I am delighted to present our Annual Report for 2011-2012. It has been a rewarding year of growth, innovation and impact.

Last year at this time, the Office of Personal and Career Development was an office in name only. With three teams of 15 people located in separate offices around campus, we were limited in our ability to operate as one integrated team. Over the course of this year, we have expanded to seven departments and now have a team of over 30 people delivering curriculum, training, resources, tools and work/experiential learning opportunities in the areas of career and professional development, employer relations, mentoring, leadership, family business, and innovation, creativity and entrepreneurship.

We accomplished much and implemented many innovations this year. Of note, we significantly increased the number of students taught, engaged and equipped by our office. We increased the number of employers who sought our students for internship and job opportunities. We also increased the engagement and capability level of our faculty, student advisors and leaders, alumni and parents as mentors and advisors providing career guidance and connections. Our impact on students and the community increased significantly much due to our newly renovated 7,000 square foot, state-of-the-art office suite that was designed to attract students and to encourage collaboration between departments.

As you might imagine, some of our initiatives worked and some did not. Our team strives to collaborate broadly and innovate boldly. I often urge our team to conduct “rapid prototype pilots” and “succeed or fail quickly.” As this mindset and capability is built into our team culture, we will truly become the most innovative personal and career development organization in higher education.

Given our mission to teach and equip all Wake Forest students to navigate the path from college to career with clarity, confidence and competence, we made progress this year. However we are just at the initial stages of a major transformation, not only in our office’s operations but across the university. We look forward to the day when everyone in our university culture and network embraces and supports personal and career development as a mission critical component of the college student experience.

We are inspired, motivated and committed to our mission. We are so appreciative of the partnerships, commitment and dedication of Wake Forest faculty, staff, advisors, alumni, parents, donors and student leaders. We could not achieve our goals and fulfill our mission without their encouragement and support.

With great passion and enthusiasm,

Andy Chan
Vice President for Personal & Career Development
VISION

To inspire, challenge and prepare all students to find careers that reflect their values and lead to lives of connection and meaning.

MISSION

To teach and equip all Wake Forest students to navigate the path from college to career with clarity, confidence and competence.

VALUES

RESPONSIBILITY
Each person is empowered to take responsibility for his/her own job and goals and be a positive contributor to the products, services, goals, communication and team dynamics. We have a shared responsibility and accountability to speak up and take the initiative to maintain our team’s strong foundation and also be a positive agent of change.

INTEGRITY
We act with integrity and honesty in the work that we do, the people we interact with, and in the decisions that we make. We are accountable to one another and to those whom we serve.

OPEN-MINDEDNESS
We strive to continually learn, improve, adapt, evolve and innovate in our products, services, communications, ourselves and our relationships with a positive, open mind and can-do attitude.

SERVICE
We want all constituents to have meaningful and positive interactions with the OPCD. We strive to understand our constituents’ needs and provide personal and thoughtful service.

COMMUNITY
We appreciate the value and diversity of our team. We respect, trust and support each other. We realize we are a part of a larger community within and outside of Wake Forest and we strive to support and serve our neighbors whenever possible.

BALANCE
We value a holistic and balanced work environment. We strive for excellence and also take time for fun and celebration. We encourage individual and team behaviors that support a healthy and productive lifestyle.
2011-2012 ACCOMPLISHMENTS

- Academic departments incorporated recent graduate career outcome information into their marketing to prospective majors. Example: Computer Science Chair, Peter Santiago, has incorporated internship and job outcomes information in his new marketing plan to better inform students and increase student interest in computer science.
- Increased the Linkedin Wake Forest University Career Connectors group to 4,500 members, including 975 students (21% of the student body).
- Held 17 Linkedin presentations to 400+ students in fraternities, sororities, academic clubs, honor societies, and academic classes.
- Create tools and programs to partner with and inform faculty in every department in the college and business school.
- 50% of the Wake Forest student body has profiles in the LinkedIn Wake Forest University Career Connectors group.
- Communicate faculty-student engagement success stories to increase faculty participation.
- Conducted Linkedin training for 200+ alumni at alumni social media training program so that they can provide students with sound guidance and advice online.
- Developed Linkedin photo booth and took over 500 professional photographs of Wake Forest students, faculty, and staff.
- Updated online First Destinations report information so that faculty, students and parents can access and sort over 5,500 recent graduate career and professional school outcomes by major.
- Communicate student success stories from Linkedin Wake Forest University Career Connectors group to motivate student participation.
- Increase parent education information and resources.

2012-2013 GOALS

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COLLEGE-TO-CAREER COMMUNITY PARTNERSHIPS

The OPCD partners with faculty, advisors, parents and alumni to provide career guidance and support to Wake Forest students. This College-To-Career Community complements the resources and programs offered by the OPCD and enables students to ask for and receive important information from the people who they trust most. We have met with hundreds of faculty and developed a vibrant Linkedin group of students, parents, alumni and faculty, the Wake Forest Career Connectors.
In partnership with the Department of Counseling, we developed and offered students a series of new half-semester, 1.5 unit courses to promote career development early in a student’s university experience. The courses are designed to be academically rigorous and incorporate career development theory, research and practice. In the first course, “Personal Framework for Career Exploration,” students understand their personal strengths, interests, values and beliefs, which develops their ability to make sound decisions and learn the factors that create a meaningful, fulfilling life after Wake Forest. They also explore and understand the majors that are offered at WFU and how majors relate to career options. In the second course, “Options in the World of Work,” students begin the crucial task of understanding the range of careers available and considering which careers will best align with their interests, needs and aspirations. In “Career Planning,” students develop a personal assessment, explore career options and develop skills and tools to develop a successful job search.

### COLLEGE TO CAREER COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
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</table>

### 2011-2012 ACCOMPLISHMENTS

- Over 280 students completed at least one course in the “College to Career” series. Approximately 140 students completed the first two new courses during this academic year.
- Student reaction to the new courses is very positive. With significant word of mouth endorsements, course enrollment grew from 58 students in the fall to more than 80 in the spring semester.
- Universities from around the country frequently inquired to learn about our innovative courses.
- Received $1 million donation from the Kirby Family Foundation to fund the hiring of 1.5 additional instructors, course assessments and materials expenses, and online program development (not for credit concept).

### 2012-2013 GOALS

- Hire new instructors to double the number of students taking “College To Career” courses.
- Design and develop “Strategic Job Search,” the third course in the “College To Career” series, to launch in Fall 2012.
- Determine development plan for “College To Career” online program (not for-credit concept).

### STUDENT COMMENTS

- Before this class I did not know my strengths or career path, but now I understand fields and industries that I am interested in pursuing.
- Before this class, I thought I understood how to navigate my career path, but now I understand the importance of knowing your personal values when searching for a career.
- Before this class, I thought I had to figure out my career plans senior year, but now I understand it is important to figure out what I want to do early on so I will be prepared. I need to know myself to know my work.
2011-2012 ACCOMPLISHMENTS

The career education and counseling team expanded its reach and visibility by piloting and implementing new methods of educating students and influencers. It also developed new methods to gather important student feedback and make improvements:

- Implemented an electronic career counseling feedback survey, reporting positive feedback from 99% of students surveyed. Solicited additional feedback via Student Advisory Board.
- Created and launched new technology-based teaching tools, such as online instructional videos, electronic action plans, and an improved, comprehensive website.
- Piloted new student outreach innovations: Google “chat with a career counselor” hours; WebEx career counseling appointments for students studying abroad; Mini career development sophomore living learning community program.
- Assisted with design and delivery of the new College To Career courses, “Personal Framework for Career Exploration” and “Options in the World of Work”.
- Partnered with Wake Forest Baptist Health departments to pilot an internship program for undergraduate students.
- Significantly expanded internship search support information on website.
- Developed and implemented Open House series to share initiatives with student influencers and build student awareness and engagement with the OPCD.

2012-2013 GOALS

- Pilot new methods to communicate and teach personal career competencies (frameworks, knowledge and skills related to self-assessment, career exploration, marketing/branding) from students’ first days on campus to post-graduation, including tracking their understanding, development and performance in these competencies.
- Incorporate most effective learning assignments and resources from College To Career Courses into the career education and counseling offerings.
- Collaborate with the Employer Relations team in developing and implementing innovative programs, practices and solutions to meet student experiential learning needs.
2011-2012 ACCOMPLISHMENTS

• Hosted first-ever TEDxWakeForestU conference. This Spring event featured 17 speakers and attracted 1100 people from WFU, the community and other regional universities.

• Hosted the Elevator Competition, a business plan competition pitching for venture capital funding, which was won by WFU student, David Smitherman.

• Launched the i2i Inspiration to Innovation Competition, which encourages WFU students to apply concepts from nature, science, the arts or business to develop innovative ideas.

• Celebrated Global Entrepreneurship Week in the Fall, including the second annual Everyday Innovations exhibition of student work in creativity.

• Three new courses were offered this year in Communication Technology and Entrepreneurship, Mobile Computing and Entrepreneurship in the Creative Liberal Arts.

• Conducted Faculty Seminar on Entrepreneurship and the Arts, 10 faculty members from eight departments participated in the 8-week seminar.

• Ran five grant-writing workshops in the Fall and four in the Spring semesters, resulting in 24 Seed Grant Awards made to student entrepreneurs to help them start their own businesses.

• Granted 26 Entrepreneurial Summer Fellowship awards for students to pursue entrepreneurial internship experiences during the Summer of 2012.

• Hosted the annual Excellence in Entrepreneurship Awards Banquet, presenting 31 student and faculty awards and honoring Deepa Pakianathan, Ph.D. Class of ‘93, General Partner with Delphi Ventures with the Excellence in Entrepreneurship Award.

• Expanded membership of the CICE Advisory Council from 25 to 38, resulting in increased engagement from alumni and parents, and secured funding for program activities.

• Improved CICE communications with launch of new website, blogs, Facebook page, Twitter feed and semi-annual newsletters.

• Secured Planning Year funding from the Office of the Provost to develop a center proposal designed to inspire and support interdisciplinary activity in innovation across the university.

2012-2013 GOALS

• Develop a three-year strategic plan that will guide the program’s development as a leading undergraduate program in innovation and entrepreneurship.

• Provide exposure and training in innovative, creative and entrepreneurial thinking to a broad base of students.

• Deepen and strengthen the program offering for students with core interest in entrepreneurship.

• Raise the public profile of WFU as a leader in innovative and entrepreneurial education in the liberal arts.
2011-2012 ACCOMPLISHMENTS


• Partnered with Schools of Business Dean Steve Reinemund to bring Jeff Immelt, CEO of GE, to campus. Over 450+ members of the WFU community (students, faculty, staff, alumni and friends) participated in this event, many meeting recruiters from Biomedical Engineering, Experienced Commercial Leadership Program, GE Finance, and GE Healthcare.

• Focus on creating a world-class employer experience.

• Implement eRecruiting—a new recruiting software system with advanced social media and employment tracking capabilities.

• Increase job and internship opportunities, as well as strategic employer relationships.

2012-2013 GOALS

• Partnered with University Career Action Network (UCAN), a consortium of 22 top schools, to generate 9,678 internship opportunities (+73%) for WFU undergraduate students.

• Led several student trips (career treks) to NYC, Raleigh and South Carolina for to learn from and network with employers including Merrill Lynch, Bayer, BBDO, BMW, Burt’s Bees, Citigroup, Heineken, Lenovo, J.P. Morgan, Michelin and Nautica.

• Expanded alumni-led Wake on Wall Street network in Atlanta, Charlotte, and Dallas to generate job and networking opportunities in financial services. Partnered with alumni to develop MAD DEACs Network in NYC for job and networking opportunities in Public Relations/Advertising/Marketing/Media.

• Launched new Undergraduate Business Career Center to target career support and services for all undergraduate business students resulting in higher satisfaction with their job search support and experience. Class of 2011 Employment results: 100% of student employment information tracked; 95% accepted their first job within 6 mos. of graduation.

• Launch a structured job shadowing program.

• Expand Wake Forest Connections events in Charlotte, Washington, DC, and New York City.

• Prepare for the new WFU Recruiting Center in Farrell Hall to open in Fall of 2013.
FAMILY BUSINESS CENTER

This year, the Family Business Center (FBC) moved to the Office of Personal and Career Development from the Schools of Business. The mission of the Family Business Center is to educate and equip North Carolina family businesses for long-term success and sustainability. By building relationships with and among business owners, the FBC expands the College-to-Career Community for Wake Forest students (30% of whom have at least one parent who runs or owns a family business) and provide mentoring relationships, internships and employment opportunities. In addition, the FBC provides a point of entry for business owners interested in connecting with the university.

2011-2012 ACCOMPLISHMENTS

• Announced 2012 North Carolina Family Business of the Year Award recipients: Witherspoon Rose Culture (Durham), Brady (Greensboro), Carolina Biological Supply Co. (Burlington) and The Biltmore Company (Asheville). Over 140 people attended the awards ceremony on May 3 at the Mint Museum in Charlotte.

• Hosted fifteen events attended by 550+ business owners and trusted advisers in Winston-Salem and Charlotte.

2012-2013 GOALS

• After completing our strategic planning for 2012-2013, the Family Business Center looks forward to the upcoming year with a clear focus on building a stronger member community.

• Provide educational programs and resources that address critical family business issues.

• Provide opportunities for members to connect and learn from each other, through both new programming options and new technologies.

• Explore and identify opportunities for FBC members to access and connect with Wake Forest students, faculty and resources.

• Leverage the success of NC Family Business of the Year Awards program to extend and strengthen our member community statewide.

• Provided Executive-in-Residence opportunities for 76 students by offering special sessions with FBC speakers (Jamie Richardson, VP Corporate Relations, White Castle; Greg McCann, Director of the Family Enterprise Center, Stetson University; and Jim Perdue, Chairman, Perdue Farms).
2011-2012 ACCOMPLISHMENTS

• With approval from the College’s curriculum committee, piloted a First Year Seminar entitled “Life in the Liberal Arts.” Working with five tenured and tenure-track faculty members, this interdisciplinary course incorporated emotional intelligence skill development in self-awareness, self-management, social awareness and relationship management and built on the strengths of the liberal arts disciplines. The Course culminated in the Alumni and Parent Challenge, a final exam conducted by teams of alumni and parent judges to harness the talents of our alumni and parents and to expand the learning process for our students.

• Piloted two new Leadership Development courses for the MBA and working professional MBA program. Designed a required Organizational Behavior course for the Undergraduate Business Program.

• Launched Design-Thinking project with the Medical School Curriculum Steering committee to create a new, innovative medical school curriculum. Led over 100 faculty and administrative leaders and nine design teams in this change initiative.

2012-2013 GOALS

• With Gordon McCray, Dean of the Undergraduate Business School, design and teach new leadership lab course for Fall 2012: Design-Thinking and High Performance Teams. Targeting sophomores and juniors, this experiential course is a team-based practicum which will include managing design-thinking projects, developing emotional intelligence skills, and facilitating high performance teams.

• Design and teach new leadership/Organizational Behavior course to three sections of M.A. in Management students to improve leadership skills and build a feedback-rich intellectual community.

• Design and teach entrepreneurial leadership course to College undergraduates for Spring 2013.

• With tenured faculty, explore and determine next phase for emotional intelligence development course and “Life In The Liberal Arts.”

• Continue medical school Design-Thinking project work and leadership development with faculty.

LEADERSHIP DEVELOPMENT

This year, the leadership development initiative was launched. Professor Evelyn Williams, formerly at the Stanford Graduate School of Business, developed courses for the Schools of Business and College and also led a very important Design-Thinking project for the Wake Forest Baptist Medical Center.
MENTORING RESOURCE CENTER

In its second full year of operation, the Mentoring Resource Center (MRC) made considerable progress towards the goal of developing and supporting a culture of mentoring on the Wake Forest campus. In 2011-2012, the MRC established several key strategic goals: conduct outreach with targeted faculty, staff and students to build a network of internal strategic partners who are equipped to communicate with and educate others about effective mentoring practice; conduct external outreach to raise the awareness and value of mentoring at Wake Forest; and, support the development, implementation and maintenance of formal mentoring programs on campus.

2011-2012 ACCOMPLISHMENTS

• The MRC supported the development, implementation and maintenance of 12 formal mentoring programs, more than double the previous year. MRC staff trained over 660 faculty, staff and student mentors and mentees, bringing the two-year training total to 1325. 30 training programs for diverse audiences were conducted. Additionally, the MRC distributed more than 1500 mentoring handbooks and tool kits.

• The MRC Faculty/Staff Advisory Committee, which includes representatives from Student Life, Residence Life and Housing, Career and Professional Development, Global Affairs, and academic departments, was convened bi-annually and provided guidance to the MRC.

• The MRC Program Coordinator Council was convened bi-annually to share best practices and provide professional development to those who lead formal mentoring programs.

• The MRC was featured in the International Mentoring Association quarterly newsletter in June 2011 and was invited to present at the University of New Mexico Annual Mentoring Institute in October 2011 and at the International Mentoring Association conference in Orlando in March 2012.

2012-2013 GOALS

• Develop additional formal mentoring programs.

• Increase collaboration with the Office of Academic Advising and the Office of Residence Life and Housing to support both faculty and student advisors and resident advisors.

• Explore opportunities to develop an online mentoring certification program.
2011-2012 ACCOMPLISHMENTS

• Identified and developed professional development competency model through interviews with 115 faculty, staff, alumni, and employers, and conducted extensive research of other institutions’ programs and course offerings.

• Collaborated with the history department to pilot professional skill development in an academic course; students identified relevant team-building and presentation skills learned in class that were sought by employers and graduate schools, discussed the value of these skills with history alumni, and practiced marketing these skills for resumes and interviews.

• Developed and implemented a year-long program for the Student Advising Leadership Council to build group cohesion and enhance team dynamics; taught Leadership Council members to identify relevant applicable skills for job and graduate school interviews.

• Developed and facilitated a pilot series for the Wake Forest Fellows program; topics included Navigating and Transitioning into the World of Work, Effective Business Communication, and Running Your Life Like a Business.

2012-2013 GOALS

• Collaborate with faculty members in Classics, Political Science, Psychology, and other departments to enhance the cross-disciplinary alignment between academic learning outcomes and professional development competencies.

• Help students and faculty make direct connections between educational pursuits and life after college, simultaneously enhancing students’ current curricular experiences with co-curricular and extra-curricular activities.

• Develop methods to use technology to deliver competency framework and resources, to increase student learning and engagement, and to partner and collaborate with faculty, advisors, staff and other OPCD units.

PROFESSIONAL DEVELOPMENT

This year, the Professional Development initiative was established to research and identify key learning competencies for liberal arts and sciences students to be prepared for the world of work and/or graduate school. With this competency framework, our vision is to bridge curricular, co-curricular, and extracurricular activities and education to fully prepare students for life after college through strategic partnerships with Wake Forest faculty and staff.
RETHINKING SUCCESS CONFERENCE:
From the Liberal Arts to Careers in the 21st Century

From April 11-13, 2012, we hosted a national conference to address the roles and responsibilities of colleges to more effectively prepare students for post-graduate work and life. There were over 250 participants representing 70 premier colleges – ranging from the Ivies to small private colleges and large public universities. The conference was led by keynote speeches from former Secretary of State Condoleezza Rice and former P&G Chairman A.G. Lafley, and included presentations by WFU President Nathan Hatch, WFU College Dean Jacque Fetrow and many others including Teresa Sullivan, President of University of Virginia; Mark Zandi, Chief Economist at Moody’s and current Wake Forest parent; and Neil Howe, an expert on the Millenial generation.

Several panels concluded that liberal arts faculty and career development staff must partner with each other to teach and guide students to better understand and communicate the relevance of what they are learning in the classroom to the world of work and to provide students with more opportunities to extend their learning in work internships and applied research. Employers, alumni and parents should partner and collaborate with universities, faculty and career development offices in this mission. It was great reinforcement to learn that we are doing much of what was recommended by national thought leaders and experts.

The conference exceeded our expectations and propelled Wake Forest into a leadership position on this important topic. We have received press coverage from The Wall Street Journal, Washington Post, USA Today, Inside Higher Education, Associated Press and many other media. We have also been invited to speak at conferences to address Presidents, Provosts and Deans who are wrestling with understanding the issues and Wake Forest’s distinctive approach.

Most importantly, the conference has enabled the OPCD to enter into productive discussions with Wake Forest faculty and develop new partnerships and solutions to help faculty make their courses more relevant and connected to the world of work. We expect many success stories resulting from these OPCD-faculty partnerships in the coming year.
The success and progress of the Office of Personal and Career Development in the 2011-2012 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.

**Founding Partners**  Pledged $250,000 or more before June 30, 2011

Anonymous
Pamela and Jim Awad (P’13, P’15)
Kathy and Bill Binder (P’10, ’14)
Sandy and Dick Boyce (P’14)
Kristian DiGaetano
Tanya and James Dixon (P’15)
Helen (’84) and Dave Feinberg (P’14)
Enid and S. Laing (’76, MBA ’78) Hinson (P’04)
Linda Holliman (’70, P’01)
Kathy and Jack MacDonough (P’07)
Sangita and Raj Patil (P’13)
Elise and Rich Ronzetti (P’13)
Rita and Hal Rosser (P’04)
Susan and Michael Selverian (P’13)
Karen and John (’80) Vann (P’12)
Kathy and Dick Wright (P’10, ’12)

**Sustaining Partners**  Pledged $250,000 or more after July 1, 2011

F. M. Kirby Foundation –
   Alice and Trig Horton (P’95, ’98, ’01);
   Laura (’82) and Drayton Virkler

**Partners**  Pledged $100,000 to $249,999

Anne Marie and Doug Bratton (P’04)
Mariet and Michael Cyrus (P’13)
Barbara and John Eager (P’14)
Patti and Adam Godfrey (P’14)
Leslie and Barry Hales (P’11, ’13)

**Donors**  Pledged up to $100,000

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