Get to Know the
Twardowski Career Development Center

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Mission

The Twardowski Career Development Center serves as the bridge connecting students and alumni to the professional world, introducing them to who they can become.

Vision

The Career Development Center will be positioned and valued as an innovative campus-wide strategy that completes the university's mission by democratizing access to resources, knowledge, connections, and opportunities for diverse students, alumni, and employers.

Commitment to Inclusion

We invite students, alumni, and employers to bring their full identities, and express themselves without fear of judgement, to every interaction with the Career Development Center. We strive to be a space where those with which we work feel seen, heard, respected, and provided every opportunity to be successful.

College Liaisons

The Career Center has a designated liaison for every College. Scan to learn more.

Services for Students

- Major & Career Exploration
- Internship, Job, and Grad School Search Strategy
- Resume, Cover Letter, and LinkedIn Profile Review
- Interview Preparation
- Networking Strategy
- Connection with Employers and Alumni for Recruiting, Networking, and Mentoring
- Career Closet | free professional clothing
- Iris Photo Booth | free professional headshots
- Fund for Unpaid Internships

Career Software Platforms

Handshake | Job, internship, event, and employer platform
Ram Nation | Alumni to student flash mentoring platform (informational interviews, job shadows, mock interviews)
Big Interview & Big Resume | Mock interviewing platform and resume feedback developed by career counselors, delivered via AI

Career Engagement in the Classroom

- Class Presentations
- Pre-built Career Assignments
- D2L Modules

Data Collection

- Experiential Learning Survey and Dashboard | www.wcupa.edu/exl
- First Destination Survey and Dashboard | www.wcupa.edu/outcomes
- State of Career Readiness Audit

Integrating Career Readiness into the Academic Experience
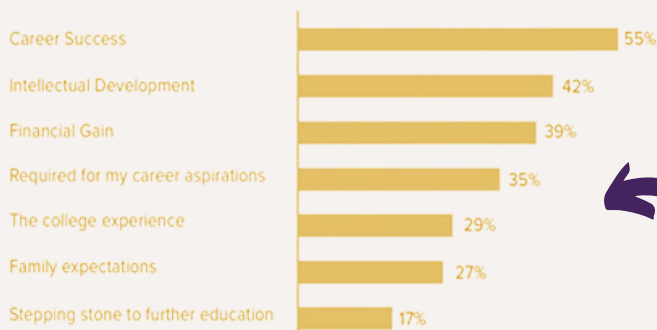
Defining Career Readiness

Colleges prepare students for **World Readiness** which is viewed through three main contributions of **life**, **work**, and **citizenship** (defined by Cathy Davidson at CUNY and used in the Boyer 2030 Commission's Equity/Excellence Imperative).

Within work, our office defines **Career Readiness** as the demonstration of core competencies discovered and developed throughout a student's college experience that broadly prepare them to thrive beyond graduation, both in pursuing professional goals and actualizing lifelong personal and professional success.

Importance of Career Readiness Integration in the Classroom

Higher education is in an evolutionary moment where adapting to the needs and motivations of today's students is critical. As a result, institutions are prioritizing intellectual development AND preparation for post-graduation success.

Alumni report career and academics as primary motivations for obtaining a degree

Career Success	55%
Intellectual Development	42%
Financial Gain	39%
Required for my career aspirations	35%
The college experience	29%
Family expectations	27%
Stepping stone to further education	17%

2022 National Alumni Career Mobility Survey

Career Readiness in the Classroom

The National Association of Colleges and Employers has defined the Career Readiness Competencies*:

1. Career & Self-Development
2. Communication
3. Critical Thinking
4. Equity & Inclusion
5. Leadership
6. Professionalism
7. Teamwork
8. Technology

*Head to https://tinyurl.com/NACECC8 for more detail on each competency.

We know the development of these skills happens in the classroom, but we see a gap in our students' ability to reflect and translate those skills to their professional and personal journeys. Together, we can build that competency bridge.

Career Readiness Integration: Getting Started

Adding Career Readiness Competency Language to Your Syllabus

Here's an example...

This course will provide you with knowledge and skills related to these NACE Competencies: [insert relevant competency/competencies]. These skills will help prepare you in securing internship, employment, or continuing education opportunities. Your academic courses not only provide you with discipline specific knowledge, but also opportunities for you to practice these competencies, which are transferable to all career paths and industries.

You can learn more about these competencies and how to include them in your resume from the Career Development Center: wcupa.edu/cdc

Career Readiness Assignment Examples

Major & Career Exploration Opportunities (best for 1st and 2nd year students)
- Writing assignment based on identifying and researching career or major options
- Take FOCUS2 (Career Interest Inventory) and present results

Resumes (best for 2nd, 3rd, 4th+ and graduate students)
- Create or update a resume, getting feedback from the Career Center
- Create a customized resume assignment in Big Resume

Interviewing (best for 2nd, 3rd, 4th+ and graduate students)
- Mock interview assignments by industry or job function using Big Interview

Job Searching & Networking (best for any level)
- Create a LinkedIn profile using the profile checklist
- Get a professional headshot for LinkedIn using the Career Center's professional photo booth
- Informational interviewing with a professional or alum (LinkedIn/Ram Nation) in their field
- Attend campus networking events and job fairs; incentivize attendance if possible

Using Career Readiness to Apply Theory

The content taught in each course is unique to the major, professor, and learning outcomes. Below are just some examples of faculty using a career topic as a practical example of a discipline specific theory or content area.

Examples:
- Organizational Communication Theories taught through the lens of communication with applicants from the onset through interviewing phase of a job search
- Theater classes with mock interview dramatizations
- Early level math or finance classes that discuss budgeting (paying for college, research salary info, and cost of living expenses)

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