

# TWARDOWSKI CAREER DEVELOPMENT CENTER

## 2024–2025 Annual Report

### MISSION

*The TCDC serves as the bridge connecting students and alumni to the professional world, introducing them to who they can become.*

### HIGHLIGHTS

- Awarded 101 students a total of **\$131,200** through the Fund for Unpaid Internships this academic year
- Launched a website for faculty with pre-built career assignments, D2L modules, and other classroom content
- Launched the **Career Readiness Collaborative**, a group of committees with on and off campus partners dedicated to enhancing the state of career readiness at WCU

**8.1 out of 10 students would recommend a TCDC recruiting event to a peer**



**9.5 out of 10 students would recommend the TCDC's services to a peer**



### COMING SOON...

- More D2L modules in the collection of resources and tools faculty can utilize in the classroom
- A report that explores the impact career engagement has on retention at WCU
- A newly-revised Experiential Learning Survey data dashboard
- Results from the NACM - National Alumni Career Mobility survey - that explore the career and economic mobility of WCU graduates
- The addition of a Career Readiness Fellow, a member of the faculty that engages peers in enhancing career readiness competency infusion in the classroom
- Reimagining Career Center on the Go - mobile drop-in hours that bring career services to the students

**91% of the class of 2024 are employed or pursuing graduate school (52% knowledge rate)**

[www.wcupa.edu/outcomes](http://www.wcupa.edu/outcomes)

### 2025 A Year to Celebrate!



In 2025, the TCDC is celebrating its **Diamond Jubilee** - 60 years of introducing students to who they can become!

In celebration of that history, and in honor of the visionary leadership and legacy of the TCDC's founder, Dr. Ed Twardowski, the Career Center will be hosting a celebration this fall for campus and external partners.

**87% of students who completed the 2024 Experiential Learning Survey engaged in at least one internship or other EXL opportunity.**

[www.wcupa.edu/exl](http://www.wcupa.edu/exl)

# STUDENT ENGAGEMENT

Overall student engagement rose a modest 1% over last year in terms of the amount of engagement, but a much higher increase compared to just three years ago (31% increase from FY22). The unique number of students engaged increased as well - 2% over last year and 26% compared to three years ago. These gains were possible through the growing of partnerships with our signature events, as well as our collaborations with faculty in the classroom. As the TCDC continues to strive for 100% engagement, meaningful on and off campus partnerships will be critical.

## Appointments/Drop-Ins

- Top 3 Topics: Resume Review, Job & Internship Search, Major & Career Exploration
- Mode: 52% in Person, 47% on Zoom, 1% over the Phone

FY21	FY22	FY23	FY24	FY25
1,411	1,549	1,664	1,680	1,652

## Class Presentations

- FYE Engagement: 2,777 students in 17 FYE sections

	FY21	FY22	FY23	FY24	FY25
Presentations	51	95	109	130	102
Students	1,273	3,965	5,680	6,318	5,190



293 students  
shopped the  
Career Closet 343  
times and 791  
students used the  
Iris Photo Booth  
for a professional  
headshot 886  
times

## Career Assignments in the Classroom

- 254 students completed the Intro to Career Readiness D2L Module (407 started the course)
- 297 students completed mock interviewing assignments across 9 classrooms through Big Interview
- 125 students completed Informational Interviewing with an alum through Ram Nation

## Workshops Outside of Class

	FY21	FY22	FY23	FY24	FY25
Presentations	85	65	82	50	47
Students	1,344	1,001	3,333	1,370	734

# STUDENT ENGAGEMENT CONTINUED

## Recruiting & Networking Event Attendance

FY21	FY22	FY23	FY24	FY25
1,753	2,854	3,224	4,196	4,409



## Handshake Applications

	FY21	FY22	FY23	FY24	FY25
Applications	7,783	9,158	9,273	27,699	18,942
Unique Students	2,344	2,691	2,692	4,185	3,696

## Resume Uploads

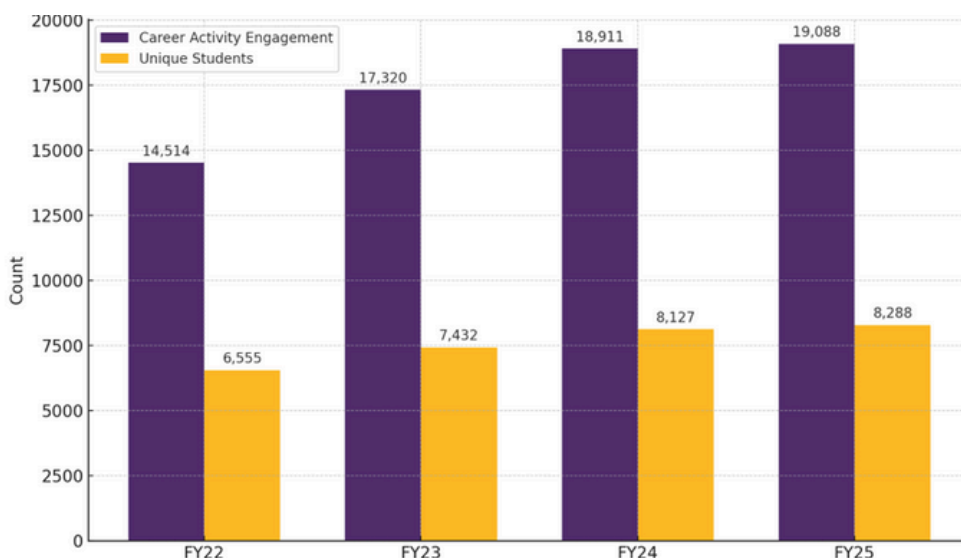
FY21	FY22	FY23	FY24	FY25
5,291	5,151	6,067	6,133	6,581*

\*2,229 resumes reviewed by way of Big Resume, an online platform that uses AI to deliver the Career Center's resume feedback

15 students participated in the Internship Prep Program for First Gen Students. 8 professionals shared insight and advice with program participants.

## Overall Student Engagement

- 19,088 career activities supported by the Career Center completed by 8,288 unique students
  - Average of 2.34 career activities per engaged student



# EMPLOYER & EXTERNAL ENGAGEMENT

Employer engagement held steady this year, increasing 9% over the last year. On top of those gains, the TCDC created some new ways for employers to engage with the campus in meaningful ways, including the Employer Appreciation Breakfast and the return of the Employer Advisory Board. Based on survey data, we know that employers keep coming back to WCU because of the talent they meet, their level of preparedness, and the way their skills and academic preparation align with their hiring needs.

## Employers Attending Recruiting Events

FY21	FY22	FY23	FY24	FY25
157	289	435	369	403

## Employers Attending Town Halls

FY21	FY22	FY23	FY24	FY25
164	189	167	219	169

## Jobs & Internships Posted

	FY21	FY22	FY23	FY24	FY25
# of Postings	32,998	77,476	84,622	102,706	115,972

## Employer Appreciation

Over 60 employers came back to campus in May 2025 so that we could celebrate another successful year of hiring at WCU, and to show appreciation for the individuals who give their time, energy, and resources to hiring WCU students for full time and internship roles. During the event, a panel of students highlighted their experiential learning opportunities.

## Employer Advisory Board

The Employer Advisory Board is comprised of 11 employers who regularly recruit at WCU and are committed to strengthening the TCDC's impact through student-employer connections. The Board convened in May 2025, and included BDO, Diamond State Financial, Elwyn, Enterprise Mobility, Frontage Labs, Main Line Health, PwC, SEI, The Judge Group, Vanguard, and YMCA of Greater Brandywine.

## Chamber & Other External Engagement

The TCDC partnered with several local Chambers of Commerce, most notably with the Greater West Chester Chamber and Downtown West Chester to host a Part Time Job Fair, and the Chester County Chamber to do a drive for the Career Closet. The TCDC also hosted the West Chester Rotary Sunshine Club on campus, and partnered with PA Career Link and Chester County Community Development to host a county-wide job fair in April 2025.

