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...enhancing professional preparation in extraordinary times



Center for Professional

Success

COLLEGE OF HUMANITIES & SOCIAL SCIENCES

2020-21 ANNUAL REPORT

Enhancing Professional Preparation in Extraordinary Times

Message from the Director

The past year truly redefined nearly every sector of society, and higher education was no exception. As the pandemic continued to devastate life as we knew it, Rowan students took classes remotely, and many student services transitioned to virtual offerings. Meanwhile, employers continued to limit recruitment and hiring—threatening the job prospects of the 2021 graduating class. The prolonged effects of the coronavirus emphasized the critical importance of career services and demanded ingenuity in their provision. I am proud to say that the Center for Professional Success met these challenges. Even more, the Center remained steadfast in accomplishing the goals set forth in its three-year strategic plan while heightening visibility to all College of Humanities & Social Sciences (CHSS) students.

This report showcases how we've enhanced professional preparation in extraordinary times. Despite the lack of an on-campus presence, student engagement with the Center via appointments and workshops more than doubled including views from all of the Centers websites. And while the majority of students using our services are juniors and seniors, we provided services to graduate students and alumni for the first time since our establishment. The power of partnerships continued to drive our work this year. Whether it be our Enrichment Certificate Programs

or our #CHSSConnect networking series, internal and external partners were integral to the success of our newer offerings.

I invite you to share in the achievements of our second year. As I reflect on how we've adapted our work on behalf of students, I am grateful for the support the Center has received from the CHSS dean's office and the many members of our college. Together, we've laid the foundation for this Center to have a pivotal impact for years to come.



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

Heightening Visibility, Broadening Impact

40% of students served were from underrepresented backgrounds (exceeds the URM enrollment in CHSS, 36%)

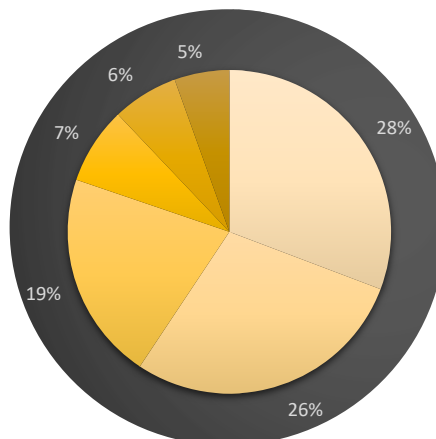
41% of students served were first-generation students (exceeds the First gen enrollment in CHSS, 36%)

	2019-2020	2020-2021
Student Appointments	63	140
Workshops/Presentations Offered	40	72
Students Engaged through Workshops/Presentations	210	485
Website views	5,818	12,115

2020-2021 By the Numbers

Most Common Appointment Types

- CHSS Match Internship Consultation: 28%
- Career Counseling: 26%
- Resume Writing: 19%
- Internship/Job Search Strategies: 7%
- Graduate School Preparation: 6%
- Mock Interview: 5%



Engagement VIRTUALLY all Year

The Center leveraged virtual platforms throughout the year to engage students in meaningful career development and networking opportunities.

Career Expo

In partnership with the Office of Career Advancement and the Edelman College of Communication & Creative Arts, a virtual career expo and alumni panel was provided to students seeking internships, as well as part-time and full-time employment. In attendance were 26 employers and 90 students.

Alumni Events

In lieu of our traditional Alumni Meet and Greet, we hosted three virtual, major-specific alumni events serving the departments of English, History, Philosophy & World Religions, and World Languages. Combined, they connected 142 students with over 20 CHSS alumni.

Enrichment Certificate Programs

The Center facilitated three Enrichment Certificate Programs open to all graduate and undergraduate students, as well as those not enrolled. Designed to keep students engaged with the university, the 2-week, fully virtual programs focused on three themes: Community Activism, Japanese Culture, and Racial and Ethnic Equity. Each program offered a multidisciplinary perspective on critical and timely issues

facing society and drew upon expertise in CHSS, as well as partnership with community agencies. The programs garnered a diverse enrollment of 37 participants representing several academic colleges, as well as class years and ethnicities.

#CHSSConnect

Led by our graduate intern, Nicole Kides, the #CHSSConnect was an event series that helped students to connect with professionals in their desired fields, as well as network and learn from the experiences of current professionals.

Among the featured speakers were:

Thomas Pratz, Spanish/Secondary education alumnus and current Spanish teacher

Audrey Croley Little, Principal Consultant at Atwater Martin

Desiree Berenguer Carton, Director of Communications at the American Cancer Society

Alia Sutton-Bey, Director of Operations and Youth Development, Hopeworks

Lauren Vaughn, Career Readiness Coach, Hopeworks

Assessing Need

The Center administered a Career Needs Survey to students (n=231) and an Academic Advisor survey to CHSS program advisors (n=10) early in the academic year. The results enabled us to design specific interventions through which we can continue to meet the needs of our diverse student population.



Continuing Tradition: 4th Annual Case Study Competition

Despite challenges brought about by the pandemic, the Center for Professional Success held its fourth annual Case Study Competition on-site at the Glassboro campus. The competition engaged 5 teams in a half-day competition through which they solved a case study focused on the impact of COVID-19 on college students. A total of 18 students participated with 5 faculty coaches.

The Power of Partnership

The Center added the following employers to its CHSS Match Internship Program site portfolio: Cathedral Kitchen, Food Bank of South Jersey, Gloucester County Habitat for Humanity, Heart 2 Heart Services, and the Salem County Inter Agency Council of Human Services.

The School of Earth and Environment partnered with the Center to invite the Foundation for Environmental Stewardship to provide a two-day Sustainability Development Goals training to Rowan students.

57 students from several majors attended.

The Hispanic Bar Association (HBA) of New Jersey teamed up with the Center to create learning and networking opportunities for our students for the 2021-2022 academic year. The \$1,000 sponsorship is the first of its kind for CHSS's Center for Professional Success. It will support a CHSS Match social media and event intern for the HBA, as well as provide programmatic funds to the Center and the Pre-Law Society.

Student Testimonials: What was the most helpful take away you experienced through visiting CPS?

“ DOING A MOCK INTERVIEW WAS VERY HELPFUL IN THE CPS BECAUSE I HAVEN'T HAD THE MOST PRACTICE WITH REAL LIFE JOB INTERVIEWS, SO I COULD SEE WHAT THEY MIGHT ASK ME. ”

“ I FEEL I NOW HAVE THE ABILITY TO GET ANY JOB IN THE WORLD BECAUSE PATRICK HELPED ME CONSTRUCT THE MOST AMAZING RESUME I'VE EVER SEEN IN MY WHOLE LIFE. ”

“ THE MOST HELPFUL TAKEAWAY WAS TO UTILIZE ALL MY RESOURCES THAT ARE AVAILABLE TO ME WHEN SEARCHING FOR A JOB, AND HOW THAT JOB CAN HELP ME WITH GETTING A CAREER. ”

“ I WAS ABLE TO EXPERIENCE HOW HELPFUL THIS RESOURCE WE HAVE ON ROWAN CAMPUS IS IN ASSISTING WITH MY PREPARATION FOR MY FUTURE CAREER. ”

“ I DON'T HAVE ANY PROFESSIONAL EXPERIENCE, SO I WAS ABLE TO GET HELP BY ADDING SOME ACADEMIC EXPERIENCE AND POLISHING UP OTHER ASPECTS OF MY RESUME. ”

On the Horizon for Fall 2021

The Center for Professional Success is excited to announce the following new initiatives that have already or will become active in the upcoming semesters.

- Dr. Yvonne Hammond, lecturer in the English department, will begin her role as Faculty-in-Residence with the Center. The Faculty-in-Residence will provide graduate school preparation resources to all CHSS students.
- The Career Development Committee finalized a series of Self-Directed Learning Modules that professors have the option to incorporate into their academic courses. The committee finalized a freshman/sophomore, junior, and senior-level module that each contains 7 to 8 videos that are 3 to 5 minutes in length.
- The CHSS Experiential Learning Requirement will begin taking effect for all new students.