I am pleased to provide you the 2012-2013 Annual Report for the Office of Personal & Career Development. It has been another amazing year for our team, with numerous accomplishments and innovations. Here are a few highlights that convey the impact our office has made in our students’ capabilities, experiences and outcomes.

With 95% of the graduating class of 2012 in either jobs or graduate school within six months of graduation (versus 68% for graduates nationwide - NACE), it is clear that our investment in personal and career development makes a difference. With minimal difference between students in the College with arts and sciences degrees and those from the business school, we can mute the national alarm regarding the diminished value of a liberal arts education. Our office provides outcomes by academic major — available on our website — which helps faculty, staff advisors and parents to appropriately guide students to make informed, rational decisions about course of study, experiential opportunities and career direction.

The positive outcomes correlate with our employer relations team’s ability to create and facilitate many opportunities for students to connect with employers and alumni around the world.

A key word in our mission is the word “teach” and we teach in a myriad of ways. We taught about 450 students in the Counseling department’s College-To-Career courses. With almost 300 students minoring in Entrepreneurship and Social Enterprise, many students are acquiring knowledge and skills to be creative, innovative value-creators. Various college and business School faculty have incorporated leadership development, teamwork, design thinking and professional development frameworks and competencies into their classes. And over 850 faculty, staff and students attended seminars on effective mentoring relationships and skills. We continue to partner with faculty, staff and employers to disseminate these crucial competencies and reach all students.

I am often asked if we’ve completed our innovations and are now in maintenance mode. In all honesty, we are far from complete. Given our bold mission to teach and equip every Wake Forest student to navigate the path from college to career with clarity, competence and confidence, we have only just begun the process to ensure that every Wake Forest student is engaged and prepared for the dynamic 21st century world of work. Cultural change takes time — and we are on the leading edge of driving transformational change at Wake Forest and throughout higher education.

The support of generous donors and collaborative partnerships with faculty, parents, alumni and employers has enabled us to build a strong network that reflects the relationships, character and values of Wake Forest University — a network of connected professionals who are seizing the opportunity to positively affect the trajectory and lives of Wake Forest students and graduates around the world. To all of our supporters and partners, thank you for your commitment and dedication to our bold vision and mission.

With boundless enthusiasm,

Andy Chan
VP for Personal & Career Development

It is clear that our investment in personal and career development makes a difference.
The OPCD has cultivated a distinctive College-To-Career Community of faculty, advisors, parents and alumni to provide career guidance and support to Wake Forest students. This powerful network of supporters complements the resources and programs offered by the OPCD and enables students to ask for and receive important information from trusted, friendly sources.

### 2012-2013 Accomplishments

- Partnered with 100% of academic departments in the College to offer at least one significant career related event per department. Some have hosted up to five events.
- Grew the Wake Forest Career Connectors LinkedIn group to 6,233 members. Over 2,000 students have access to 4,200+ alumni and parent profiles across 146 industries. Students conduct informational interviews and receive job search and career advice on many organizations, positions and career fields.
- Generated First Destination survey, analysis and reports so that deans, faculty, students and others can access, research and sort over 6,300 graduate school and career outcomes by major.
- Established Faculty Education Network (FEN) comprised of 25 professors from all academic divisions. FEN members provide a bridge between the OPCD and the faculty to enhance faculty competencies for student career development and advising.

### 2013-2014 Goals

- Partner with 100% of academic departments in the college to offer at least two significant career related events per department.
- Partner with the Faculty Education Network to enhance faculty competencies for student career development and advising.
- Develop comprehensive strategy and process for partnering with pre-professional and department faculty advisors.
- Maintain the membership and activity level for the WF Career Connectors LinkedIn Group. Enhance student training on effective branding and networking strategies.
- Convert Wake On Wall Street (WOWS) database to online format and increase connections between WOWS members and current students and recent alumni.
COLLEGE-TO-CAREER COURSES

The College-To-Career courses are a series of four 1.5 credit hours courses designed to teach students the complete personal and career development process and competencies. 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.

COURSE 1: Personal Framework for Career Exploration. Students understand their personal interests, values, beliefs and strengths and hone their ability to make sound career decisions.

COURSE 2: Options in the World of Work. Students understand the range of careers available and learn how to identify which careers may best align with their interests and needs.

COURSE 3: Strategic Job Search. Students develop their personal brand for resumes and social media presence and also learn how to network and interview effectively.

COURSE 4: Professional and Life Skills. Students learn the practical aspects of independent living and principles of well-being understand the mindset and skills necessary for personal and professional success — on their terms.

2012-2013 ACCOMPLISHMENTS

• Over 450 students completed one of the four College-To-Career courses this academic year.
• Developed and offered CNS 320, Strategic Job Search. About forty students completed the new course this year.
• In partnership with the Mentoring Resource Center, implemented a highly valued mentoring program in Strategic Job Search where WFU alumni mentored students.
• In Options in the World of Work, about forty students experienced a Job Shadow experience through a partnership with the Employer Relations Team and WFU Alumni.
• Initial research results of pilot study on the first two courses suggest that students experience significant increases in career exploration and career planning.

2013-2014 GOALS

• Develop, launch and teach course 4: CNS 360, Professional and Life Skills.
• Develop online learning modules of career courses to expand learning opportunities for students inside and outside the classroom.
• Publish research results from our initial pilot study and analyze data from latest expanded research model.
• Implement full year of research on all College-To-Career courses to be offered this upcoming academic year.

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The mission of the Career Education & Counseling team is to equip and empower students with the knowledge and skills they need to navigate the path from college to career. Our team of full-time counselors and external consultants assists students of all years and majors with assessing their work interests, values and skills, exploring and evaluating academic and career paths, establishing and maintaining a career action plan, and effectively branding and marketing themselves for internships, grad school and jobs. Our vision is that every Wake Forest student embarks on the career development process from the first days on campus and graduates with clarity of career direction and goals, competency in the skills to realize those goals, and the confidence to pursue them in a highly dynamic world of work.

**2012-2013 Goals**

- Design model, process and communications to engage and track every student’s personal and career development throughout their 4 years at WFU, especially students from typically under-engaged groups and academic disciplines.
- Increase student awareness of and completion of internships by establishing a unified approach to internships, including academic credit and funding, between the faculty, employer relations and the OPCD.
- Increase and measure students’ preparedness to effectively present themselves to employers and networking contacts in interviews and networking (in writing, online and in-person interactions).
- Increase and measure students’ capabilities to effectively brand and market themselves in resumes, LinkedIn profiles and other media.

**2012-2013 Accomplishments**

- Developed the Career Passport, a four-year career development roadmap which features key actions and deadlines for students to remain “on track”.
- By raising student awareness and motivation to take charge of their career development, students attending career counseling appointments and walk-in hours increased by +27%, +37% for mock interviews and +61% for self-assessments taken.
- Through new internship strategy sessions, alumni panels by career path or industry, and parent education programs, attendance at career education programs increased by 42%.
- Launched the OPCD’s Student Ambassador program for a select group of students who are trained to provide peer-to-peer engagement and referrals to the OPCD.

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CENTE R 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. This year we have delivered many academic, experiential and co-curricular opportunities, including the Entrepreneurship and Social Enterprise minor, New Venture Grants, and the second TEDxWakeForestU. 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.

2012-2013 ACCOMPLISHMENTS

- Hosted the second annual TEDx event, “Defining Our Future,” which was held in Wait Chapel with 1,320 student, faculty, staff and community members in attendance. Speaker topics included technology, retail innovation and photography.
- An all-time high 270 students enrolled in the Entrepreneurship and Social Enterprise (ESE) Minor.
- New Venture Seed Grant applications in Spring 2013 doubled from 2012.
- Received $500,000 endowment for the Orton Merit Fund for Entrepreneurship to provide scholarships to outstanding Junior and Senior entrepreneurship students each year.
- Polly Black, Assistant Vice President and Director of the Center, was elected to the Board of the United States Association for Small Businesses and Entrepreneurship.

2013-2014 GOALS

- Developed additional Entrepreneurship and Social Enterprise (ESE) courses to meet increased student demand.
- Develop and launch multi-disciplinary, team-taught Social Innovation Summer Program to pilot in summer 2014, which is designed to reach a broader cross-section of students and to provide financial support for program growth.
- Raise profile of ICE program with potential and incoming students, including highlighting the available scholarships, fellowships and seed grants.
- Begin process to build a more robust mentoring and advising network for student entrepreneurs.
- Continue to raise operating funds and endowment to create the necessary financial foundation for the long-term sustainability of the program.
EMPLOYER RELATIONS

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 and relevant 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 students to connect with employers as well as ensuring employers have a first-rate experience when recruiting and connecting with our students.

2012-2013 GOALS

- Provide a world-class recruiting experience for all undergraduate and graduate programs resulting in increased employer and student engagement and satisfaction.
- Launch new University Recruiting Center located in Farrell Hall and ensure a smooth transition for employers, students, and partners.
- Diversify and expand on-campus employers, career fair and graduate school participants, internships, full-time jobs, job shadowing and career exploration trek opportunities for all undergraduate and graduate students.
- Develop on-campus recruiting orientation program to maximize student awareness, preparation and success with all recruiting opportunities.
- Increase Employer Relations communications to employers and students to increase awareness, engagement and satisfaction.

2012-2013 ACCOMPLISHMENTS

- Overall employer recruiting activity increased in every dimension: on-campus recruiting, job and internship postings, job shadowing, career and graduate school fairs, and networking connections.
- Partnered with University of Chicago and Stanford University to offer career exploration treks to Chicago, San Francisco and Washington, DC for 45 undergraduate students interested in arts/media/entertainment, consumer product goods, technology, consulting, nonprofit and government sectors.
- Partnered with several alumni and parents to host career exploration trips to Bermuda, New York City and Washington, DC for 75 students to learn about risk management, financial services, corporate finance, and entrepreneurship.
- Launched a pilot job shadowing program for 70 students to explore new industries and functions, learn more about career paths and skills required, and to develop a professional network.
- Hosted networking events in Washington, DC and New York City to provide industry connections for students interested in working and living in these cities. Over 200 students, alumni, and parents participated in these events.
- BUSINESSWEEK Survey Recruiter Assessment Score improved from #75 to #22 which improved the overall ranking for the undergraduate Business School from 19th to 18th.
- Partnered with several alumni and parents to host career exploration trips to Bermuda, New York City and Washington, DC for 75 students to learn about risk management, financial services, corporate finance, and entrepreneurship.
- Piloted Parent’s Council Career Roundtables for 40 students interested in financial services, law, medicine, publishing, education, human resources, psychology, commercial real estate, consulting, and entrepreneurship.
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The Family Business Center is a self-sustaining, membership-based group that seeks to educate and equip North Carolina family businesses for long-term success and sustainability. It presents educational forums and facilitates group opportunities for family business executives to learn from each other. By building relationships with and among business owners, the FBC expands the College-To-Career Community for Wake Forest students by providing mentoring relationships, internships and employment opportunities. In turn, the FBC offers a point of entry for business owners interested in connecting with the university.

**2012-2013 ACCOMPLISHMENTS**

- Increased opportunities for FBC members to connect and learn from each other through new affinity groups and a redesigned website and new email marketing capabilities to improve member communications.
- Announced the 2013 North Carolina Family Business of the Year (FBOY) Award recipients: Dampp-Chaser Corporation, Hendersonville (Small Category); Samet Corporation, Greensboro (Medium Category); Richard Childress Racing, Welcome (Large Category); Salem Funeral and Cremation Services (Century Award).

**2013-2014 GOALS**

- Continue to provide educational programs that address critical family business issues, and extend reach through new programs and markets:
  - Launch Family Business Leader Speaker Series, in conjunction with the Wake Forest Charlotte Center, Schools of Business and Employer Relations team.
  - Collaborate with Alumni Relations to extend outreach to family businesses in the Raleigh area.
- Leverage the success of NC Family Business of the Year Awards program to extend and strengthen our member community statewide.
- Continue to add enhancements to new website, including increased video content, WebEx recordings of forums, member and FBOY testimonials, and a Members-Only content area.
- Identify opportunities for FBC members to access and connect with Wake Forest students, faculty and resources.
LEADERSHIP DEVELOPMENT

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.

2013-2014 GOALS

- Working with liberal arts faculty, design a pilot pre-term leadership development program for Fall 2014.
- In conjunction with business school faculty and staff, design and deliver a new leadership consortium course to all 135 MA students that incorporates leadership, ethics, organizational behavior, communication, career development and mentoring.
- Expand high performance team development co-curricular experiences to include the MA, MBA and MSA programs — approximately 300 business school students.
- Working with the medical school faculty, design and deliver new leadership, design thinking, change management and organizational behavior retreats/sessions for senior medical school faculty and staff leaders.

2012-2013 ACCOMPLISHMENTS

- Designed and offered a new “Design-Thinking and High Performance Teams” course available to undergraduates through the Entrepreneurship and Social Enterprise minor. Students learn about the theory and practice of creating high performance teams as they work on service learning projects with external organizations. Corporate clients included Cisco Systems and Google.
- Launched second phase of the pilot “Life in the Liberal Arts” First Year Seminar to assess and determine the appropriate foundation for a pre-term educational experience for entering first-years.
- Designed and delivered a new leadership and organizational behavior class for all 115 Masters in Management (MA) students aimed at developing emotional intelligence skills.
MENTORING RESOURCE CENTER

The Mentoring Resource Center serves as a central office for the entire Wake Forest community and provides guidance, resources, support, and recognition for Wake Forest mentoring relationships and programs. The mission of the Mentoring Resource Center is to make mentoring a visible, core experience and value of the Wake Forest community.

2013-2014 GOALS

- Evaluate and update the Mentoring Resource Center goals and strategic plan in partnership with internal and external constituencies.
- Continue to raise awareness of the value of mentoring with internal and external audiences through strategic outreach, partnerships, education and communications.
- Explore opportunities to develop a group mentoring model with undergraduate and young alumni constituents.

2012-2013 ACCOMPLISHMENTS

- Formal mentoring programs have grown from 5 in 2011 to 20 today, with several additional programs in the planning stages. More than 850 faculty, staff, and students attended effective mentoring practice trainings; 2,170 over three years.
- Recognized National Mentoring Month in January 2013 via a redesigned website, videos and interviews with faculty, staff, and students, and 2,500 bookmarks featuring key questions that were used in classroom and training exercises across campus.
- Continued partnerships with Student Advising program, Residence Life and Housing, Student Life, Wake Forest Fellows, Center for International Studies, and others; Initiated partnerships with new Faculty Fellows program for first-year residence halls and a highly-successful young alumni mentoring program with the CNS 320 class.
- In January 2013, Allison McWilliams, Director of the Mentoring Resource Center, was named to the International Mentoring Association Board of Directors. Presented at the University of New Mexico annual mentoring conference and the IMA conference.
PROFESSIONAL DEVELOPMENT FOR ARTS & SCIENCES

Through curricular, co-curricular, and extra-curricular experiences and offerings by departments within the College, liberal arts majors understand and develop the core competencies, skills, and knowledge necessary for success in post-graduate life and work, including communication, personal and professional management, critical thinking and problem-solving, and technical skills. Through strategic partnerships with faculty, staff, and student groups, the OPCD’s Professional Development for Arts & Sciences team works to fully prepare students to live and work effectively and productively in the dynamic 21st century world.

2012-2013 GOALS

- Collaborate with a network of 5-10 strategic academic partners who are able to articulate and deliver on the professional development competency model and framework, and also work with students to measure the resulting benefits.
- Build faculty and student awareness, engagement and development through targeted outreach and partnerships.
- Continue to develop and deliver targeted programming to meet identified student needs and gap areas.
- Develop interactive online resources, tools, and videos for each of the four core professional development competency areas.

2012-2013 ACCOMPLISHMENTS

- Developed strategic partnerships with faculty in several academic departments including history, classics, counseling, communication, political science, psychology, and religion, to explore and pilot opportunities to bridge curricular activities and experiences with professional skills and competencies.
- Created a new professional development website to feature tools, resources, and guidance for students to understand the importance of professional development competencies, as well as how to develop and hone their professional skills and knowledge while at Wake Forest.
- Provided targeted programming to meet identified student needs, including: professional etiquette, financial literacy, communication skills, digital presence, navigating the world of work, and developing strengths-based teams.
“The rigorous and diversified set of academic and extracurricular experiences at Wake Forest University results in versatile graduates, many of whom are well prepared to meet and exceed the expectations that Deloitte has for entry level practitioners.”

- Chris Rose ’90, Principal at Deloitte Consulting LLP

“Students from Wake Forest are successful because they have experience in successfully balancing a rigorous academic/work schedule with a busy and active extra-curricular activities calendar. This balance allows new hires from Wake Forest to hit the ground running and handle any new situation thrown their way in the workforce.”

- Abby Proud, Recruiting Coordinator, Abercrombie & Fitch

“We recruit Wake students because we recruit leaders. Wake students are service-oriented, with the skills and work ethic it takes to be successful in a challenging environment.”

- Kay Jacobs, Recruitment Manager, Teach For America

“The success and progress of the Office of Personal and Career Development in the 2012-2013 year could not have been possible without the support of the following donors. Our sincere appreciation goes out to all parents, alumni, and friends who continue to support our mission and vision.

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- Linda Hinson Holliman (’70, P ’01)
- Kathy and Jack MacDonough (P ’07)
- Sangita and Raj Patil (P ’13)
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- Susan and Michael Selverian (P ’13, ’16)
- Karen (P ’12) and John Vann (’80, P ’12)
- Katherine and Dickerson Wright (P ’10, ’12)

ENDOWMENT PARTNERS

- F. M. Kirby Foundation

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- Liz and Ned Schwing (P ’15)

PARTNERS  Pledged $100,000 to $249,999

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- William Wolf (P ’14)
- Mark Zandi (P ’13)

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