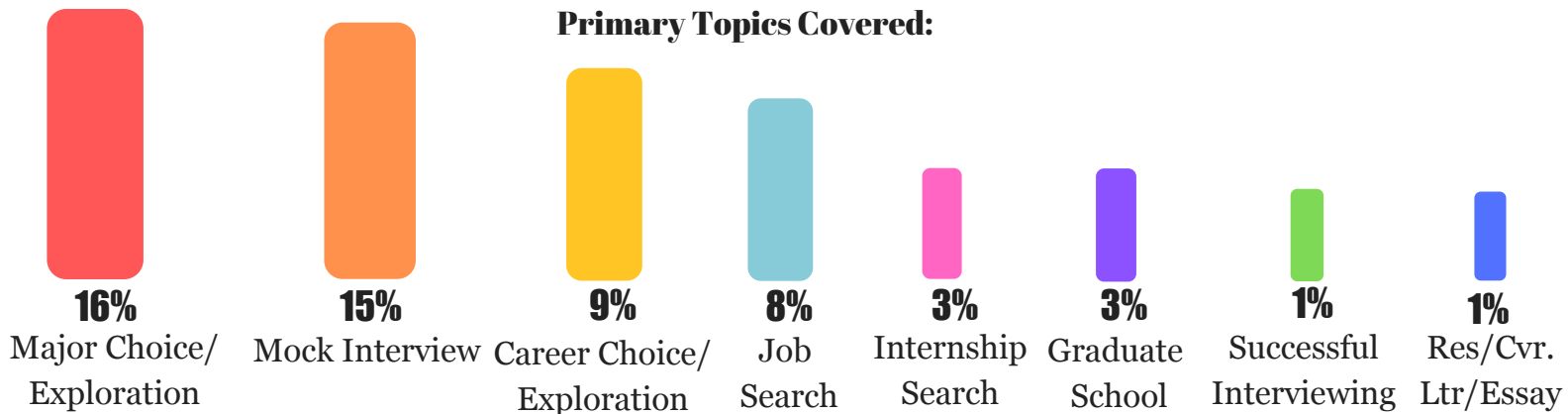
- Designing Your Career Path
- Choosing Your Major
- Finding Internships
- Job Search Strategies
- Interviewing Strategies
- Resume and Cover Letter Writing
- Graduate School Search
- How to Work A Career Fair
- Senior Kickoffs/Orientations
- Employer/Industry Panels and Info Sessions
- Soft Skills,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

Career Coaching/Counseling Appointments

The CDC provides one-on-one career counseling appointments for students and alumni. This year there was an increase of 36% of the total number served with the most discussed topic continuing to be Major Choice/Exploration.

45% Freshmen	13% Sophomores
10% Juniors	25% Seniors
1% Grad Students	4% Alumni

Primary Topics Covered:



Review Service

At the CDC, staff members engage with students to review resumes and cover letters helping students present their education and talents to prospective employers and graduate schools. During the 20-21 academic year, 3157 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.

- 28 faculty incorporated the program into their courses, totaling 1700 students actively working toward earning their certificates. This is a 29% increase in the number of students participating.

GET CAREER READY
with a certificate that
prepares you for
future success!

CAREER EXPLORATION CERTIFICATE
FRESHMEN AND SOPHOMORES

CAREER SUCCESS CERTIFICATE
JUNIORS AND SENIORS

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 (33%).
- create/update their LinkedIn profile (16%).

JCPenney
SUIT-UP
EVENT



BEST DRESSED FOR SUCCESS
Check out our newest seasonal items like career dress apparel, fashion jewelry, handbags and luggage.

SALON
Treat up the style with looks of savings. New clients get 20% off their service with a Designer or Stylist.

SEPHORA INSIDE JCPENNEY
Receive a free beauty consultation, makeup samples and 15% off SEPHORA Collection in store.

PORTRAIT STUDIO
Get professional headshots starting at just \$29.99. Bring by or book online today at jcpennystudio.com.

UP TO 60% OFF*
select men's & women's career dress apparel, shoes & accessories
*Excludes sale items. Offer valid while supplies last. See store for details.

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

CAMPUS CONTACT
Chad Getley • getley@kutztown.edu


SUNDAY, SEP. 13 | 5 – 8PM

JCPENNEY @ LEHIGH VALLEY
500 LEHIGH VALLEY MALL, WHITEHALL, PA 18052

KUTZTOWN CAREER DEVELOPMENT CENTER

VIRTUAL
MOCK
INTERVIEW
MANIA

KUTZTOWN.EDU/STANDOUT



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.

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

SENIOR
KICK
OFFS
2020

CHOOSE A SESSION -
TO VIRTUALLY ATTEND!
WED, AUGUST 26
3-3:50
TUES, SEPTEMBER 1
11-11:50
THURS, SEPTEMBER 10
11-11:50

Get information and support needed for employment and grad school. Receive the **KNOWLEDGE, RESOURCES, & CONFIDENCE** to finish strong.

VIRTUAL
INTERNSHIP
& JOB FAIR
WED. OCTOBER 7

MUST PRE-REGISTER FOR EMPLOYER SESSIONS



idea → plan → action

1 – 4PM

Don't miss out on the event of Kutztown education! Make individual plans and secure required documents and materials!

KUTZTOWN CAREER DEVELOPMENT CENTER

VIRTUAL
GRAD
SCHOOL
FAIR



MONDAY, NOVEMBER 9
1-3PM

OVER 50 SCHOOLS ATTENDING
RECRUITERS MAY BE GIVING AWAY APPLICATION FEE WAIVERS

KUTZTOWN.EDU/HANDSHAKE

VIRTUAL EVENT
EFFECTIVE STRATEGIES
FOR THE GRADUATE
SCHOOL SEARCH

NOVEMBER 10TH 7PM



DON MARTIN

PERSONS WITH A DISABILITY, AND WHO REQUIRE ACCOMMODATION, SHOULD NOTIFY THE CAREER CENTER AT LEAST TWO WEEKS PRIOR TO THE EVENT AT 610-661-4148 OR EMAIL DICK@KUTZTOWN.EDU. TELL NUMBER, AND USE ACCESS IN ORDER TO DISCUSS ACCOMMODATIONS. EVERY EFFORT WILL BE MADE TO PROVIDE REASONABLE ACCOMMODATIONS. PLEASE NOTE: KUTZTOWN UNIVERSITY DOES NOT PROVIDE INTERVIEWING CENTER MOBILITY SERVICES.

KUTZTOWN.EDU/CAREERCENTER
HTTPS://KUTZTOWN.ZOOM.US/j/96963435490

APRIL
VIRTUAL
CAREER EVENTS

Learn about job and internship opportunities with top employers

MAKE DIRECT CONNECTIONS WITH HIRING MANAGERS

VIEW DETAILS AND RSVP ON HANDSHAKE:
WWW.KUTZTOWN.EDU/HANDSHAKE

Goldman Sachs

JPMORGAN CHASE & CO.

LIFE SCIENCES PA
LABORATORY RESEARCH

Children's Hospital of Philadelphia

DHL
SUPPLY CHAIN

Persons with a disability, and who require accommodation, should notify the Career Center at least two weeks prior to the event at 610-661-4148 or email DICK@KUTZTOWN.EDU. TELL NUMBER, AND USE ACCESS IN ORDER TO DISCUSS ACCOMMODATIONS. EVERY EFFORT WILL BE MADE TO PROVIDE REASONABLE ACCOMMODATIONS. PLEASE NOTE: KUTZTOWN UNIVERSITY DOES NOT PROVIDE INTERVIEWING CENTER MOBILITY SERVICES.

KUTZTOWN UNIVERSITY'S 40TH ANNUAL

JOB FAIR FOR
EDUCATORS

MONDAY, MARCH 8TH
10AM - 2PM
VIRTUAL

WWW.KUTZTOWN.EDU/HANDSHAKE

KUTZTOWN CAREER DEVELOPMENT CENTER

FAIR WEEK
VIRTUAL

Internship & Job Fair Week

Job Fair for Educators : Monday - March 8
Human Services, Government & the Arts Fair : Tuesday - March 9
Business & STEM Fair : Thursday - March 11

PRE-REGISTRATION REQUIRED
WWW.KUTZTOWN.EDU/HANDSHAKE

KUTZTOWN CAREER DEVELOPMENT CENTER

KUTZTOWN
UNIVERSITY

GRADUATE SCHOOL
PROGRAM FAIR



MARCH 24TH
3 PM - 5 PM

<https://kutztown.zoom.us/j/96963435490>

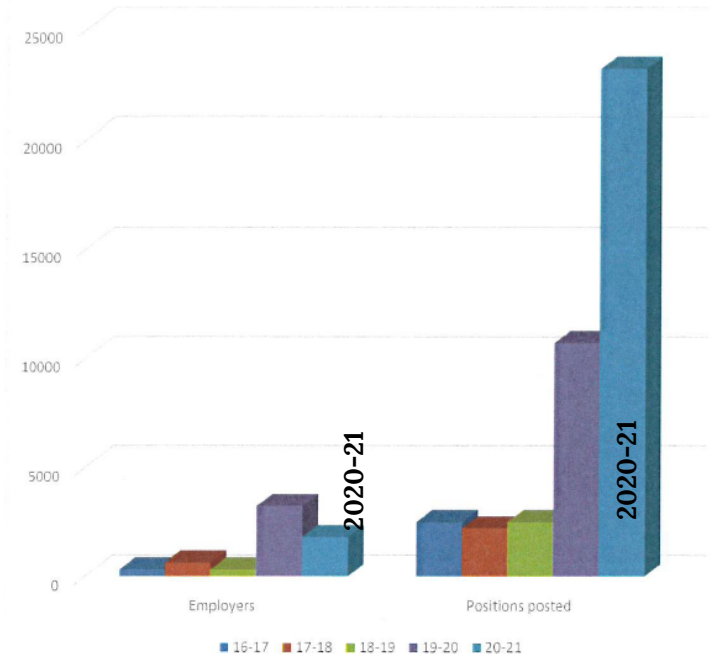
KUTZTOWN CAREER DEVELOPMENT CENTER

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 133% and internships increased 73%.

	KUCN 16-17	KUCN 17-18	KUCN 18-19	Handshake 19-20	Handshake 20-21
Employers	308	631	308	3215	1787
Positions posted	2484	2209	2484	10667	23157
Full-Time	1641	1440	1641	7881	18440
Internship	843	769	843	2683	4636
On-campus Employment				103	81



Career Fair Participation

Employers & Graduate Schools:

- Internship & Job Fair (Fall) - **49**
- Internship & Job Fair (Spring) - **67**
- Education Fair - **106**
- Graduate School Fair- **14**

