

CAREER AND PROFESSIONAL DEVELOPMENT CENTER

**2025-2026
ANNUAL REPORT**

B20 Stabley Library

724-357-2235

career-development@iup.edu

www.iup.edu/career

STUDENT CONTENT

00	Notes from the Executive Director
01	CPDC Mission, Vision, and Values
02	CPDC Office Space and Experiential Learning
03	CPDC Organizational Chart
04	Fall 2025 Events
05	Spring 2026 Events
06	Professional Organization and Campus Committee Involvement
07	Career Appointments
08	Career Appointments Breakdown by Class Year
09	CPDC Workshops
10	Program Partners
11	Professional Panel Series
12	Career Ready Seminar Series
13	My Cool Career
14	D2L, Articulate, and Life Design
15	Professional Photo Booth
16	Workforce Development
17	Dual Enrollment
18	Northpointe, Credit for Prior Learning, and Foundation Funds
19	The Crimson Closet and Focus 2
20	JLD and Five-Year Review/External Evaluation
21	University and Faculty Collaborations
22	Fall 2025 Career Fairs
23	Spring 2025 Career Fairs and On-Campus Recruiting
24	Off-Campus Career-Related Events
25	Employer Visits
26	Employer Town Halls
27	CPDC Partner Hall of Fame
28	Mock Interview and Etiquette Dinner Programs
29	The Disney College Program
30	The Washington Center
31	Professional Networking and Relationship Building
32	Graduate First Destination Survey
33	CDA Lowdown
34	Staying Social and Communication Efforts
35	Social Media Platforms
36	Constituents Reached

A NOTE FROM THE EXECUTIVE DIRECTOR



The 2025–2026 academic year was one of progress, adaptation, and continued evolution for the Career and Professional Development Center (CPDC). As I reflect on the year, I am especially proud of the many ways our team remained focused on one central purpose: helping students prepare not simply for their first job after college, but for lives and careers that are meaningful, adaptable, and uniquely their own.

This year provided many reasons to celebrate. We continued to see strong engagement with career education programming; expanded connections among students, alumni, and employers; and reached students in new ways through campus partnerships and curricular integration. Perhaps one of the best examples was the growth in Focus 2 participation following its incorporation into the First Learning Year (FLY) course. We also continued integrating Life Design principles into our work, supported IUP's growing emphasis on experiential learning, expanded workforce development opportunities, and strengthened career readiness resources that students can access both in person and digitally. Focus 2 alone welcomed 1,258 new users, with 1,004 students completing one or more assessments during the year.

Our impact is also reflected in the individual interactions that remain central to our work. The CPDC provided 1,786 student appointments during the year, and students responding to our assessment overwhelmingly reported satisfaction with their experience and indicated that their engagement with the CPDC helped advance their career goals. These outcomes reinforce something our team knows well: Career development is not a single event or appointment. It is an ongoing process of exploration, preparation, experience, reflection, and connection.

The year also reminded us of the importance of being willing to change. Students' needs and behaviors are evolving, the employment landscape continues to shift, and institutional resources remain limited. Rather than simply delivering programs because "we have always done them," we continue to evaluate what works, reconsider what does not, and identify more current, scalable, and sustainable approaches. Our transition toward Big Interview's PracticeAI for course-based mock interviews is one example—using technology to increase access and consistency while preserving individualized coaching for students who need more support, and eliminating service fees.

Of course, very little of our work happens because of our department alone. CPDC achievements are made possible by a committed CPDC team and by faculty, staff, alumni, employers, community partners, and students who collaborate with us. Career readiness is truly a shared institutional responsibility, and our strongest outcomes occur when we work together.

As we move into 2026–2027, I am energized by what lies ahead. Experiential learning has been identified as an institutional strategic priority, creating an important opportunity to further connect academic learning, meaningful experiences, and career preparation. We will continue examining how we deliver services, strengthen partnerships, improve assessment, leverage technology, and find new ways to more consistently reach students throughout their educational lifecycle.

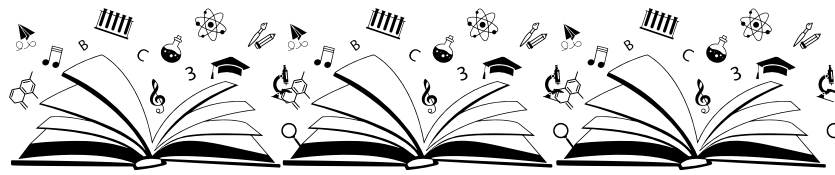
Our goal remains simple and ambitious: to help students and alumni recognize their possibilities, build the skills and experiences to pursue them, and confidently take their next right step as we partner with employers and other stakeholders to provide the best possible connections and opportunities.

Thank you to everyone who continues to partner with us in this work. The success of our students and alumni is also our success—and helping them find it remains at the center of everything we do.

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



CHALLENGES,



OPPORTUNITIES, AND PLANS

CHALLENGES

The 2025–2026 academic year reinforced a reality familiar to career centers nationally: expectations for career preparation continue to grow at the same time that student engagement patterns, the employment landscape, and available institutional resources are becoming increasingly complex.

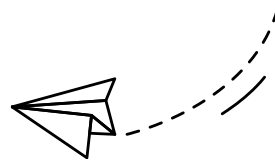
Capacity and staffing remain significant concerns. The CPDC continues to operate well below national staffing benchmarks. During 2025–2026, IUP's ratio of students to professional career coaching personnel was approximately 3,027:1. This limits the CPDC's ability to significantly expand individualized career coaching while simultaneously maintaining an extensive portfolio of programming, employer engagement, career fairs, workforce development, experiential learning initiatives, technology platforms, and other responsibilities.

Student engagement remains uneven. Participation varies considerably depending upon the type, timing, and format of an opportunity. While some initiatives, such as educational programs, experienced substantial growth, traditional recruiting events remain more challenging. For example, Spring Career Fair student attendance declined 33% from 355 students in 2025 to 239 in 2026, even as the number of participating employers increased. Conversely, the Criminology and Government MeetUp grew to 81 students, and the fall Healthcare Career MeetUp increased to 98 students, suggesting that targeted events may resonate particularly well with students and be better supported by faculty members.

Scalability is increasingly important. As career readiness becomes more integrated into the student experience, the CPDC must identify ways to serve substantially more students without sacrificing quality. The Mock Interview Program illustrates this challenge. Difficulty recruiting interviewers, declining course participation, and the potential for greater future demand led the CPDC to pilot Big Interview's PracticeAI and begin transitioning course-required interviews to a more scalable model.

Assessment and data quality require continued attention. The CPDC identified discrepancies in the tracking of some appointments and services during the year and has already begun strengthening cross-checking procedures. Improving data collection will be increasingly important as the CPDC seeks to demonstrate not only participation, but also student learning, career readiness, and longer-term outcomes.

OPPORTUNITIES & PLANS



As with many things in life and work, the challenges facing the CPDC also point directly toward some of its greatest opportunities.

Experiential Learning: With experiential learning identified as an IUP strategic priority for 2026–2027, the university has an important opportunity to build upon the work of the Experiential Learning Workgroup and create a more coordinated approach to ensuring students have meaningful opportunities to apply their learning beyond the classroom. Career development and experiential learning are natural partners, and the CPDC can contribute valuable expertise in helping students connect those experiences to career competencies and future goals.

Earlier Career Development: The extraordinary increase in Focus 2 engagement demonstrates what is possible when career development is intentionally integrated into the curriculum. During 2025–2026, 1,258 students became new Focus 2 users, compared with 355 the previous year, and 1,004 completed at least one assessment. The report attributes much of this growth to integration with the FLY course. This creates an opportunity to build a developmental career-readiness continuum extending from students' earliest experiences at IUP through graduation.

CHALLENGES,



OPPORTUNITIES, AND PLANS

OPPORTUNITIES & PLANS CONTINUED

Technology and Scalable Services: D2L and Articulate career resources, Focus 2, the professional photo booth, and the transition to Big Interview's PracticeAI provide opportunities to deliver high-quality resources to more students while allowing professional staff members to devote individualized time to students whose needs require coaching and intervention.

Employer, Alumni, and Campus Partnerships: Targeted career events, the *Professional Panel Series*, *Career Ready Seminar Series*, *My Cool Career*, employer visits, and on-campus recruiting demonstrate the value of bringing career education beyond the CPDC itself. Continued collaboration with faculty, alumni, employers, and student organizations can expand both the reach and relevance of career development.

Workforce Development: The launch of the Workplace Essentials noncredit certificate, the continued healthcare leadership certificate and fiber optics training, offering six new digital badges, and expanded outreach to employers created opportunities to further position IUP as a regional resource for lifelong learning and workforce needs. It is crucial that IUP move these initiatives forward over the next year.

PLANS AND NEXT STEPS

During 2026–2027, the CPDC plans to focus its efforts on several interconnected priorities:

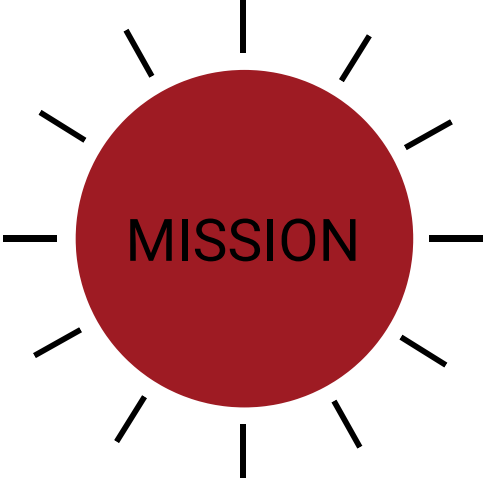
- Expand career coaching capacity by exploring staffing and service-delivery models that allow more students to receive individualized career support.
- Support IUP's experiential learning strategic priority and help connect experiential learning more intentionally with career readiness, reflection, and the competencies students need for life after IUP.
- Build upon FLY integration by creating stronger connections between early career exploration, the Sophomore Academic Readiness course, subsequent experiential learning, and preparation for internships and post-graduation opportunities.
- Implement and assess Big Interview's PracticeAI for course-based simulated interviews while maintaining individualized human mock interviews as an advanced career-development service.
- Continue refining career fairs and recruiting events, using participation data and feedback to determine the appropriate balance of large-scale and targeted, industry-specific opportunities. This could include the reintroduction of an employer advisory board, an employer summit, and the internship summit to encourage more employer engagement.
- Strengthen employer and alumni pipelines through faculty referrals, site visits, recruiting partnerships, panels, classroom engagement, and other relationship-building strategies.
- Improve assessment and data collection so the CPDC can more effectively measure reach, student learning, satisfaction, career readiness, and outcomes.
- Increase visibility, access, and use of the Crimson Closet, including continuing to pursue its relocation to a more accessible location near the CPDC and strengthening staffing, inventory management, and promotion. The Closet served only 122 visitors this year because of location, staffing, and operating-hour limitations, making this a clear area for renewed attention.
- Continue developing sustainable workforce development opportunities that respond to regional employer needs while expanding IUP's reach to working professionals and lifelong learners.

Taken together, these priorities reflect a continued shift toward a more integrated, developmental, scalable, and outcomes-focused approach to career readiness—one in which career exploration begins early, experiential learning provides opportunities for application, technology expands access, and individualized coaching and meaningful relationships provide the human connection students continue to need.

The CPDC enters 2026–2027 with significant opportunities ahead and with a clear commitment to continuous improvement. Our challenge is not simply to do more, but to determine what matters most, do it exceptionally well, and build the partnerships and infrastructure necessary to make career readiness part of every IUP student's experience.



CPDC Mission, Vision, and Values

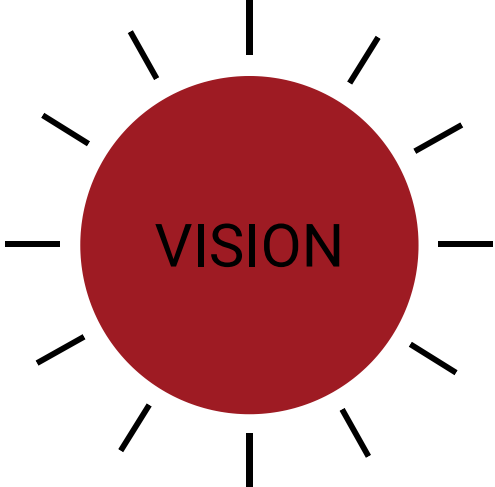


MISSION

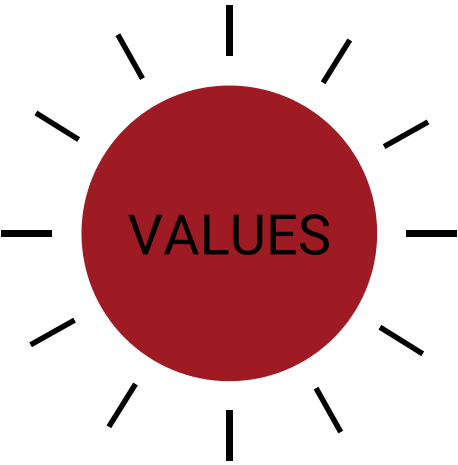
The IUP Career and Professional Development Center provides opportunities for the IUP community and external partners to build relationships and collaborate so that students, alumni, and other stakeholders can achieve their professional or organizational goals.



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.

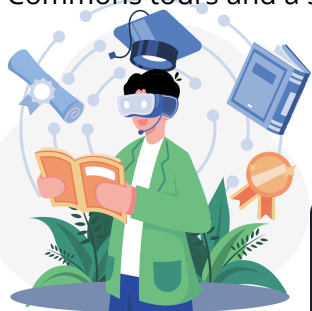
Integrity: We believe in promoting ethical decision making and always doing the right and best thing for our students and other constituents.

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 and no additional edits have been made since then.

CPDC OFFICE SPACE & EXPERIENTIAL LEARNING FOR THE STUDENTS



We want to continue to feature our beautiful office space, which became a reality in July 2022, when the CPDC officially moved to this 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.



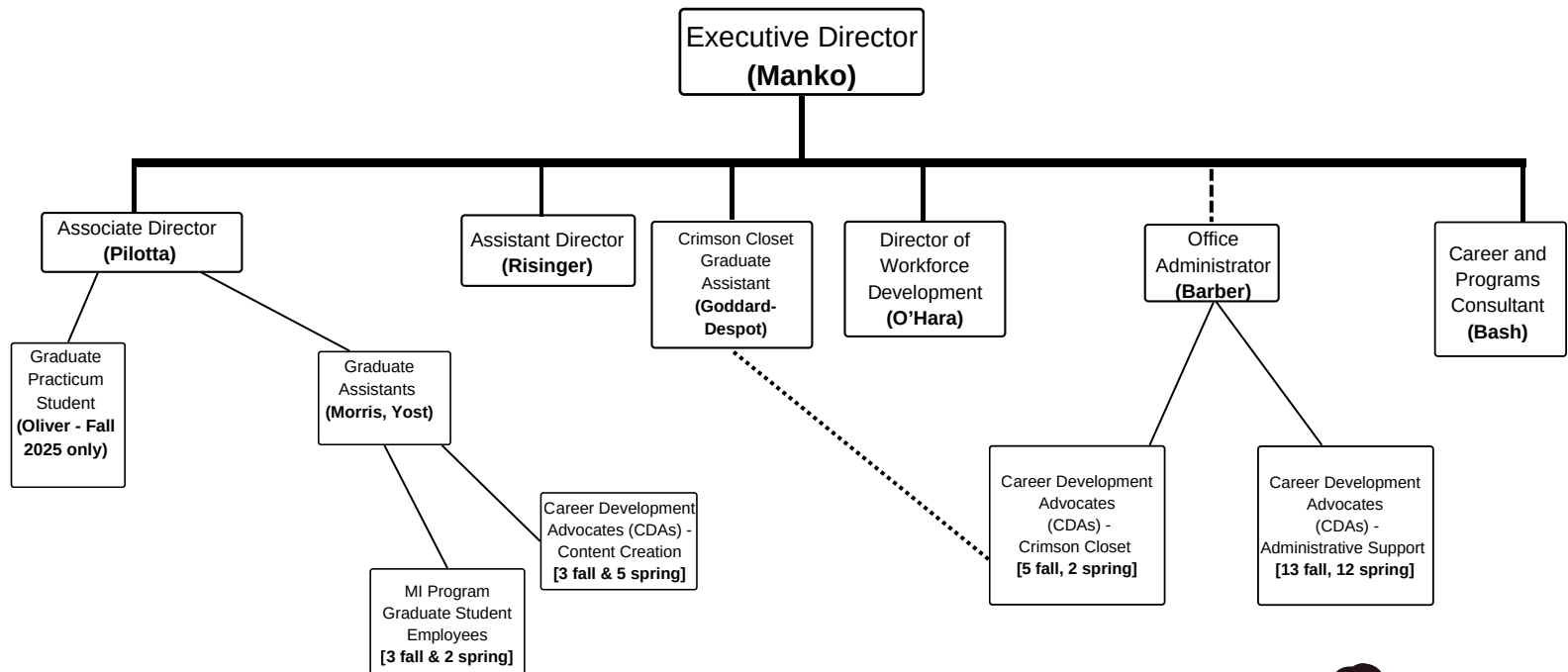
EXPERIENTIAL LEARNING

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 2025 and revisions to the recommendations were submitted in July 2025. Since that time, discussions have occurred involving the senior leadership of the university and EL is an identified strategic priority for 2026-2027 being led by Dr. Michele Petrucci.



IUP CPDC Organizational Chart



NOTABLE STAFFING CHANGES & DEPARTMENTAL UPDATES - AN OVERVIEW

- The CPDC had some staffing changes over this academic year.
 - Hunter Bash joined the team on a temporary, full-time basis to provide additional support from May-June 2026, conducting career coaching and financial literacy appointments as well as presenting Orientation programs and working on several projects.
- The CPDC hired three new GAs:
 - Arden Goddard-Despot, who was hired for the Spring 2026 semester only to provide oversight to the Crimson Closet. She reported directly to Tammy Manko, and she transferred to another university after the 2025-2026 AY.
 - Mikala Morris and Sonia Yost were hired as GAs to oversee the Mock Interview Program and Social Media, respectively. They reported directly to Kelsey Pilotta until her maternity leave, then reported to Tammy Manko thereafter. Morris will continue for a second year with the CPDC and will work with Social Media and Big Interview/Practice AI, among other responsibilities. Yost will begin a new GA opportunity with another university office in August 2026.
- Mady Oliver worked as a graduate practicum student during the fall 2025 semester.
- The CPDC continues to report to Academic Success within Academic Affairs, and reports directly to Dr. Amber Racchini, Vice Provost for Academic Success and Dean of the University College. This reporting structure has been in place since 1 July 2024.



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 was 3,027 to 1 for the 2025-2026 AY.

FALL 2025 CPDC SPONSORED EVENTS



10 participants



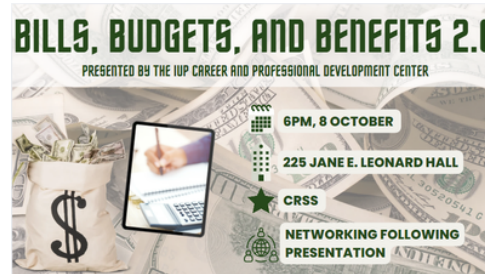
652+ participants



159 participants



7 participants



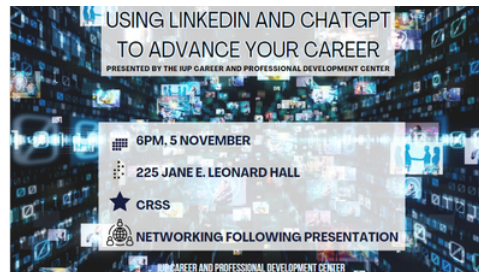
61 participants



100 participants



171 participants



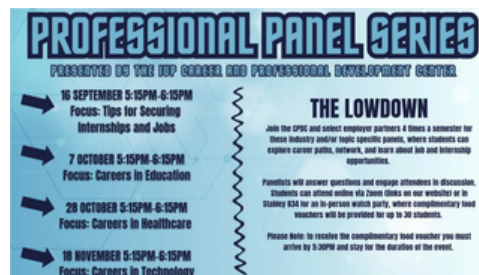
115 participants



106 participants + 20 table hosts



223 participants (CE/GSF [171]/A&F [52])
135 participants (Safety Sciences)
92 participants (Hospitality)
98 participants (Healthcare)



52 participants
45 participants
115 participants
33 participants



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



8 text codes downloaded

THESE NUMBERS REFLECT STUDENT PARTICIPANTS.

SPRING 2026 CPDC SPONSORED EVENTS

Mastering the Interview: Your Guide to Professional Attire, Interviewing Basics, and More!
Presented by the IUP Career and Professional Development Center

- 6PM, 18 February
- 225 Jane E. Leonard Hall
- Career Ready Seminar Series
- Networking following the presentation

More event details: iup.edu/career/events

54 participants

Public Speaking: Overcoming Fear, Manifesting Confidence and Composure
Presented by the IUP Career and Professional Development Center

- 6PM, 18 March
- 225 Jane E. Leonard Hall
- Career Ready Seminar Series
- Networking following presentation

More event details: iup.edu/career/events

170 participants

IUP Alumni-Student Networking Event
Sponsored by the IUP Career and Professional Development Center and IUP Office of Alumni and Friends

19 March
4:30-6:30PM
CADENCE+ Cellars Speakeasy
Pittsburgh, PA

More event details: iup.edu/career/events

51 participants

+ 2.11.26: CPDC-Alumni Lunch-n-Learn:

95 participants

My Cool Career with Kurt Couchman
Sponsored by the IUP CPDC and the IUP Ambassadors

- 11:10AM-12:10PM, 23 March
- North Dining Tower Room

Students can attend an in-person watch party at North Dining Hall where free meal vouchers will be provided for up to 30 students.

Please note: to receive the complimentary voucher, students must arrive by 11:20am and stay for the duration of the event.

More event details: iup.edu/career/events

Senior Fellow in Fiscal Policy at Americans for Prosperity

22 participants

WEDNESDAY 25 MARCH, 10AM- 2PM
Pittsburgh Education Recruitment Consortium (PERC) Job fair
Monroeville Convention Center

14 participants

Designing Your Dream Life
Presented by the IUP Career and Professional Development Center

- 6PM, 1 April
- 225 Jane E. Leonard Hall
- Career Ready Seminar Series
- Networking following presentation

More event details: iup.edu/career/events

90 participants

My Cool Career with Sheila Bluemling
Sponsored by the IUP CPDC and the IUP Ambassadors

- 11:10AM-12:10PM, 13 April
- North Dining Tower Room

Students can attend an in-person watch party at North Dining Hall where free meal vouchers will be provided for up to 30 students.

Please note: to receive the complimentary voucher, students must arrive by 11:20am and stay for the duration of the event.

More event details: iup.edu/career/events

Auditor/Investigator for the Office of Disciplinary Counsel
Disciplinary Board of the Supreme Court of PA

27 participants

The Art of Salary Negotiation
Presented by the IUP Career and Professional Development Center

- 6PM, 15 April
- 225 Jane E. Leonard Hall
- Career Ready Seminar Series
- Networking following presentation

More event details: iup.edu/career/events

54 participants

Etiquette Dinner
Monday, 20 April
5:30PM, Sutton Hall Blue Room

More event details: iup.edu/career/events

PRICING AND REGISTRATION INFORMATION
Registration required. Registration will open on 2 February and close by 4:30 pm 2 March.
Early Bird Special Pricing - \$10 until 4:30pm 20 February
Regular Pricing - \$15 after until 4:30pm 2 March

IUP Career and Professional Development Center

54 participants + 16 table hosts

Professional Panel Series
Presented by the IUP Career and Professional Development Center

THE LOWDOWN

- 17 February 5:15PM-6:15PM
Focus: Careers in Math, Science, Tech, and Safety
- 3 March 5:15PM-6:15PM
Focus: Careers Involving 2nd and 3rd Languages
- 17 March 5:15PM-6:15PM
Focus: Careers in Design
- 14 April 5:15PM-6:15PM
Focus: Careers in Professional Programs (e.g., Dentistry, Optometry, PA, PT, Law, etc.)

Join the CPDC and select employer partners 4 times a semester for these industry and/or topic specific panels. Students can attend online via Zoom (links are on our website) or in Stabley B34 for an in-person watch party.

Complimentary food vouchers will be provided for up to 30 students but you must arrive by 5:30PM and stay for the duration of the event.

More event details: iup.edu/career/events

39 participants

18 participants

44 participants

50 participants

SPRING 2026 CAREER FAIRS AND MEETUPS

25 FEBRUARY 10AM-2PM KCAC	26 MARCH 3-5:30PM LEONARD HALL LOBBY	16 APRIL 12-2PM HUB
SPRING CAREER FAIR	CRIMINOLOGY AND GOVERNMENT CAREER MEETUP	COLLEGE OF EDUCATION PROFESSIONAL DAY FAIR

More event details: iup.edu/career/events

IUP Career and Professional Development Center

~325 participants

81 participants

112 participants

Save the Date
Hawks Hired Hangout
Date: April 29
Time: 11AM-2PM
Location: Stabley Patio

Stabley Patio is across from Clark Hall and next to Starbucks. More event details: iup.edu/career/events

IUP Career and Professional Development Center

~150 participants*

*inclement weather, indoor event

THESE NUMBERS REFLECT STUDENT PARTICIPANTS.



SUIT-UP (ONLINE ONLY)
WITH THE IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER AND JCPENNEY

2 February - 1 May

Access StudentHub from: iup.edu/career/suit-up

Use \$10 to \$150 to get your outfit 50% off (select professional clothing, shoes, and accessories).

More event details: iup.edu/career/events

3 text codes downloaded

SIP AND STUDY: FINALS DRINKS AND TREATS WEEK!
Grab your new friend during finals week for a drink and sweet treat. We have space for you to study as well!

9am-4pm, 5, 6, 7 May
CPDC (B20 Stabley Library)

IUP Career and Professional Development Center

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

Professional Organization Involvement, Conferences Attended, and University Service

 *Conferences*
AND
PROFESSIONAL
DEVELOPMENT
SEMINARS
ATTENDED

- **Active Shooter Training** (Pilotta, Manko)
- **Active Shooter Follow-Up Training** (Barber, Risinger, Manko)
- **ACUE Fostering a Culture of Belonging** (Pilotta, Risinger)
- **Bowling Green State University Life Design Convening** (Risinger [presenter])
- **CAEL Adult Learner Advocate Digital Badge** (O'Hara)
- **CWIA Healthcare Jobs and Trends: A Labor Market Overview** (O'Hara)
- **Education Vanguard Conference** (O'Hara)
- **Handshake Access 2026** (Risinger)
- **IUP Administrative Briefings** (Manko, O'Hara)
- **NABITA Training** (Manko, Risinger)
- **Pennsylvania Workforce Development Association Conference** (O'Hara)
- **State System Career Services Association Meetings** (Pilotta, Risinger)
- **WestPACS-PennACE Professional Development Days** (Manko, Pilotta, Risinger)
- **PASSHE/WFD Directors Retreat** (O'Hara)
- **PennACE Conference** (Manko [presenter], Risinger)
- **UPCEA Annual Conference** (O'Hara)
- **NASPA Region II Conference** (Bash)

- **Pennsylvania Association of Colleges and Employers (PennACE):** (Manko, Conference Committee & Presenter; Pilotta, Conference Committee; Risinger, President)
- **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)
- **PA Workforce Development Association:** (Manko, O'Hara)

Professional
ORGANIZATION
INVOLVEMENT

University
COMMITTEES
AND SERVICE



- **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 Green Dot Bystander Intervention Certification Training** (Risinger [certified trainer])
- **IUP Student Affairs Programming Committee** (Pilotta, Risinger)
- **IUP Student Cooperative Association Board of Directors** (Risinger)
- **IUP Student Conduct Board Member** (Pilotta, Risinger)
- **IUP Selection Committee for PASSHE Faculty Professional Development Council Grants** (Manko)
- **IUP University Senate** (Risinger [Chairperson of the Senate Committee on Student Affairs])
- **IUP Non-Degree Learning Pathways Committee** (O'Hara)

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 Mondays from 10:30 am to 12:30 pm and Tuesdays and Wednesdays from 4-7 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 conduct 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 busy schedules and 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 continues to work 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.

1,786
**Total Student
Appointments**

appointment
BREAKDOWN
→

*what students
are saying (31% response rate)*
354 responses

Percentages were calculated based on responses from all appointment types except Photo Booth appointments, because these questions were not shown to those clients.



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



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



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



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

819

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

439

Photo Booth

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

285

Mock Interviews*

140

Career Coaching

70

Job/Internship Search Strategies

33

The Washington Center



Some Appointment Types

*Our intake form recorded only 268 mock interviews, though 285 were completed. A similar discrepancy occurred with the photo booth appointments – only 256 were recorded, though 439 sessions actually took place. Some of 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

363	Juniors (Year 3)
316	Seniors (Year 4)
134	Freshmen (Year 1)
134	Sophomore (Year 2)
71	Graduate (master's)
53	Alumni/Graduates
30	Other
28	Super Senior (Year 4+)
13	Doctoral Program
11	Community Members, Faculty, and/or Staff



*Our intake form recorded only some of our appointments. Some of these gaps were due to user error and limitations in how these specific appointments are tracked. Some appointments miss the intake form, and are not recorded. 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

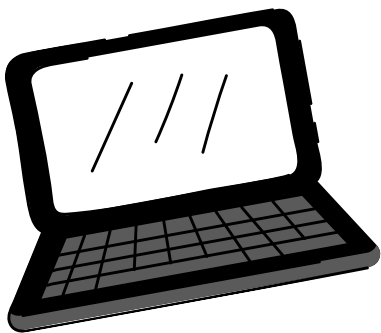
35

Estimated Total Constituents Reached

1,394

Sample of Topics Presented

- Resumes and Cover Letters
- CPDC Office/Services Overview
- Life Design
- Collaboration & Networking
- LinkedIn
- Career Exploration
- Job and Internship Strategies
- Career Game Plan
- Interviewing
- The Power of Communication
- Professionalism 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 (CPDC) INVITES YOUR GROUP/ORGANIZATION/TEAM TO BECOME A...

CPDC PROGRAM PARTNER

WHO?	WHEN?
ANY RECOGNIZED STUDENT GROUP, ORGANIZATION, FRATERNITY, SORORITY, OR ATHLETIC TEAM AT IUP	AT AN IUP CPDC EVENT DURING THE SPRING 2026 SEMESTER. SCAN THE QR CODE FOR ACCESS TO THE REGISTRATION FORM AND TO SEE AVAILABLE DATES!

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!



QUESTIONS?
Contact Sonia Yost at sry001@iup.edu, Kelsey Pilotta at kepilott@iup.edu, or Jeremy Risinger at jrising@iup.edu

FALL 2025

10 Total Partnerships with IUP Student Organizations

1. Alpha Gamma Delta
2. Alpha Phi Alpha
3. Alpha Sigma Alpha
4. Biology Club
5. Delta Zeta
6. IUP Ambassadors
7. Management Association
8. Panhellenic Association
9. Sigma Chi
10. Sigma Pi

24
TOTAL
PARTNERS

SPRING 2026

14 Total Partnerships with IUP Student Organizations

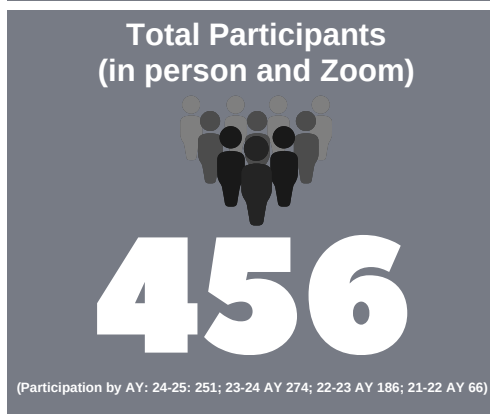
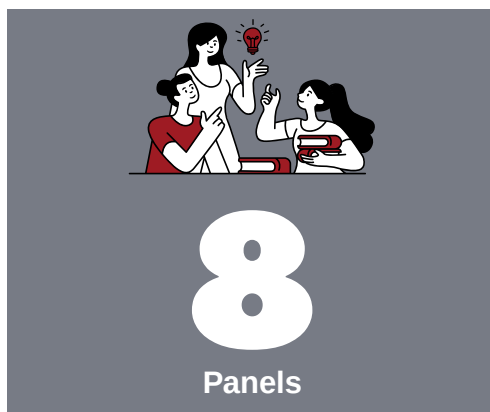
1. Alpha Chi Sigma
2. Alpha Gamma Delta
3. Alpha Phi Alpha
4. Alpha Sigma Alpha
5. Alpha Sigma Tau
6. Biology Club
7. Delta Phi Epsilon
8. Delta Zeta
9. IUP Ambassadors
10. Management Association
11. Panhellenic Association
12. Sigma Sigma Sigma
13. Theta Phi Alpha
14. Zeta Tau Alpha



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, and this continues to work well.

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 25-26 or 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.



- Panel Topics**
- Tips for Securing Internships & Jobs
 - Careers in Education
 - Careers in Healthcare
 - Careers in Technology
 - Careers in Math, Science, Tech, & Safety
 - Careers Involving 2nd & 3rd Languages
 - Careers in Design
 - Careers in Professional Programs

PARTICIPATING PANELISTS



- Heather Andring, Anthology, Inc.
- Hunter Bash, Indiana University of Pennsylvania*
- Courtney Baum, Sisteron & Co. LLP*
- Katie Jo Campbell, Tesla*
- Audrey Carag, UPMC
- Kelly Cherry, UPMC
- Danelle Conner, Wright Childcare Solutions*
- Rick Emler, Defense Logistics Agency, U.S. Army*
- Terri Emler, MBC Companies*
- Jennifer Ferrell, Keene State College*
- Kate Fox, McGuireWoods LLP*
- Jenn Freemont, Lehigh University*
- Brandie Glessner, Brevard Virtual School*
- Matt Green, TechReady Professionals*
- Elizabeth Grieggs, Indiana Audiology*
- Dayle Hodge, Self-Employed*
- Elena Kapp, REI Co-op*
- Tara Kenna, Penn Medicine*
- Scott Morgan, Brunner Ad Agency*
- Sandy Morse, Rochester Regional Health
- Kellie Odonnell, Parkland School District*
- Scott Rhoades, The Center for Aerospace Nursing Excellence*
- Erin-Caitlin Rinker, Fairfax County Public Schools*
- Emily Roesner, U.S. Army*
- Ashley Ryder Lane, Flagler College*
- Dana Seguin, Altar'd State - Stand Out for Good Inc.*
- Lisa Svidron-Stroup, Achieva*
- Heide Witthöft, Indiana University of Pennsylvania
- Leroy Young, PA Fish and Boat Commission*

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 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 2025-2026 academic year in this series were conducted in person and some 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. The CPDC opened the competition to all student organizations. The last two years, 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 well for these events.



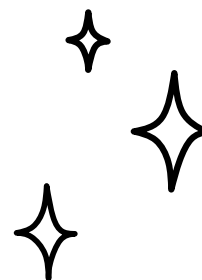
EVENT TOPICS



- So You Want a Job After College? Tips for Professional Success
- Bills, Budgets, and Benefits 2.0
- Beyond Words: The Art of Powerful Communication
- Using LinkedIn & ChatGPT to Advance Your Career
- Mastering the Interview: Your Guide to Professional Attire, Interviewing Basics, and More!
- Public Speaking: Overcoming Fear, Manifesting Confidence & Composure
- Designing Your Dream Life
- The Art of Salary Negotiation



MY COOL CAREER



BY THE NUMBERS



4

PROGRAMS HELD DURING SPRING 2025 SEMESTER

156

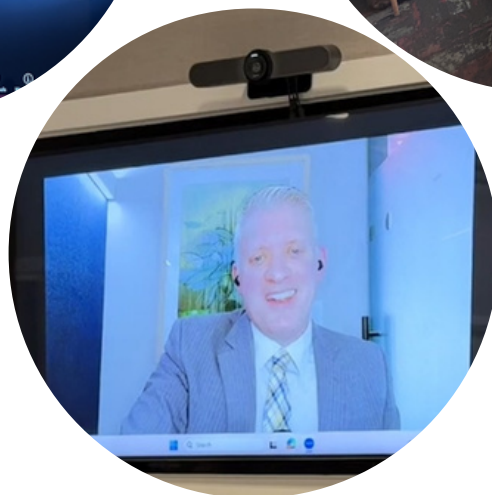
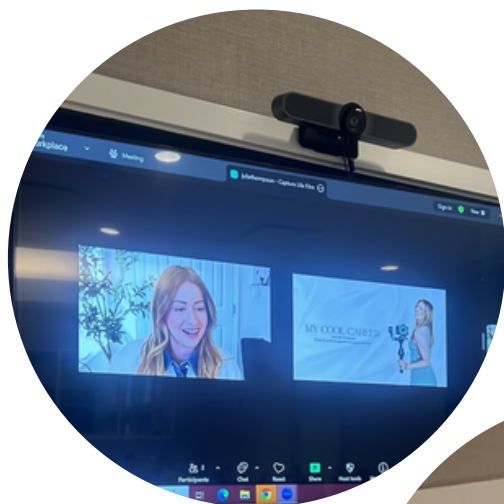
STUDENT ATTENDEES (7 AT EVENT 1; 100 AT EVENT 2; 22 AT EVENT 3; 27 AT EVENT 4)

4

ALUMNI GUEST SPEAKERS (ALL JOINED VIA ZOOM)

1

SUPER COOL T-SHIRT DESIGN



D2L & ARTICULATE



The CPDC continued to provide two digital career tools that were launched at the start of the fall 2024 semester. Serving our faculty, students, and alumni, these tools provide a plethora of career education and professional development opportunities through asynchronous, interactive, online modules. Faculty have access to both for use in their classes as they deem suitable. Students, alumni, and all university community members 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.

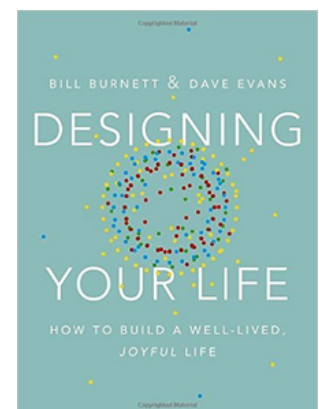
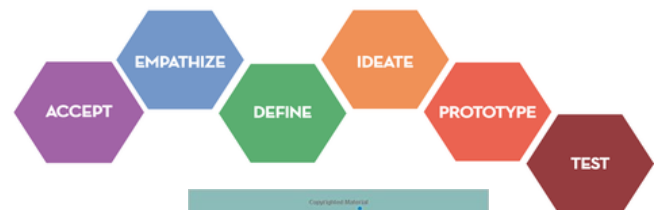
**IUP CPDC
CAREER
MANAGEMENT
TOOL**

[START HERE](#)

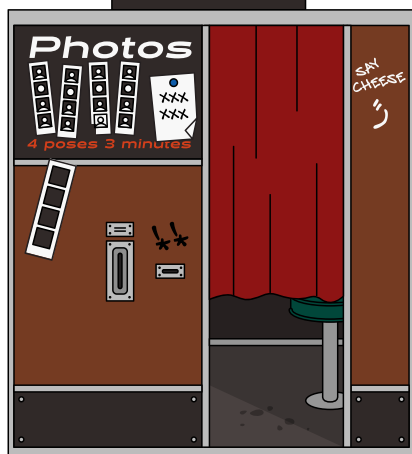
LIFE DESIGN

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. The life design workgroup that was established and initially led by Dr. Tammy Manko, then by Drs. Dawn Smith-Sherwood and Stephan Schaffrath, included university constituents who completed the Life Design Studio training offered via Stanford University. The group met monthly to discuss ways life design could be introduced and used throughout campus. Life design has become a significant part of the Crimson Core courses, namely the First Learning Year and Sophomore Academic Readiness course curricula.

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. While appointments were originally required for use of the booth, the CPDC reevaluated the need for appointments and decided to eliminate this requirement for fall 2024, so the booth continues to offer drop-in use, though groups can schedule an appointment to be sure they have dedicated access.

We also partnered with a few student organizations throughout the year to offer headshot sessions: U-SOAR, American Medical Student Association, and Speech Language Pathology.

439

total sessions during
the 2024-2025
academic year

342

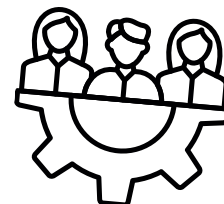
unique users



WORKFORCE DEVELOPMENT

HEALTHCARE LEADERSHIP CERTIFICATE

Trained **22 participants** in the Leadership Certificate for Healthcare Professionals from the following companies. We were able to offer the training in partnership with the Tri- County WIB.



Highlights

- Continued the *Leadership Certificate for Healthcare Professionals* and the *Certified Fiber Optics Technician Training*.
- Launched a new noncredit certificate program, *Workplace Essentials*.
- Created new noncredit guidelines and checklist for training.
- Applied for the Workforce Pell Grant.
- Received funding to offer the Career and Leadership Skills Academy training to banking interns through collaboration with the PA Bankers Association and Shippensburg University of Pennsylvania.

- ALLEGHENY COMMUNITY HOME CARE (ACHC)
- ARMSTRONG COUNTY MEMORIAL HOSPITAL (ACMH)
- INDIANA REGIONAL MEDICAL CENTER (IRMC)
- PUNXSUTAWNEY AREA HOSPITAL
- QUALITY LIFE SERVICES

CERTIFIED FIBER OPTICS TECHNICIAN TRAINING

Trained **13 participants** in the Certified Fiber Optics Technician (CFOT) training. Our Certified Fiber Optics Technician (CFOT) Training A CFOT is the Fiber Optic Association, Inc. certification for general fiber optics applications. CFOTs have a broad knowledge in fiber optics that can be applied to almost any job—design, installation, operation—for almost any application —outside plant, premises, manufacturing, etc.

WORKPLACE ESSENTIALS CERTIFICATE

Launched a new noncredit certificate program, *Workplace Essentials*, training **13 participants**. The program was designed to enhance soft skills, communication, and leadership abilities. The following organizations participated:

- ELDERSTON STATE BANK
- IUP
- REA ENERGY

DIGITAL BADGES

Launched **six digital badges**:

- *Unlocking Business Insights with Data Analytics*
- *The AI Advantage: Harnessing Generative Tools for Business Success*
- *Professional Sales*
- *Digital Marketing*
- *Lean Six-Sigma*
- *Project Management*

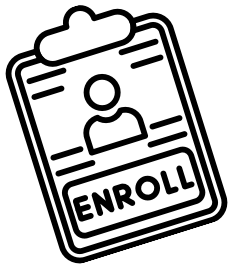
Contacted more than **20,000 companies** in the last academic year with training opportunities.

DUAL ENROLLMENT

...BY THE NUMBERS

2026 RECORD

Set new university spring semester record for dual enrollment with 153 students -- a 6.25 % increase.



DUAL ENROLLMENT VISITS



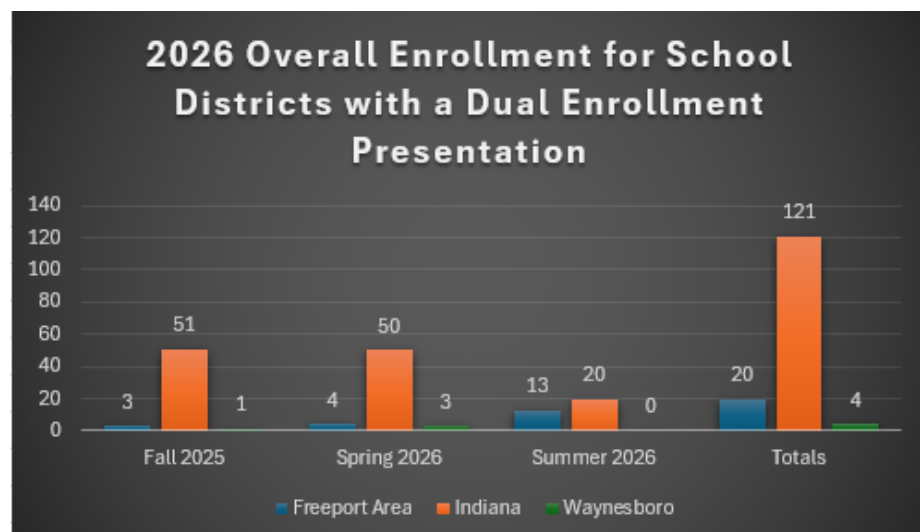
IUP enrolled 69 students for summer 2025. This was a 44 % increase from summer 2024 with 48 students. Fall 2025 brought 125 enrollments, which was a 24% decrease from fall 2024. Spring 2026 saw a 6.25% increase over spring 2025 with 153 students, thus setting a new university record for spring semester dual enrollment at IUP. Fall 2024, however, was our highest dual enrollment with 155 students.

GRANT AWARD

IUP received an \$808,454.13 award from the Dual Credit Innovation Grant for our dual enrollment program consists of strategic partnership of rural school districts, intermediate units, workforce investment boards, higher education, and healthcare employers, aligning with the objectives of the Pennsylvania's Dual Credit Innovation Grant Program. This initiative aims to provide high school students, particularly those from underserved communities, with the opportunity to earn college credits in health-related fields, thereby enhancing their educational and career prospects.

Student Training and Exploration Program for Health-Related Careers (STEP-HRC), builds upon and coordinates with ongoing initiatives at the university and with key external stakeholders to provide a clear career pathway for students in rural areas of the Commonwealth.

This grant is open to sophomores, juniors, and seniors interested in healthcare related careers who have a minimum of a 3.0 CGPA and school counselor approval from schools in Indiana and Armstrong counties.



As of Fall 2025, **40.35% of IUP dual enrollment students have gone on to enroll at IUP** as undergraduate students, based on data from Summer 2006 through Fall 2025.

NOTE: This is down from 45.54% from Fall 2024.



NORTHPOINTE & CREDIT FOR PRIOR LEARNING

NORTHPOINTE CAMPUS

While IUP still has a presence at the Northpointe campus, no courses were offered there for the 2025-2026 AY.

CREDIT FOR PRIOR LEARNING (CPL)

A new unified policy was established to combine undergraduate and graduate programs into a single framework and was approved by Senate in April 2026.

INTERNSHIP SUPPORT & CAREER CONNECTIONS FUND



The CPDC established its IUP Internship Initiative Fund via the Foundation for IUP 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 continues to pursue donors to help fund this worthwhile initiative. During this academic year, the fund was renamed "Internship Support and Career Connections."

While the fund was soft-launched, the CPDC is still seeking more support. Thus, CPDC has shared the fund on a case-by-case basis with students who demonstrate a need. No applications were submitted during this academic year. We remain committed to growing this fund and finding ways to help future IUP students with experiential learning opportunities.

CRIMSON CLOSET & FOCUS 2



CRIMSON CLOSET

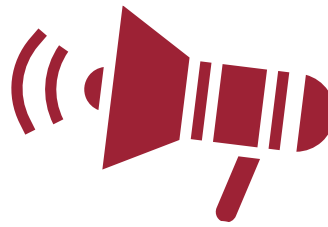
The CPDC continues to support and staff the Crimson Closet—a professional clothing resource where IUP students can “shop” for free attire suitable for interviews, internships, and other career-related opportunities. Originally spearheaded by Dr. Aleaa Perry, the CPDC continues to play a key role in promoting and managing 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. Unfortunately, due to various challenges, the number of visitors recorded for 2025–2026 is only 122 visitors.

At the start of the Fall 2025 semester in August, we organized the donations and removed any non-professional clothing from the Closet. To increase accountability, we decided to schedule two CDAs for each shift. However, this change limited the Closet's hours of operation. Even with the limited hours and staffing, the Closet had a total of 67 visitors during the Fall 2025 semester.

During the Spring 2026 semester, we hired a GA to manage the Closet. The GA revised the digital tracking system to better assess inventory needs, and the Closet was organized and prepared for relocation to a more central location within the building. We also purchased a steamer to sanitize and press donated clothing items.

Due to hiring only one new Crimson Closet CDA halfway through the Spring semester, the Closet continued to operate with limited hours. Despite these challenges, a total of 55 customers visited the Closet during the Spring 2026 semester.

The Crimson Closet GA Arden Goddard-Despot secured a monetary grant of \$250 from the Pennsylvania Association of Colleges and Employers that will support future work of the closet, including a move to a more central location. We're currently awaiting the completion of a space study of the IUP Libraries, so a decision can be made about moving the Closet to Stabley Library in closer proximity to the CPDC. Moving the Closet to a more central location within Stabley will not only provide easier access to CPDC team members for management purposes, but will also allow for increased visibility and traffic, hiring additional CDAs, and improving social media announcements and outreach efforts.



FOCUS 2 UPDATE!!

- **1,258** new Focus 2 users from 1 July 2025 to 30 June 2026 (**up from 355 last AY, a 254% increase**)
- **1,004** users completed one or more assessments (**up from 47 last AY, a 2036% increase**)
- **1,302** total users and **2,941** total logins
- Top reason for using Focus 2? Course Requirement (**575 users**)

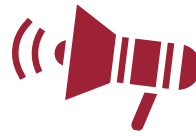
FOCUS 2 NOTES: During the 2021-2022 academic year, our office absorbed all operations from the Major and Career Exploration Center, a transition for which we had been advocating. As a part of this, we took over administering the Focus 2 Career Assessment. Much of the work related to this area has been facilitated with the help of graduate assistant team members. During the 25-26 academic year, this was Mikala Morris. We attribute the significant increases in students' Focus 2 engagement to its use in the First Learning Year course.

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 academic majors, minors, and programs to better align with the academic offerings at IUP, and we continue to make these updates annually. In addition to regular updates to ensure Focus 2 accurately reflects the programs offered at IUP, 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.

Beginning in the Fall 2023, we also partnered with IUP Undergraduate Admissions to provide access to the Focus 2 to prospective students and this partnership continues.

Additionally, in 2021-22, 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 engagement, results, and more. We plan to continue to promote the assessment to students, faculty, and staff.

JOB LOCATION & DEVELOPMENT (JLD)



THE 2026 REPORT

IUP students involved: 675
Average number of hours worked/week: 18
Average wage: \$12/hour
Total Earned: \$5,217,344

Collection Method

The CDA team called local and franchise businesses in Indiana and asked how many students they employed, how many hours those students worked per week, and how much they were paid per hour.

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 focus solely on phone calls, specifically to employment sites likely to employ students. (i.e., restaurants, retail locations, and big box stores).



FIVE-YEAR REVIEW/ EXTERNAL EVALUATION

The CPDC coordinated and conducted its departmental five-year review and external evaluation this academic year. The key insights from that review included:

- The CPDC is viewed as a strategic institutional asset
- Career readiness work is highly valued
- Leadership and collaboration are significant strengths
- Staff capacity is the largest constraint
- Career readiness is an enrollment, retention, and persistence strategy
- Experiential learning is a major opportunity
- Workforce Development shows strong potential
- Dual Enrollment is strong but operationally constrained

Identified Priority Action Items

- Develop a succession plan for the executive director position
- Advocate for additional CPDC staffing and operational resources
- Create a dedicated employer development function
- Advance the experiential learning infrastructure
- Formalize the faculty engagement strategy
- Increase early student career engagement
- Develop additional low-stake, high-value student engagement opportunities
- Clarify the institutional workforce development strategy
- Evaluate the organizational placement of Experiential Learning
- Review the Dual Enrollment structure

The CPDC team reviewed the report multiple times and identified action items that have been incorporated into its existing strategic plan, the 2026-2027 Communications Plan, and general planning for the immediate and long-term future.

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 Student Life
- IUP Writing Center
- IUP Navigators
- IUP Panhellenic Association/Fraternity-Sorority Life
- 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
- U-SOAR
- Various academic/other departments and student organizations

PARTNER WITH US!

IUP CAREER AND PROFESSIONAL DEVELOPMENT CENTER

TOOLS AND RESOURCES FOR THE CLASSROOM

Present a classroom presentation (in person or via Zoom)

- Overview of IUP CPDC
- Resume and Cover Letter Writing
- Life Design
- Major/Career Exploration
- Job Search Strategies and Career Considerations
- 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 **My Cool Career** events where they can network and learn about cool career paths from select IUP alumni and friends. Free meal vouchers for North Dining Hall will be provided for up to 30 students.
- Promote **job and internship openings** to students via iupcareercenter.com. Check out the **several upcoming career fairs and meetups** happening this fall and encourage students to attend or make it a field trip and bring your class!
- View our **upcoming events calendar** for programs, workshops, networking events, meetups, career fairs, and more.
- Have your students complete a **mock interview** and/or **etiquette dinner**. Learn more about these programs [here](https://iupcareercenter.com).
- Require 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, if you'd like.
- Use our **professional photo booth** to receive a free, high-quality headshot. No appointment needed! Open to all students, alumni, and faculty/staff.

EMPLOYER AND WORKFORCE DEVELOPMENT

REFER AN EMPLOYER! Prospective employers might reach out to you from time to time and if you do not have the 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 internship/employment opportunities and relationships.

If you have an employer wishing to recruit IUP students/alumni, please refer them to our IUP CPDC team at career-development@iup.edu or 724-357-2235 or directly to Assistant Director of Academic and Career Success Jeremy Ringer at jringer@iup.edu. We will work with them to customize their branding and recruitment strategy. Also, 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.

We can also provide a variety of training opportunities at the Indiana, Northpointe, or Pottsville campus, onsite at an employer location, or via Zoom. Email career-development@iup.edu for more information.

WHY REFER A STUDENT?

- **1-on-1 Career Assistance** in person, via Zoom, or by phone (e.g., Life Design, Choosing a Major, Interviewing, Resume, Cover Letter, Internship/Job Search, Professional Networking, LinkedIn, Writing a Personal Statement, and 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 Disney College Program (work-away program), and Parker Dewey (micro-internships)
- Access to a variety of professional **career resources** on several career-related topics

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

HOW TO COLLECT WITH OUR TEAM
iup.edu/career * 724-357-2235 * 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 2025 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 in addition to industry-wide, all-major career events. We remain committed to regularly reviewing and refining these events to better serve both students and employer partners. As noted in previous years' reports, this shift was prompted by repeated feedback from employers, students, and faculty, though limited staffing and resources, among other considerations, had previously influenced our decision to pursue the more targeted-tailored approach.

Assistant Director of Academic and Career Success Jeremy Risinger oversees all career fairs on behalf of the CPDC.

CAREER EXPO AND GRADUATE SCHOOL FAIR & 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 again this fall, 24 September at the KCAC from 10 am-2 pm, drawing 223 students and 95 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. Numbers could certainly be increased with more support from faculty sending/bringing students to the event.



SAFETY SCIENCES CAREER FAIR

The Department of Safety Sciences and Environmental Engineering hosted its annual Safety Sciences Career Fair on 25 September 2025. This event is run solely by the Safety Sciences and Environmental Engineering department, with no assistance from the CPDC. There is also an interview component after the main fair. This career fair continues to provide students with the opportunity to meet with a variety of employers offering internships, co-ops, or jobs.

This year, there were 75 employers and 135 students who participated.

HEALTHCARE CAREER MEETUP



The Healthcare Career MeetUp was held on 12 November 2025 from 3-5 pm. We continue to select the date and time that will better accommodate nursing students who are completing clinical rotations off campus. There were 16 employers and 98 students in attendance. Student attendance is up from both fall 2024 (25) and fall 2023 (67). The CPDC will continue to make adaptations that best support our students and employers.



HOSPITALITY CAREER FAIR

The fall 2025 Hospitality Career Fair was held 3 October from 9 am-12 pm in the HUB. There were 22 employers (30 in 2025) and 92 students (89 in 2025) 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 Spring 2026 Career Fair took place on Wednesday, 25 February from 10 am-2 pm at the KCAC. A total of 77 employers (up from 69 in 2025, but still down from 86 in 2024 and 130 in 2023). Student attendance, however, dropped by 33% from 355 in spring 2025 to 239 in spring 2026 (though, this is still an 8% increase from 2024 when we had 222 students). Student attendance at career recruitment events remains a challenge for the CPDC.

CRIMINOLOGY AND GOVERNMENT MEETUP



The second annual Criminology and Government MeetUp was held on Thursday, 26 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 81 students attended (a 21% increase from 2025 when 67 attended & a 47% increase from 2024 when 55 attended). There were only 15 employers in represented (down from 22 organizations in 2025 and 16 organizations in 2024).



EDUCATION CAREER FAIR

The College of Education Professional Day Fair was held on Thursday, 16 April from 9-11 am in the Hadley Union Building (HUB) with participation from 28 employers (44 in 2025) and 112 students (122 in 225).

2025-2026 ON-CAMPUS RECRUITING

In Fall 2025, 8 companies hosted information tables on campus, including Adelphoi, Allegheny Health Network, AmeriCorps, Clark County School District, Crown Castle, PLS, Pennsylvania State Police, and Vector Marketing. During Spring 2026, 8 companies hosted information tables: Allegheny Health Network, Hoarce Mann, James E. Van Zandt VA Medical Center, Montgomery County Police, Pennsylvania State Police, PLS, 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

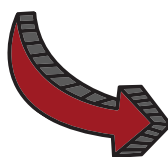
WESTPACS COLLEGIATE CAREER FAIR

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 Executive 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 our last two annual reports, 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 our 2023-2024 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 with elections to occur in the new AY.



14

IUP students
attended the fall
2024 fair



88

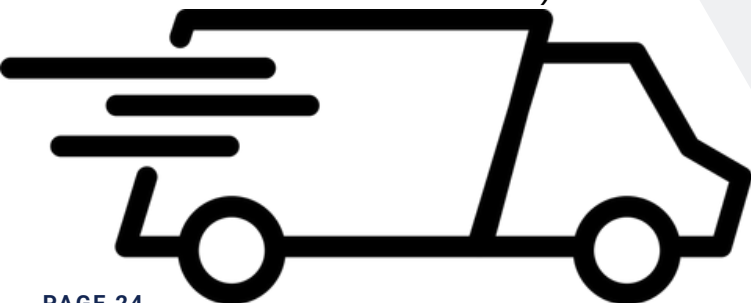
total employers/
organizations in
attendance at the
fall 2024 fair (four
no-shows)

14

IUP students
attended the
Spring 2026
PERC fair (up 2
from 12 in 2025).

177

employers
participated
(down from 205
in 2025)



PITTSBURGH EDUCATION RECRUITMENT CONSORTIUM (PERC)

PERC is a well-respected regional and national recruitment event. The job fair typically attracts over 200 employers from 25 states across the U.S. and several international organizations. Annually, several hundred candidates attend the PERC Education Job Fair. Participating employers interview and hire teacher candidates in all K-12 disciplines and 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.

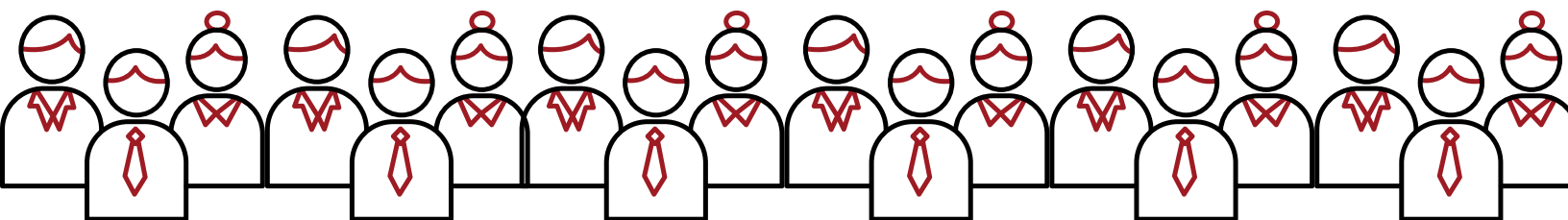
The Spring 2026 fair marked the fourth in-person event since the COVID-19 pandemic and welcomed 602 job seekers (541 in 2025). IUP was represented by Jeremy Risinger, who volunteered at the fair. While IUP's student participation has declined in recent years, we remain hopeful that more students will take advantage of this valuable hiring and networking opportunity moving forward.

EMPLOYER VISITS

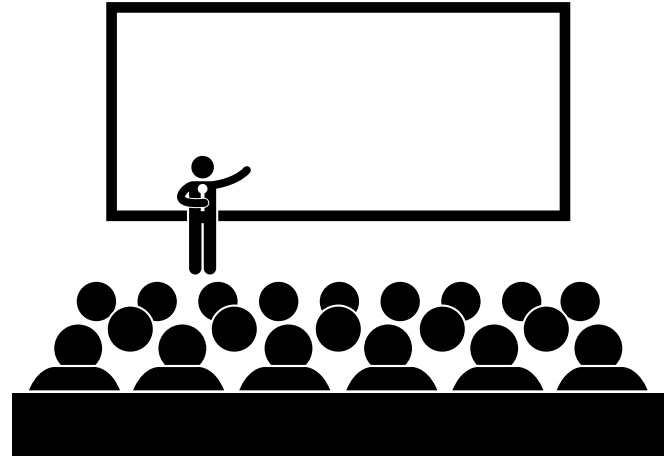
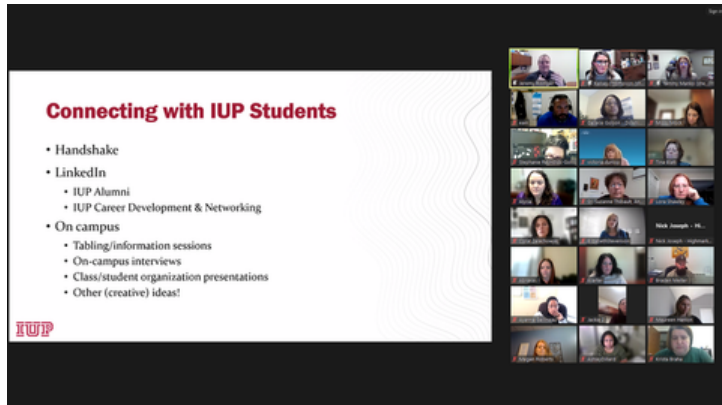
The list below includes employers the CPDC engaged with via Zoom, phone, or in-person meetings during the 2025–2026 academic year. Numbers in parentheses indicate multiple meetings. The number of employer visits remained steady this year, and the CPDC remains committed to rebuilding and expanding these connections in the coming years.

- Achieving True Self
- Adelphoi
- Altoona VA Medical Center
- Belmont Complex
- Brentwood Industries (2)
- Dan Smith's Candies
- DAVIS Construction
- Diamond Pharmacy
- DiamondBack Covers
- Effective School Solutions (ESS)
- Enterprise Mobility
- Eos Energy
- Fastenal
- Hershey Entertainment
- Hoarce Mann Insurance (3)
- Hyatt
- Integrate Autism Employment Advisors
- Johns Hopkins Applied Research Laboratory
- Kay Jewelers
- Little League International
- MassMutual Pittsburgh
- New Life Adolescents
- S&T Bank
- School District of Philadelphia
- SpiritLife, Inc
- Staffing USA
- The Boston Beer Company
- The Reschini Group
- Turner Construction
- TWright Safety
- UPMC
- Valence Surface Technologies
- Vector Marketing

36 total employer visits



CPDC EMPLOYER TOWN HALLS

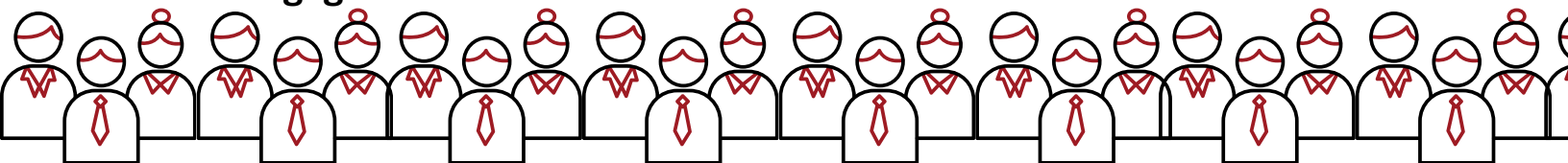


The winter Employer Town Hall was held 11 December 2025, and the summer Town Hall took place on 5 May 2026. Both events were promoted through Handshake and direct outreach to partner organizations. These informational sessions highlighted the upcoming semester's event calendar and outlined opportunities 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.

35 attendees at
winter Town
Hall

22 attendees at
summer
Town Hall



TOP PICTURE: DR. DAWN SMITH-SHERWOOD
MIDDLE PICTURE: THE FAMILY OF DR. P MICHAEL KOSICEK



BOTTOM PICTURES: MS. BETSY SARNESO & DR. JACQUELINE HEISLER

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. Dawn Smith-Sherwood (Fall 2025)
- +Dr. P. Michael Kosicek (Posthumously, Fall 2025)
- +Ms. Betsy Sarneso (Spring 2026)
- +Dr. Jacqueline Heisler (Spring 2026)

We were happy to present Dr. Smith-Sherwood, Dr. Kosicek (posthumously), Ms. Sarneso, and Dr. Heisler 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



Number of Participants

FOR FALL 2025 AND SPRING 2026 MOCK INTERVIEW SESSIONS. SUMMER 2026 MOCK INTERVIEWS WERE NOT OFFERED.

285 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.

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

Participating Groups

College of Arts, Humanities, Media & Public Affairs; Eblery College of Business; College of Education & Human Services; College of Health Sciences; Kopchick College of Natural Sciences & Mathematics; University College; Honors College; Crimson Scholars; Promising Scholars; Act 101; Fraternity Sorority Life; and, IUP Athletics

Mock Interviews

Etiquette Dinners

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

THE FUTURE OF THE MOCK INTERVIEW PROGRAM



Over the past two semesters, the Career and Professional Development Center (CPDC) has observed a modest decline in student participation in the Mock Interview Program. Historically, participation was driven primarily by faculty who required mock interviews as a course assignment, and students paid a \$25 participation fee. In recent years, however, fewer faculty members have incorporated mock interviews into their courses, and smaller class enrollments have further contributed to lower participation. The program has also experienced ongoing challenges in recruiting and retaining qualified mock interviewers. With the implementation of the First Learning Year (FLY) and Sophomore Academic Readiness (SOAR) courses, the CPDC anticipates renewed demand for mock interviews, particularly within the SOAR curriculum. To proactively prepare for this increased volume while ensuring a high-quality and scalable student experience, the CPDC is transitioning course-based mock interviews to Big Interview's Practice AI platform. Following a successful pilot with select students during spring 2026, the platform will be implemented for fall 2026 in courses requiring mock interviews. Student/faculty feedback and program outcomes will be evaluated throughout the academic year to determine the long-term effectiveness of this delivery model. The CPDC will continue to offer individualized mock interviews—both in person and virtually—on a limited basis for students and alumni who have completed at least one career coaching appointment. All other students, including those completing mock interviews as a course requirement, will participate in a complimentary virtual mock interview through Practice AI, providing an accessible, consistent, and scalable interview preparation experience.

THE DISNEY COLLEGE PROGRAM (DCP)



12

**students worked at Disney
during the 2025-2026
academic year**

This includes anyone whose DCP experience took place at any time between July 1, 2025, and June 30, 2026.



***IUP had 3 students working at Disney.
Students worked at Tomorrowland
attractions, Galaxy Edge Market/Stand,
and Food and Beverage.***



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 saw lower faculty engagement, but student engagement remained strong. 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. TWC still requires a \$200 deposit for students to secure their internship placements and a withdrawal policy that sets a deadline for students to withdraw without penalty; after this deadline, withdrawing incurs a significant fee. NOTE: Assistant Director Jeremy Risinger temporarily served as the Campus Liaison from early March 2026 and will continue to serve in this capacity until 8 September 2026.

21 IUP student interns
Fall: 5
spring : 0
summer : 16

Up from 16 during the 24-25 AY (31% increase).

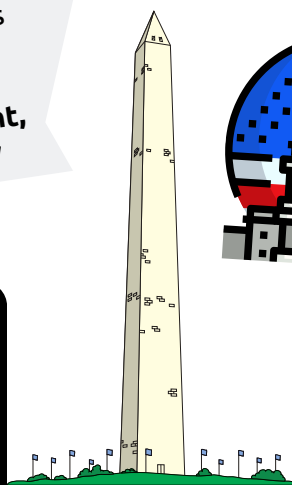


Total number of TWC
classroom visits/info
sessions in the fall
and spring

3

fall only this year

7 academic departments had students
participate: **Anthropology,**
Communications Media,
Criminology, English, Management,
Political Science, and Psychology



74*

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

SELECT NOTES ON IUP INTERNS

as reported by TWC mid-term

[Intern] is making progress at WFC Productions. She mostly works independently on video productions and graphic art for production. She enjoys the creative side of her work and has learned a lot about the business side of production.

[Intern] is fully engaged at his internship at the Salvation Army. He mentioned that he has learned a lot and he enjoys working as part of a team. His work has significantly increased since the beginning and he has learned to budget his time to complete all task as assigned by the deadlines. He manages well. His written skills are good.

[Intern] is enjoying her internship at Scenic America. Her work developing nationwide campaigns is becoming more complex, but she is able to manage and be creative. She is managing a change of supervision in the final three weeks of her tenure and is able to do her work independently. Her previous supervisor has given her positive feedback.



\$179,710

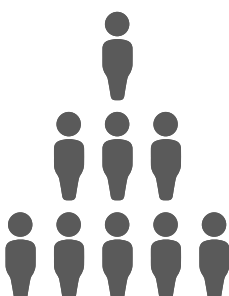
secured in scholarships through
TWC for IUP students this year

Since 1975, the IUP CPDC has sent 737 students to TWC and secured about \$2.9M in scholarships.



The Washington Center

PROFESSIONAL NETWORKING AND RELATIONSHIP BUILDING



77,793

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

368

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



3,694

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

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

579



3,210

credit-bearing, career-relevant, out-of-classroom
experiences completed during the 2025-2026
academic year*

*3,210 total experiences were completed by 1,808 unique students in
internships and other out-of-classroom experiences.

GRADUATE FIRST DESTINATION SURVEY

2,067

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

256

surveys completed
(response rate of 12%)

944

total recent graduates
for whom we have
reliable, verifiable data
(total knowledge rate of 46%)



CLASS OF

2025



(Class of 2025 consists of graduates from
August and December 2024 and May 2025)

FAST FACTS

86%

employed in the field of
their choice

97%

productive rate
(based on total knowledge)



46%

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.

We have established greater continuity in supervision and staffing to create a more consistent and sustainable CDA structure. All CDAs, regardless of their focus area, are cross-trained to promote flexibility and team effectiveness. This fall, as with every 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!

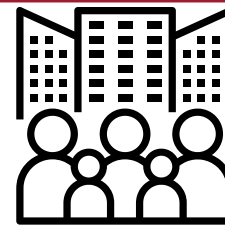
Additionally, all CDAs completed a crash-course training on reviewing resumes and cover letters, with a refresher offered in the spring for returning and new members. Beyond training, the CPDC hosted several social events, including an annual holiday dinner with a fun gift exchange and an annual end-of-year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

In addition to their core duties, CDAs support CPDC events each semester. Last spring, we introduced an 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 again this year and continued to boost enthusiasm and participation among CDAs.

Administrative Assistant Celia Barber oversaw the Administrative Support CDAs, while Sonia Yost, a first-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 student employees' growth as emerging professionals.



STAYING SOCIAL + COMMUNICATION EFFORTS



Communications Plan

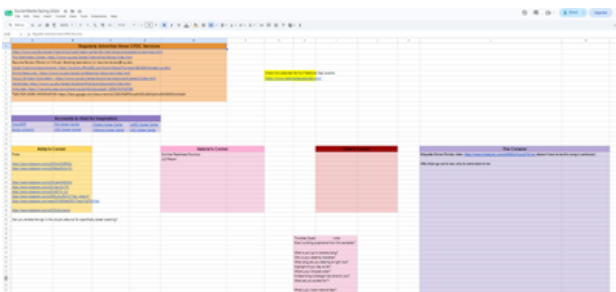
The CPDC continues to follow a robust communications plan that was established in 2019/2020, as a way to guide our marketing efforts and outreach, internally and externally, including off campus. Each fall and spring numerous updates are sent to faculty and staff and a welcome back email is sent to all 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 on campus to reach as many students as possible.

Navigators' Communications Plan

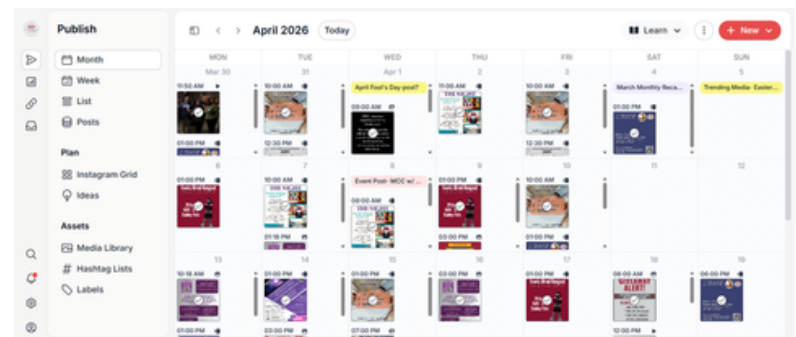
Starting in 2023, the CPDC created a communications plan for the IUP Navigators to assist them in sharing information about upcoming CPDC events, programs, services, etc. This plan is something the CPDC updates annually.

IUP Pathfinder Content

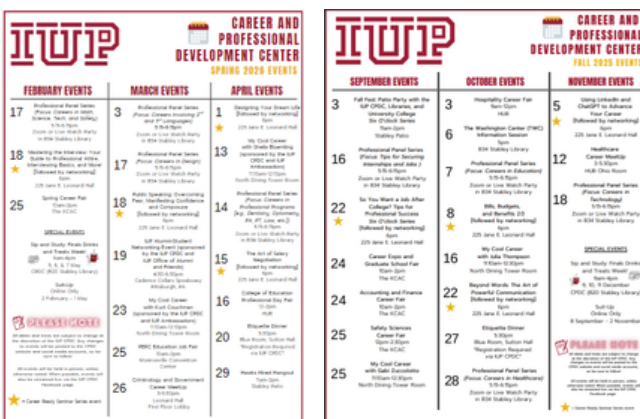
The CPDC regularly contributes to the IUP Pathfinder Newsletter, which is distributed to students weekly during the academic year. Content is created by Associate Director Kelsey Pilotta, then Director of Communications for Student Affairs Caitlin Aiello publishes the content.



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.

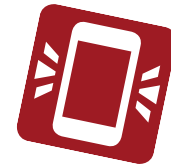


For nearly 20 years, the CPDC has created and shared a semester event calendar that is distributed to students, faculty, and staff before the start of each semester. This has proven to be an effective way to clearly communicate the CPDC's upcoming programs, events, and services. CPDC also prints and 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. We also have a calendar poster in the IUP Navigator space.

SOCIAL MEDIA



BY THE NUMBERS



@IUPCPDC

- Engagement: 6,676 (up from 2,138 last year)
- Net Follows: 140
- Shares: 111
- Video Views: 5,548 (up from 1,799 last year)
- Total Reach Accumulated from All Posts: 82,156 (up from 18,828 from last year)



Our account still exists, but we did not use X during this AY, and we do not plan to use it in 2026-2027.



@IUPCPDC

- New Followers: 200
- Total Followers: 310 (110 last year; +182%)
- Likes: 3.3K (1.5K last year; +55%)
- Views: 61.5K (29K last year; +112%)



@IUPCPDC



@IUPCPDC

- Posts: 153 (intentionally down from 533 last year)
- New Followers: 1,050 (322 last year; +226%)
- Total Followers: 2,033 (1,140 last year; +78%)
- Likes: 130,127 (4,077 last year; +3,092%)
- Comments: 271 (183 last year; +48%)
- Reach: 1,522,073 (135,244 last year; +1,015%)
- Views: 2,113,293 (155,705 last year; +1,257%)

- 32% web logins in 2025
- 27% mobile logins
- 10% profile completions
- 30,402 approved employers
- 186,773 jobs posted (from July 2025 to June 2026)
- 33,462 internships; 231 cooperative education; 153 experiential learning opportunities posted



iup.joinhandshake.com



LinkedIn Groups

- IUP Career Development & Networking: 813 members (754 last year; 8% increase)
- IUP Alumni: 11,142 members (11,103 last year)



CONSTITUENTS REACHED

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

8,485

**Total Constituents
Reached**

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

77,793

**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.

