

ANNUAL SUMMARY 2024-2025



KUTZTOWN
UNIVERSITY

CAREER DEVELOPMENT CENTER

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

Career Center Highlights and New Initiatives

- Continued strengthening the newly-designed micro-internship program. The inaugural group of eight (8) employers created and offered nine (9) micro-internships for students.
- A portion of Clark Associates and Enterprise donations provided the ability to offer twelve (12) students a \$1,000 scholarship from the Fund for Unpaid Interns.
- Mock Interview Mania weeks in both Fall & Spring connected 202 students with 39 local recruiters for in-person, practice interviews.
- Partnered with The Washington Center (TWC) to secure additional state-funded scholarships, enabling students to participate in their week-long academic seminars at no cost. As a result, 18 students attended the January Presidential Inauguration seminar, 3 attended the May National Security seminar, and 5 students participated in the Summer 2024 internship program at a significantly reduced cost.
- The Career Center, in partnership with the Men's Golf Club and College of Business, hosted its third annual Career Classic fundraising golf event in September at Golden Oaks Golf Club. In addition to golfing and networking, 120 registrants had the option to select and play golf with 12 students during their round of golf. An additional 12 students participated in the networking event.
- The Career Closet provided professional clothing to just under 200 students, who purchased 473 professional clothing items at just \$2 per piece, with some given to students at no cost.
- Continued to partner with faculty of Freshman Year Seminars, Senior Seminars and other courses to incorporate the Career Development Certificate program into their courses for 774 students.
- Staff members earned two professional development certificates from the Pennsylvania Association of Colleges and Employers (PennACE) - International and LGBTQA+ Student Supporter Certificates.
- Jeann Cengeri, office manager, was awarded KU Employee of Month for July.
- Jenelle Henry, assistant director, has been honored with the prestigious Donna Dentler Service Award by the Pennsylvania Association of Colleges and Employers. This award recognizes members who have demonstrated exceptional service and commitment to the association.





Student Engagement

Special Events and Services

The CDC coordinates numerous career events for students.

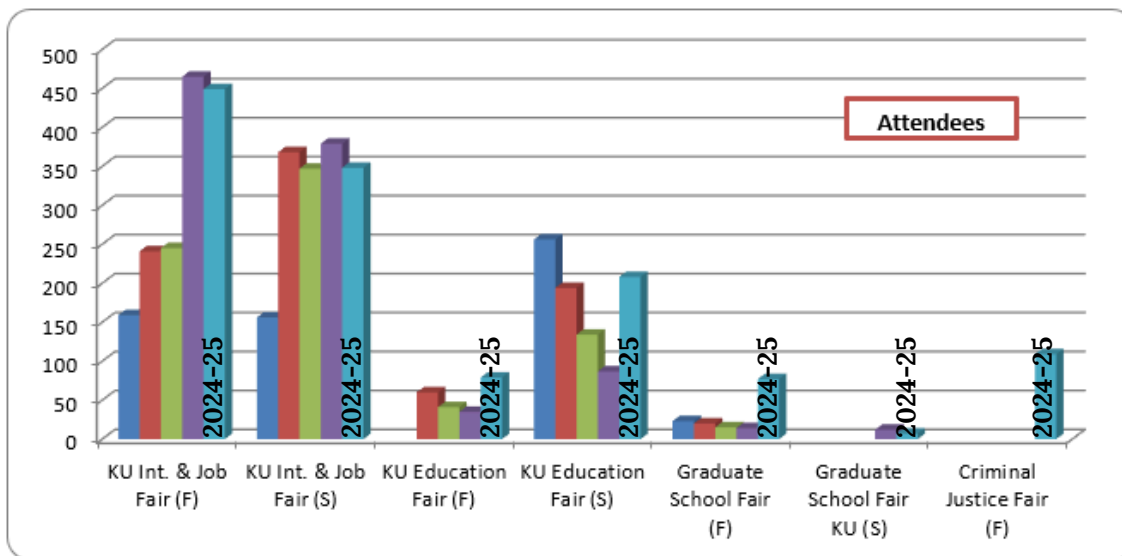
Here are just a few:

- Partnership with the College of Business to host its first-ever COB Career Day event with more than 250 students connecting with 16 panelists.
- 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 and Education Resume Books sent to recruiters



Career Fairs

- All Career Fairs were back to in-person.
- Newly-created Criminal Justice Career Fair attracted 25 employers and 109 students.
- Students were offered free headshots by the university photographer.
- A luncheon with the KU faculty and staff was offered for recruiters during the in-person Internship and Job Fairs.



Workshops & Events

Staff offered just over 300 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
- Salary Negotiation
- Graduate School Search
- How to Work A Career Fair
- Senior Kickoffs/Orientations
- Employer/Industry Panels and Info Sessions
- Soft Skills, Career Readiness & Professionalism

Student Engagement with the Career Center:



- Highest-ever undergraduate student engagement remained high at 54%.
- With the addition of a new Criminal Justice Career Fair and strong overall attendance across all events, a record-breaking 1,277 students participated in career fairs this year—the highest number in KU's recent history.

Career Coaching/Counseling Appointments

On-on-one career coaching/counseling appointments returned to regular levels over the past few years, excluding 2023-24. Freshmen and Sophomores had the most appointments and the top topics of discussion included career choice, academic major choice, internship and job search strategies.

	21-22	22-23	23-24	24-25
Freshman	228	296	324	245
Sophomore	156	185	206	175
Junior	76	136	145	125
Senior	207	136	217	158
Graduate student	21	12	19	25
Alumni	13	25	17	32
TOTAL	701	790	928	760

Mode:	
In-person	81%
Virtual	16%
Phone	3%

Review Service & Workshop Attendance

Students utilizing career coaches' recommendations for their resumes steadily climbs, while workshop attendance declined.

	20-21	21-22	22-23	23-24	24-25
Review Service	3,157	3,167	3,656	4,095	4,193
Workshops - Pres., Info Sess., Mock Int.	6,518	6,632	6,703	7,006	5,682

Certificate Programs

Continued to partner with faculty of Freshman Year Seminars, Senior Seminars and other courses to incorporate the Career Readiness Certificate program into their 29 courses for 744 students. 222 students completed, therefore earning, one of the career certificates.

Connect with the CDC @kucareercenter





KUTZTOWN
UNIVERSITY

CAREER DEVELOPMENT
CENTER

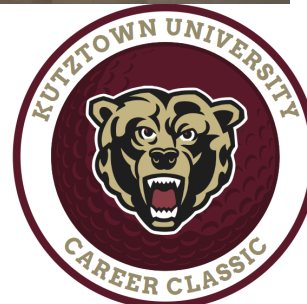
2024-25 Special Events



Be confident at your next interview!

- In-person, 30-min, mock/practice interview with a friendly & experienced employer volunteer.
- KU Juniors & Seniors (and others required for a class.)
- Spots fill fast... don't wait! Deadline 3/24.

Questions? Email careerhelp@kutztown.edu



Handshake Postings

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

	20-21	21-22	22-23	23-24	24-25
Approved Employers	1,787	3,575	2,525	2,702	35,865
Positions posted	23,157	57,498	67,079	83,196	219,107
Jobs	18,440	47,307	53,265	63,976	186,507
Internships	4,636	10,082	13,723	19,220	32,338
On-campus Employment	81	109	91	218	212



Connections

- Five **Employer Site Visits/Tours** for students to St. Luke's (31), Rock Lititz (34), Clark Associates (26), Google (30) and Air Products (7) (partnered with Disability Services Office's MyPlace Program).
- Eight **Employer On-Campus Workshops** (ADP, B. Braun, Clark Associates, Core Consulting, East Penn, Fastenal, Lutron, Uline) to present workshops on career topics including professionalism, interviewing strategies, corporate social responsibility, recruiting/talent acquisition, and career readiness.
- Twenty-nine **Employer On-Campus Information Tables**

Career Fair Participation

Employers & Graduate Schools:

- Internship & Job Fair (Fall) **82**
- Internship & Job Fair (Spring) **86**
- Graduate School Fair (Fall) **52**
- KU Graduate School Fair (Spring) **7**
- Education Fair (Fall) **70**
- Education Fair (Spring) **73**
- Criminal Justice Fair **25**

