



Center for Professional

**SUCCESS**

COLLEGE OF HUMANITIES & SOCIAL SCIENCES

**2022 - 2023**  
**ANNUAL REPORT**

Empowering Futures &  
Three Years of Achievements



# Table of Contents

|   |       |
|---|-------|
| Message from the Leadership                                 | 3     |
| Heightening Visibility, Broadening Impact                   | 4     |
| Significant Accomplishments from the '20-'23 Strategic Plan | 5     |
| Appointments by the Numbers                                 | 6     |
| What our Students Learned                                   | 7     |
| Faculty-in-Residence: Supporting Graduate School Endeavors  | 8     |
| Power of Partnerships, Student Testimonials                 | 9     |
| Broadening Experiential Learning                            | 10-11 |
| Integrating Career Services into the College Curriculum     | 12-13 |
| Planning for Next Year & Beyond                             | 14    |
| Acknowledgement & Appreciation                              | 15    |

# Message from the Leadership

Empowering futures. That is what we sought to do upon establishing the Center for Professional Success, and four years later, we have much to celebrate. As we bring our inaugural 2020-2023 strategic plan to a close, we can't help but reflect on our impact. When our strategic plan was written, no one could have anticipated the impending COVID-19 pandemic or the tragic murder of George Floyd, which sparked the Black Lives Matter movement. These and other events had implications for our work, and yet, we remained committed to the heart of our plan - strengthening partnerships to expand experiential learning and career services for College of Humanities & Social Sciences (CHSS) students. Specific strategies included edging closer to 100% of CHSS students engaging in experiential learning as part of their program requirements. New internal and external services, such as our Faculty-in-Residence and Attorney-in-Residence, were also established to aid the third of our graduates who pursue an advanced degree upon graduation. And whether it be through our comprehensive Self-Directed Learning Modules or robust list of services and workshops, tailored career development services were made more accessible to CHSS students.

With the start of the fall 2023 semester, we continue to appreciate the partnerships of our many stakeholders. From our CHSS Match Internship Program partners to the faculty and staff who attended our Experiential Learning Expos, our partners are integral to the success of our students. We've intentionally built relationships with those who are equally invested in our work - one example being our ongoing partnership with the Hispanic Bar Association of New Jersey to support law school aspirants. Looking ahead, we are excited to build upon these relationships to expand pathways for future students.

In light of our many successes, more meaningful work remains. The issues facing today's college students continue to evolve, as does the workforce that awaits them. The priorities of three years ago have shifted, and colleges and universities face increasing accountability for students' career outcomes. Thus, as we plan for the coming years, we've outlined goals that prioritize enhancing access and early exposure to career development and experiential learning opportunities. We aim to strategically equip students with technology skills and other in-demand competencies to be more competitive in an evolving workforce, among other priorities.

We invite you to share in the stories and pride points this report outlines. As we continue our work, our philosophy is simple. The future may be uncertain, but with intention, commitment, and partnership, we can better empower students today to take hold of their tomorrow.



Stephen Fleming, Ed.D



Patrick Massaro, M.A., N.C.C.

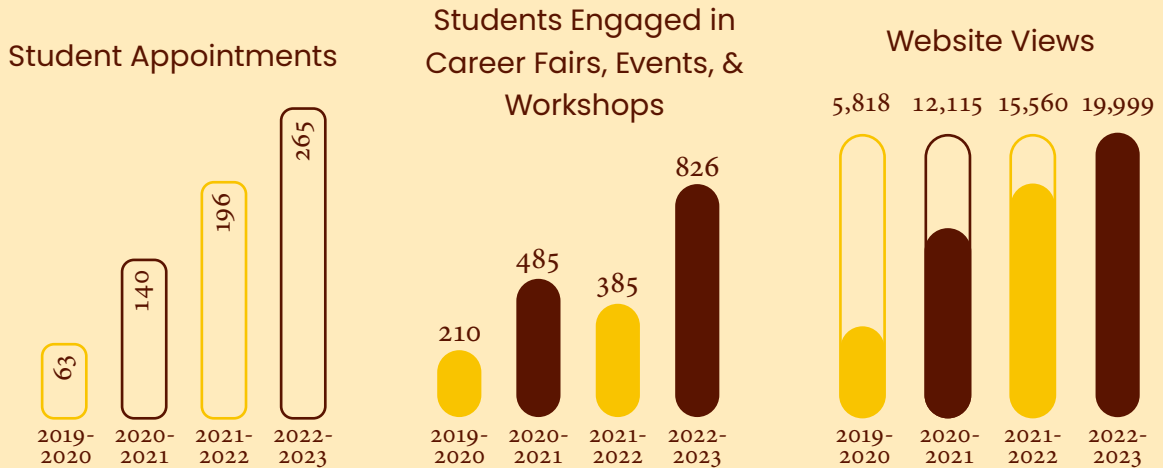
## Our Mission

As a comprehensive resource, the Center for Professional Success facilitates individualized professional development opportunities and career exploration for the College of Humanities & Social Sciences students. We leverage on- and off-campus partnerships to benefit students' career wellness and create pathways for experiential learning. In doing so, we empower all students to foster their success at Rowan and beyond.

## Our Vision

We strive to equip all students enrolled in the College of Humanities & Social Sciences to adapt their competencies within a competitive job market.

# Heightening Visibility, Broadening Impact



38%

of students served identified as first-generation college students (exceeds 36% first-generation enrollment in CHSS)

42%

of students served were from underrepresented backgrounds (exceeds 37% underrepresented student enrollment in CHSS)



# Significant Accomplishments from the '20 - '23 Strategic Plan

With the conclusion of the spring 2023 semester, the Center for Professional Success successfully concluded its 2020 - 2023 strategic plan, marking a significant milestone in our journey. Over the past years, we have achieved numerous noteworthy milestones and implemented transformative initiatives that have laid a solid foundation for future growth. Here are some of the key accomplishments we are proud to highlight:

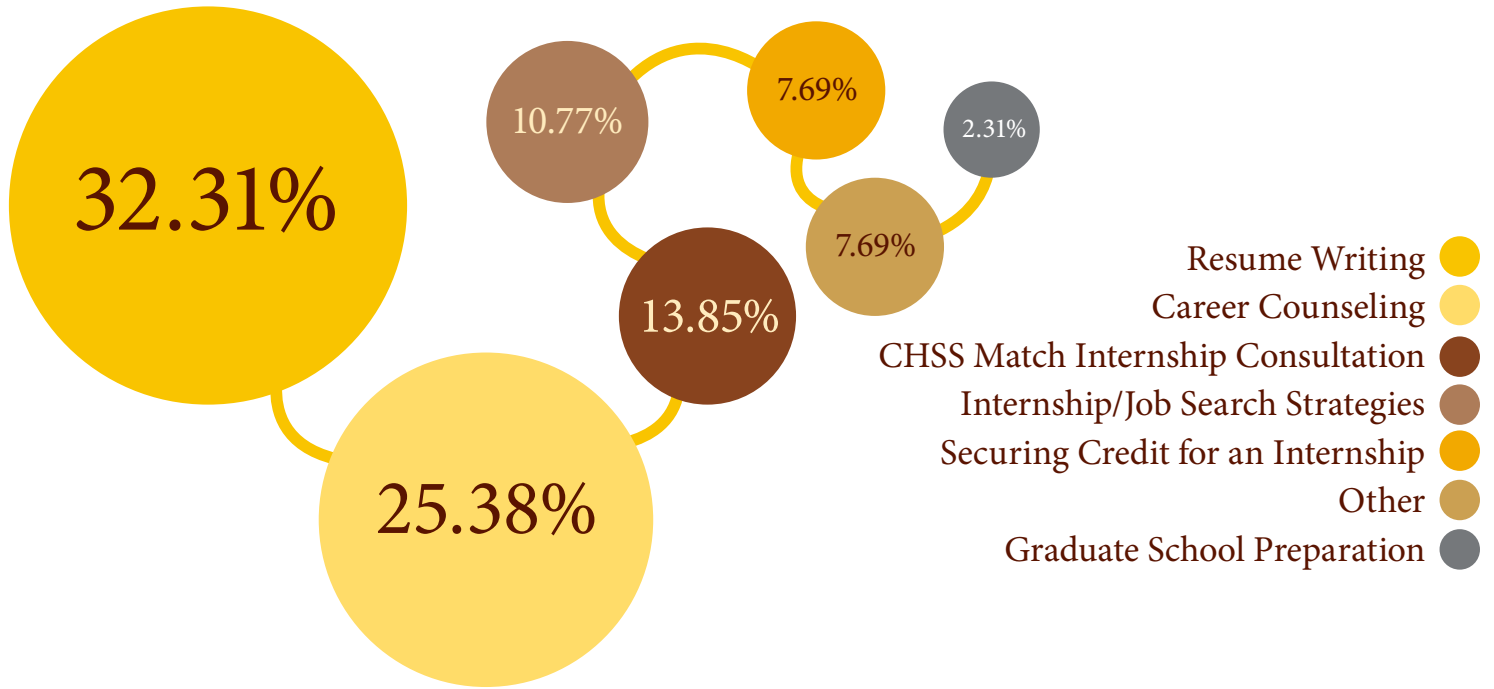
- Collaborated with the Office of Career Advancement to coordinate activities and prevent any duplication of services.
- Developed processes to facilitate the recruitment, screening, and instruction of the Experiential Learning in the Humanities & Social Sciences and Interdisciplinary Case Studies in the Liberal Arts classes.
- Engaged committee of CHSS faculty and staff, to draft a course proposal for CHSS majors focused on connecting their major to a career and preparing for the world of work.
- Established an experiential learning fair to showcase the value of experiential learning, as well as promote opportunities for experiential learning including study abroad, service-learning, undergraduate research, and internships.
- Partnered with the Law & Justice Studies department to combine efforts and provide a large-scale career fair for all humanities & social sciences majors.
- Redeveloped the Internship in Applied Liberal Arts course. This included the design of a cumulative supervisor evaluation that was incorporated as a class requirement.
- Synthesized feedback from the Career Development Committee to introduce a career development exercise for incoming first-year and transfer students during all summer orientation sessions.



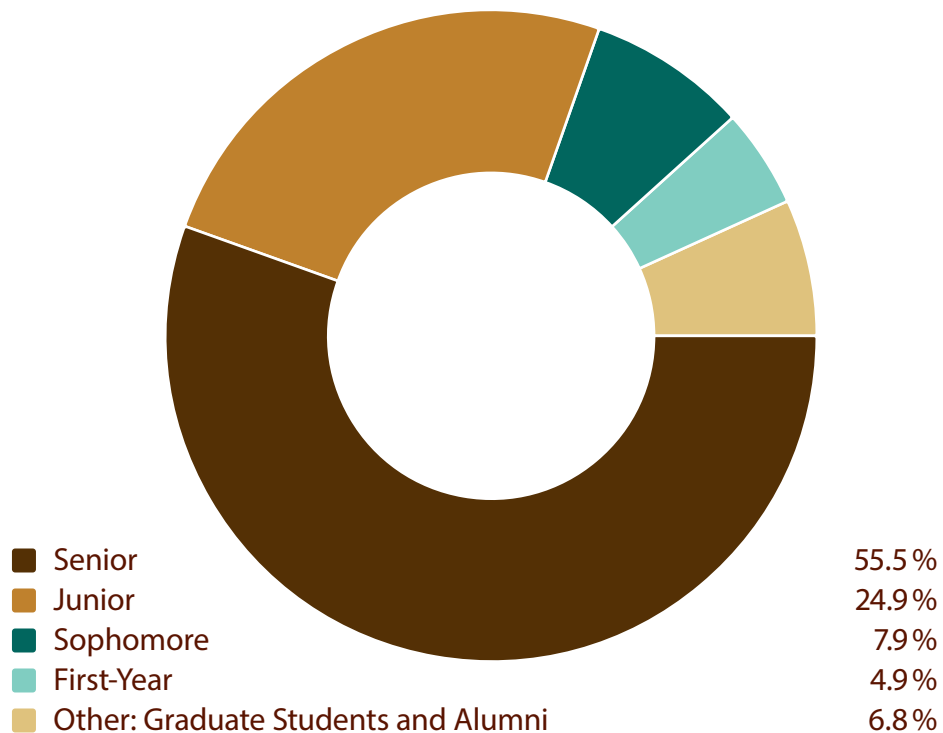
Assistant Director, Patrick Massaro, introduces first-year students to Center for Professional Success resources during the 2023 summer orientation.

# Appointments by the Numbers

## Most Common Appointment Types



## Breakdown of Students Who Completed an Appointment



# What Our Students Learned

Students who completed a CPS appointment

**82%**

strongly agreed that it positively impacted their ability to create a plan of action to reach their education and/or career goals.

**85%**

strongly agreed that they would return to the Center if they need further assistance with their academic or career preparation.

**100%**

strongly agreed or agreed that they can illustrate how to provide clear evidence of their education, skills, and accomplishments in their resume.

**69%**

strongly agreed that they feel more prepared to achieve their career goals.

**77%**

strongly agreed that they were able to establish a plan of action regarding contacting potential CHSS Match employers.



# Faculty-in-Residence: Supporting Graduate School Endeavors



The College of Humanities & Social Sciences was excited to have Dr. Yvonne Hammond return as the Faculty-in-Residence during the 2022 to 2023 academic year. Dr. Hammond, Lecturer in the English department, supported students interested in pursuing master's or doctorate degrees upon graduating from Rowan University.

Services Dr. Hammond provided students included:

- Answering concerns or questions about the required documentation needed for graduate school.
- Identifying potential funding resources for students' graduate education.
- Searching for graduate programs that reflect the values and career goals of the applicant.
- Supporting the drafting and critiquing of students' writing materials.

Throughout the 2022 to 2023 academic year, the Faculty in Residence position completed over 20 student appointments that helped prepare students to apply to graduate school. In addition, Dr. Hammond facilitated two workshops: one focused on considering graduate school, and one focused on how to prepare for graduate school over the summer.

With the end of the spring 2023 semester, Dr. Hammond will have completed her two-year term as the Faculty-in-Residence. In her place, Dr. Abraham Witonsky, Lecturer in the Philosophy & World Religions department, will become the new Faculty-in-Residence for the Center for Professional Success. The center is exceedingly grateful for Dr. Hammond's service and is excited for Dr. Witonsky to begin his new role in the fall 2023 semester.



# Power of Partnerships

## Attorney in Residence

Throughout 2022-2023 academic year, the Hispanic Bar Association (HBA) of New Jersey collaborated with the center to offer valuable learning and networking opportunities for all Rowan University students. This collaboration marked the second ever sponsorship of \$1,000 for the Center for Professional Success. The sponsorship supported hiring an intern from the CHSS Match Internship Program, who directed social media and event-related efforts for the HBA. Furthermore, it provided programmatic funds to both the center and the Pre-Law Society. Throughout the academic year, the HBA organized 4 Attorney in Residence workshops, which were attended by multiple students from all majors. During these sessions, Mr. Jose Calves (History Alumni

and Associate at Brown & Connery, LLP) held monthly office hours, and actively engaged with students who expressed an interest in pursuing law school.

## CHSS & ECCCA Career Expo

In collaboration with the Office of Career Advancement and the Edelman College of Communication & Creative Arts (ECCA), a CHSS & ECCCA Career Expo and virtual alumni panel was held on March 1, 2023. The event witnessed the active participation of 67 employers and over 250 students. Both the career expo and alumni panel provided students an engaging platform for networking and allowed students to pursue viable employment opportunities.

## Student Testimonials:

What was the most helpful takeaway you experienced through visiting the Center for Professional Success?

*"Knowing how to truly take my experiences and translate them into a concise yet unique resume for future employers."*

*"Being able to consider how my skills and interests can be applied to various career fields. The outlines of different career paths with the in-depth analysis of those careers was extremely helpful!"*

*"The most helpful takeaway for me was being able to have confidence in understanding and discovering how important my accomplishments are and how I can articulate them properly onto my resume."*

*"Being able to make applicable steps towards my career interests and forming a plan of action."*



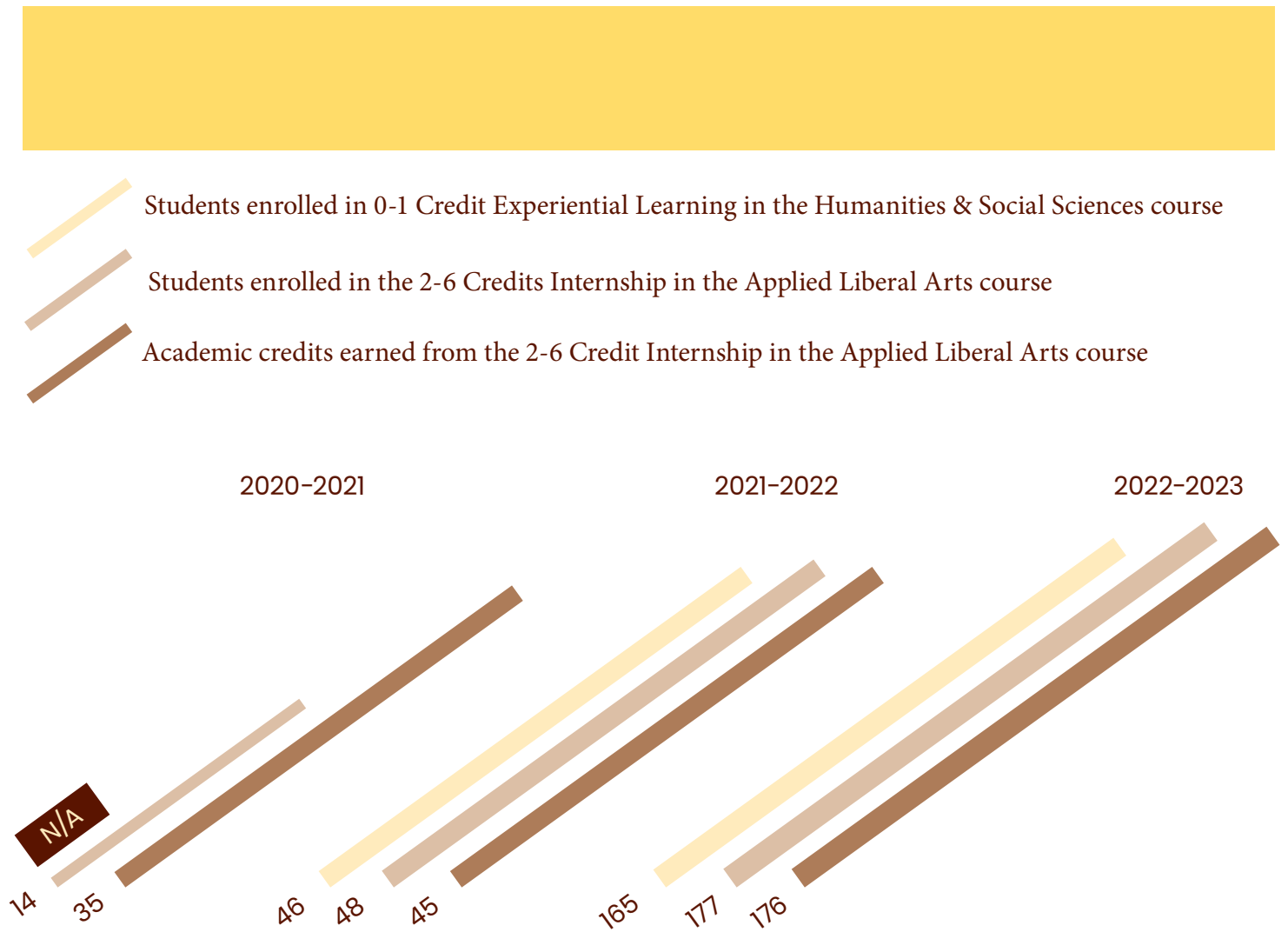
# Broadening Experiential Learning

## Experiential Learning Requirement

Experiential learning plays a vital role in students' holistic education, enabling them to apply classroom knowledge, gain practical skills, and establish professional connections in their desired fields. Recognizing its significance, starting in fall 2021, all CHSS majors must complete an Experiential Learning Requirement that mandates a minimum of 1 credit of experiential learning as an essential requirement for graduation. As a result of this curriculum initiative, 86% of all CHSS students are required to complete an experiential learning experience, such as job shadowing, internships, micro-internships, service-learning, student-

faculty research, or volunteer work before graduation. The establishment of this initiative empowers students to bolster their professional competencies and potentially receive academic credit for their completed activity.

Another pathway for students to fulfill their Experiential Learning Requirement is by enrolling in the Experiential Learning in the Humanities & Social Sciences and Internship in the Applied Liberal Arts class. These courses are offered each semester, and their enrollment includes the following:



## Experiential Learning Fair

To support students in completing the mandatory Experiential Learning Requirement, the center proactively developed targeted programming to assist students in fulfilling this prerequisite. In the fall 2022 and spring 2023 semesters, the center organized two Experiential Learning Fairs. Each fair provided a platform to showcase various

opportunities such as job shadowing, internships, micro-internships, service-learning, student-faculty research, and volunteer roles that students could pursue to complete this requirement. Each fair featured an impressive lineup of over 20 experiential learning options, attracting a substantial turnout of more than 65 students.

## From Competition to Class – Interdisciplinary Case Studies in the Liberal Arts

Since 2018, the CHSS Case Study Competition was a seminal program that has been offered to all Rowan University students. However, as of the spring 2023 semester, the Case Study Competition has transitioned into the one credit Interdisciplinary Case Studies in the Liberal Arts (INTR 20390) class. This course engages students in a team-based project through which they research a timely, interdisciplinary issue through the lens of higher education. In doing so, students have an opportunity to apply the

tenants of their major to the causes and effects of the case study at hand. A total of 18 students and 3 faculty coaches participated in the first offering of the course during the spring 2023 semester which focused on topics of social stratification and tribalism. Moving forward, this course will be offered during each fall and spring academic semester, and serves as a medium for students to fulfill their experiential learning requirement.



Student presents during the inaugural course offering of Interdisciplinary Case Studies in the liberal arts. Student presentations focused on social stratification.

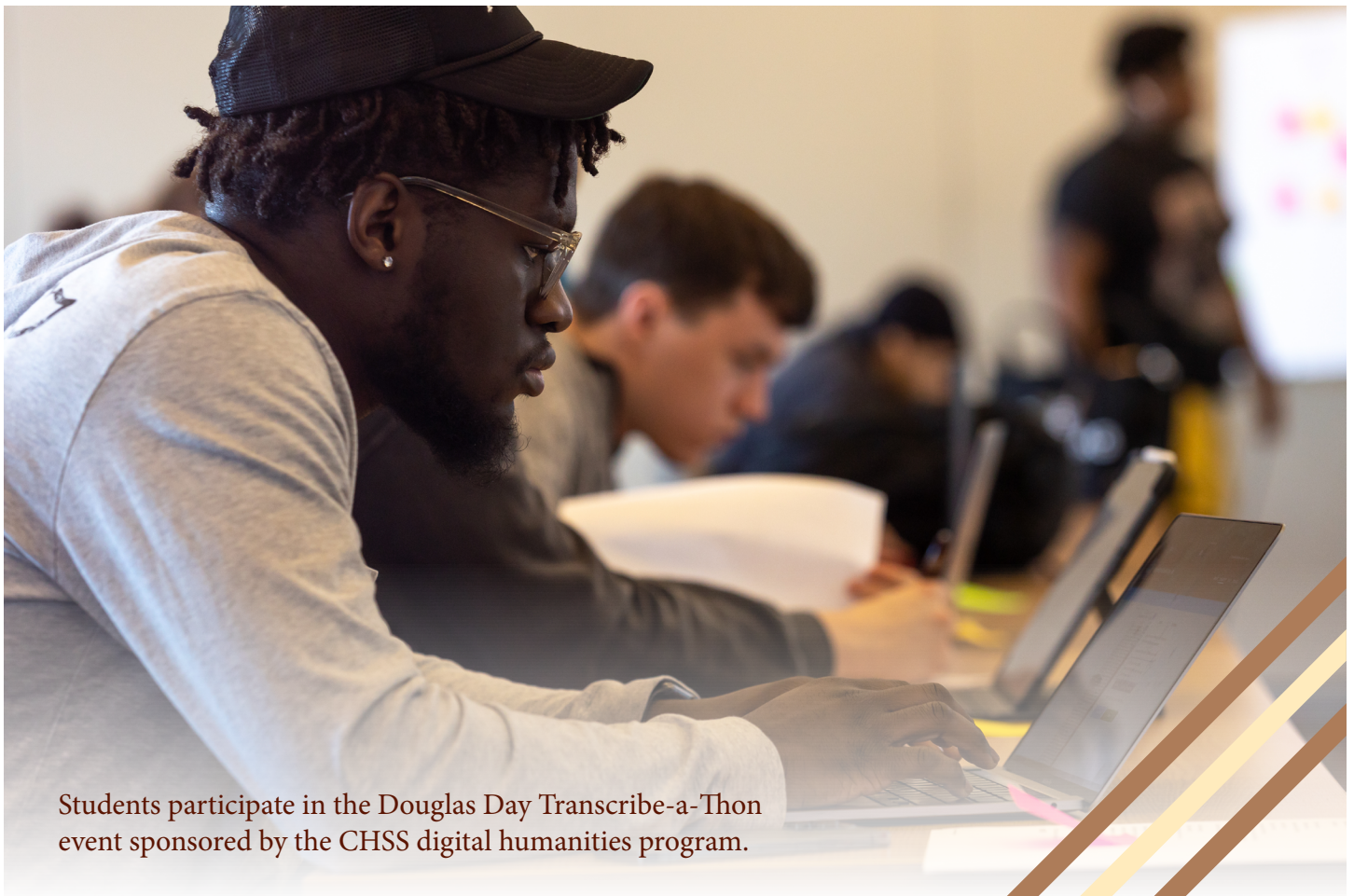
# Integrating Career Services into the College Curriculum

## Self-Directed Learning Modules (SDLM)

From March 2020 to December 2021, the Center for Professional Success facilitated a Career Development Committee that was tasked with developing pathways to integrate career services into the college's academic curriculum. The committee was chaired by Patrick Massaro and was composed of staff and faculty members from each CHSS department. The accumulation of these efforts led to the creation, organization, and facilitation of the college's Beginner, Intermediate, and Advanced Self-Directed Learning Modules that CHSS faculty members can incorporate into their academic courses. Each module is an asynchronous learning activity that was specifically created to address the career development needs of the following student populations:

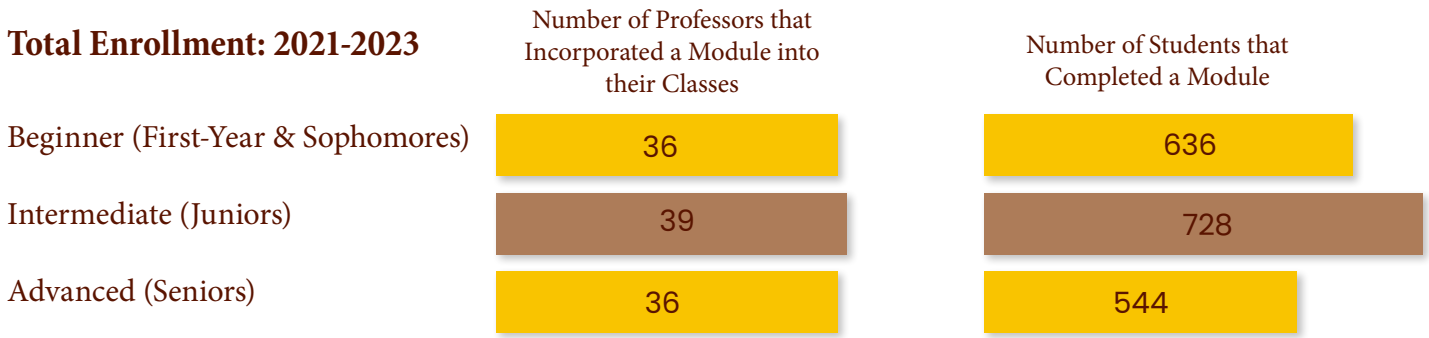
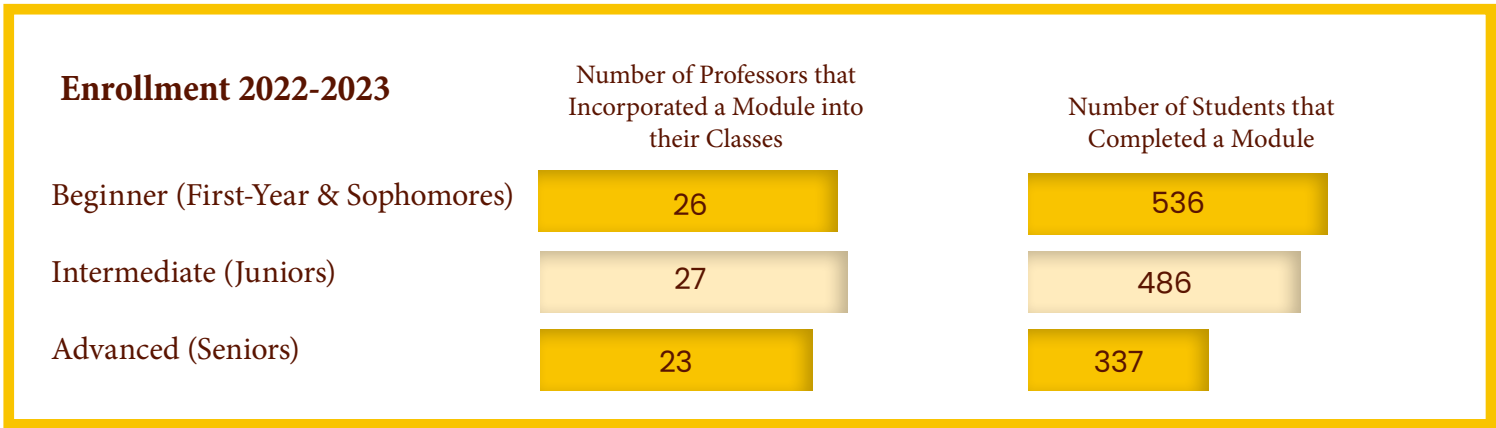
- Beginner Module: Freshman & Sophomore Level Students
- Intermediate Module: Junior Level Students
- Advanced Module: Senior Level Students

The total time to complete each module is between 35 to 45 minutes and requires students to view seven to eight 5-minute videos and a quiz associated with each video. Students register for the module using the Online Marketplace, after which it automatically populates in students Canvas account. Once students' assigned module is finished, they log into their Rowan Marketplace account to download their Certificate of Completion they will submit to their professor as evidence of their completion.



Students participate in the Douglas Day Transcribe-a-Thon event sponsored by the CHSS digital humanities program.





## Self-Directed Learning Module Takeaways

Beginner Module - 89% of students Strongly Agreed or Agreed that after completing the Beginner Module, they know how the Center for Professional Success can support their academic and career preparation.

89%

85%

Intermediate Module - 85% of students Strongly Agreed or Agreed that completing the Intermediate Module was a valuable learning experience.

Advanced Module - 86% of students Strongly Agreed or Agreed that after completing the Advanced module, they know how the Center for Professional Success can support their academic and career preparation.

86%

# Planning for Next Year & Beyond

## On the Horizon for the 2023–2024 Academic Year



The center will be developing a new comprehensive three-year strategic plan that will guide the office's initiatives and activities from 2023 to 2026.



The Experiential Learning Requirement will be a mandatory for nearly 94% of CHSS students to complete as a graduation requirement by the fall 2023 semester.



The Center for Professional Success will be submitting a curriculum proposal for a new Building Your Life & Career Success course during the fall 2023 semester.

## Priorities for the 2023–2026 Strategic Plan

### **Strategic Priority 1: Enhance access and early exposure to career development and experiential learning opportunities.**

- Goal 1: Enhance awareness and partnerships to increase engagement with underserved student populations.
- Goal 2: Promote early exposure to career development and experiential learning opportunities for all CHSS students.
- Goal 3: Harness the potential of Artificial Intelligence (AI) and other cutting-edge technologies to expand the accessibility of career development resources for a wider range of students.
- Goal 4: Empower junior and seniors with the essential knowledge and resources to actively pursue their career objectives upon graduation.

### **Strategic Priority 2: Equip students with in-demand competencies to be competitive in an evolving workforce.**

- Goal 1: Promote the value and acquisition of technological skills among students
- Goal 2: Provide comprehensive support to students in effectively articulating their academic knowledge and experiences into the language of practical skills.

### **Strategic Priority 3: Establish and strengthen internal and external stakeholder partnerships.**

- Goal 1: Enhance dialogue around workforce trends and employer needs
- Goal 2: Increase financial support of career and experiential learning initiatives from outside entities

### **Strategic Priority 4: Ensure accountability, visibility, and transparency of student outcomes.**

- Goal 1: Intentionally collect and share student employment data
- Goal 2: Recognize achievements in career readiness support and experiential learning outcomes



# Acknowledgments & Appreciation

The center would like to take this opportunity to express our sincere gratitude and appreciation to all those who have contributed to our success during the past year. Without the support and collaboration of the following individuals, offices, and departments, our achievements would not have been possible:


- CHSS Dean's Office: We extend our deepest thanks to our talented and committed team of staff and administrators. Their passion, expertise, and unwavering dedication have played a pivotal role in allowing the center to provide exceptional services to our stakeholders.
- CHSS Faculty & Academic Departments: We would like to acknowledge the valuable partnership and collaboration we have enjoyed with our esteemed faculty members and academic departments. Their guidance and support in integrating career development into the curriculum has been instrumental in preparing our students for the ever-evolving job market.
- Students: Our ultimate motivation and inspiration come from our incredible students. We commend our students' eagerness to explore career options, enthusiasm in attending workshops and events, and their resilience in navigating the challenges of the job market. We are privileged to play a part in their journey and remain committed to supporting their aspirations.

With heartfelt appreciation,

Dr. Stephen Fleming, Ed.D., Associate Dean  
Patrick Massaro, Assistant Director of Career Development & Experiential Learning  
Rowan University, College of Humanities & Social Sciences



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