

CAREER AND PROFESSIONAL DEVELOPMENT CENTER

**2024-2025
ANNUAL REPORT**

B20 Stabley Library

724-357-2235

career-development@iup.edu

www.iup.edu/career

STUDENT CONTENTS

00	Special Notes
01	CPDC Organizational Chart
02	Fall 2023 Events
03	Spring 2025 Events
04	CPDC Mission, Vision, and Values
05	Professional Organization and Campus Committee Involvement
06	Student Appointments
07	Student Appointments Breakdown by Class Year
08	CPDC Workshops
09	Program Partners
10	Professional Panel Series
11	Career Ready Seminar Series
12	My Cool Career
13	D2L, Articulate, and Life Design
14	Professional Photo Booth
15	Workforce Development and Dual Enrollment
16	Focus 2, JLD, and The Crimson Closet
17	University and Faculty Collaborations
18	Fall 2024 Career Fairs
19	Spring 2025 Career Fairs and On-Campus Recruiting
20	Off-Campus Career-Related Events
21	Employer Visits
22	Employer Town Halls
23	CPDC Partner Hall of Fame
24	Mock Interview and Etiquette Dinner Programs
25	The Disney College Program
26	The Washington Center
27	Networking and Relationship Building
28	Graduate First Destination Survey
29	CDA Lowdown
30	Staying Social and Communication Efforts
31	Social Media Platforms
32	Constituents Reached

A NOTE FROM THE EXECUTIVE DIRECTOR



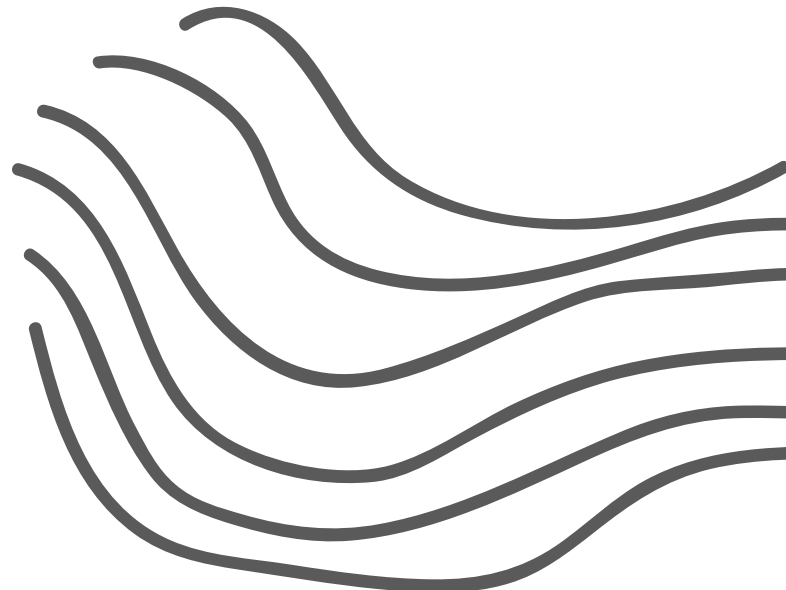
As we close out another successful year with the Career and Professional Development Center (CPDC), I am deeply grateful for the resilience, innovation, collaboration, and dedication that continue to shape our work and culture. As most years are, the 2024–2025 academic year was both challenging and rewarding, defined by a commitment to enhancing the student experience through intentional career readiness programming, strategic partnerships, and forward-thinking initiatives.

As our annual report will reflect, we continued to look forward this year—eliminating programs that no longer served students well, refocusing efforts on outcomes, and remaining student-centered. From contributing to the integration of Life Design into our career coaching and classroom experiences, to expanding employer engagement through town halls and site visits, and launching tools like our professional photo booth and digital career courses, every move we made was driven by our mission to equip students and alumni with the tools and confidence to define and achieve their own version of success.

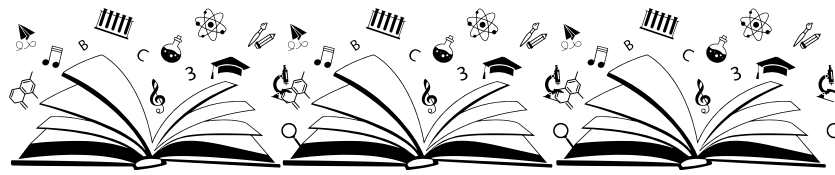
We recognize our success is not defined by numbers alone -- though we're proud of the increases in workshop attendance, student appointments, and employer engagement. It's really about the ripple effect—students who leave our office more confident, better prepared, and ready to lead. Employers that find an intern or fulltime hire through IUP. This work is made possible by our exceptional CPDC team and our many campus and community partners. All the passion, care, and collaboration provide additional fuel for this important work. Looking ahead, we will continue building a culture of career readiness at IUP—one rooted in our core values of inspiration, integrity, collaboration, sustainability (i.e., continuous improvement and innovation), and professionalism. Whether it's supporting workforce development across Pennsylvania, extending our reach to dual enrollment students, helping a student explore a life path that's both practical and purpose-driven, or guiding an alum in making a career change, our focus remains unwavering: helping every individual find their footing and take that next right step through application of design thinking and experiential learning.

Thank you to those walking alongside us – together we're not only shaping careers, we're also shaping lives. Here's to continued momentum, meaningful progress, and many more celebratory career moments for our students and graduates. After all, it really is all about helping them find their success!

With IUP pride and best wishes,
Dr. Tammy Manko | Executive Director



CHALLENGES,



OPPORTUNITIES, AND PLANS

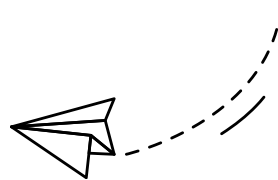
CHALLENGES

Engaging students in career services remains a nuanced task. While our educational programming draws strong interest, even with some increases, participation in career fairs and similar events often lags—due in part to students’ competing priorities, uncertainty about their career paths, unease about approaching career-related tasks, or simple lack of awareness. Add to this an increasingly complex job market and limited institutional resources, and the challenge becomes even more significant.

This year brought a continued emphasis on doing a great deal with limited resources. Like many career centers nationwide, the CPDC operates with a staff-to-student ratio significantly below the national average (1:3,084 compared to the 1:2,263 NACE benchmark). Staffing transitions and part-time personnel posed hurdles that occasionally interrupted continuity. Our team members, however, members rose to meet these challenges with flexibility, adaptability, work ethic, and commitment to student success, ultimately, achieving progress and success with high quality programs, services, and events.

Student engagement patterns remain complex—while some programs see a strong turnout, others (like large-scale career fairs) require continued reinvention to meet evolving employer and student needs and preferences. Logistics, course schedules, and awareness all play a role in participation. Encouraging early and consistent student interaction with the CPDC continues to be a key focus area.

OPPORTUNITIES & PLANS



Our team believes that with every challenge comes a doorway to progress—and thus, the CPDC is charging through those doors.

- Experiential Learning (EL):** Under CPDC leadership, a university-wide workgroup developed institutional recommendations to ensure every IUP student gains hands-on, career-relevant experience. While many of our academic programs engage students in EL, this cross-campus initiative marks a major step toward embedding experiential learning in all disciplines.

- Life Design Integration:** With the adoption of life design principles and involvement in liberal studies redesign (Crimson Core), IUP is leading a cultural shift in how students envision their future prioritizing meaning, purpose, and adaptability through design thinking.

- Digital Career Tools:** The launch of asynchronous career development tools, via Articulate and D2L, created scalable, accessible resources that faculty and students alike are embracing.

CHALLENGES, OPPORTUNITIES, AND PLANS



OPPORTUNITIES & PLANS CONTINUED

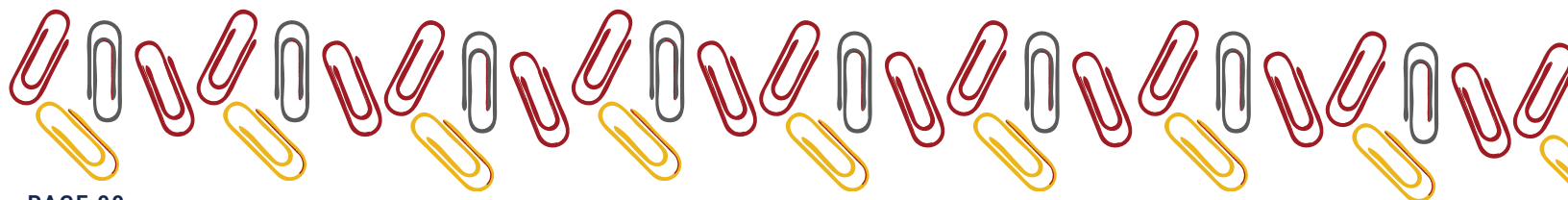
- Employer Engagement: Events like Employer Town Halls, on-campus recruiting, and employer site visits deepened external partnerships. The Professional Panel Series, Career Ready Seminar Series, and My Cool Career sessions connected students with real-world insights, informal mentorship, and an understanding of the skills and experiences employers seek.
- Workforce Development & Dual Enrollment: Through regional partnerships, CPDC trained over 70 professionals in healthcare leadership and expanded IUP's reach to dual enrollment students—planting early seeds of career development. CPDC also collaborated in securing a PA Labor & Industry grant that is providing resources to multiple PA State System of Higher Education universities for a Leadership Skills Academy for interns with financial institutions associated with the PA Bankers Association.
- Equity and Access: Resources like the Crimson Closet, Internship Initiative Fund, and professional photo booth removed key barriers to career readiness – providing students with tools, clothing, and financial support to participate fully in career-building experiences.

PLANS AND NEXT STEPS

The CPDC will build on this year's successes with a clear, focused, optimistic approach:

- Launch a formal Internship Initiative Fund campaign to secure donor support and expand funding for students in unpaid or underpaid internships and other similar EL experiences.
- Scale experiential learning initiatives campus-wide, ensuring students from all majors engage in meaningful out-of-classroom experiences.
- Strengthen employer pipelines by hosting more tailored recruiting events, expanding alumni involvement, and fostering new partnerships across sectors in various ways, including site visits.
- Increase student engagement earlier in the college journey, especially through integration with the University College and Dual Enrollment programs.
- Enhance assessment and data tracking to ensure continuous improvement in programming and outcomes.

With a future-focused mindset and consistent commitment, the CPDC continues to serve as a catalyst for student success. The challenges are real, and so are the possibilities—and we're excited to meet them head-on.



CPDC OFFICE SPACE

FOR THE STUDENTS



In July 2022, the CPDC officially moved to its new location on campus: B20 Stabley Library. Based on its much more central location on campus – directly across from Clark Hall (which houses several student services), adjacent to the University College, and next to Starbucks – the CPDC team has worked to make its space student-friendly and known across campus. The CPDC space boasts a beautiful front desk and lobby area, shared office space for graduate and undergraduate team members, three interview rooms, a conference room, a common lounge space, a resource room, five full-time team members' offices, a classroom/multipurpose space, a large storage closet, and a professional photo booth. During this academic year, the CPDC hosted educational programs, mock interviews, career coaching appointments, professional headshot photo sessions, and two finals week “Sip-n-Study” events as well as participated in Learning Commons tours and a scavenger hunt during Welcome Week.



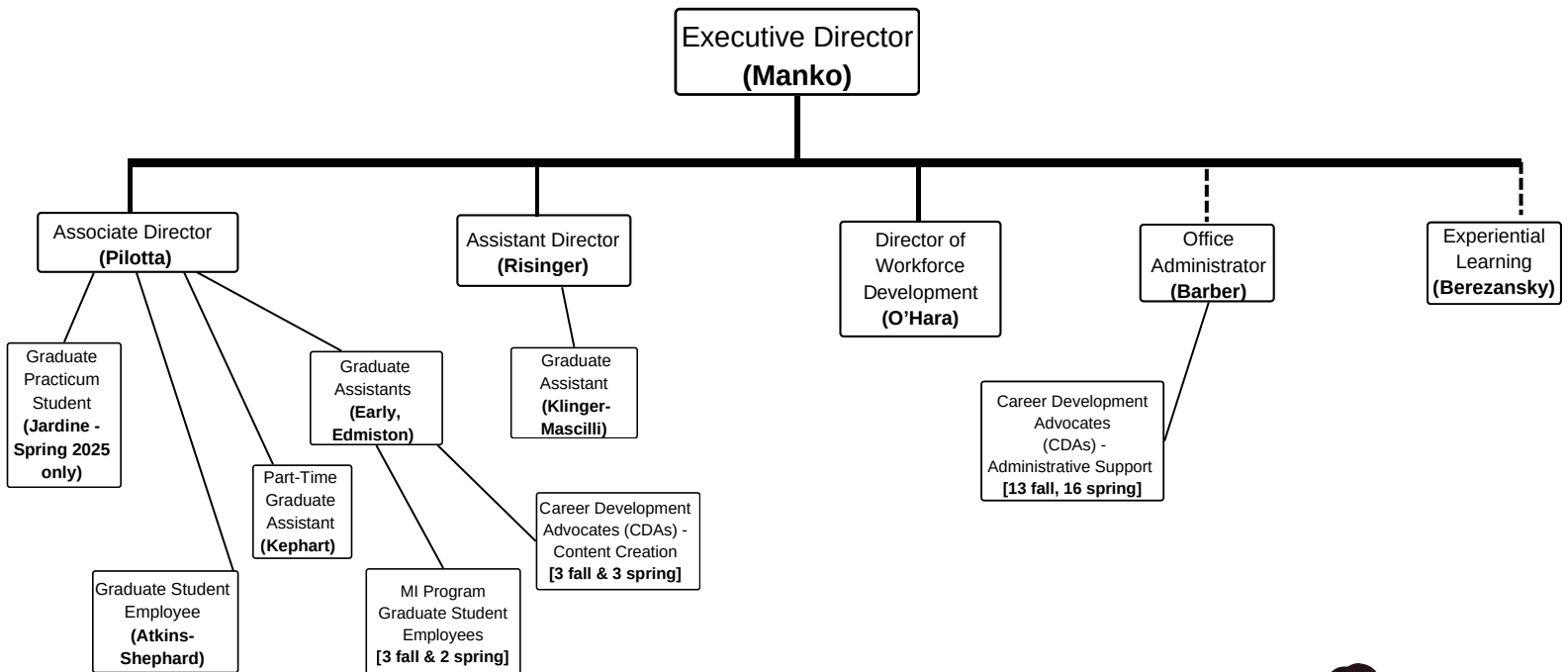
EXPERIENTIAL LEARNING

During the 2024-2025 academic year, there were and continue to be significant changes happening across the university. One notable change was a renewed emphasis placed on experiential learning. **The Experiential Learning (EL) Workgroup was established during the beginning of the fall 2024 semester and was led by CPDC Executive Director Dr. Tammy Manko.** The group was comprised of several faculty and staff members, who are currently working with experiential learning opportunities at IUP and who bring valuable institutional knowledge to help move this initiative forward. The group was tasked with gathering and organizing recommendations for how experiential learning would be defined and coordinated at IUP moving forward, to ensure that every IUP student and graduate has one or more of these experiences.

The EL Workgroup developed an initial draft of recommendations for institutionalizing experiential learning at IUP, drawing on several months of work. This process included the EL Inventory Survey conducted in Fall 2024, focus groups from the "Shaping Tomorrow: Detailing IUP's Future" program in January, and ongoing discussions and exploration within the workgroup. Recommendations were submitted to the Provost at the end of April and revisions to the recommendations will be submitted in July.



IUP CPDC Organizational Chart



NOTABLE STAFFING CHANGES & DEPARTMENTAL UPDATES - AN OVERVIEW

- The CPDC had several staffing changes over this academic year.
 - Tammy Mason joined the team on a part-time basis to provide administrative support from September 2023 through May 2024.
 - Jeremy Risinger joined the team in September 2023 on a part-time basis, assisting with some of the existing employer relations efforts and program planning. Risinger became a permanent team member in May 2024. He continues to engage in employer relations work, program/event planning, and support for affinity groups and student orientation, among other things.
- In May 2024, Celia Barber joined the team on a part-time basis and is also supporting the other areas that fall under the Academic Success Infrastructure.
- Kristen O'Hara joined the team in May 2024 and is doing work related to workforce development, dual enrollment, and transient students.
- The CPDC hired a new GA, Paige Klinger, who reported directly to Jeremy Risinger. She graduated in May 2025.
- Anna Early and Julie Edmiston, GAs who started in July 2023, graduated in May 2025.
- Former GA Emily Atkins continued work this academic year as a graduate student employee.
- Alexis Jardine worked as a graduate practicum student during the spring 2025 semester.
- Brandon Kephart, a PhD student in the Counselor Supervision doctoral program, started with the CPDC during the fall 2024 semester and worked 5 hours remotely each week. Due to other commitments with his program and full-time GA position, he will not work with the CPDC for the coming academic year.
- As of 1 July 2024, the CPDC reports to Academic Success within Academic Affairs, and reports directly to Dr. Amber Racchini, Vice Provost for Academic Success and Dean of the University College.



NOTE: The Career and Professional Development Center continues to operate at well under the benchmarked staffing recommendations per the National Association of Colleges and Employers (NACE) guidelines. For instance, the national median ratio of students to career services personnel is 1,381 to 1 (NACE, 2024-25), though many universities have a much better ratio. IUP's ratio of students to professional career coaching personnel is 3,027 to 1.

FALL 2024 CPDC SPONSORED EVENTS



10 participants



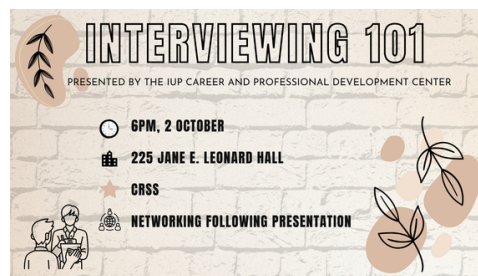
47 text codes downloaded



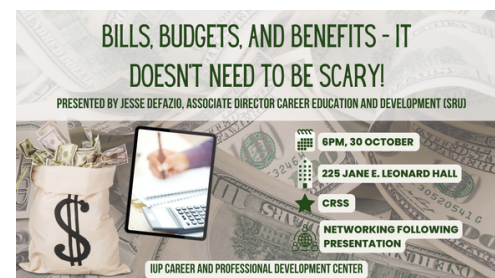
387 participants



71 participants



65 participants



122 participants



25 participants



157 participants



14 participants



240 participants
150 participants
89 participants
25 participants



15 participants
21 participants
10 participants
84 participants



***We did not track attendance at this drop-by event. We did, however, have a positive response from students.*



SPRING 2025 CPDC SPONSORED EVENTS



11 participants



9 participants



12 participants



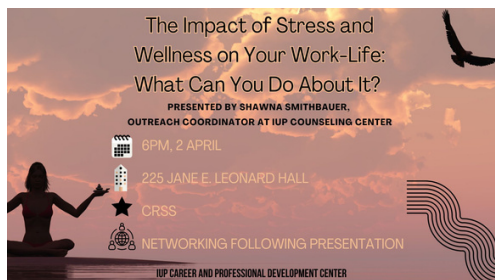
46 participants



56 participants



22 text codes downloaded



93 participants



59 participants



80 participants



5 participants
31 participants
38 participants
46 participants



355 participants
67 participants
122 participants

**Communications, Arts, and Design Career MeetUp was cancelled due to lack of interest



363 participants



**We did not track attendance at this drop-by event. We did, however, have a positive response from students.


THESE NUMBERS REFLECT STUDENT PARTICIPANTS.

CPDC Mission, Vision, and Values



MISSION

The IUP Career and Professional Development Center provides opportunities for the IUP community and external partners to build relationships and collaborate so that students, alumni, and other stakeholders can achieve their professional or organizational goals.



To empower people through workforce development and experiential learning, fostering career readiness and lifelong success.



VISION



VALUES


Inspiration: We believe in encouraging others to identify their professional purpose and pursue their lifelong career ambitions by providing opportunities which support their growth and development.

Collaboration: We believe strong relationships are essential to developing and achieving shared goals and desired outcomes.

Professionalism: We believe in modeling high-quality standards through professional behavior that is equitable and transparent.

Sustainability: We believe adaptability and continuous improvement are key to effective, efficient, and innovative service.

Integrity: We believe in promoting ethical decision making and always doing the right and best thing for our students and other constituents.



The CDPC team met to review its mission, vision, and values statements. Given the addition of new programs, services, and team members as a part of the academic restructuring, it was updated prior to the start of the fall 2024 semester, in July 2024.

Those changes are reflected on the statements above.

Professional Organization Involvement, Conferences Attended, and University Service



- ACUE Fostering a Culture of Belonging (Pilotta, Risinger)
- CWIA Workforce Information Forum: Tracking Down the Right Data (O'Hara)
- Education Vanguard Conference (O'Hara)
- IUP Administrative Briefings (Manko, O'Hara)
- NABITA - Responding to Students with Mental Health Concerns (O'Hara)
- Mental Health First Aid (Barber, Manko, Pilotta, Risinger)
- Pennsylvania Workforce Development Association Conference (O'Hara)
- State System Career Services Association Meetings (Manko, Pilotta)
- WestPACS-PennACE Professional Development Day (Manko, Risinger)
- PASSHE/CE Directors Retreat (O'Hara)
- PASSHE Labor Relations/Legal Training 102 (Manko, O'Hara)
- PennACE Conference (Manko, Pilotta, Risinger)
- Stanford Life Design Studio Training (Barber)
- UPCEA Annual Conference (O'Hara)

- Pennsylvania Association of Colleges and Employers (PennACE): (Manko, Conference Committee & Presenter; Pilotta, Conference Committee; Risinger, Vice President and Conference Chair, and President-Elect)
- Western PA Career Services Association (WestPACS): (Manko, Professional Development Chair; Pilotta, Technology and Candidate Registration Chair)
- Pittsburgh Education Recruitment Consortium: (Risinger, Representative)
- State System Career Professionals Association: (Manko, Pilotta, Risinger)



- Alpha Xi Delta Sorority Faculty/Staff Advisor (Risinger)
- Delta Zeta Sorority Faculty/Staff Advisor (Pilotta)
- Phi Delta Theta Fraternity Faculty/Staff Advisor (Risinger)
- Zeta Tau Alpha Sorority Faculty/Staff Advisor (Manko)
- Future of IUP Leadership Team (Risinger)
- IUP Eberly Business Advisory Council (Manko, Risinger)
- IUP Liberal Studies Redesign Workgroup (Manko)
- IUP Experiential Learning Workgroup (Manko [Chairperson])
- IUP Student Affairs Programming Committee (Pilotta, Risinger)
- IUP Student Cooperative Association Board of Directors (Risinger)
- IUP Student Conduct Board Member (Pilotta, Risinger)
- IUP University Senate (Risinger)

CAREER APPOINTMENTS


Appointments and drop-in express hours are available to provide students and alumni with services that allow them to become self-aware, discover, and plan their educational and career goals; learn information about the job market and educational opportunities; and receive assistance with their career decision-making process. Appointments are available throughout the academic year as well as during the summer either in person (our most popular), by phone, or via Zoom. Additionally, Drop-In Express Hours are offered Tuesday and Wednesday evenings during the academic year. We continued the extended drop-in hours on Monday and Tuesday from 10:30 am to 12:30 pm to better serve our constituents throughout the academic year.

Although our operations were primarily face-to-face for this academic year, we continued to see an increase in electronic document reviews and Zoom appointments and continue to promote virtual appointments as a viable option, given it allows more students and alumni to meet and interact with our team, despite where they are geographically. Starting in Spring 2023, our team also switched to using Microsoft Bookings to handle appointment scheduling, which syncs with each team member's respective Outlook calendar. This change has worked well as it allows students to select appointment types, dates, and times on their own, eliminating the need to call or email the CPDC and wait for a response.

1,568

Total Student Appointments

appointment
BREAKDOWN



what students
are saying (29% response rate)

459 responses

Percentages were out of 441 responses because these questions were not shown to anyone who completed the form from a Photo Booth Appointment.

98%

of students shared
that their
appointment helped
them to further reach
their career goals

99%

of students shared that
being engaged with the
CPDC provided them the
support to complete
their degree and achieve
their career goals

99%

of students shared that
they were satisfied
with the service they
received by engaging
with the CPDC

98%

of students shared
that they would
recommend the CPDC
to their peers

897

Resume/cover letter reviews
(includes by appointment, drop-
in, email, and mock interviews)

440

Photo Booth

*This is the total number of sessions. Unique users are also counted and those are listed on our photo booth page.

406

Mock Interviews*

105

Career Coaching

70

Job/Internship Search Strategies

31

The Washington Center



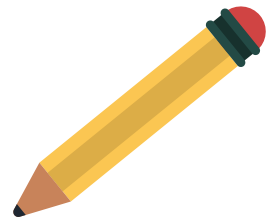
Most Popular Appointment Types

*Our intake form recorded only 367 mock interviews, though 406 were completed. A similar discrepancy occurred with the photo booth appointments – only 247 were recorded, though 440 sessions actually took place. These gaps were largely due to user error and limitations in how these specific appointments are tracked. We have taken steps to cross-check data for accuracy and will continue to prioritize efforts to improve tracking and reporting moving forward.

CAREER APPOINTMENTS

BREAKDOWN BY CLASS YEAR

390	Seniors (Year 4)
314	Juniors (Year 3)
163	Freshmen (Year 1)
161	Sophomore (Year 2)
110	Graduate (master's)
75	Other
62	Alumni/Graduates
24	Super Senior (Year 4+)
23	Doctoral Program
9	Community Members, Faculty, and/or Staff



*Our intake form recorded only 367 mock interviews, though 406 were completed. A similar discrepancy occurred with the photo booth appointments - only 247 were recorded, though 440 sessions actually took place. These gaps were largely due to user error and limitations in how these specific appointments are tracked. We have taken steps to cross-check data for accuracy and will continue to prioritize efforts to improve tracking and reporting moving forward.

CPDC WORKSHOPS

The CPDC regularly presents to student groups, prospective students, and in classrooms. Topics range from resume and cover letter writing (our most popular requests) and interviewing tips to how to network successfully, among other career-related topics. Previously, our workshops were done exclusively in person; starting in spring 2020, however, as a result of the COVID-19 pandemic, we began hosting numerous workshops virtually, mainly via Zoom. While in-person requests are still most popular, we have continued to offer virtual workshops as well.

Total Workshops Presented

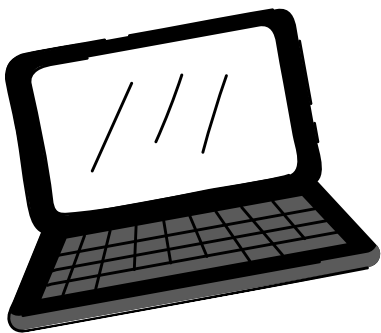
62

Estimated Total Constituents Reached

2,154

Sample of Topics Presented

- Resumes and Cover Letters
- CPDC Office/Services Overview
- Life Design
- Networking
- LinkedIn
- Career Exploration
- Job and Internship Strategies
- Career Game Plan
- Body Language
- Women in the Workplace



PROGRAM PARTNERS

During the 24-25 academic year, we continued with our Program Partners Initiative, which was quietly launched in the spring of 2021. We continue to see this as an additional way to engage more student organizations in our programming and events and increase our attendance/participation. Each semester, Mr. Donovan Daniel, Assistant Director of Student Involvement and Leadership Development, sent information to all registered users on Crimson Connect, the CPDC promoted the opportunity via social media, and outreach was also done to groups who had participated in previous semesters. Interested organizations completed a Qualtrics form, then CPDC Graduate Assistant Anna Early confirmed event details and shared the organization's information in social media promotions. All Program Partners were recognized on social media and at their designated event and given a digital certificate and thank you note from the IUP CPDC. This initiative has been extremely successful for CPDC and is something we will continue for the foreseeable future.

THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER INVITES YOUR GROUP/ORGANIZATION/TEAM TO BECOME A...

CPDC PROGRAM PARTNER

WHO? Any recognized student group, organization, fraternity, sorority, or athletic team at IUP.	WHEN? AT AN IUP CPDC EVENT DURING THE SPRING SEMESTER (CHECK THE FORM BELOW FOR AVAILABLE DATES). WE HAVE PROGRAMS HAPPENING FEBRUARY THROUGH APRIL!
---	--

WHY PARTNER?

OUR OFFICE DOES THE WORK! (SECURING THE TIME, DATE, PROGRAM TOPIC, AND GUEST SPEAKER) SO WHAT DOES YOUR GROUP/ORGANIZATION/TEAM HAVE TO DO?

- HELP US PROMOTE THE EVENT BY POSTING ON YOUR SOCIAL MEDIA.
- SHOW UP TO THE EVENT! YOU'LL BE INTRODUCED AT THE PROGRAM AND RECOGNIZED AS A PARTNER IN OUR SOCIAL MEDIA PROMOTIONS AS WELL.

INTERESTED IN PARTICIPATING?
Register Your Organization Here



Questions? Contact Kelsey Thompson at kthomps@iup.edu or Anna Early at dxsf@iup.edu.

FALL 2024

11 Total Partnerships with IUP Student Organizations

1. Graduate Student Assembly
2. Alpha Sigma Alpha Sorority
3. Collegiate Women in Progress
4. Crimson Chords
5. Student Giving Committee
6. Sigma Kappa Sorority
7. Sigma Chi Fraternity
8. Delta Zeta Sorority
9. Alpha Gamma Delta
10. IUP Ambassadors
11. Delta Phi Epsilon Sorority

22
TOTAL
PARTNERS

SPRING 2025

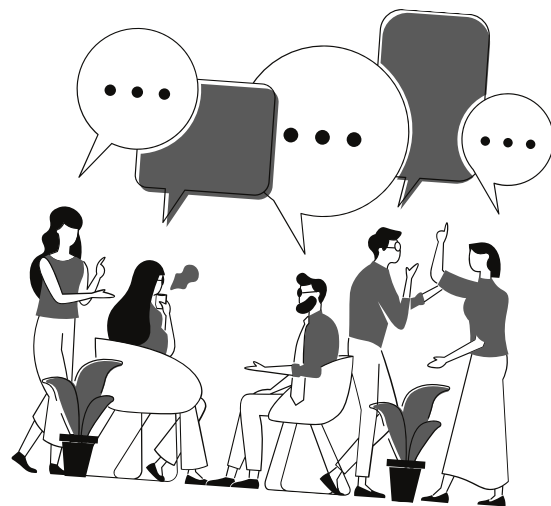
10 Total Partnerships with IUP Student Organizations

1. Graduate Student Assembly (2)
2. Theta Phi Alpha Sorority
3. Alpha Sigma Alpha Sorority
4. IUP Dance Team
5. Redeemed Campus Fellowship
6. IUP Ambassadors
7. American Medical Student Association
8. Delta Zeta Sorority

PROFESSIONAL PANEL SERIES

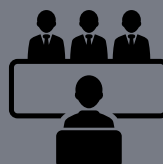
The Professional Panel Series began during the spring 2021 semester as a way to engage with more employers and provide students with additional opportunities to connect and build meaningful relationships with some of our most engaged employer partners. Jeremy Risinger, Assistant Director of Academic and Career Success, oversees this program series. Panel topics range from industry-specific topics to career-relevant topics. This is one of our only true hybrid programs. Students can attend online via Zoom or in person in B34 Stabley Library, our classroom space, for an in-person watch party. We previously provided meals (Chick-Fil-A) for student attendees; given the decline in students taking food, however, we moved to free-meal coupons/vouchers instead.

All panelists are invited to join via Zoom and while most do, we have occasionally had local panelists join in person. Starting in spring 2023, we changed the panel time from a lunch start over the IUP Common Hour to an evening start, and in fall 2023, we made additional adjustments and settled on a 5:15-6:15 pm timeframe. While in year's past we have secured sponsorship dollars (\$600 raised during the 23-24 AY), we did not receive any funding during the 24-25 AY. Since its launch in 2021, this program has steadily grown, earning strong participation from students, employers, and alumni, and has become a signature initiative of our office.



8

Panels



29

Panelists

Total Participants
(in person and Zoom)



251

(Participation by AY: 23-24 AY 274; 22-23 AY 186; 21-22 AY 66)

Panel Topics

- International Student Job Search Strategies
- Careers in Medicine/Pre-Health Professions
- Careers in Helping Professions / Human Services
- New Professional Panel: What I Wish I Would Have Known in College
- Entrepreneurship
- Careers in the Arts
- Careers in Criminal Justice
- Careers in Sciences

PARTICIPATING PANELISTS



- Dr. Sahar Al-Shoubaki, Salt Lake Community College*
- Emma Archer, IUP*
- Emily Atkins, Armstrong Indiana Clarion Drug and Alcohol Commission*
- Angelina Bove, UPMC
- Melissa Bronstetter, PA Department of Corrections
- Christa Burneff, BiCoastal Productions
- Christopher Cavendish, Allegheny County Health Department
- Sloan Dantzler, Drexel University*
- Sally Dean, Dean Behavioral Consulting, LLC
- Makayla Hall, St. George's University - School of Medicine
- Kristina Jordan, Metropolitan Police Department
- Delia LaJeunesse, Subvert Art Consulting
- Adusta McBeth, Community Guidance Center
- Devesh Mittal, Aquatech
- Sandy Morse, Rochester Regional Health
- Katie Murt, University of St. Augustine for Health Sciences
- Arielle Normont, The Normont School*
- Chris Porter, Abington Township Police Department
- Gautam Ranjan, Soksh Industries LLC
- Amie Redmond, Northeast College of Health Sciences
- Donald Robinson, Global Human Performance
- Denise Sanata, Sherman College of Chiropractic
- Kalie Scanlan, Cleveland Play House
- Steven Schwalm, Metropolitan Police Department
- Danny Seams, WVU School of Osteopathic Medicine
- Christopher Shultz, Phillips 66*
- Ryan Smith, IUP
- Brad Taylor, DHL Supply Chain*
- Jenn Topp, Lehigh University

*Denotes alumni status

CAREER READY SEMINAR SERIES



The IUP Career Ready Seminar Series (CRSS) launched in fall 2018 and provides programs that focus on key competencies that impending graduates need to learn and develop to be successful as they make the transition from higher education to the professional world. We typically host four CRSS programs each semester and we offer sponsorship opportunities to our most engaged employer partners to share information about their organization at the start of the program and also host networking opportunities immediately following the sponsored program. All events held during the 2024-2025 academic year in this series were conducted in person and were also streamed via our IUP CPDC Facebook page. We continue to offer a competition to select student organizations, which traditionally has included members of IUP Fraternity and Sorority Life, IUP Athletics, IUP Ambassadors, and IUP COBSAC; while the events are open to the entire student population, we try to motivate these groups to participate by offering cash incentives to the groups with the most participants. Moving forward, the CPDC is planning to open the competition to more student organizations. Last year we significantly decreased the amount of refreshments offered, given the decline in students taking them, and this has not been an issue. We also now exclusively use 225 Jane E. Leonard Hall and this space works extremely well for these events.



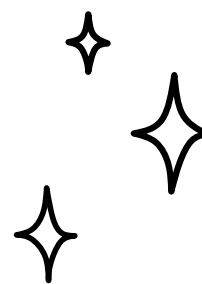
EVENT TOPICS



- The Job and Internship Search and How to Navigate It Successfully
- Bills, Budgets, and Benefits... It Doesn't Need to Be Scary!
- Design Your Dream Life: Mindsets, Techniques, and Strategies to Create Your Best Life
- Interviewing 101
- What Recruiters Want: Insider Tips for Understanding the Job and Internship Search
- Personal Branding 101
- The Impact of Stress and Wellness on Your Work-Life: What Can You Do About It?
- What It Means to Be Professional



MY COOL CAREER



BY THE NUMBERS

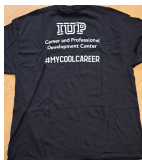


2 PROGRAMS HELD DURING SPRING 2025 SEMESTER

20 STUDENT ATTENDEES (11 AT EVENT 1; 9 AT EVENT 2)

2 ALUMNI GUEST SPEAKERS (1 JOINED VIA ZOOM; 1 JOINED IN PERSON)

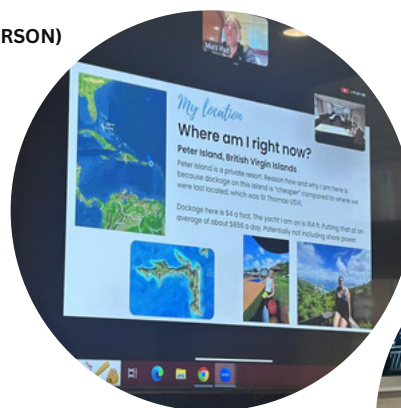
1 SUPER COOL T-SHIRT DESIGN



1 PENNACE GRANT RECEIVED (\$500)

Launched in Spring 2025, "My Cool Career" is a program series hosted by the CPDC that invites IUP alumni and friends to share their unique career journeys with current students. The program is offered in the North Dining Tower Room and free lunch is provided for up to 30 student attendees. This spring, the CPDC brought back two former Career Development Advocates (CDAs) Malloreigh Yingling and Mia Santucci. The program was met with success and the CPDC looks forward to growing this program in future semesters. This program series helped to fill a gap with the discontinuation of "Coffee and Career Conversations" and "Roving Resume Reviews," which were halted after the fall 2024 semester.

The CPDC submitted "My Cool Career" as a part of PennACE's Grant Application and received \$500. CPDC presented this work via a poster at the 2025 PennACE Annual Conference in State College, PA.



SURVEY

BREAKDOWN

General Sentiment

- Participants responded to a variety of Likert-scale questions
- Here's a breakdown of the common themes:

Confidence & Clarity

- Increased confidence and clearer direction were frequently reported:
 - "I feel more confident..."
 - "I now have a clearer sense of..."
 - Most responses were Agree or Strongly Agree

Session Quality

- The majority felt positively about the session:
 - Phrases like "Strongly Agree" were common regarding the session's quality.
 - Positive feedback about the presenters.

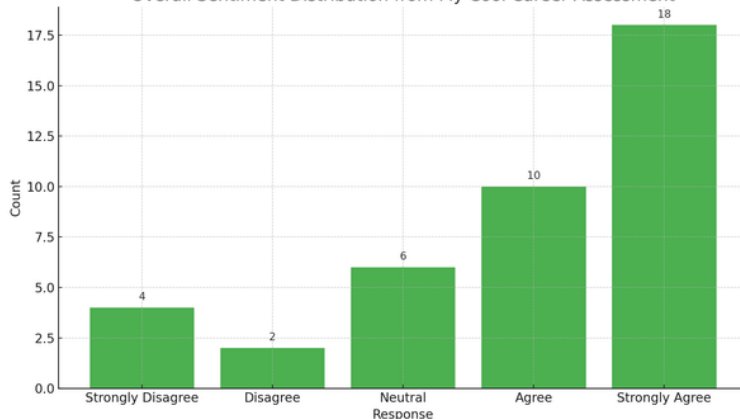
Most Valuable Aspects (open-ended)

- Participants highlighted:
 - Real-life experiences shared by speakers
 - Gaining clarity in career direction
 - Learning about diverse career paths
 - Motivational content
 - Confidence-building aspects, especially in presentation skills

Example quotes:

- "Opening my eyes to the fact that although I have a plan, it's okay to change paths."

Overall Sentiment Distribution from My Cool Career Assessment



D2L & ARTICULATE



The CPDC launched two digital career tools at the start of the fall 2024 semester that serve our faculty, students, and alumni. These tools provide a plethora of career education and professional development opportunities through asynchronous, interactive, online modules. Faculty will have access to both for use in their classes as they deem suitable. Students, alumni, and all university community members will have access to the Articulate tool to use as they desire. Additionally, where appropriate, we will offer insight on course, curriculum, and cocurricular program development to help IUP tailor educational experiences to meet current industry standards, needs, and expectations.

The tools were created through the help of Abigail Eichner, Instructional Design graduate student at IUP, and Associate Director Kelsey Pilotta. Eichner and Pilotta worked together over the course of summer 2024 to curate and organize necessary information, to be able to launch both tools at the start of the 2024-2025 academic year.

With support from graduate team members, the CPDC will continue regular updates and maintenance to ensure the accuracy and relevance of information in both digital platforms.

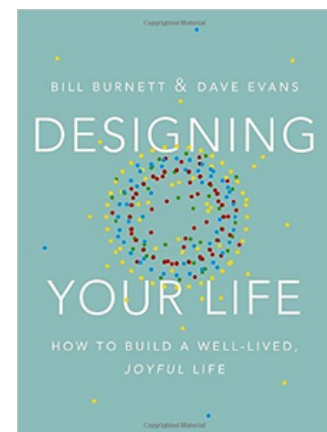
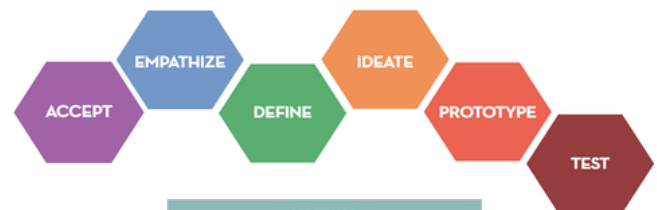
IUP CPDC CAREER MANAGEMENT TOOL

START HERE

LIFE DESIGN

The CPDC continues to work with life design initiatives happening around campus and infuse the information in the work we are doing with students and alumni. A life design workgroup was established and initially led by Dr. Tammy Manko. Members of the group included university constituents who completed the Life Design Studio training offered via Stanford University. During the spring 2025 semester, leadership of the group was transferred to Drs. Dawn Smith-Sherwood and Stephan Schaffrath, namely due to the group's focus on the liberal studies redesign and the Title III Grant, which they oversee respectively. The group meets monthly and discusses ways life design can be introduced and used throughout campus. During the spring 2025 semester, members of the group presented to the Center for Teaching Excellence. Work is underway to have life design be significantly incorporated into the liberal studies redesign via the Crimson Core, which was piloted this AY and is set to launch more broadly in fall 2025.

DESIGNING YOUR LIFE FRAMEWORK



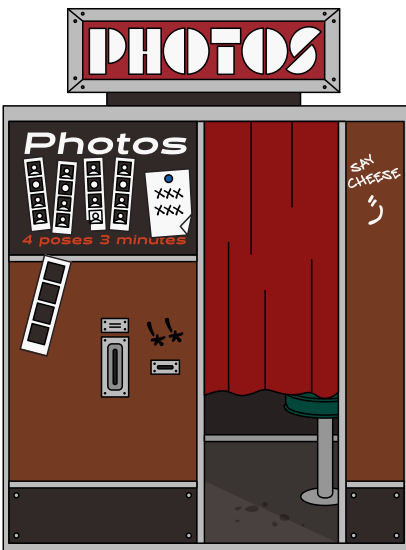
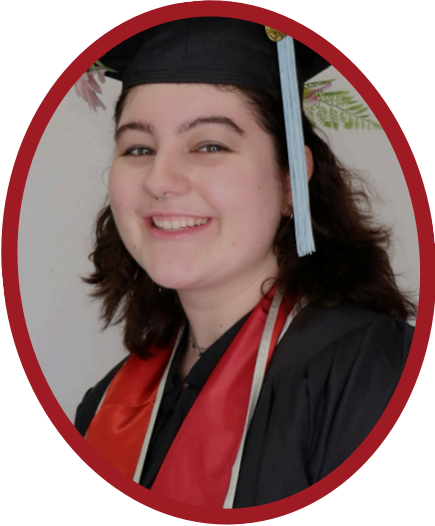


PROFESSIONAL PHOTO BOOTH

During the spring 2024 semester, the IUP CPDC purchased an Iris Air Professional Photo Booth. The photo booth, which has its own dedicated room in the CPDC, provides IUP students, faculty, staff, and alumni with the opportunity to receive free professional headshots. Community members can also use the booth for a nominal fee (\$15 paid via IUP Marketplace). The booth is accessible and user-friendly. Users can access the booth via a touchscreen or by scanning a QR code, which provides users with instructions on using the booth, posing, and other helpful tips. At the end of each photo session, users are emailed a link and have access to three professional photos. Through the link, users have the option to edit and customize their photos.

The booth was launched to the IUP community in February 2024 and the CPDC hosted three days of drop-in headshots during that time to promote the booth. Over the summer, the CPDC decided to eliminate appointment times, so the booth is now drop-in use, though groups can schedule an appointment to be sure they have dedicated access.

We also partnered with a few student organizations over the spring semester/early summer to offer headshot sessions: U-SOAR, UBORA, GSA.



440

total sessions during
the 2024-2025
academic year

339

unique users



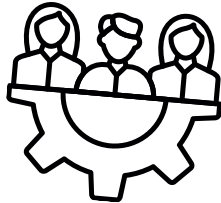
WORKFORCE DEVELOPMENT & DUAL ENROLLMENT

IUP Northpointe

At IUP's regional location, *Northpointe*, 4 undergraduate students were enrolled for the 24-25 AY. Director for Workforce Development, Ms. Kristen O'Hara, continues to oversee the operations and works out of this location during the academic year. A Healthcare Leadership Training Program was held here in the spring 2025 semester for 8-weeks for Armstrong County Memorial Hospital employees.

WORKFORCE DEVELOPMENT

Trained **72 participants** in the Leadership Certificate for Healthcare Professionals from the following companies. We were able to offer the training in partnership with the Westmoreland Fayette WIB, Tri County WIB, and the Chester County Economic Development Council (CCEDC).



- ADAGIO HEALTH
- ARMSTRONG COUNTY MEMORIAL HOSPITAL
- CARING MISSION
- CHESNUT RIDGE COUNSELING SERVICES INC
- CHESTNUT RIDGE COUNSELING
- CHESTER COUNTY
- CHESTER COUNTY HOSPITAL
- CHESTER COUNTY OPPORTUNITIES INDUSTRIALIZATION CENTER (CIO)
- CHESTNUT RIDGE COUNSELING SERVICE INC.
- CORNERSTONE CAREGIVING
- CRCSI
- EXCELA/INDEPENDENCE HEALTH LATROBE
- INDEPENDENCE HEALTH
- INDEPENDENCE HEALTH WESTMORELAND HOSPITAL
- INDEPENDENCE HEALTH SYSTEM
- IRMC
- LCH HEALTH AND COMMUNITY SERVICES
- LUTHERAN SENIORLIFE
- PENN HIGHLANDS HEALTHCARE
- PENN MEDICINE
- PENN MEDICINE - CHESTER COUNTY HOSPITAL
- QUALITY LIFE SERVICES
- REDSTONE HIGHLANDS
- REDSTONE PRESBYTERIAN SENIOR CARE
- SABER HEALTH
- ST. ANNE HOME
- UPMC COMMUNITY LIFE
- WESTMORELAND COUNTY GOVERNMENT
- WESTMORELAND FAYETTE WORKFORCE INVESTMENT BOARD
- WESTMORELAND MANOR
- WVU MEDICINE
- WVU UNIONTOWN HOSPITAL

DUAL ENROLLMENT VISITS

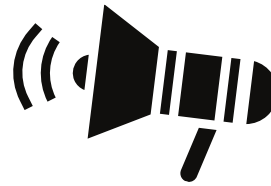


Dual Enrollment Visits	Fall 2024	Spring 2025	Summer 2025	2024-25 Totals
Agora	8	7	1	16
Bentworth	1	1	1	3
Chambersburg	0	0	1	1
Governor Mifflin	0	0	0	0
Indiana	86	81	17	184
Palmyra	0	0	0	0
Punxsutawney	9	9	3	21
Red Lion	0	0	0	0
Springdale	0	0	0	0
United	0	0	0	0
Waynesboro	0	0	0	0
Total Students	104	98	23	225



As of Fall 2024, **45.54%** of IUP dual enrollment students have gone on to enroll at IUP as undergraduate students, based on data from Summer 2006 through Fall 2024.

FOCUS 2, JLD, & THE CRIMSON CLOSET



CRIMSON CLOSET



The CPDC continues to support and staff the Crimson Closet—a professional clothing resource where IUP students can “shop” for free attire suitable for interviews, internships, and other career-related opportunities. Originally spearheaded by Dr. Aleaa Perry, the CPDC now plays a key role in promoting the initiative, collecting clothing donations, and helping to hire and train student team members (aka, CDAs). In 2022–2023, the Closet served 199 students. That number rose to 336 in 2023–2024—a 69% increase in just one year. In 2024–2025, the Closet welcomed **265 visitors**.

Crimson Closet CDAs assist students who come to the Crimson Closet to “shop” for professional clothing to wear to job fairs, interviews, networking events, internships, and other professional events. They collect and organize professional clothing and accessories that are donated to the Closet, as well as post information on social media platforms. In the fall, they implemented a “Thank You” to the clothing donors and a digital tracking system for the visitors to the Closet. They are still in process of tweaking the system and replacing the paper tracking that was in place. In the spring, two of the CDAs reorganized the Closet by moving the check-in desk to the entrance and reorganized the inventory to make it more welcoming and efficient for the patrons. At the end of the semester, Dr. Aleaa Perry organized a massive call for donations of specific items that students leaving for the summer would otherwise throw away and was successful in collecting many items to be donated to local organizations for recycling. Upcoming plans include creating an IUP website, improving social media presence, and requests for donations.

THE 2025 JOB LOCATION & DEVELOPMENT REPORT

IUP students involved: 655
Average number of hours worked/week: 16.5
Average wage: \$12.13
Total Earned: \$5,661,150

Collection Method

The GA team and CDA team directly called employers for information regarding the number of IUP student employees and earnings.

In previous years, the CPDC also administered and sent a survey to local businesses; however, due to a low response rate, that was discontinued and we focused solely on phone calls, specifically to employment sites likely to employ students. (i.e., restaurants, retail locations, and big box stores).

FOCUS 2 + MAJOR AND CAREER EXPLORATION UPDATE!!

- **355 (up from 37 last AY)** new Focus 2 users from 1 July 2024 to 30 June 2025
- **47** users completed at least one assessment
- **391** total users **and 873** total logins
- Top Reason for using Focus 2?

Exploring occupations/career paths

During the 2021-2022 academic year, our office absorbed all operations from the Major and Career Exploration Center, a transition for which we had been advocating. As a part of this, we took over administering of the Focus 2 Career Assessment. Much of the work related to this area has been facilitated with the help of graduate assistant team members. During 24-25 academic year, this was Paige Klinger.

A big change we made during our first year overseeing the program was adding the Focus 2 on MyIUP, so students could access it more easily by simply using their SSO credentials. We also updated all majors, minors, programs, etc. to better align with the programs offered at IUP and we continue to make these updates annually. On top of regular updates to ensure Focus 2 accurately reflects the programs offered at IUP, the Focus 2 now includes hyperlinks to each of the IUP academic program websites, so students can immediately start exploring the majors and minors of their choice. Additionally, changes were made to the intake grouping on Focus 2. Should a professor or organization want to have their students or members take the Focus 2, a specific grouping can be added to the intake assessment that would allow IUP professional staff members outside the CPDC to view their student/member's Focus 2 involvement, results, and more. In the fall of 2023, we also partnered with IUP Undergraduate Admissions to provide access to the Focus 2 to prospective students. We plan to continue to promote the assessment to students, faculty, staff moving forward.

INTERNSHIP INITIATIVE FUND



The CPDC established the Internship Initiative Fund as a way to support students who are seeking experiences that would otherwise be financially impossible due to the costs associated with the opportunity (e.g., housing, lack of funding, travel, etc.). An application was created and the CPDC is actively pursuing donors to help fund this worthwhile initiative.

While the fund has not been officially launched, the CPDC has shared the fund on a case-by-case basis with students who demonstrated a need. During the spring 2025 semester, two applications were submitted and \$500 was awarded to each student. The CPDC remains committed to growing this fund and identifying ways to further help future IUP students have experiential learning opportunities.

UNIVERSITY AND FACULTY COLLABORATIONS



The CPDC continues to make collaboration with campus colleagues and departments **a top priority**. We regularly work with and collaborate with offices on campus to help support our students, alumni, and employer partners. These types of partnerships continue to be important to the CPDC and we will continue to look for new, innovative, and effective ways to collaborate. Examples of such partnerships are listed here.

- IUP University College
- IUP Office of Annual Giving
- IUP Athletics
- Eberly College of Business Student Advisory Council
- IUP Graduate Admissions
- IUP Office of International Education
- IUP's 5 Academic Colleges
- IUP Robert E. Cook Honors College
- IUP Business Honors Program
- IUP Libraries
- IUP Labyrinth Center
- IUP Liberal Students
- IUP Multicultural Center for Student Leadership and Engagement
- IUP Writing Center
- IUP Navigators
- IUP Panhellenic Association/Fraternity-Sorority Life
- IUP Big Ideas Program
- Student Philanthropy Council
- Promising Scholars
- Crimson Scholars
- IUP Office of Alumni and Constituent Engagement
- IUP Office of Disability Access and Advising
- IUP Student Cooperative Association
- IUP Undergraduate Admissions
- IUP University Advancement
- IUP Welcome Week
- IUP Orientation
- USOAR
- Various academic/other departments and student organizations

PARTNER WITH US!

IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

WE'VE MOVED! COME AND VISIT US IN B20 STABLEY!

Tools and Resources for the Classroom

- **Request a classroom presentation (in person or via Zoom).**
 - Overview of IUP CPDC
 - Life Design
 - Major/Career Exploration (Focus 2 Career Assessment)
 - Job Search Strategies and Career Considerations
 - Resume and Cover Letter Writing
 - Skill Building
 - Interviewing
 - LinkedIn and Social Media
 - Professional Networking
 - Salary Negotiation

And other topics that can be tailored at your request

- Encourage students to attend one of our **Career Ready Seminar Series** programs offered each fall and spring that focus on key career competencies all graduates need to transition into the workforce.
- Encourage students to attend one of our industry-specific **Professional Panel Series** with select employer partners and/or alumni each fall and spring. This spring students can attend online via Zoom or in B24 Stabley for an in-person meetup party and a free meal and/or drink coupons (first 20 students).
- Promote **job and internship openings** to students: iup.edu/career/finding-jobs/. Check out the several upcoming career fairs happening this spring and encourage students to attend.
- View our upcoming **events calendar** for programs, workshops, networking events, meet-ups, career fairs, and more.
- Have your students complete a **mock interview** and/or **etiquette dinner**. Learn more about these programs here: <https://www.iup.edu/career/finding-jobs/>.
- Request your students to have a career coaching appointment, resume review, or take the Focus 2 Career Assessment. All data can be tracked and shared with you to administer credit.

Employer Development

REFER AN EMPLOYER! Prospective employers might reach out to you from time to time and while you might not have the necessary time and resources to respond to their requests, the CPDC is happy to assist. **Referring employers to us helps strengthen their brand on campus and gives our students increased access to employment opportunities and relationships.**

If you have an employer wishing to recruit IUP student/alumni, please refer them to our IUP CPDC team at careerdevelopment@iup.edu or 724-367-2235 or directly to Assistant Director Jeremy Ronger, at jronger@iup.edu. We will work with them to customize their branding and recruitment strategy. If you have employers coming to campus, please let us know! Our team can stop by and welcome them to campus and share recruiting materials with them.

Why Refer a Student?

- **1-on-1 Career Assistance** in person, via Zoom, or by phone. (Life Design, Choosing a Major, Mock Interview, Resume, Cover Letter, Internship/Job Search, Professional Networking, LinkedIn, Writing a Personal Statement, and MUCH more!)
- **Focus 2 Career Assessment and Major Exploration**
- **Job search tools and assistance** with building their professional brand.
- **Numerous professional development and career events** and **interfacing with employers**
- **Experiential learning and work opportunities** such as The Washington Center Academic Internship Program (for credit, and funding is available for students), The Dorney College Program, and Parker Dewey (income-internships)
- **Access to a variety of professional career resources** on several career topics.

Encourage students to **schedule an appointment** by visiting our website and selecting a day/time that suits their schedule.

HOW TO CONNECT WITH OUR TEAM

iup.edu/career • 724-367-2235 • career-development@iup.edu
FOLLOW US: @IUPCPDC

Since 2018, the CPDC has created and shared a “Partner With Us” postcard that is sent annually to faculty and staff. The postcard highlights ways faculty/staff and the CPDC can partner and collaborate.

FALL 2024 CAREER FAIRS



The CPDC continued its updated approach to on-campus recruiting and career fairs—an initiative launched during the 2023–2024 academic year—by offering more targeted and tailored recruiting events. We remain committed to regularly reviewing and refining these events to better serve both students and employer partners. As noted in last year’s report, this shift was prompted by repeated feedback from employers, students, and faculty, though limited staffing and resources, among other considerations, had influenced our decision to pursue the more targeted-tailored approach until last year.

CAREER EXPO AND GRADUATE SCHOOL FAIR AND ACCOUNTING AND FINANCE CAREER FAIR



In Fall 2024, the CPDC consolidated its previously separate events—the Career Expo & Graduate School Fair, and Accounting & Finance Career Fair—into one comprehensive fair. This change, which the CPDC had advocated for over several years, aimed to streamline efforts and enhance the experience for students and employers alike. The combined fair was held 25 September at the KCAC from 11am-3pm, drawing 240 students and 104 employers. This successful event was made possible through strong collaboration with various academic departments and other units on campus, and with the Student Accounting Association (SAA) continuing to support the accounting and finance portion of the fair.



SAFETY SCIENCES CAREER FAIR

On 26 September, the Department of Safety Sciences hosted its annual Safety Sciences Career Fair. Organized independently by the department with minimal support from the CPDC, the event included an optional interview component following the main fair. This specialized fair continues to offer students valuable opportunities to connect with employers offering internships, co-ops, and full-time positions. This year, the event welcomed 68 employers and 150 student participants.

HEALTHCARE CAREER MEETUP



The Fall 2024 Healthcare Career Meetup was held on November 6 from 3-5:30pm. The date and time were once again chosen to better accommodate nursing students completing off-campus clinical rotations. This year’s event drew 16 employers and 25 students, reflecting a decline from the previous year’s attendance of 26 employers and 67 students. The CPDC will continue working to boost participation among employers and students alike.



HOSPITALITY CAREER FAIR

The fall 2024 Hospitality Career Fair was held 11 October from 9:30am-12:30pm in the HUB. There were 30 employers and 89 students in attendance. This event is run solely by the Hospitality Department, with minimal assistance from the CPDC.

SPRING 2025 CAREER FAIRS AND ON-CAMPUS RECRUITING



SPRING 2025 CAREER FAIR

The 2025 Spring Career Fair took place on Wednesday, 19 February at the KCAC. A total of 69 employers participated—down from 86 in 2024 and 130 in 2023. Student attendance, however, increased significantly, with 355 IUP students attending, up 60% from 222 the previous year.

CRIMINOLOGY AND GOVERNMENT MEETUP



The second annual Criminology and Government MeetUp was held on Thursday, 27 March from 3-5:30 pm in Jane E. Leonard Hall. The location supported a strong turnout and was well-received by students and employers alike. A total of 67 students attended (55 attended during the 23-24 AY), many of whom were cadets from the IUP Police Academy, along with representatives from 22 organizations (16 organizations during the 23-24 AY).



EDUCATION CAREER FAIR

The Education Career Fair was held on Wednesday, 16 April with participation from 44 organizations and 122 students. Jeremy Risinger led the planning and execution of the event, in collaboration with the College of Education and Communications.

2024-2025 ON-CAMPUS RECRUITING

In Fall 2024, 10 companies hosted information tables on campus, including Adelphi, DHL, Enterprise Mobility, Fulton Bank, James E. Van Zandt VA Medical Center, Lancaster City Police, NAVSUP, PNC, U.S. Army Corps of Engineers, and Vector Marketing. PNC also conducted on-campus interviews. During Spring 2025, four companies hosted information tables: Highmark Health, Kelly Education, UPMC, and Vector Marketing.

Continued outreach will be essential to growing these numbers. The CPDC team is actively working with faculty and alumni to identify and engage additional employers, strengthening relationships that benefit our students. We remain committed to expanding employer presence on campus.

OFF-CAMPUS CAREER- RELATED EVENTS

WESTPACS COLLEGIATE CAREER FAIR

The WestPACS Collegiate Career Fair was one of the largest job fair consortia in the country, comprising more than 50 member colleges and universities. In fall 2019, a graduate school fair was added to the event. IUP continues to maintain an active role in the organization, with Director Tammy Manko and Associate Director Kelsey Pilotta serving on the executive board. In response to a multi-year decline in student attendance, further exacerbated by the pandemic, WestPACS began exploring new strategies to boost participation. As noted in last year's report, the organization opted to forgo its traditional fall fair and instead attempted to co-host smaller, industry-specific events on individual campuses. However, these events faced challenges—particularly a lack of coordination and limited participation from non-hosting schools. Of the four planned events, only one was successfully held (at Duquesne University).

The spring 2024 WestPACS Fair was held in person and drew 234 students, a notable increase from the 143 who attended the last in-person fair in fall 2022. At the time of last year's annual report, WestPACS had announced plans to resume a full, industry-wide in-person fair in fall 2024 and to launch a STEM-focused fair in Spring 2025—an event that was to be hosted by IUP, with plans to rotate the location regionally if successful.

The fall 2024 WestPACS fair saw a further decline in participation, with only 128 students in attendance despite extensive promotional efforts. In response, the WestPACS Executive Board decided to postpone all future fairs for the time being. The organization has since shifted its focus to exploring alternative ways for member institutions to remain engaged.

As of this report, WestPACS has decided to continue operating as a professional development organization for its members. Efforts are underway to identify new strategies for sharing job opportunities with students and maintaining connections with employer partners. The current Executive Board will remain in place during this transition period.



14

IUP students
attended the fall
2024 fair



88

total employers/
organizations in
attendance at the
fall 2024 fair (four
no-shows)

12

IUP students
attended the
Spring 2025
PERC fair (down
7 from 2024).

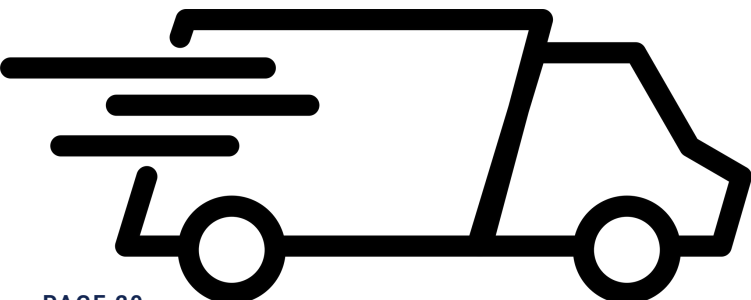
205

employers
participated

PITTSBURGH EDUCATION RECRUITMENT CONSORTIUM (PERC)

The PERC Education Job Fair attracts over 200 employers from 25 states across the U.S., along with several international organizations. Participating employers conduct interviews and hire candidates for Pre-K–12 teaching positions as well as related professional certification areas such as school counseling, school social work, speech-language pathology, occupational therapy, physical therapy, and nursing. The consortium includes 26 member colleges and universities.

The Spring 2025 fair marked the third in-person event since the COVID-19 pandemic and welcomed 541 student attendees. IUP was represented by Manko, Risinger, and Pilotta, who volunteered at the fair. While IUP's student participation has declined in recent years, we remain hopeful that more students will take advantage of this valuable hiring and networking opportunity moving forward.

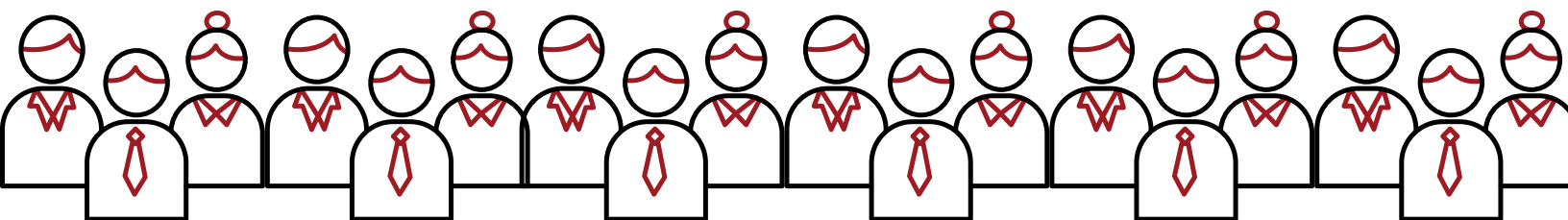


EMPLOYER VISITS

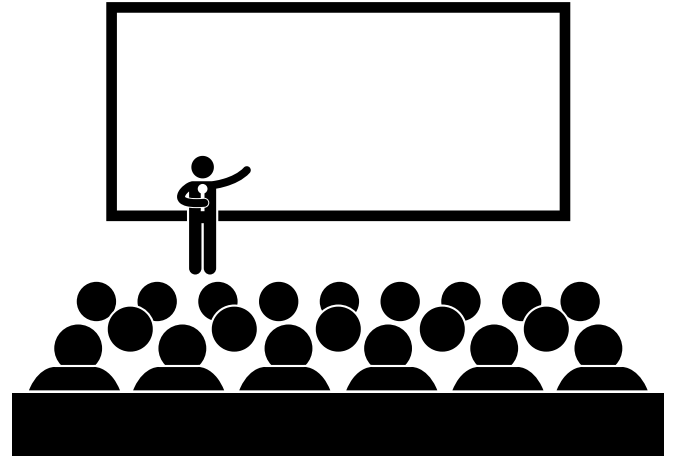
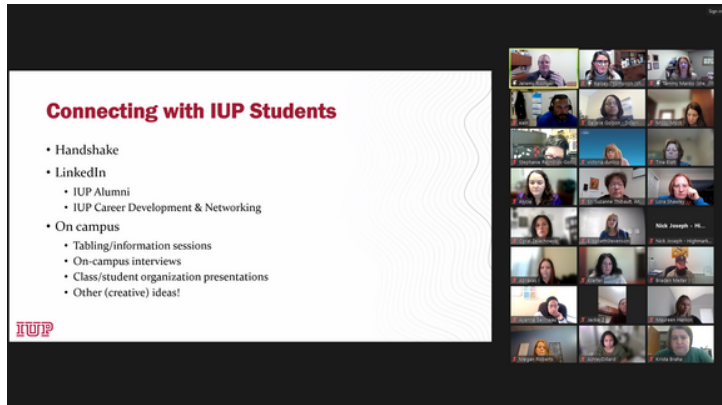
The list below includes employers the CPDC engaged with via Zoom, phone, or in-person meetings during the 2024–2025 academic year. Numbers in parentheses indicate multiple meetings. While there was a decrease in employer visits this year, the CPDC remains committed to rebuilding and expanding these connections in the year ahead.

- American Connection Corps
- Aquatech
- ArtBound Initiative
- BDO
- BNY
- BroadFutures
- Clarvida
- Diamond Pharmacy
- DHL (3)
- Dynamo Freight
- Enterprise Mobility
- Fulton Bank
- Giant Eagle
- Highmark Health/Allegheny Health Network
- J.M. Miller, Inc.
- Kelly Education
- LatinosARE
- Little League International
- Montrose Area School District
- Moss & Associates
- Pace School
- Perseus House
- PLS Logistics
- Specialty Care
- The Center for Community Growth
- The Lincoln Center for Family & Youth
- UPMC
- U.S. Customs and Border Protection
- Vector Marketing
- Vision Partying
- Waffle House
- Xodus Medical
- YMCA

36 total employer visits



CPDC EMPLOYER TOWN HALLS

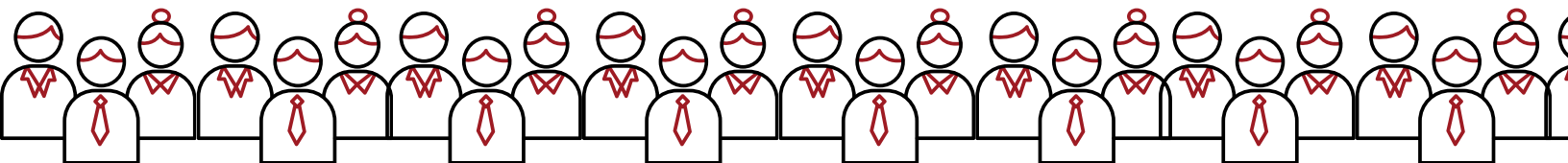


The winter Employer Town Hall was held 16 January, and the summer Town Hall took place on June 20. Both events were promoted through Handshake and direct outreach to partner organizations. These informational sessions highlighted the upcoming semester's event calendar and outlined opportunities for employers to engage with students—including on-campus recruiting and interviews, the Career Ready Seminar Series, the Professional Panel Series, and career fairs and meetups.

Given the positive response and strong participation, the CPDC plans to continue offering town halls and similar employer engagement events moving forward.

30 attendees at
winter Town
Hall

54 attendees at
summer
Town Hall



TOP PICTURE: JILL THOMAS KIRSCH
MIDDLE PICTURE: DR. LISA NEWELL



BOTTOM PICTURE: DR. KELLY HEIDER

IUP CPDC PARTNER HALL OF FAME

The CPDC continued awarding its **Partner Hall of Fame Award** during the 24-25 academic year. The award was established during the 23-24 academic year and is presented to faculty, staff, and employer partners who demonstrate exemplary partnership with our office. This year, the CPDC awarded three partners:

+Dr. Lisa Newell (Fall 2024)
+Jill Thomas Kirsch (Fall 2024)
+Dr. Kelly Heider (Spring 2025)

We were happy to present Dr. Newell, Ms. Kirsch, and Dr. Heider with this award. Their dedication to supporting students' career readiness throughout their time at IUP and beyond is commendable, and we have sincerely appreciated their collaboration and partnership with our office.

Custom plaques were presented to award recipients, and the CPDC also shared the recognition on social media. This year, a dedicated webpage was created on the CPDC website to highlight honorees. The CPDC plans to continue presenting this award to up to two recipients each semester.



MOCK INTERVIEWS AND ETIQUETTE DINNERS



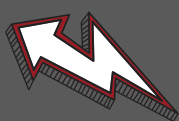
Mock Interviews

Number of Participants

FOR FALL AND SPRING MOCK INTERVIEW SESSIONS. SUMMER 2025 MOCK INTERVIEWS WERE NOT OFFERED.

406 participants
42 more participants than last year

- Mathematical and Computer Sciences
- Management and Hospitality Management
- Food and Nutrition
- Child Development and Family Relations
- Labyrinth Center



5
participating departments

Mock Interviewer Information

3 hired mock interviewers (all master's or doctoral students)

Mock Interviewers were enrolled in various academic degree programs, including Student Affairs in Higher Education (SAHE), Clinical Psychology (Psy.D), and Clinical Mental Health Counseling

*THIS DOES NOT INCLUDE IUP CPDC GA AND PRACTICUM TEAM MEMBERS WHO ALSO DID MOCK INTERVIEWS. OUT OF THE 3 HIRED, 2 WERE HERE IN THE FALL AND SPRING AND 1 WAS HIRED FOR THE SPRING ONLY.

WE CONTINUE TO USE BIG INTERVIEW AS PART OF THE MOCK INTERVIEW PROGRAM AND SINCE WE SUBSCRIBED TO THE PLATFORM IN 2020. WE MOSTLY USE THE ASSIGNMENT FEATURE FOR INTERVIEWS, WHICH REQUIRES STUDENTS TO COMPLETE AN ONLINE PRE-ASSIGNMENT, BEFORE THEY COMPLETE THEIR ACTUAL MOCK INTERVIEW. EFFORTS CONTINUE TO BE MADE TO EXPLORE OTHER WAYS WE CAN PROMOTE AND USE BIG INTERVIEW WITH THE ENTIRE CAMPUS COMMUNITY.

Number of Participants

151 participants
up 66 participants from 23-24 AY

total dinners held this academic year **2**

Table Host Information

37 table hosts (comprised of IUP faculty and staff members and IUP graduate students)
not a unique number



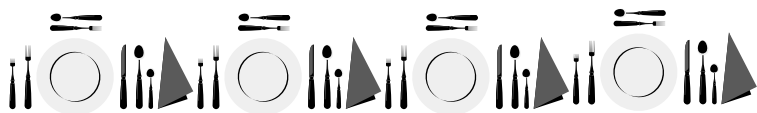
SPONSORSHIPS SECURED, TOTALING \$1,450, DURING THE 2024-2025 ACADEMIC YEAR

3

THIS PAST YEAR, JODIE CADILE, BUDGET DIRECTOR AT IUP, SECURED UNIVERSITY FUNDING TO SUPPORT THE DINNERS, ADDRESSING PREVIOUS CHALLENGES WITH TRANSFERRING FUNDS FROM SPECIAL GROUPS IN PREVIOUS SEMESTERS. WE ARE EXTREMELY GRATEFUL FOR THIS SUPPORT AND COLLABORATION!

Etiquette Dinners

ETIQUETTE DINNER PROMOTIONS + SPONSORSHIP



Over the past several semesters, we have observed a decline in student participation in etiquette dinners. Historically, attendance was driven by faculty who required their students to participate as part of a course. In recent years, however, fewer faculty members have incorporated the dinners into their syllabi, resulting in decreased participation. In Spring 2022, the CPDC launched a new initiative encouraging academic colleges to sponsor up to 20 students for the dinner, later increasing that number to 25 during the 2023-2024 academic year. Despite this effort, the CPDC encountered challenges in transferring funds for participants. As a result, in Spring 2024, we opted to underwrite the cost of the meals and charge students a reduced fee of \$15. Of the 21 students registered for the spring dinner, 13 attended. Due to this lower turnout, the event was relocated to the Tower Room in North Dining Hall, which created a more casual format (e.g., no table hosts or plated meals). During the 2024-2025 academic year, participation improved thanks to increased collaboration with the Honors College, University College, and Fraternity and Sorority Life. We are encouraged by this progress and hope to see steady participation in the future.

The CPDC also continued to promote its Etiquette Dinner Sponsorship Packages to employers. Three organizations sponsored this year's events—Sleepy Chiropractic and Communities in Schools in the fall, and The Reschini Group in the spring. The CPDC remains committed to sharing this opportunity with employer partners moving forward.

THE DISNEY COLLEGE PROGRAM (DCP)



12

**students worked at Disney
during the 2024-2025
academic year**

This includes anyone whose DCP experience took place at any time between July 1, 2024, and June 30, 2025.

IUP had 12 students working at Disney. Some of the jobs were working at the Fantasyland and Tomorrowland attractions, Harambe Market/Stand, Parking Operations, and more.



The Disney Theme Park & Resort College Program started in 1981, and the relationship between Disney and IUP began in fall 1997. During the past 28 years, more than 500 IUP students have experienced the Disney magic as Cast Members of the Disney College Program (DCP). Students who participate in the DCP often report increased employer interest in their résumés and the valuable experience they gained through the program.

Over the past several years, coordination of the DCP has transitioned multiple times. Following the retirement of Jan Shellenbarger in 2021—who led the program for several years—Sheila Gardner assumed responsibility for all DCP efforts. In summer 2023, coordination transitioned to Bill Zimmerman, and shortly thereafter, in December 2023, the program was moved under the leadership of Associate Director Kelsey Pilotta.

In terms of updates from the past year, Disney removed their coordinator portal, so any updates and/or tracking of IUP student participants have to be requested via a weekly email. This has made tracking and keeping records of participants more difficult. The 0-credit placeholder course that students must register for if they are doing DCP was moved to the University College, which has been a positive change. Previously, students registered for this course via the Hospitality Management Program, regardless of their major. In the spring 2025 semester, Executive Director Tammy Manko and Associate Director Kelsey Pilotta conducted several meetings with DCP, PASSHE legal, and others to discuss the application and tracking process used for DCP students. DCP reiterated that they do nothing in terms of verifying a student's institution, eligibility, and so forth.

Ultimately, it was decided that the students' required meetings with a CPDC team member would be discontinued. DCP agreed to send weekly updates on students application status. Thompson developed an email template that clearly communicates all key details students need to consider before participating. It is the student's responsibility to reach out if they encounter any issues, have concerns, or need to be registered for the 0-credit placeholder course. So far, IUP has experienced no issues with this change.

Most IUP students do not earn academic credit for their participation in the DCP, unless they take online distance education courses through IUP. Students are advised that the average 40-50 hour/week work schedule will probably impact their ability to study and maintain a solid GPA, so they are encouraged to attempt no more than 3 credits if they decide to take an online course. In fall 2024, the Eberly College of Business pursued updating the internship agreement between IUP and Disney, and that was approved in spring 2025. As it stands, most students are still interested in doing the DCP as a non-credit, work-away experience.

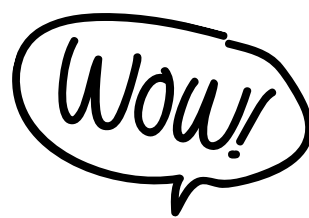
THE WASHINGTON CENTER (TWC)

In cooperation with TWC, the CPDC offers internships in Washington, D.C., a city unique in its status as our nation's capital. TWC has helped more than 70,000 students from around the world gain valuable experience and set them on a course of achievement, leadership, and engagement in their communities.

This year, TWC visited IUP's campus once during the fall semester, and IUP continued to see strong engagement from both faculty and students. The process for securing internships remains largely unchanged: after meeting with the IUP Campus Liaison, Kelsey Pilotta, and being accepted by TWC, each student meets with a Pre-Arrival Advisor assigned by TWC. Students then gain access to the vetted TWC internship database. A significant change in recent years is that students are now responsible for applying to internships themselves, whereas previously TWC handled the applications on their behalf. IUP has not experienced any issues with this transition. In fall 2024, IUP was informed that TWC revised additional parts of its application process. In prior years, TWC operated on a rolling admissions cycle, but this year they shifted to set deadlines for application submissions and notifications—for example, summer internship decisions were communicated in December/January. Additionally, TWC introduced a \$200 deposit for students to secure their internship placements and implemented a withdrawal policy that sets a deadline for students to withdraw without penalty; after this deadline, withdrawing incurs a significant fee. Despite these procedural changes, IUP has observed no negative impact on students or the program.

16 IUP student interns
Fall: 1
spring : 0
summer : 15

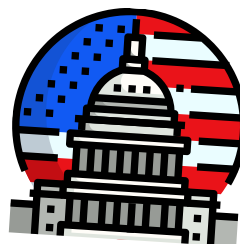
Up from 9 during the 23-24 AY (78% increase).



Total number of TWC
classroom visits/info
sessions in the fall
and spring

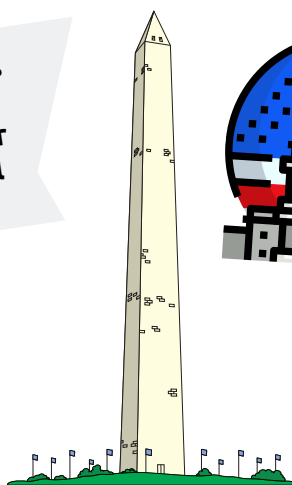
11
fall only this year

7 academic departments had students
participate: **Criminology,
Communications Media, Computer
Science, English, History, Political
Science, Psychology**



330*

students reached during
TWC classroom visits
and an info session in
the fall (*estimate)



\$176,510

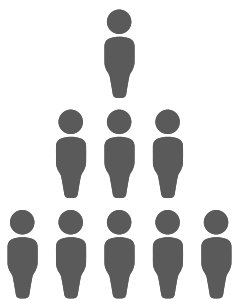
secured in scholarships through
TWC for IUP students this year

Since 1975, the IUP CPDC has sent 716 students to TWC and secured more than \$2.5M in scholarships.



The Washington Center

NETWORKING AND RELATIONSHIP BUILDING



77,625

contacts invited to
participate in on-campus
recruitment events

the number of messages successfully delivered to organizations
and/or employers via bulk messaging in Handshake

employers with whom
CPDC engaged
meaningfully

288

*employers who attended on-campus career fairs and other large scale
employer relations events, Professional Panel Series, and those who
participated in on-campus recruiting*



1,948

IUP students participated in on-campus
and off-campus job fairs, career expos,
and/or networking events

total employers present for on-campus and
off-campus internship/job fairs, networking
and recruiting events, and career expos

657



2,220

credit-bearing, career-relevant, out-of-
classroom experiences completed
during the 2024-2025 academic year*

*2,220 total experiences were completed by 1,180 unique students in
internships and other out-of-classroom experiences.

GRADUATE FIRST DESTINATION SURVEY

2,145

total recent graduates
(for all of whom we had accurate
contact information)

310

surveys completed
(response rate of 15%)

900

total recent graduates
for whom we have
reliable, verifiable data
(total knowledge rate of 42%)



CLASS OF
2024



(Class of 2024 consists of graduates from
August and December 2023 and May 2024)

FAST FACTS

88%

employed in the field of
their choice

93%

productive rate
(based on total knowledge)



42%

total knowledge rate
(graduates for whom we have reliable, verifiable data)



the LOWDOWN

CAREER DEVELOPMENT ADVOCATES (CDAS)

As part of the CPDC's ongoing commitment to raising awareness and optimizing resources, the Career Development Advocates (CDA) initiative was launched in Fall 2011. Since then, the program has steadily evolved to meet the department's changing needs. While all undergraduate federal work-study students in these roles are referred to as CDAs, their responsibilities vary. To provide greater clarity, beginning in Fall 2022, CDAs were formally designated as either Administrative Support or Content Creation CDAs. Administrative Support CDAs manage front desk operations, greet visitors, answer phone calls, and assist the administrative team. Content Creation CDAs design graphics and videos to support marketing and social media efforts, contributing to the CPDC's digital outreach. This defined staffing structure has helped reduce confusion and strengthen collaboration within the team.

Looking ahead, we anticipate greater continuity in supervision and staffing to establish a more consistent and sustainable CDA structure. All CDAs, regardless of their focus area, are cross-trained to promote flexibility and team resilience. This fall, the CPDC welcomed new and returning CDAs with a retreat focused on collaboration, policy review, and professional development—including training, team-building activities, and even karaoke!

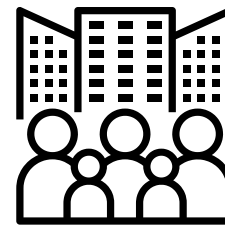
Additionally, all CDAs completed a crash-course training on reviewing resumes and cover letters, with a refresher offered in the spring for returning and new members. Beyond training, the CPDC hosted several social events, including a holiday dinner with a fun gift exchange, a "Souper Bowl" luncheon, and an end-of-year celebratory gathering at a local restaurant where we recognize our graduating students and thank your entire team.

In addition to their core duties, CDAs support CPDC events each semester. This semester, we introduced a new engagement strategy—a competition rewarding students for event attendance. Those who attended four events earned a \$25 Amazon gift card, while students attending more than four were entered into a prize drawing. The competition was well received and boosted enthusiasm and participation among CDAs.

Celia Barber, Administrative Assistant, oversaw the Administrative Support CDAs, while Anna Early, a second-year graduate assistant, managed the Content Creation CDAs. Both supervisors conducted performance evaluations with their respective teams, providing and receiving constructive feedback. These evaluations support clearer communication, help set expectations for returning CDAs, and contribute to our students' growth as emerging professionals.



STAYING SOCIAL + COMMUNICATION EFFORTS



Communications Plan

The CPDC continues to follow a robust communications plan that was established in 2019/2020, as a way to guide our marketing efforts and outreach, internally and externally, including off campus. Each fall and spring numerous updates are sent to faculty and staff and a welcome back email is sent to all students during the first week of classes. The CPDC continues to promote all events/programs across multiple platforms, including the IUP website, Crimson Connect, Handshake, IUP news items, CPDC social media channels, and other available outlets. Monitor graphics for upcoming events are also shared with constituents across campus and displayed on the TVs in various lobbies and hallways to reach as many students as possible.

Navigators'

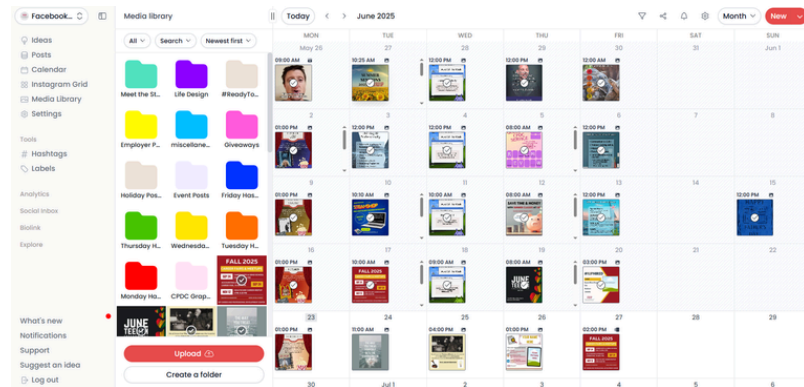
Communications Plan

Starting in 2023, the CPDC created a communications plan for the IUP Navigators to assist them in sharing information about upcoming CPDC events, programs, services, etc. This plan is something the CPDC will update annually.

IUP Pathfinder Content

The CPDC regularly contributes to the IUP Pathfinder Newsletter, which is distributed to students weekly during the academic year. Content is created by Associate Director Kelsey Pilotta, then Director of Communications for Student Affairs Caitlin Aiello publishes the content.

Day	August 4	August 5	August 6	August 7	August 8	August 9	August 10
Monday	USAN						
Tuesday		Introduction to the CPDC	CPDC Teacher Appreciation Event	Banking - Don't Quit	Banking - Don't Quit	Banking - Don't Quit	Banking - Don't Quit
Wednesday			CPDC Teacher Appreciation Event	Banking - Don't Quit	Banking - Don't Quit	Banking - Don't Quit	Banking - Don't Quit
Thursday				Banking - Don't Quit	Banking - Don't Quit	Banking - Don't Quit	Banking - Don't Quit
Friday					Banking - Don't Quit	Banking - Don't Quit	Banking - Don't Quit
Saturday						Banking - Don't Quit	Banking - Don't Quit



The CPDC continues to use a detailed social media plan to organize content being shared. This is currently done via Google sheets.

Pally is the site the CPDC uses to manage and schedule social media content. The calendar view allows the team to see content being shared and plan accordingly.

Month	Events
FEBRUARY	Professional Panel Series (Finance Careers in the Arts), Spring Career Fair, Career Development Center Open House, etc.
MARCH	Professional Panel Series (Finance Careers in the Arts), Career Development Center Open House, etc.
APRIL	Professional Panel Series (Finance Careers in the Arts), Career Development Center Open House, etc.
SEPTEMBER	Professional Panel Series (Finance Careers in the Arts), Career Development Center Open House, etc.
OCTOBER	Professional Panel Series (Finance Careers in the Arts), Career Development Center Open House, etc.
NOVEMBER	Professional Panel Series (Finance Careers in the Arts), Career Development Center Open House, etc.



For 15+ years, the CPDC has created and shared a semester event calendar that is distributed to students, faculty, and staff before the start of each semester. This has proven to be an effective way to clearly communicate the CPDC's upcoming programs, events, and services. CPDC also prints and displays event calendars in the CPDC throughout our common area space. A save-the-date is sent at the end of each semester to promote events for the following semester.

SOCIAL MEDIA



BY THE NUMBERS



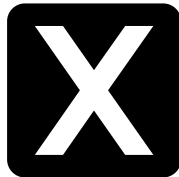
@IUPCPDC

- Total of Page Likes: 2,204
- Content Interactions: 2,138
The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos, and more.
- Links Clicked: 16
The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos, and more.
- Video Views: 1,799
- Total Reach Accumulated from All Posts: 18,828 (*down from 20,925 from previous year*)

This metric counts reach from the organic or paid distribution of Facebook content, including posts, stories, and ads. It includes reach from other sources, such as tags, check-ins, and page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.



Accessing analytics on X requires a premium subscription. The CPDC has not purchased a subscription to date, and we do not plan to do so, given our limited use of X.



@IUPCPDC

- Posts: 23
- Followers: 110
- Likes (July 1, 2024– June 30, 2025): 1,500
- Views: 29,000



@IUPCPDC



@IUPCPDC

- Posts: 533
- Followers: 322(new); 1,140 (total followers)
- Likes: 4,077
- Comments: 183
- Links Followed: 53
- Reach: 135,244
- Impressions: 155,705

- 15% web logins
- 27% mobile logins
- 21% profile completions
- 28,020 approved employers
- 144,554 jobs posted (from July 2024 to June 2025)
- 51,561 internships; 514 cooperative education; 397 experiential learning opportunities posted



LinkedIn Groups

- IUP Career Development & Networking: 754 members
- IUP Alumni: 11,103 members



iup.joinhandshake.com

Let's get
SOCIAL

CONSTITUENTS REACHED

*Through all IUP Career and Professional
Development Center initiatives...*

7,314

**Total Constituents
Reached**

Constituents include students, alumni, community
members, etc. This does not include employers reached
and/or engaged with.

78,720

**Total Employers
Reached**

*This number is up from previous years, due to how we
are tracking and sending emails to employers to
participate in recruiting events.

NOTE: These are not unique contacts.

