Greetings from the Office of Personal and Career Development (OPCD) at Wake Forest University! It has been a positive year with much innovation and impact, and I am pleased to share these achievements with you in our 2010-2011 Annual Report.

The mission of the OPCD is to teach, advise, and equip all Wake Forest students to successfully navigate the path from college to career. This year, we focused on accomplishing four key goals: Assemble a strong team and foundation; Inspire and track increased student education and engagement with our office and programs; Create new partnerships, networking connections, and employment opportunities with faculty, parents, alumni, and employers; and Raise necessary funds to cover our projected expenses (incremental to the University’s operating support) through June 2014.

Through increased communications and programming, we experienced a significant increase in student engagement across all classes and majors. Importantly, over 45% of first year and sophomore students were registered with our office, whereas few had done so in the past. Over 800 students took self-assessments to identify potential majors and careers and gain a better understanding of their interests, values, and strengths. These students will be much better prepared for work and life after Wake Forest as a result of getting started early during their college experience.

Our office received consistent, positive feedback from students, employers, and faculty with many noting the innovations and visibility of our office and staff. By increasing the staff from 7 to 25 and broadening our mission and services, our investment is making an impact on Wake Forest. An admitted student’s parent recently commented that our services and resources are “head and shoulders above the rest of the other schools we are considering. It gives [Wake Forest] a distinct advantage.”

Our positive results reflect not only the contributions of the OPCD staff, but also those of our partners across the University. With a focus on developing the College-to-Career Community, more faculty, staff, parents, alumni, and employers are engaged and equipped to effectively support our students than ever before. Hundreds of faculty, staff, resident advisors, and student advisors received training on effective mentoring
practices in order to become effective mentors and advisors to students. Additionally, outreach to parents and alumni resulted in many new employers and job opportunities for students and the development of alumni-led groups such as Wake on Wall Street, which provided networking and educational opportunities for students interested in careers in New York City or in finance. Our new OPCD website provides each of these partner groups with current information and resources to help them better advise and guide students with their career-related questions.

Twelve months ago, the OPCD was just a concept. Over this past year, it has become a reality. We are no longer a standard career services office designed to help upper class students ‘just get a job or internship.’ We are equipping students to lead lives with purpose. In addition to supporting students’ job search and career development needs, we are providing opportunities to learn important competencies for life and work, including mentoring, leadership, professional skills, innovation, creativity, and entrepreneurship. To fulfill this bold vision, we have been generously supported by 39 families over the past 18 months and expect to meet our $5 million fundraising goal by June 30, 2011. Our accomplishments would not be possible without them, and we are grateful for their commitment and partnership.

As we reflect upon this highly successful year, we also look forward to continued growth and accomplishments in 2011-2012. From new technologies and resources to new programs and courses and a new office space on the 2nd floor of Reynolda Hall, we will continue to build upon the strong foundation that we have created while further developing our unique College-to-Career Community, a caring, supportive community and culture that is already becoming known as the cutting-edge standard in higher education. Whatever your connection to Wake Forest, we hope that you will join us as a partner in achieving our mission to equip students to lead lives with purpose.

Sincerely,

Andy Chan
Vice President for Career Development
OFFICE OF PERSONAL AND CAREER DEVELOPMENT

Being a college graduate in the decade 2011-2020 will not be easy. The world is more challenging, competitive, and uncertain than ever before. Given this reality and the increasing cost of higher education, colleges and universities have a greater responsibility to effectively prepare students for life after college. Liberal arts institutions bear an even greater burden as employers have reduced their training resources and are less willing to hire students without experience and skills. Students must be equipped to be employable and marketable, and they cannot wait until their senior year to start the process. Wake Forest University is facing these challenges by boldly committing to and investing in the Office of Personal and Career Development.

The OPCD’s mission is to teach, advise, and equip all Wake Forest students to successfully navigate the path from college to career. By achieving this mission, we aim to fulfill our vision for all students to have clarity and confidence about their post-college career direction and goals; to acquire and master core career competencies: self-knowledge; developing effective mentoring relationships; leadership and professional development; innovation, creativity, and entrepreneurship; obtaining summer internships, post-college careers, and/or acceptance to graduate schools; and to be inspired and supported by a College-to-Career Community who provide sound advice and mentoring.
OPCD CORE STRATEGIES:

• Engage and educate all students, early and often.
• Require student participation and track each student to insure engagement and proficiency.
• Partner with and equip influencers: Faculty, Parents, Advisors (faculty/staff/students), and Alumni.
• Generate thousands of accessible internship and job opportunities from organizations and in locations desired by students.
• Leverage technology to teach and engage all students and to facilitate employment contacts and opportunities.
• Measure and report impact of programs on students during and after Wake Forest.

2010-2011 GOALS:

• Assemble a strong team and foundation.
• Inspire and track increased student education and engagement with our office and programs.
• Create new partnerships, networking connections, and employment opportunities with faculty, parents, alumni, and employers.
• Raise necessary funds to cover our projected expenses (incremental to the University’s operating support) through June 2014.
COLLEGE-TO-CAREER COMMUNITY PARTNERSHIPS

Wake Forest students’ career decisions are influenced by faculty, staff, parents, and alumni – in addition to the OPCD. Our vision is for these key influencers, as integral members of our College-to-Career Community, to be equipped with career knowledge, resources, and tools to effectively advise and mentor students to make informed decisions to successfully navigate the path from college to career.
2010-2011 GOALS:

• Meet with faculty and staff members who advise students, to build relationships and an understanding of OPCD services and programs and to co-develop programs and resources to address students’ career-related needs.

• In partnership with the Office of Alumni Services and the Parents’ Council, create secure online network for students, faculty, and staff to connect with alumni, employers, and parents for career advice and potential internship and job opportunities.

• Develop metrics to track partnership engagement.

2010-2011 ACCOMPLISHMENTS:

• Conducted individual meetings with over 50 department chairs, tenured faculty, adjunct faculty, lecturers, instructional design librarians, club and honor society advisors, and academic advisors to engage Wake Forest faculty and staff in the delivery of career information.

• Met lower division advisors to teach them to guide first year and sophomore students to utilize core OPCD programs, resources, and services.

• Supported faculty in art history, business and enterprise management, chemistry, economics, finance, history, psychology, mathematics, sociology, studio art, and religious studies with tailored career presentations to learn how to connect their major to various career paths and how to best use OPCD programs, resources, and services.

• Developed the new Wake Forest Career Connectors LinkedIn group and registered 1,700 alumni and parent members, including members of the Alumni Council, Young Alumni Development Board, and the Parents’ Council. Faculty are also members of the group.

During 2011-12, partnership activities will continue as we increase engagement from all our partner groups. An OPCD faculty advisory board will be established to formalize the planning and feedback process. Capitalizing on the strong membership numbers within the Wake Forest Career Connectors LinkedIn group, the OPCD will implement formal training programs to teach students, faculty, staff, alumni, and parents how to leverage the group to increase student career exploration, knowledge, and competencies as well as generate internship and job opportunities. Our unique, comprehensive College-to-Career Community will further move Wake Forest towards being recognized as the leading university nationwide to support student personal and career development.
RECRUITING AND EMPLOYER RELATIONS

The recruiting team of the OPCD provides a wide range of services for employers and students to connect for educational, internship, and job opportunities. Services include on-campus interviews, resume referrals, career fairs, information sessions, employer panels, and faculty meetings. This year, we implemented a new software system called DeaconSource that provides students immediate access to all employer-related activities on the Wake Forest campus.

The OPCD recruiting team closely collaborates with the Schools of Business employer relations team to develop and foster employer contacts and job and internship opportunities with U.S. and global employers in the for-profit and non-profit sectors.
2010-2011 GOALS:

• Implement DeaconSource to make job and internship opportunities accessible to Wake Forest students.
• Coordinate all recruiting-related employer events, including career fairs, information sessions, interviews, and employer panels with high student and employer satisfaction.
• Collaborate with the employer relations team for expanded employer outreach and improved customer service.
• Implement new tools and systems to track and report student employment outcomes.

2010-2011 ACCOMPLISHMENTS:

• Tested and implemented DeaconSource, a new recruiting software system with 2,970 registered students, which represents 54% of the student body (69% of senior class, 59% of juniors, 59% of sophomores, 42% of first years, and 42% of graduate students).
• Recruiting on the Wake Forest campus has been steady throughout the year.
  – 64 company information sessions (39% increase over last year)
  – 3 career fairs with 70 unique organizations and 1,002 students (12% increase over last year)
  – 1 graduate school fair with 105 schools and 91 students
  – 7,136 job and internship opportunities were made available to students through DeaconSource and UCAN (38% increase over last year)
• Wake on Wall Street alumni-led network provided support and networking opportunities and hosted students on career treks to learn about NYC finance careers.
• Employer webpage was redesigned to provide easier access to information frequently requested and needed by recruiters.
• Two new surveys were developed and launched to track student outcomes after graduation and internship information within their college years.

In 2011-2012, the recruiting and employer relations team will be focused on significantly increasing job and internship opportunities for students, increasing employer involvement to educate students and faculty about various careers, and testing further capabilities of the DeaconSource system to improve student and employer tracking and engagement.
The career education team provides individual career counseling, educational programs, resources, and tools to students of all years and majors to assist them as they successfully navigate the path from college to career. Our vision is to equip and facilitate the empowerment of all Wake Forest students to make informed, sound career decisions while in college and beyond, and to become a best practice model for career counseling and education.

2010-2011 GOALS:

• Increase the visibility of career education services among all students by providing additional tools and resources and conducting programs at multiple locations across campus convenient to student access.

• Provide targeted outreach to first year students and sophomores in order to engage them in the career development process early.

• Provide targeted career development programming for multiple student populations.

• Support the development of College-to-Career course curriculum to launch in 2011-2012.
2010-2011 ACCOMPLISHMENTS:

The career education team has made significant contributions to the growth, scope, and reach of the OPCD and the creation of a supportive and informed College-to-Career Community at Wake Forest.

• Hired and fully trained 3 new career education counselors to support all class years and majors. As a result, the number of individual appointments exceeded 1,850 (+25% versus last year).
  – 1,000+ resume reviews; 1,800+ counseling appointments, including 300 mock interviews
  – 4,800+ attendees to workshops and events
  – The number of first year and sophomore students engaged with our office has increased 900% over last year.

• Targeted career development programming provided to multiple student populations, in collaboration with Schools of Business, Residence Life, Office of Multicultural Affairs, Panhellenic and Interfraternity Council, the Athletic Department, Center for International Studies, Gay-Straight Student Alliance, and the Office of Academic Advising.

• Purchased and introduced career assessments (Focus 2, Strong Interest Inventory, and StrengthsQuest); over 800 assessments were completed by students this year.

• Purchased and delivered 10 new online resources for interview preparation and the job search.

• College-to-Career course curriculum is in development, in collaboration with the Vice President and course instructor. Courses to begin in August 2011.

During 2011-2012, the career education team will continue to advance its vision by educating and advising all students in career development competencies (frameworks, knowledge and skills related to self-assessment, career exploration, marketing/branding); providing career information and resources to both students and the College-to-Career Community (faculty, advisors, parents) related to researching and understanding career paths, as well as pursuing internships, jobs, and graduate school; and connecting students to key influencers who can equip and guide them to make informed, sound career decisions. Additionally, career education staff will solicit student and influencer feedback, explore opportunities to use technology to increase student engagement and learning, share team and student successes, and identify opportunities for continuous organizational improvement.
MENTORING RESOURCE CENTER

In 2010 the Mentoring Resource Center was established in order to provide standards, training, support, tracking, recognition, and inspiration for mentoring across the entire Wake Forest campus. The Mentoring Resource Center helps students think more deeply about their lives and make sound decisions by promoting and supporting effective mentoring relationships. Our vision is for mentoring to be valued and embedded in the culture of Wake Forest and for Wake Forest to be recognized as the national leader in college student mentoring.
2010-2011 GOALS:

• Develop training materials and programs to support mentoring.
• Support the development and implementation of 3-5 mentoring programs.
• Communicate and generate awareness of the Mentoring Resource Center and mentoring opportunities.
• Develop metrics to track mentoring engagement.

2010-2011 ACCOMPLISHMENTS:

• Handbooks and other resources were developed to support mentors, mentees, and mentoring programs coordinators; approximately 200 handbooks have been distributed in hard copy format throughout the year; they are also available for download through the website.
• Mentoring Resource Center Faculty/Staff Advisory Committee was convened biannually.
• Mentoring Program Coordinator Council was created and convened to share best practices, learn from internal and external experts, and provide feedback on opportunities to improve mentoring on the Wake Forest campus.
• Mentors, mentees, and mentoring program coordinators in five formal mentoring programs were provided support, training, and guidance. The Mentoring Resource Center trained 105 faculty and staff and 614 students on effective mentoring practices, for a total of 719 individuals trained. As well, individual mentoring program coordinators provided their own training and supporting resources as needed.
• Mentoring Resource Center website was launched and provides access to tools, resources, and information to support mentors, mentees, and mentoring program coordinators.

In 2011-2012, the Mentoring Resource Center looks forward to supporting the creation of additional mentoring programs, continuing and expanding training and support for informal mentoring, exploring opportunities to deliver training and resources via new technologies, and recognizing outstanding mentoring on the Wake Forest campus through the creation of annual mentoring awards.
In 2010 and 2011, the Center for Innovation, Creativity and Entrepreneurship (CICE) continued to build on a strong foundation to deliver a program of academic, experiential, and co-curricular opportunities for our undergraduate students, including the Entrepreneurship and Social Enterprise (ESE) minor, one of the most popular minors at Wake Forest.

2010-2011 GOALS:

• Develop and offer new elective courses for the Entrepreneurship and Social Enterprise (ESE) minor.
• Support co-curricular and experiential opportunities for students and faculty in order to enhance learning.
• Streamline marketing communications and increase student and faculty engagement.
• Identify and secure the support of internal and external partners regarding current goals and future direction.
2010-2011 ACCOMPLISHMENTS:

• Added 2 new ESE electives (mobile computing and communication technology) bringing total available course offerings to 15. In 2010-2011, 457 students enrolled in ESE elective courses.

• Hosted Teaching Creativity in Higher Education conference; 25 faculty members representing 15 institutions from the U.S. and Cairo participated in the 3-day conference.

• Streamlined application for New Venture Grant process. Instituted surveys to report on experiences and learning of students working on new ventures. Administered baseline skills assessment survey among grantees. In 2010-2011, 40 New Venture Grant proposals were submitted, and 32 grants were awarded totaling $61,507.

• Ran 3 grant-writing workshops for students in both fall and spring semesters.

• Celebrated Global Entrepreneurship Week including the first exhibition of student work in creativity.

• Hosted Escalator and Elevator Venture Capital Pitch Competitions; an Innovation to Venture conference featuring Dr. Anthony Atala of the Institute for Regenerative Medicine, for which we received national coverage through the NCIIA (National Collegiate Inventors and Innovators Alliance); and a Science, Technology and Entrepreneurship workshop.

• Hosted the annual Excellence in Entrepreneurship Awards Banquet, presenting 14 awards to students and faculty and honoring David Orton, CEO of Aptina Imaging, a private-equity held semiconductor company, with the Excellence in Entrepreneurship Award.

• Granted 30 stipends to students to pursue entrepreneurial internship experiences during summer 2011.

• Continued to monitor, coach, and advise students undertaking new ventures and match student entrepreneurs with alumni mentors.

• Redesigned communications and began redesign of website to launch in the next fiscal year.

• Convened Faculty Council, representing the undergraduate college, the Schools of Business, and the Wake Forest University-Baptist Medical Center, to develop a Center Research Proposal to frame the future of the program. Convened and obtained support of external Advisory Council.

In 2011-2012, the Center for Innovation, Creativity and Entrepreneurship looks forward to supporting the creation and delivery of valuable experiential and co-curricular activities, continuing the training and support for faculty teaching in the program, and recognizing entrepreneurial achievements of faculty and students. In addition, the CICE looks forward to working with faculty, students, and other constituents to research and define the future vision for the program.
2011-2012: OPCD GOALS AND FUTURE DIRECTION

During 2010-2011, Wake Forest’s Office of Personal and Career Development made great progress towards fulfilling its mission and vision. We built the team and launched new programs and resources to prepare our students to lead meaningful, satisfying lives in a constantly changing world by equipping them to lead lives with purpose. In addition to building upon the strong foundation and accomplishments of 2010-2011, we anticipate developing and implementing several key initiatives during the upcoming year.

• NEW OFFICE SPACE: In August 2011, the OPCD staff will move into state-of-the-art offices located on the second floor of Reynolda Hall. This new collaborative work space will be the physical embodiment of our work as an office: a space where people can come together from all over the campus to explore their passions and interests, network and learn about potential paths, and identify future goals and be inspired to take the action steps to achieve those goals.

• NEW TECHNOLOGIES: This coming year the OPCD staff will explore new technologies and educational tools to better communicate with and teach students, faculty, staff, alumni, and parents in an effective and accessible way. Where appropriate, traditional stand-and-deliver training programs will be provided in an online format, and we will explore opportunities to create online certification programs to expand our reach.

• CAREER PASSPORT: We will assess the concept of a “Career Passport” and e-portfolio for students. With the career passport, students would be expected to complete specific milestones such as:
  – Meeting with a career counselor to develop a four-year action plan
  – Completing a self-assessment
  – Creating an effective resume, LinkedIn profile, and cover letter/networking correspondence
  – Successfully performing in a mock interview
  – Conducting a solid informational interview
  – Participating in a career trek to learn about various career paths and options
  – Developing a mentoring relationship
  – Producing a portfolio to share key accomplishments with potential employers and graduate schools, as well as mentors, advisors, and parents
• **COLLEGE-TO-CAREER COURSES:** In the 2011-12 academic year, we will launch a four-class series of courses, in collaboration with the Department of Counseling, to help students explore their personal values, character, and meaning; the world of work; job and graduate school search skills and frameworks; and leadership and professional development skills and competencies. These courses will be open to all students in all majors and will be eligible for academic credit.

• **LEADERSHIP AND PROFESSIONAL DEVELOPMENT:** We will be developing and implementing two new areas, leadership and professional development education and programming with special focus on students in the arts and sciences. Through curricular, co-curricular, and extra-curricular experiences and offerings, students will develop the core competencies necessary for success in post-graduate life and work.

• **EMPLOYER DEVELOPMENT AND FAMILY BUSINESS CENTER:** Greater staff resources and attention will be placed on increasing the number of internship and employment opportunities for students. In addition, the Family Business Center, currently housed within the Schools of Business, will be brought into the OPCD, and its member organizations will be engaged to provide mentoring, internship, and employment opportunities for students in Winston-Salem and within North Carolina.

• **RETHINKING SUCCESS: FROM LIBERAL ARTS TO CAREERS:** In Spring 2012, the OPCD will host a national conference to raise awareness and engage national thought leaders in discussion regarding the role, responsibilities, and value of a liberal arts education in the 21st century. Wake Forest will be seen as a leader among liberal arts institutions for inspiring and implementing innovative ways to best prepare students for career and life in the increasingly competitive and challenging global employment market.
FINANCIAL SUPPORT

We would like to acknowledge and thank the following donors for their generous support, commitment, and partnership. With their support, the OPCD was successfully launched this year and has sufficient operating support through June 2014. To institutionalize the OPCD operations and programs after June 2014 and into perpetuity, the OPCD will be seeking additional endowment support in the coming years.

FOUNDING PARTNERS – Pledged $250,000 or more

Jim and Pamela Awad (P ’13)  
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James and Tanya Dixon (P ’15)  
S. Laing (’76, MBA ’78, P ’04) and Enid Hinson (’04)  
Jack and Kathy MacDonough (P ’07)  
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PARTNERS – Pledged $100,000 to $249,999

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