

# ANNUAL REPORT

Career Center

2019 – 2020

Westfield  
STATE UNIVERSITY



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# LETTER FROM THE DIRECTOR

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The Westfield State University Career Center staff is pleased to share our 2019-2020 Annual Report that reflects highlights from the past year and the extraordinary work in serving our students and alumni. The career development and readiness of students has been a University effort that encompasses many collaborations that include Student Affairs, Academic Affairs, Enrollment Management, and Institutional Advancement. Although last year was marked by economic turmoil and social impact because of the pandemic, the Career Center team continued to provide remote resources and services to all students and alumni.

Below is a snapshot of a few major initiatives over the course of the year:

- Weekly team meetings to establish common goals in serving our students
- Updated COVID-19 related web-based resources and sites for employment and internships
- Outreach campaigns through social platforms, direct email and phone calls
- A “Ready to Work”, “Ready to Teach” and “Celebrate WSU Campaign”
- The Summer Series (career-related workshops)
- Partnership with Urban Education and our TRIO Program
- Marketed Handshake software platform to students for employment and internships

The Career Center staff remained committed to their primary mission “To support the career development success of our students and alumni through advising, employer partnerships and faculty collaborations”. While preparing the Annual Report each year, the Career Center staff is able to evaluate and assess the offerings with an opportunity to improve services and resources. We would like to thank our esteemed campus colleagues and look forward to working closely and collaborating on the advancement of Westfield State University students and alumni.

With gratitude,

A handwritten signature in dark blue ink that reads "Junior Delgado". The signature is fluid and cursive.

Junior Delgado  
Director, Career Center



# POST GRADUATE SURVEY 2019



Are working full-time or in graduate school



In careers related to their major



In graduate school



80%

EMPLOYED FULL-TIME



5%

EMPLOYED PART-TIME



10%

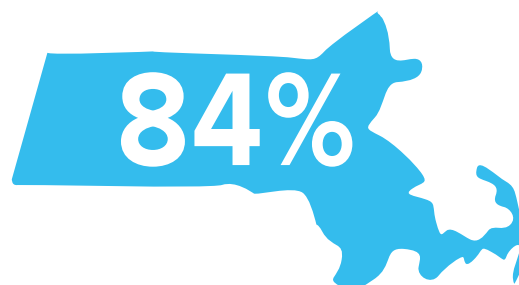
BOTH EMPLOYED AND IN GRADUATE SCHOOL



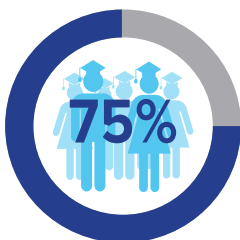
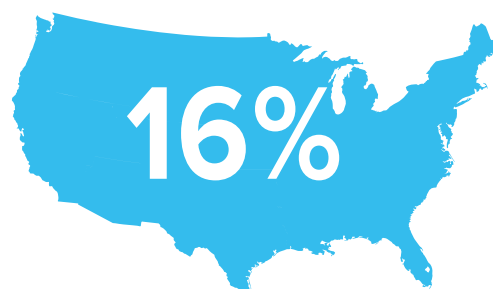
24%

WORKING IN THE NON-PROFIT SECTOR

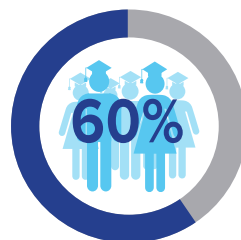
## Graduates working in MA



## Graduates working in other states

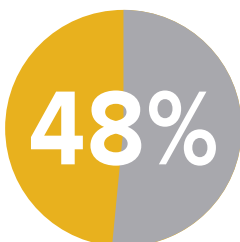


Graduates who used the CAREER CENTER

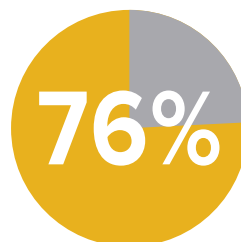


Participated in INTERNSHIPS

## GRADUATES SECURED EMPLOYMENT



Before or less than 3 months after graduation



Less than 6 months after graduation

# HANDSHAKE UTILIZATION

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Handshake enables recruiters to use one log-in to post with over 1,000 schools and reach over 7,000,000 students– simplifying the job posting process.



**46,710**  
LOGINS FOR  
HANDSHAKE



**46,610**  
CAREER CENTER  
PAGE VIEWS (Google Analytics)

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## JOB & INTERNSHIP LISTINGS



**20,685**  
JOB LISTINGS  
FULL-TIME



**2,089**  
PART-TIME  
LISTINGS



**6,468**  
INTERNSHIP  
LISTINGS



**4,186**  
STUDENT  
LOGINS



**2,560**  
APPROVED  
EMPLOYERS



# EMPLOYER RECRUITMENT

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## EVENTS & PROGRAMS



**88**  
PROGRAMS



**2,865**  
STUDENT  
PARTICIPATION

The Career Center hosts and promotes several events throughout the year. Many of these events are career fairs, information sessions, social media campaigns, information tables, mock interviews, employer panels and other programs.

## CAREER FAIRS

Government, Criminal Justice & Non-Profit Career Fair...  
Business, Communication & Technology Career Fair.....  
Job & Internship Fair.....  
MERC Education Consortium Fair.....  
CCCWM Consortium Fair.....

	NUMBER OF ORGANIZATIONS	NUMBER OF PARTICIPANTS
	101	286
	32	125
	82	301
	128	29
	104	27

## NETWORKING NIGHTS

**15**

ACADEMIC  
DEPARTMENTS

**51**

ALUMNI/EMPLOYER  
PROFESSIONALS

**204**

STUDENT  
PARTICIPANTS



## READY TO WORK

Campaign to highlight graduating seniors to the employer community.



Featured **50+**  
Graduates



Replicated by **20+**  
U.S. Schools

# CAREER EDUCATION/COUNSELING

## CAREER ADVISING APPOINTMENTS



**1670**

**SCHEDULED  
APPOINTMENTS**

1025 Pre-COVID-19 | 645 Post-COVID-19



**120**

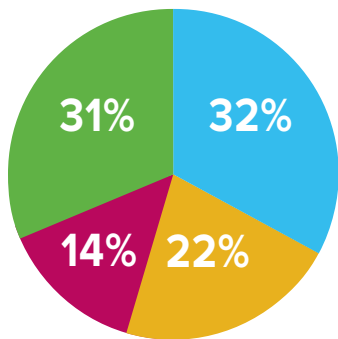
**DROP-IN  
NUMBERS**

PRIOR TO COVID-19

## CLASSROOM/RESIDENTIAL HALL PRESENTATIONS

**68 PROGRAMS**

**1100 STUDENTS  
PARTICIPATED**



SENIORS	32%
JUNIORS	22%
SOPHOMORES	14%
FIRST YEARS	31%

### OUTREACH & PROGRAMS

### STUDENTS PARTICIPATED

**2**

CAREER CENTER  
OPEN HOUSES

**439**

**2**

CAREER TALKS

**193**

**2**

STUDENT TEACHER  
STRATEGY SEMINARS

**159**

### WESTFIELD STATE EXPERIENCE

**18**

CLASSROOM  
PRESENTATIONS

**450**





# PARTNERSHIPS

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## THE WASHINGTON CENTER INTERNSHIP PROGRAM

The Washington Center for Internships and Academic Seminars (TWC) provides students opportunities to work and learn in Washington, D.C. for academic credit.

**33**

**CLASSROOM  
VISITS**

**2**

**INFORMATION  
SESSIONS**

**45**

**PARTICIPANTS**

**10**

**ENROLLED**

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## THE DISNEY COLLEGE PROGRAM

The Disney College Program is a national internship program operated by the Walt Disney Company.

**1**

**INFORMATION  
SESSION**

**12**

**STUDENTS  
PARTICIPATED**

**10**

**STUDENTS  
ACCEPTED\***

\*PROGRAM WAS CANCELLED  
DUE TO COVID-19

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## THE URBAN EDUCATION PROGRAM

The Career Center team worked with the staff of the Urban Education Program to deliver workshops and programs as well as meet with students in their office space for one-on-one appointments.

## THE TRIO PROGRAM

The Career Center team worked with the staff of the TRIO Program to deliver one-on-one appointments in their lab space.

## ASPIRE CONFERENCE

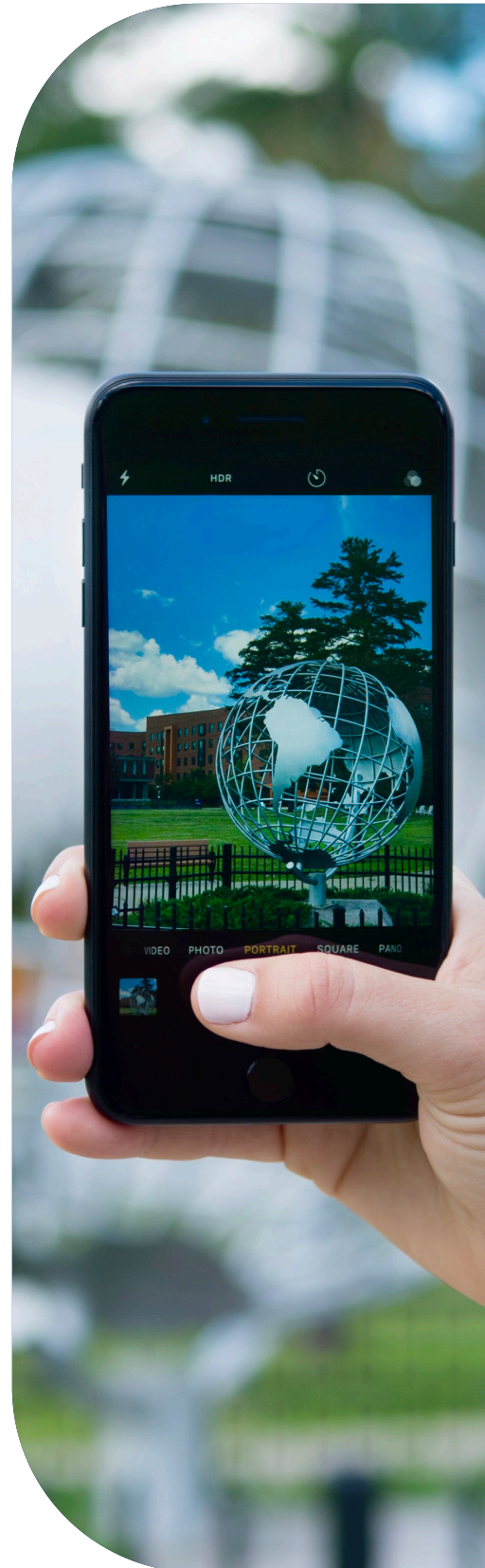
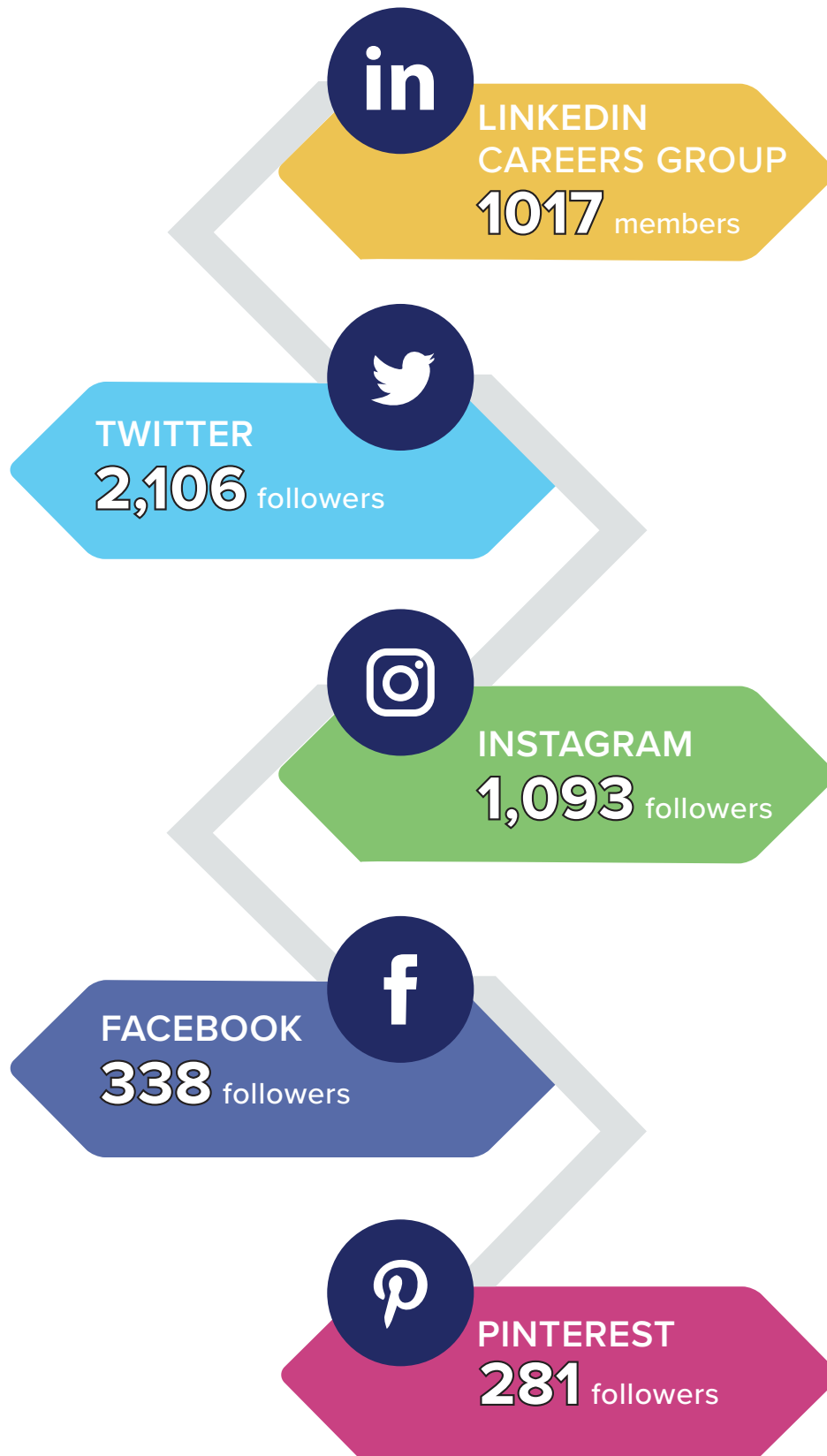
The Career Center partnered with Academic Affairs to host a 3-day Professional Development Conference with speakers, workshops, employers and alumni facilitators focused on career development. There were 40 students that applied and 32 attended.





# SOCIAL MEDIA PLATFORM USAGE

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# PROFESSIONAL AFFILIATIONS

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**American Association for Employment in Education (AAEE)**

**Association of University Career Center Communication Professionals (AU3CP)**

**Career Leadership Collective (CLC)**

**College Career Centers of Western Massachusetts (CCCWM)**

**Eastern Association of Colleges and Employers (EACE)**

**Employer Relations Consortium (ERC)**

**National Association of Colleges and Employers (NACE)**

**National Career Development Association (NCDA)**

**Massachusetts Educational Recruiting Consortium (MERC)**

# SOFTWARE PROGRAMS

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**Career Spots** - *Videos needed to prepare and launch chosen careers.*

**Handshake** - *Find jobs, internships, career options, and connect with employers.*

**Myers Briggs** - *Assessment tool that helps relate personality to careers.*

**Sokanu** - *Assessment that matches interests, personality, and goals to relevant careers.*

**StandOut** - *Interactive mock interview tool to help you practice.*

**Strong** - *Assessment tool that helps relate personality to careers.*

**What Can I Do with This Major** - *List of majors with career-related resources.*



# THE CAREER CENTER TEAM

## **JUNIOR DELGADO, M.Ed., B.A.**

*Director, Career Center & Employer Relations*

## **GISELLE FRECHETTE, M.Ed., B.A.**

*Associate Director & Coordinator of  
Experiential Education*

## **DINO INNARELLI, M.P.A., B.A.**

*Assistant Director & Coordinator of Data  
Management & Alumni Career Services*

## **JENNIFER DOBIECKI, M.P.A., B.A.**

*Career Counselor & Employer Relations*

## **SHARON KING**

*Administrative Assistant II*

## **Lori Putnam**

*Clerk IV*

## **CAREER CENTER**



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