

MORE THAN YOUR TRADITIONAL CAREER SERVICES

OPCD ANNUAL REPORT
2014-2015



OFFICE OF
**PERSONAL & CAREER
DEVELOPMENT**

WAKE FOREST UNIVERSITY

I am excited to share the Office of Personal and Career Development (OPCD) Annual Report. The 2014 – 2015 academic year resulted in many positive outcomes, a strengthened college-to-career community and continued innovation for personal and career development on campus.



Andy Chan
Vice President of Innovation and Career Development

THE OPCD ENCOURAGES STUDENTS TO EXPLORE: investigate career paths, take risks, volunteer and intern, travel to new places, and build mentoring and professional relationships. As you will see in the Annual Report, we provide a broad range of educational resources, tools, connections and experiences to achieve this mission.

Our process is intentional and collaborative. Students are introduced to the OPCD at first-year orientation and our relationship with them develops throughout their college experience. With support from our college-to-career community of faculty, staff, alumni, employers, and our students, we create an environment that enables students to learn the necessary capabilities to thrive in their careers and lives.

Recognizing that the personal and career development process continues well after graduation, we expanded our operations to support young alumni as they navigate the many personal and career transitions of life. This annual report is full of new developments, exciting happenings, and our goals for the future. Below are a few of the highlights from 2014 – 2015.

- For the second year in a row, nearly 98% of the class of 2014 was either employed or in graduate school within six months after graduation. Our information collection process was recognized by the career services industry as we achieved one of the highest knowledge rates (83%) in the country.
- We strengthened our college-to-career community by restructuring our career coaching team and focusing new programs on faculty and academic department engagement.
- Our College to-Career courses expanded to 18 sections of five different courses offered to all undergraduate liberal arts and business students.
- On-campus employers rated their overall experience a 4.78 out of a possible score of 5, which is attributed to our emphasis on responsive customer service, a premier recruiting suite and student preparedness.
- Professor Evelyn Williams piloted two experiential courses off campus: Wake Out West introduced business and entrepreneurship students to organizational leadership and culture in Silicon Valley; Global Study Trip to Europe challenged students to develop and expand their global mindset and competencies.
- The Kirby Foundation awarded OPCD with a \$1.5 million endowment to provide students with financial assistance with professional attire, travel for interviews and experiential opportunities, and participation in unpaid internships.

Our success is the result of a strong, cohesive team. The OPCD Employer Relations and the School of Business’ Market Readiness and Employment teams collaborate to provide personal attention, resources, connections and support for all WFU undergraduates and graduate business students. We are very grateful for our partnerships with faculty and staff in the College, School of Business and across the university. Finally, we must recognize our generous donors as our work and innovations would not be possible without their support.

It’s been a remarkable year and we’re looking forward to what’s ahead!

With sincere gratitude,

Andy Chan
Vice President, Innovation and Career Development

OPCD IN THE NEWS

[opcd.wfu.edu/
in-the-news](http://opcd.wfu.edu/in-the-news)



IS A COLLEGE DEGREE ALWAYS THE KEY TO SUCCESS?
JUNE 12, 2015



FOR 2015 GRADS, IT’S A BUYER’S MARKET
MAY 6, 2015



FOR 2015 GRADS, IT’S A BUYER’S MARKET
MAY 5, 2015



FOR 2015 GRADS, IT’S A BUYER’S MARKET
MAY 5, 2015



PREPPING LIBERAL ARTS STUDENTS FOR THE JOB MARKET
JUNE 29, 2014



FOR 2015 GRADS, IT’S A BUYER’S MARKET
MAY 5, 2015



JOB PROSPECTS LOOK UP FOR LIBERAL ARTS GRADS
JULY 1, 2014



WHY THERE ARE NO RIGHT OR WRONG CAREER DECISIONS
MAY 13, 2015



SEVEN STRATEGIES TO SALVAGE YOUR WORST JOB INTERVIEW
MAY 18, 2015



30 QUESTIONS TO ASK IN AN INFORMATIONAL INTERVIEW
MARCH 4, 2015



ONE QUESTION YOU SHOULD ASK IN EVERY JOB INTERVIEW
DECEMBER 19, 2014



MORE COLLEGE GRADS ARE GETTING BETTER JOBS
MAY 23, 2015



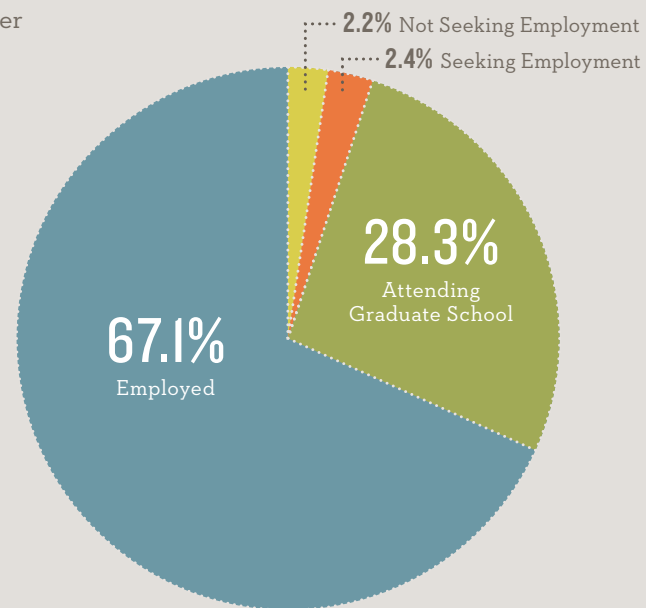
BUSINESS MAJORS’ JOB PROSPECTS ARE LOOKING BRIGHT
JULY 15, 2014

WFU CLASS OF 2014 DESTINATIONS

By November 19, 2014, 6 months after graduation, data for 952 graduates (a knowledge rate* of 82.6%) of the Class of 2014 was collected.

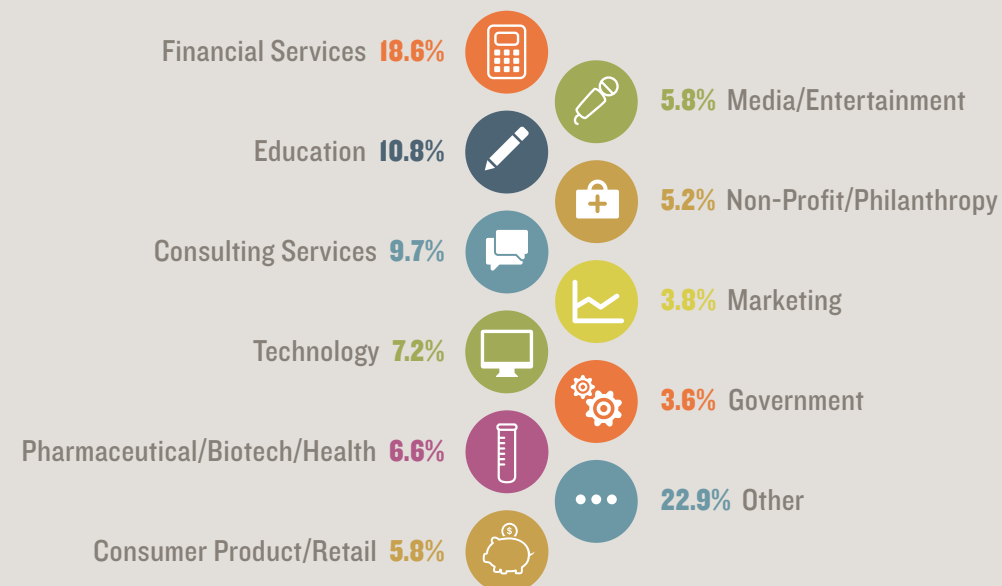
97.5% of the Class of 2014 are employed or attending graduate school.

* Knowledge rate refers to the percentage of graduates for whom knowledge of their first-destination career outcomes has been obtained. This includes survey data provided by students, LinkedIn profile information, and knowledge shared from academic departments and career coaches. The outcomes rate is calculated based on the percentage of students seeking.



EMPLOYMENT BY INDUSTRY

The top 10 industries where the 639 employed graduates are working:



MONTHLY PAGE VIEWS to new Alumni Personal and Career Development site

1,000

95%

RESPONSE RATE to first year student career interest form

2,755

undergraduate **JOB AND INTERNSHIP POSTINGS**

PARTICIPANTS in formal on campus mentoring programs led by students, staff and faculty

2,430

18000+

IN ATTENDANCE at 4th Annual TedX Wake Forest

208

EMPLOYERS PARTICIPATED in on-campus recruiting in 2015-2016

10

YEAR ANNIVERSARY of the Entrepreneurship program at Wake Forest University

\$1.5

AWARDED to assist students with travel to interviews, professional attire and unpaid internships

60

STUDENTS ATTENDED annual NYC Career Trek

10,000+

STUDENTS, FACULTY, STAFF, ALUMNI INTERACTIONS with OPCD programs and resources facilitated through marketing and communications

YEARS HOSTING the Annual North Carolina Family Business of the Year Awards

7

5,400

ATTENDEES at career education events and programs

ONE-ON-ONE career coaching appointments

2,000

\$15,000

AWARDED to student social entrepreneurs as part of "The DoSomething Challenge"

COLLEGE-TO-CAREER COURSES

The **COLLEGE-TO-CAREER COURSES** are a series of five 1.5 credit hour courses designed to teach students the complete personal and career development process and capabilities. These courses are taught by instructors from the Department of Counseling and in partnership with the OPCD. They are designed to be academically rigorous and incorporate career development theory, research, and practice. Wake Forest is unique as one of the few liberal arts universities to offer a comprehensive academic curriculum for personal and career development available to all undergraduate students.

2014-2015 ACCOMPLISHMENTS

- Taught 380 students and expanded to 18 sections of five different courses.
- Increased percentage of graduating class that took at least one College-to-Career course from 19% in 2014 to 21% in 2015.
- Implemented e-portfolios for all students completing courses in CNS 120, 220, 320, 360.
- Achieved recognition of College-to-Career courses as recruiting tool by admissions office for accepted students, students from under-represented populations, and student athletes.

2015-2016 GOALS

- Design “flipped” version of CNS 120 collaborating with The Teaching and Learning Center and Instructional Technology Group.
- Develop new system for delivering content for students in Sakai.
- Assess methods for measuring differences in learning between groups in flipped and traditional CNS 120 course.
- Assess expansion of “flipped” class to online modules to be piloted in Spring 2016.



“Unequivocally, I would recommend this class to any Wake Forest student regardless of year or age. There are many things we think we know about ourselves that we don’t. When you become more self-aware, the world seems a lot less daunting. Going forward, I’m going to continue to use the resources we’ve become familiar [with] in class to find the ideal job and reassess my goals. Coupling this with the strategic action plan that I developed, I am very confident that I will have a successful life after graduation. However, the process doesn’t start in the future; it starts now.” –Matt Cohen ’16

CAREER EDUCATION AND COACHING

The mission of the **CAREER EDUCATION & COACHING** team is to equip and empower students with the knowledge, skills and mindsets they need to navigate the path from college to career. Our team of full-time coaches and external consultants assists students from all years and majors to assess their work interests, values and skills, explore and evaluate academic and career paths, establish and maintain a career action plan, and effectively brand and market themselves for internships, graduate schools and jobs. Our vision is that every Wake Forest student embarks on the career development process from the first day on campus and graduates with the clarity of career direction and goals, the competencies to realize those goals, and the confidence to flourish in the highly dynamic world of work.

2014-2015 ACCOMPLISHMENTS

- Conducted over 2000 scheduled one-on-one student coaching sessions and over 250 individual “walk-in” coaching sessions.
- Hosted over 5400 attendees at Career Education and Coaching programs/events.
- Designed and implemented new programming throughout the campus to connect with students “where they are” (away from the career office).
- Targeted programming to underrepresented groups through partnerships with various campus departments and offices including: Magnolia Scholars, Office of Multicultural Affairs, Women’s Center, LGBTQ Center, and others.
- Hosted a career networking event targeted to STEM majors with over 120 students attending, 65 job opportunities, and 7 academic departments.
- Enrolled 50 alumni in the first Summer Alumni Career Coaching Program and provided professional development support and resources.



2015-2016 GOALS

- Integrate new “career capabilities” framework into coaching practices and utilize new Handshake technology to reach targeted groups of students efficiently and effectively.
- Enhance relationships with faculty, academic departments, and administrators to deliver career education and opportunities to targeted student populations.
- Develop innovative and creative career education programming with a focus on targeted student populations including student athletes, first generation students, students with disabilities, international students, LGBTQA students and others.
- Increase student participation in career activities by supporting existing experiential opportunities and developing new channels and mechanisms for engagement including: Studio 230-To-Go; The Marketplace, STEM Slam.
- Elevate OPCD industry impact and reputation through staff content creation, industry participation, and professional development via presentations at regional and national conferences, journal publications, blog posts, media interviews, and continuing education through webinars and certification training.

“The Office of Personal and Career Development has been a critical part of my development as a student, young professional and humanitarian. I am grateful for the countless email conversations over the summers, the resume review sessions and the short notice conversations that arose out of stressful moments. The coaches care deeply for their students and never hesitate to go the extra mile to ensure their success. My Wake Forest narrative would be incomplete, less wonderful even, without the invaluable contributions made by the OPCD. I have so much love for this office.” -**Maeghan A. Livingston '15**

A student completing a mind mapping exercise

CENTER FOR INNOVATION, CREATIVITY AND ENTREPRENEURSHIP

The mission of the **CENTER FOR INNOVATION, CREATIVITY AND ENTREPRENEURSHIP** is to create and sustain an educational environment that inspires and equips all Wake Forest students to become innovative thinkers, value creators and entrepreneurial leaders. Our vision is that every Wake Forest student will have an innovative, creative, and entrepreneurial mindset that empowers them to take initiative, be resourceful, and persevere in the face of challenge.

2014-2015 ACCOMPLISHMENTS

- Commemorated 10 year anniversary of the Entrepreneurship Program with Homecoming Weekend of activities, including an interactive installation to encourage reflections about entrepreneurship, a partnership with the StoryLine Bus to record testimonials about the program's impact on current students and alumni, and an alumni-student reception.
- In partnership with OPCD, hosted the inaugural DoSomething Challenge, a competition that provided nearly 80 student social entrepreneurs an opportunity to win \$5,000 to advance their venture.
- Organized Inventing Futures LABs, a three-day maker festival full of designing and building, improvising and performing, and making plans for the future.
- Hosted Nancy Lublin, founder of Dress for Success and other notable entrepreneurs to campus as part of four-part "E-Labs" series, with more than 100 students attending each session.
- Launched Entrepreneur-in-Residence Program with Troy Knauss, a 2007 WFU MBA graduate, serial entrepreneur and angel investor.
- Held fourth annual TEDx at WFU with 8 speakers and 1800+ in attendance.
- Held the annual Innovation, Creativity and Entrepreneurship Excellence Celebration where James Beshara '08, co-founder of Tilt and keynote speaker, was recognized with the Excellence in Entrepreneurship Award.
- Provided students the opportunity to plan and host DashPop, a two-day music festival, as part of an entrepreneurship class.
- New Presidential Chair in Communication and Entrepreneurship, and Endowed Chair for ICE Center Director.



2015-2016 GOALS

- Conduct assessment and develop new strategic plan to take program to the next level.
- Partner with the Pro Humanitate Institute to launch new annual Do Something Challenge social entrepreneurship competition.
- Reinvigorate the Faculty Advisory Council and build interdisciplinary collegiality and support for the program.
- Raise \$150,000 for program operating needs, plus \$100,000 for faculty support.
- Pursue the development of Entrepreneurship and Innovation programming at Wake Forest Innovation Quarter.
- Seek to develop further opportunities for our students in Silicon Valley.
- Help plan, coordinate and participate in the inaugural ACC IAC Innovation Challenge.

"Every entrepreneur measures success differently. For me, success is knowing we gave it our all and this seemingly impossible task came together. This is real world application. There is no better way to apply what we have learned in class to real life." - **Olivia Acuna '15, Sponsorship Chair for the DashPop Festival Class**

EMPLOYER RELATIONS



"From start to finish, the Employer Relations team provided a great experience for us. Excellent communication, flawless logistics and great attention to detail were just a few of the things that made our experience so positive. We were especially impressed with how much time and effort was invested in student preparation. It made a HUGE difference to us. In fact, we ended up making two offers when we originally had budget approval for just one. We truly value our partnership with WFU and can't wait to come back next year!" -Dale Young, Executive Director, Human Resources; Global Services Infrastructure & Cloud Computing, Dell, Inc.

The **EMPLOYER RELATIONS** team pursues, develops, and strengthens existing and new relationships with employers, alumni and parents, with the ultimate goal of every Wake Forest student finding meaningful career opportunities. The team is responsible for both employer outreach and the employer experience including career fairs, job board postings, on-campus recruiting, career treks, employer panels, networking events and job shadowing programs. The ER team is dedicated to generating a wide variety of opportunities for all students to connect with employers as well as ensuring employers have a first-rate experience when recruiting and meeting with our students.

2014-2015 ACCOMPLISHMENTS

- Achieved a 4.78 out of a possible 5.00 rating by recruiters on their overall recruiting experience.
- Notable employers: American Express, Barclays, Cigna, Deloitte, Dell, Ernst & Young, Exxon Mobil, KPMG, JP Morgan, PepsiCo, RAI, Red Ventures, Teach for America, Oracle, McKinsey & Company, Pandora, PwC, Steelcase, Wells Fargo, Hanesbrands, and Zappos.
- 60 students attended our annual NYC Career Trek with Media and Communications, PR, Advertising, Fashion, Retail, and Arts Management organizations.
- Partnered with the Chemistry Department and OPCD coaches to launch STEM Slam, an inaugural networking event with over 120 students and organizations, including: Clinical Ink, Duke Energy, EPA, Inmar, Lab Corp, Merck, Oracle, PMG Research, RAI.
- Extended Job Shadow Program with 71 opportunities in Atlanta, Boston, Charlotte, Chicago, Dallas, NYC, D.C., San Francisco, and other cities.
- Sourced 153 new opportunities from 'go-to-market' events, such as the Career Treks, STEM Slam and WF Connect networking events.
- Hosted HanesDay, a full day of building brand awareness among students and connecting them with professionals across functions at Hanesbrands.
- Supported Masters of Accountancy (MSA) students with summer career development sessions and Meet the Firms events that connected 10 prospective employers with over 100 students.


Increased Employer Activity (2013 VS. 2014 ACADEMIC YEAR)

- Employers recruiting on-campus: 156 to 208 (+33%).
- Career Fair employers increased: 87 to 117 (+34%).
- Undergraduate job & internships postings: 2,481 to 2,755 (+11%).


2015-2016 GOALS

- Develop deeper, multi-faceted partnerships with targeted corporations for student employment and internships, faculty research/academic initiatives, and philanthropic support.
- Continue to strengthen collaborations between OPCD, College, School of Business, Advancement, and Alumni Relations to maximize connections and experiential learning opportunities for all students.
- Implement all employer-related events (i.e. career fairs, on-campus recruiting, employer panels, job shadowing, career treks, and networking events) with high student and employer engagement and satisfaction.
- Implement Handshake student engagement and recruitment technology to enable personalized career management experience, efficient recruitment processing, tracking and reporting of activity and outcomes across all programs.


OPCD EXPERIENCES




MBA/MA Treks; Company Visits




Job Shadows




Mentoring Groups



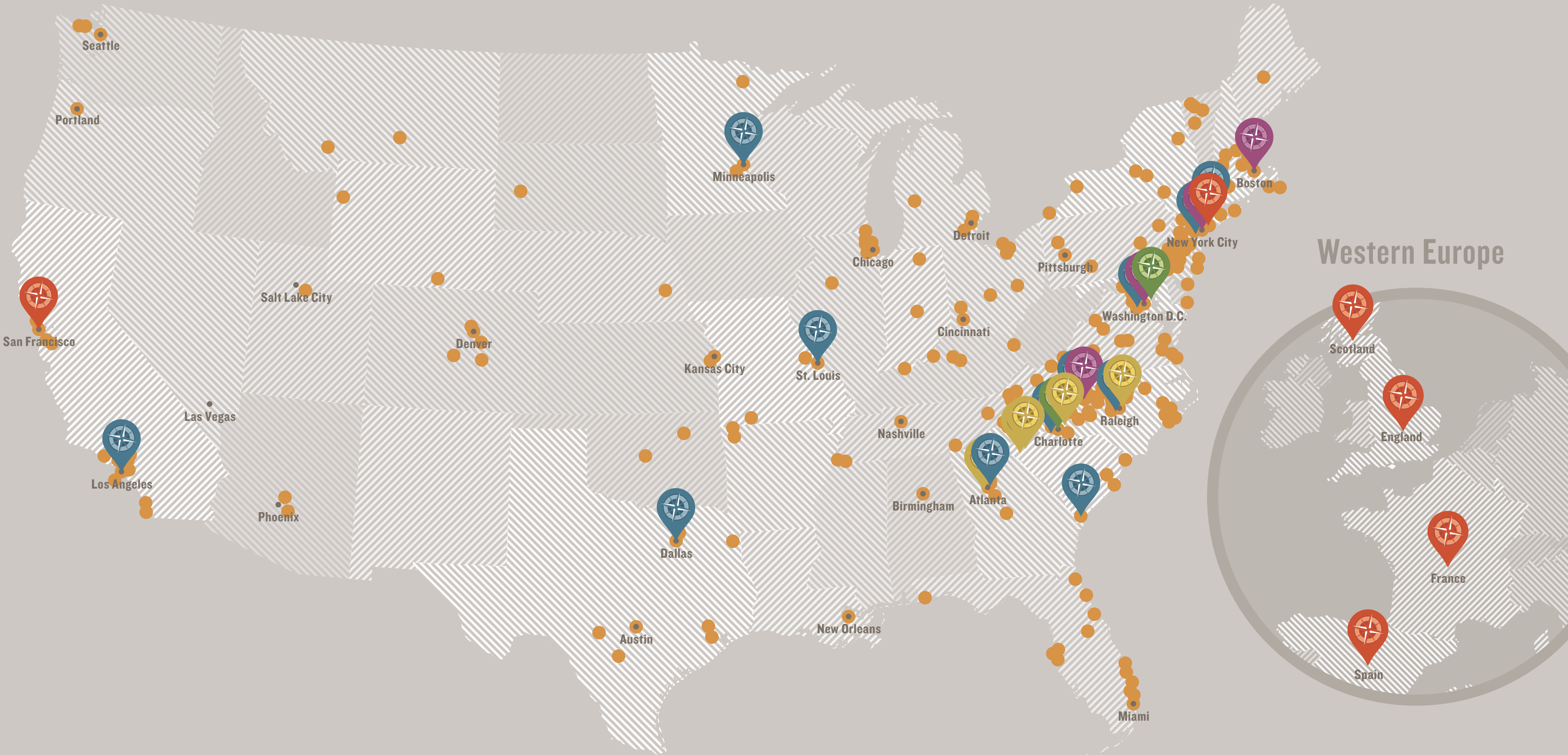
WF Connects



Treks / Courses



Internships



FAMILY BUSINESS CENTER

The Wake Forest **FAMILY BUSINESS CENTER** is a self-sustaining, corporate membership-based group that educates and equips North Carolina family businesses for long-term success and sustainability. We conduct educational forums and facilitate affinity groups for family business executives to learn best practices and success strategies. By building relationships with and among business owners, Wake Forest students gain mentoring relationships, internships, and employment opportunities.

2014-2015 ACCOMPLISHMENTS

- Provide 16 educational and networking events for members and prospective members, including two new events: Stamey Family Fun Day and the All Affinity Groups Dinner.
- Offered members the opportunity for CPE, CFP and CPA continuing education credits through all hosted center programs.
- Hosted 7th Annual North Carolina Family Business of the Year Awards.

2015-2016 GOALS

- Complete reorganization and new strategic plan for the Family Business Center.
- Effectively communicate and implement new strategic plan and engagement opportunities to existing members, sponsors and new FBC constituents.



LEADERSHIP DEVELOPMENT



"I have learned more in Design Thinking and Wake Out West than I have in any other single semester at Wake. Design Thinking cultivated an innovative spirit in me that I know will aid me in my future endeavors. Additionally, I know that the many theories and techniques taught in Organizational Behavior will be useful throughout the remainder of my Wake Forest education and beyond." -Haley McCalpin '17

LEADERSHIP DEVELOPMENT operates from the premise that all WFU students have the capacity to lead. Its central focus is to build upon the Teacher-Scholar model and liberal arts disciplines, by working with and supporting faculty to develop curricular and co-curricular experiences that help students develop their leadership potential. The leadership development process begins by guiding students to build a strong foundation through understanding their emotional intelligence capabilities. Then, more advanced leadership skills are introduced such as influencing, presentations, team building, design thinking, peer coaching and leading high performance teams. It is the vision of the Leadership Development department for all alumni to look back fondly at Wake Forest as the place where they initially learned and developed a core set of leadership skills.

2014-2015 ACCOMPLISHMENTS

- Completed the Catalyst Scholars program, a pilot leadership course for academically talented sophomore students that teaches teambuilding, leadership, design-thinking, global mindset and strategic communication.
- Taught design thinking course with two projects – one that provided improvement opportunities for the OPCD and a second project focused on WFU Information Technology's Vision 2020 project; students' presented final projects to a panel of judges from Silicon Valley Fortune 500 companies.
- Completed Wake Out West courses, an Organizational Behavior pilot short course set in Silicon Valley during January term, introducing business and entrepreneurship students to an array of corporate cultures. Participating companies included large, multinational firms (Oracle, Google), startups (Pinterest, Backroads Adventure), and retail and design firms (Northface, IDEO).
- Piloted new Global Study trip course in England, France, Spain and Scotland, including company site visits and new Global Competencies Inventory assessment that measures global mindset competencies.

2015-2016 GOALS

- Build on the Wake Out West courses experience and create a summer in Silicon Valley experience. Coursework, corporate site visits, and extra-curricular experiences will target increasing students' innovation, organizational understanding, high performance teams and design thinking conceptual knowledge and behavioral skill set.
- Expand Catalyst Scholars Program to include more students and faculty, while also focusing on measurement of both individual behavioral change of Catalysts as well as their impact on the Wake Forest community.
- Work with STEM faculty from across the College to expand Design Thinking and High Performance Teams coursework to support STEM undergraduate students.



MARKETING AND COMMUNICATION



The **MARKETING AND COMMUNICATIONS** team mission is to ensure every Wake Forest student understands the value of personal and career development and graduates with the capabilities to be employable for life. To that end, we deliver creative, educational communications and programs that leverage both OPCD staff expertise and innovative technologies to inspire student, faculty and staff, parents, alumni, and employer participation in the personal and career development process. We also track student engagement with office resources, internships and post-graduate outcomes.

2014-2015 ACCOMPLISHMENTS

- Collaborated with the Office of the President and the Center for Innovation, Creativity and Entrepreneurship to improve the leadership capabilities of Wake Forest constituents with execution of the The Leadership Project, a campus-wide speaker series that welcomed George Mitchell, former U.S. Senator (Fall 14) and Nancy Lublin, CEO of DoSomething.org (Spring 15) to share their leadership philosophy and career journey.
- Increased followers across the OPCD social media channels by 45%, strengthening the office's capabilities to communicate office programs and resources to students.
- Supported the development of the College-to-Career community with new programs that bridged Career Education and Coaching team with the Academic Departments and with events such as Hit-the-Bricks, #GiveThanksDay, and Senior Swag on the Mag.
- Exceeded industry standards for student tracking and reporting with an 83% knowledge rate on post-graduate survey for graduating seniors, 95% response rate to first-year career interest form and nearly 50% response rate to campus-wide work experience survey.



- Partnered with Market Readiness and Employment and Career Education Team to administer a series of student focus groups to better understand student sentiments about career development, inform the development of core career capabilities and improve the OPCD marketing approach.
- Drove 10,000+ interactions from students, faculty, and staff to OPCD career education and experiential opportunities.

2015-2016 GOALS

- Streamline office communications with stronger email messaging, relationships with on campus media outlets and campus influencers, and an improved internal marketing process
- Drive successful adoption of Handshake technology and understanding of Career Capabilities framework through strategic marketing campaigns.
- Share and promote OPCD experience, expertise and impact through student referral program, content creation and constituent storytelling and recognition.
- Enhance student tracking and reporting capabilities via data collection campaigns and more comprehensive reports for administrative and academic units across campus.
- Execute high impact speaker engagement events and related marketing for The Leadership Project and other programs to elevate campus awareness and education for individual personal and professional development.

MENTORING RESOURCE CENTER

The **MENTORING RESOURCE CENTER** serves as a central office for the entire Wake Forest community to provide guidance, resources, support, and recognition for Wake Forest mentoring relationships and programs. Our mission is to make mentoring a visible, core experience and value of the Wake Forest community.

2014-2015 ACCOMPLISHMENTS

- Provided training and facilitated conversations on effective mentoring practices for 770 faculty, staff, students, and alumni.
- Hosted “Mentoring Programs that Work,” featuring University of Arizona Professor Laura Gail Lunsford, a half-day workshop for Wake Forest mentoring program leaders and colleagues from Guilford College, Duke University, NC State University, and Elon University.
- Redesigned Mentoring Resource Center website to feature new tools and resources.
- MRC director Allison McWilliams chaired the International Mentoring Association annual conference.
- More than 2430 participated in formal on campus mentoring programs led by students, staff, and faculty.

2015-2016 GOALS

- Assess opportunities to build and elevate mentoring practices and competencies around core student experiences such as work-study, study abroad, internships, and scholars programs.
- Raise awareness and value of mentoring at Wake Forest through strategic external and internal outreach.
- Assess opportunities to connect students with alumni mentors in meaningful ways.

“[My mentor] often asks me the harder questions, the ones that I would often rather avoid. One time I expressed my concern for several social issues and [my mentor] asked me what exactly I was doing for the world. I learned that I did not have a good answer, yet. I learned that identifying problems is important, but so is working to solve them. I learned that I have a responsibility to return a portion of the generosity that the world has displayed for me.” —**Natalie Solomon ‘15**

ALUMNI PERSONAL AND CAREER DEVELOPMENT

The mission of **ALUMNI PERSONAL AND CAREER DEVELOPMENT** is to provide the tools, resources, knowledge, and opportunities to facilitate personal and professional connections, reflection, and development among all Wake Forest young alumni.



2014-2015 ACCOMPLISHMENTS

- Created Alumni Personal and Career Development website to house tools, resources, and opportunities for alumni; site averages 400-500 website visits and over 1,000 page views monthly.
- Created and managed a 4-week online “short course” on building community, identifying your brand, understanding what employers want, and determining your next career step; 555 alumni registered with a 60% participation rate.
- Hosted a Lunch & Learn for the Winston-Salem/Triad Alumni Club in collaboration with the Office of Alumni Engagement, featuring guest speaker Kate Brooks who spoke about “career transitions.”
- Created the “Alumni Summer Career Coaching Package,” in collaboration with the OPCD Career Education & Coaching team; filled all available slots.
- Created and facilitated 14 Young Alumni Mentoring Groups for alumni in Winston-Salem, DC, NYC, and Boston.

2015-2016 GOALS

- Work with Office of Alumni Engagement, Wake Forest DC Office, and campus partners to support the development and implementation of strategic personal and career development programming in the DC market.
- Scale Young Alumni Mentoring Groups in DC and NYC; assess opportunities in Winston-Salem and Charlotte.
- Continue to build online tools and resources to support alumni engagement, development, and reflection.

INDUSTRY AWARDS & RECOGNITIONS

Polly Black Undergraduate Adjunct Faculty Teaching Award, Wake Forest University School of Business

DeeDe Pinckney, Matt Williams “Best in Show” for *Growing Your First Destination Knowledge Rate*, North Carolina Association of Colleges and Employers annual conference

DeeDe Pinckney Environmental Wellbeing Dimension Champion, THRIVE, Wake Forest University

Heidi Robinson ACE Scholar, ProHumanitate Institute, Wake Forest University

Shan Woolard North Carolina Association of Colleges and Employers’ Leadership Institute

BOARD & INDUSTRY LEADERSHIP AND SERVICE

Lauren Beam Annual Conference Planning Committee, International Mentoring Association

Polly Black Board of Directors, United States Association for Small Business and Entrepreneurship

Kate Brooks National Trainer on Career Coaching, National Association of Colleges and Employers

Nicole Hall Co-Chair, Standards Committee, MBA Career Services and Employer Alliance

Dana Hutchens President, North Carolina Association of Colleges and Employers

Dana Hutchens Chair, University Career Action Network

Jessica Long Philanthropy Chair, North Carolina Association of Colleges and Employers

Caleigh McElwee New Member Co-Chair, North Carolina Association of Colleges and Employers

Allison McWilliams Board of Directors, International Mentoring Association

Allison McWilliams Annual Conference Chair, International Mentoring Association

Heidi Robinson Advisory Council, Pro Humanitate Institute

Patrick Sullivan Experiential Education Knowledge Group, Southern Association of Colleges and Employers

Lori Sykes Conference Co-Chair, North Carolina Association of Colleges and Employers

Colleen VonDohlen Conference Planning Committee Member, National Part-Time MBA Conference

PRESENTATIONS & PUBLICATIONS

Train Your Brain: Identify the Tools to Build Your Future - Ernst & Young Charlotte Youth Leadership, Charlotte, NC, Fall 2014. (Heidi Robinson, Matt Williams)

Enhancing Professional Identity: Service Learning as a Catalyst for Professional Identity - Southern Association of Counselor Educators, Birmingham, AL, Oct. 2014. (Carla Emerson, Heidi Robinson)

First Year Transition: The Wake Forest University Faculty Fellows Program - National Conference on Students in Transition, Denver, CO, Oct. 2014. (Christy Buchanan, Allison McWilliams)

The Power of the Group: Young Alumni Mentoring Groups Help Build Community and Support Transition,” - Connect, International Mentoring Association Magazine, Nov. 2014. (Allison McWilliams)

Rich Grad/Poor Grad: Collaborate to Teach Financial Literacy - North Carolina Association of Colleges and Employers Flying Ace Newsletter, Winter Edition 2015. (Heidi Robinson, Amy Willard)

Creating a Gold Standard in Career Development - Michigan Colleges Alliance, Lansing, Michigan, January 2015. (Andy Chan)

It Takes a Campus: Career Development Services for Student-Athletes - NCAA Conference, Washington, DC, January 2015. (Andy Chan [presented], Patrick Sullivan)

Towards Understanding How the Mechanisms of the Social Internet Influence Trust of Companies - United States Association for Small Business and Entrepreneurship Conference, Tampa,FL, January 2015. (Polly Black)

Counseling Military Families: Serving All Who Serve - North Carolina Counseling Association, Greensboro, NC, Feb. 2015. (Dr. Cheyenne Carter, Amy Willard, Jocelyn Williams)

Empirical Evidence for the Equipping of College Students for Career Decisions in College and Beyond - North Carolina Counseling Association, Greensboro, NC, Feb. 2015. (Debbie Newsome, Heidi Robinson)

New Leaf Career Development Workshop Series: A Postmodern Counseling Intervention Designed for the Ex-Offender Population - North Carolina Counseling Association, Greensboro, NC, Feb. 2015. (Brian Calhoun, Mark Scholl, Heidi Robinson)

Using ePortfolios to Make Learning Evident - Lilly Conference on Evidence-Based Teaching & Learning, Newport Beach, CA, Feb. 2015. (Heidi Robinson)

Guest Professor Catalyst Leadership Program Workshops - Wisconsin School of Business, University of Wisconsin - Madison, Madison, WI, Mar. 2015. (Evelyn Williams)

Coaching the Coach: Becoming a Leader in Your Career - National Association for College and Employers, Philadelphia, PA Apr. 2015. (Kate Brooks)

Rethinking Career Counseling - Loyola Marymount University “Career Imagination Series 2015”, Los Angeles, CA, Apr., 2015. (Kate Brooks)

Future of Technology in Career Services Forums - Mountain View, CA, Chicago, IL, New York, NY, Apr. 2015. (Andy Chan, Farouk Dey)

Collaboration: Career Development and Student-Athlete Development - NCACE, Charlotte, NC, Apr. 2015. (Patrick Sullivan)

One Team. One Mission. Working Together to Refine Campus Visibility and ROI - NCACE, Charlotte, NC, Apr. 2015. (Dana Hutchens)

Marketing Made Easy: Tactics to Attract Students to Career Programs - NCACE, Charlotte, NC, Apr. 2015. (Zach Garbiso, DeeDe Pinckney, Matt Williams)

Growing Your First Destination Knowledge Rate - NCACE, Charlotte, NC, Apr. 2015. (DeeDe Pinckney, Matt Williams)

Growing Your First Destination Knowledge Rate - Eastern Association of Colleges and Employers, Pittsburgh, PA, Apr. 2015. (DeeDe Pinckney (presented), Matt Williams)

Building Your Toolkit: Engaging Your (Campus) Community Around Mentoring - International Mentoring Association Annual Conference, Phoenix, AZ, Apr. 2015. (Lauren Beam)

Keynote Speaker - Brigham Young University’s Career Engagement Conference: An ‘All Hands on Deck’ Approach to Career Engagement in Higher Education - Provo, UT, May 2015. (Kate Brooks)

Guest Lecturer in Support of Diversity Initiatives - Cisco Systems Pacific Rim Talent Project, May 2015. (Evelyn Williams)

Burdens of the Gifted: Interpretations of ‘Success’ Within the Academy, Mentoring Away the Glass Ceiling in Academia, Lexington Books, Summer 2015. (Book Chapter) (Allison McWilliams)

Leveraging technology to transform the College-to-Career experience - NCACE, Los Angeles, CA June 2015. (Andy Chan, Meredith Daw, Farouk Dey)

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