

# ANNUAL SUMMARY 2023-2024



**KUTZTOWN**  
UNIVERSITY

CAREER DEVELOPMENT  
CENTER

## Career Center Highlights and New Initiatives for the 2023-2024 Academic Year

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

- Partnered with the Dean of Students and the Community Liaison & Government Relations Assistant to take students to the State Capital in Harrisburg for a KU Advocacy Day to meet with and thank State Legislators for supporting the university and its students. KU students advocated for support of public education and internship funding, were formally recognized on the House floor, and had a brief tour of the state capitol building. Ten students were recipients of a Pennsylvania State Scholarship to be able to attend The Washington Center for either a full-semester internship or week-long academic seminar in Washington, D.C., as well as students serving on the Student Government Board.
- Continued partnerships with the Women's Center and Student Involvement Office to offer a workshop, ElectHer, a non-partisan training session for women on how to run for student government and political office for both KU and area high school students.
- Student usage of the Career Closet significantly increased again from 168 students last year to 298 students this year.
- Mock Interview Mania weeks in both Fall & Spring connected 214 students with 43 local recruiters for on-campus, practice interviews.
- The Career Center, in partnership with the Men's Golf Club and College of Business, hosted its second annual Career Classic fundraising golf event in September at Golden Oaks Golf Club with 128 golfers including recruiters and students.
- Partnered with the Communication Studies and Social Media Strategies academic department to offer their first Career Day of alumni panels educating students on their career options.







## Special Events and Services

The CDC coordinates numerous career events for students.

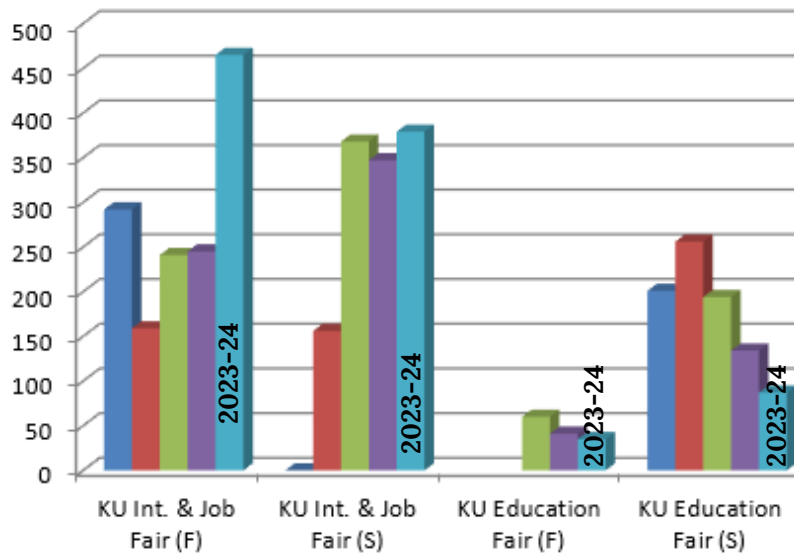
Here are just a few:

- Collaboration with Disabilities Services Office to offer the Federal Workforce Recruitment Program
- 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 recruiters
- Internship and Job Fairs, Education Job Fairs, and Grad School Fairs each semester



## Career Fairs

- Career Fairs were offered in both virtual and in-person formats for students. With a strong job market, employer registrations remained high.
- Both the Fall & Spring Internship & Job Fairs had their highest attendance post-Covid with 465 and 379 students, respectively.
- Students were offered free headshots by the university photographer.
- A luncheon with the KU faculty was offered for recruiters during the in-person Internship and Job Fairs.



## Workshops & Events

Staff offered just over 400 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



## Student Engagement with the Career Center:

- Highest-ever undergraduate student engagement at 56.24%. Engagement has consistently increased every year since its highest in 2019-20.
- Due to continual decreases in both student and employer/school attendance for the education job fair and grad school fair, both fairs will return to an in-person, on-campus format next academic year.

## Career Coaching/Counseling Appointments

Career coaching/counseling appointments continue to climb with over 900 one-on-one meetings this year. Freshmen and Seniors 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
Freshman	228	296	<b>324</b>
Sophomore	156	185	<b>206</b>
Junior	76	136	<b>145</b>
Senior	207	136	<b>217</b>
Graduate student	21	12	<b>19</b>
Alumni	13	25	<b>17</b>
<b>TOTAL</b>	<b>701</b>	<b>790</b>	<b>928</b>

Mode:	
In-person	<b>69%</b>
Virtual	<b>25%</b>
Phone	<b>6%</b>

## Review Service & Workshop Attendance

Student attendance at workshops succeeded pre-pandemic levels, while workshop attendance continues to steadily climb.

	19-20	20-21	21-22	22-23	23-24
<b>Review Service</b>	4,013	3,157	3,167	3,656	<b>4,095</b>
<b>Workshops - Pres., Info Sess., Mock Int.</b>	7,624	6,518	6,632	6,703	<b>7,006</b>

## Certificate Programs

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 776 students. 440 students completed one of the career certificates.



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# Career Center Special Events

**Coffee, Cookies, and Careers**

Join the Career Development Center staff in Alumni Plaza by the fountain for some Coffee & Cookies!  
How can they help you in your time here at KU?

Tue. Sept. 5th 11-1pm  
Wed. Sept 6th 12-3pm  
Alumni plaza

Site Location: Stratton 113

Persons with a disability, and who require accommodations, should notify the Disability Services Office at 610-683-4108 or email dsos@kutztown.edu. TDD number: 610-683-4108. Please note: Kutztown University does not provide wheelchair or other mobility devices.

*a Taste of Success*  
**SENIOR DINNER**

LEARN THE ART of dining etiquette, mingling, small talk, following the lead of your host, introductions, handling tricky foods, and tackling flattery.

**\*PROFESSIONAL ATTIRE REQUIRED\***

MSU 218  
**TUE. MARCH 5TH 5-7 PM**

FREE if you register by FEB. 27th on Handshake Events  
[www.kutztown.edu/handshake](http://www.kutztown.edu/handshake)

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**GRADUATE SCHOOL FAIR**

Interested in Grad School? Don't know where to start or want to meet with recruiters from various schools to learn more? Join the Career Development Center for the Graduate School Fair to learn more about the process!

**MONDAY, NOVEMBER 13TH**

Graduate School Fair  
1-3PM | Virtual on Handshake  
[www.kutztown.edu/handshake](http://www.kutztown.edu/handshake)

**CHECK IT OUT HERE!**

**VIRTUAL**  
**JOB FAIR FOR EDUCATORS**

THURSDAY, NOV. 16TH  
2-5 P.M.  
VIA HANDSHAKE

**REGISTER FOR YOUR SPOT!**  
[www.kutztown.edu/handshake](http://www.kutztown.edu/handshake)

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Connect with the CDC  
**@kucareercenter**

**2023 Senior Kickoffs!**

SENIORS, BE IN THE LOOP: ATTEND ONE OF THE VIRTUAL SENIOR KICKOFF SESSIONS TO RECEIVE THE INFO YOU NEED TO FIND EMPLOYMENT OR GRAD SCHOOL SUCCESSFULLY.

GAIN KNOWLEDGE, RESOURCES, SUPPORT AND ENTHUSIASM TO FINISH STRONG AT KU!

THURSDAY, AUGUST 31ST | 3-3:50PM  
WEDNESDAY, SEPTEMBER 6TH | 3-3:50PM  
WEDNESDAY, SEPTEMBER 6TH | 7-8PM  
THURSDAY, SEPTEMBER 7TH | 11-11:50AM

THESE EVENTS WILL BE VIRTUAL!  
[HTTPS://KUTZTOWN.ZOOM.US/J/9535944182](https://kutztown.zoom.us/j/9535944182)

SENIORS WHO ATTEND WILL RECEIVE A FREE GIFT FROM THE CAREER DEVELOPMENT CENTER!

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**FALL 2023**

**KU CAREER DEVELOPMENT CENTER**  
**INTERNSHIP & JOB FAIR**  
**IN-PERSON**

SAVE THE DATE! KU INTERNSHIP & JOB FAIR COMING YOUR WAY THIS FALL!

Students are encouraged to attend the career fair to connect with the numerous employers recruiting on  
**WEDNESDAY, OCTOBER 18th**  
12-3pm  
MSU 218

**PROFESSIONAL ATTIRE (BUSINESS SUIT PREFERRED)**  
**RESUME REQUIRED!**

**VISIT HANDSHAKE TO REGISTER TODAY!**  
[KUTZTOWN.EDU/HANDSHAKE](http://KUTZTOWN.EDU/HANDSHAKE)

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**KUTZTOWN UNIVERSITY'S**  
**MOCK INTERVIEW MANIA 2023**  
October 30th - November 3rd

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

Special event hosted for Juniors and Seniors.

Questions? Contact us at:  
610-683-4067 or email [careerhelp@kutztown.edu](mailto:careerhelp@kutztown.edu)

Registration Required:  
[www.kutztown.edu/handshake](http://www.kutztown.edu/handshake)  
Get the Handshake App



## 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
<b>Approved Employers</b>	1,787	3,575	2,525	<b>2,702</b>
<b>Positions posted</b>	23,157	57,498	67,079	<b>83,196</b>
Jobs	18,440	47,307	53,265	<b>63,976</b>
Internships	4,636	10,082	13,723	<b>19,220</b>
On-campus Employment	81	109	91	<b>218</b>



## Visits, Visits, Visits

- Coordinated five employer representatives (Clark Associates, East Penn, Enterprise Mobility, Fastenal and Uline) to visit campus and present workshops to students on career topics including professionalism, interviewing strategies, and resume writing. Additionally, the office hosted 30 employers on campus with information tables.
- Coordinated two Employer Site Visits and Tours for 27 students to Rock Lititz and 32 to Clark Associates.

## Career Fair Participation

Employers & Graduate Schools:

- Internship & Job Fair (Fall) - **74**
- Internship & Job Fair (Spring) - **82**
- Graduate School Fair - **53**
- Education Fair (Fall) - **71**
- Education Fair (Spring) - **73**

