

# ANNUAL REPORT | '21-' REPORT | '22

Redefining Professional Development  
Through Innovation



# Message from the Director



In the wake of the most devastating months of the pandemic, this year was a year of reclamation—a period of reflecting on where we were and charting a new course for the years ahead. The medial year of our three-year strategic plan, this year was defined both by the work of years past and timely innovation in our Center’s offerings.

It was truly a year of firsts. It was the first year in which the experiential learning requirement was required for incoming first-year and transfer students, further ensuring that CHSS students engage in meaningful experiences outside of the classroom. Recognizing that many of our students pursue graduate education, we also saw an expansion in our services for students who aspire toward graduate school and law school. Our newly-instated Faculty-in-Residence, Dr. Yvonne Hammond, supported the exploration and application process for nearly 30 students who were interested in graduate school. Moreover, a CHSS alumnus, Jose Calves, served as an Attorney-in-Residence, to support students who were interested in law school. The Attorney-in-Residence program was made possible through a \$1,000 sponsorship from the Hispanic Bar Association of New Jersey, the first of its kind for our center.

Collaboration remains a hallmark of our work. Under the direction of our Assistant Director, Patrick Massaro, the center established 20 self-directed learning modules divided into three

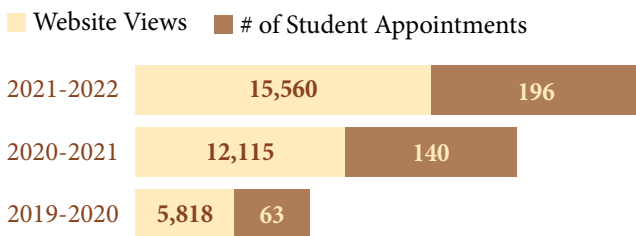
different levels: Beginner, Intermediate, and Advanced. With contributions from faculty, staff, alumni and students, these modules exemplify the investment of our many stakeholders in the career preparedness of our students. The modules are now being embedded in a growing number of courses across the college, making this valuable information even more accessible for students.

We remained steadfast in our mission to facilitate professional development opportunities through the offering of in-person and virtual appointments and events. Yet, important work remains. As the center becomes more established and our exposure broadens, I eagerly await what is to come in 2022-2023: the expansion of our experiential learning requirement, the offering of our *Interdisciplinary Case Studies in the Liberal Arts* class, and the design of a new career course specifically for CHSS majors. Most importantly, we look ahead to our fourth year with invigorated intention to better understand and meet the needs of our diverse student population. Indeed, we now have the foundation to make a real impact and continue empowering all CHSS students.

Sincerely,

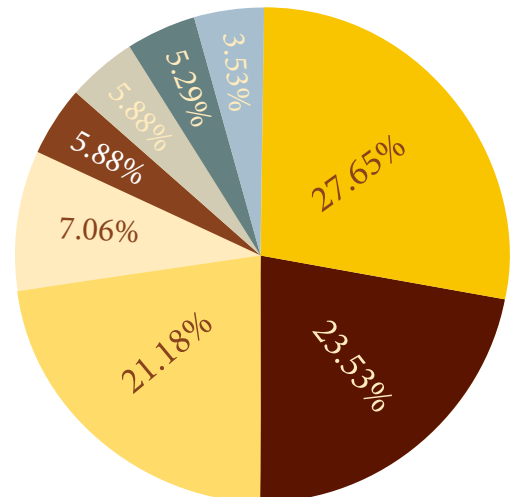
Stephen Fleming, Ed.D  
Associate Dean, College of Humanities & Social Sciences  
Director, Center for Professional Success

## Heightening Visibility, Broadening Impact



## Type of Appointment Completed

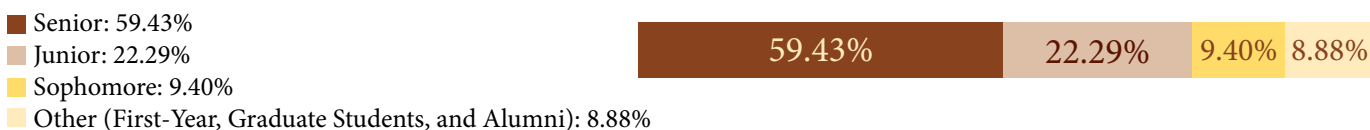
- 27.65% / Career Counseling (Exploring careers students can pursue with their major)
- 23.53% / CHSS Match Internship Program Consultation
- 21.18% / Resume Writing
- 7.06% / Other
- 5.88% / Internship & Job Search Strategies
- 5.88% / Mock Interview
- 5.29% / Enrolling in an Internship Course
- 3.53% / Cover Letter



## URM (underrepresented minorities) Enrollment

- 40% of students served were from underrepresented backgrounds (exceeds the URM enrollment in CHSS, 36%).
- 31% of students served identified themselves as the first students in their family to attend college.

## Breakdown of Students Who Completed an Appointment



## What Our Students Learned

- 100% of students who completed a cover letter review appointment Agree or Strongly Agree that they are able to illustrate their prior experience through a cover letter.
- 100% of students who completed an internship or job search appointment Agree that they can conduct an informational interview to develop their personal networks.
- 77.78% of students who completed a career counseling appointment Strongly Agree that this appointment positively impacted their ability to create a plan of action to research their education and or career goals.
- 68.29% of students who completed a resume critique appointment Strongly Agree that they know how to provide clear evidence of their education, skills, and accomplishments on their resume.

Cover letter

100%

Internship or job search

100%

Career counseling

78%

Resume critique

68%

## From Graduate to Post-Graduate

As many CHSS majors plan to continue their education, the center instated two positions to better support their transition.



### Faculty-in-Residence

We were excited to have Dr. Yvonne Hammond, Lecturer of English, serve as the Faculty-in-Residence for our center. Throughout the academic year, Dr. Hammond completed nearly 30 student appointments that helped prepare students to apply for graduate school. Of those who graduated, all were successfully accepted into

a graduate program. In addition, Dr. Hammond facilitated two workshops: one focused on considering graduate school and one concentrated on personal statement writing.



### Attorney-in-Residence

The Hispanic Bar Association (HBA) of New Jersey teamed up with the Center to create learning and networking opportunities for our students interested in law school. The \$1,000 sponsorship is the first of its kind for our center and it supported a media and event intern for the HBA, as well as provided programmatic funds

to the Center and the Pre-Law Society. Throughout the academic year, the HBA hosted a joint event with the Pre-Law Society in which over 10 attorneys from different areas of law networked with students. Additionally, Mr. Calves held monthly office hours

through which he engaged with students of all majors who were interested in law school. Mr. Calves also collaborated with the Law & Justice Studies department to create a “Making an Informed Decision about Law School” brochure which has been widely distributed as a resource for students.





### CHSS/ECCCA Career Expo

In partnership with the Office of Career Advancement and the Edelman College of Communication & Creative Arts, a career expo and virtual alumni panel was provided to students seeking internships, as well as part-time and full-time employment. In attendance were 42 employers and 130 students.

## Experiential Learning Requirement

Experiential learning is integral to students' overall education as it allows them to apply what they are learning through hands-on experience and, in some cases, network with professionals in their field of interest. For these reasons, beginning in fall 2021, all new CHSS majors are required to participate in at least 1 credit of experiential learning. Based on this curriculum requirement, over 250 students were required to complete one experiential learning opportunity during the 2021 to 2022 academic year.

 # of incoming students who were already required to complete an experiential learning activity

 # of students who had to complete an experiential learning activity, following the implementation of the experiential learning requirement



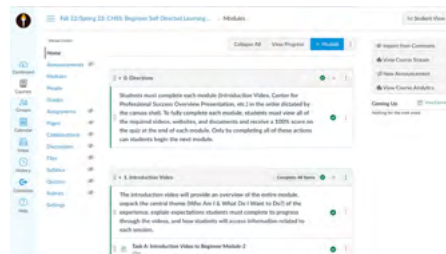
## Career Services Integrated into the College Curriculum

### Self-Directed Learning Modules

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: First-year & Sophomore Level Students
- Intermediate Module: Junior Level Students
- Advanced Module: Senior Level Students



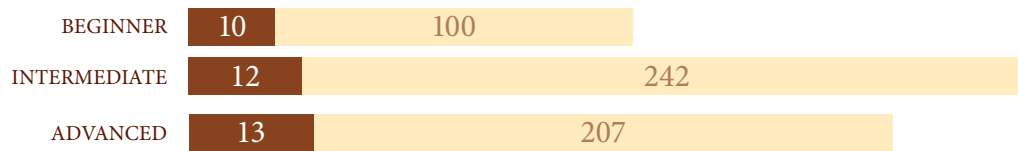
The total time to complete each module is between 30 to 45 minutes and requires students to complete seven to eight 5-minute videos and a quiz associated with each video. Students register for the module using the Online Marketplace, after which it will automatically

populate in students Canvas account. Once a student's assigned module is finished, they log into their Rowan Marketplace account to download their Certificate of Completion that can be submitted to their professor as evidence of their completion.

## Achievements from the Self-Directed Learning Modules: Fall 2021 to Spring 2022

Fall '21 and Spring '22

- Professors that Incorporated a Module into their Class - 35 Total Classes
- Students that Completed a Module - 549 total students



### Self Directed Learning Module Takeaways

**Beginner Module:** 91% of students Agree or Strongly Agree that they now know how the Center can support their academic and career preparation.

**Intermediate Module:** 87% of students Agree or Strongly Agree that completing the Module has been a valuable learning experience.

**Advanced Module:** 77% of students Agree or Strongly Agree that that completing the Module made them feel more prepared to achieve their career goals.

91% Beginner Module

87% Intermediate Module

77% Advanced Module

### On the Horizon for the 2022-2023 Academic Year

- Nearly 50% of all CHSS students will need to complete the Experiential Learning Requirement as a graduation requirement.
- The Center for Professional Success will begin offering a new *Building Your Life & Career Success* course during the spring 2024 semester.
- The *Interdisciplinary Case Studies in the Liberal Arts* course will be offered for the first time in spring 2023.
- An experiential learning expo will be offered to students to support their exploration of out-of-classroom learning during the fall 2022 and spring 2023 semesters.

### Student Testimonials:

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

