I am excited to share the Office of Personal and Career Development’s Annual Report. The 2013-2014 academic year was terrific! We introduced new initiatives, achieved our goals and received national attention.

The OPCD is much more than the standard career office. As you will see in the Annual Report, we provide a broad range of educational offerings, resources and experiences for personal, career and professional development. Our work enables students to not only secure internships and jobs, but to learn the competencies and mindsets necessary to thrive throughout their careers and lives.

We encourage our students to start the process as early as first year orientation, and we work with key student influencers: faculty, staff, alumni, employers and parents to provide the information, tools, environment and connections for our students to learn and succeed. Below are a few notable highlights from the year.

- 99% of the Class of 2013 was either employed or in graduate school within 6 months after graduation, with comparable results for the liberal arts students and the business school students.
- The School of Business’ Businessweek ranking improved from 19 to 11, the highest ever, much due to improved student satisfaction and recruiter evaluations.
- Wake Forest University’s commitment to personal and career development was featured in the New York Times Magazine as a model for higher education in September 2013.
- The OPCD Leadership Team hosted a one-day symposium for other liberal arts universities to learn how to strengthen their own career development centers based off Wake Forest’s model and operation.
- Dr. Katharine Brooks, our new Executive Director of Career Education and Coaching, and I were recognized by CSO Research Inc. as two of the 10 most visionary and forward-thinking leaders in college career services.

Teamwork truly is the key to our success. The OPCD and the School of Business’ Market Readiness and Employment teams collaborate effectively to provide personal attention, resources, connections and support for all WFU undergraduates and graduate business students. We are thankful to have collegial relationships with faculty and staff in the College, School of Business and across the university. In addition, the backing of our generous donors enabled us to launch the OPCD in 2011 and continue its upward trajectory. Through their gifts and support, we are making a positive difference in the lives of Wake Forest students and alumni – and it is clear that our investment in personal and career development makes a difference.

As you will soon discover in the report, this year has been remarkable and we’re excited for the year ahead. It’s going to be a great one!

With boundless enthusiasm,
Andy Chan
Vice President for Personal & Career Development
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. Wake Forest is one of the only liberal arts universities to offer a comprehensive, broad-reaching academic curriculum for personal and career development.

### 2013-2014 Accomplishments

- Developed and launched fourth course in College-to-Career series, “Professional and Life Skills,” to connect seniors’ liberal arts education to a thriving life after graduation
- Taught 16 sections of courses to 400+ WFU undergraduates in four different College-to-Career Courses
- Piloted use of e-portfolios in two different College-to-Career Courses for more than 40+ undergraduates

### 2014-2015 Goals

- Develop and implement use of e-portfolios across all College-to-Career Courses
- Present and publish preliminary and ongoing research and outcomes of College-to-Career Courses
- Design teaching modality to respond to student demand and increase access for more students to enroll in and complete College-to-Career curriculum
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 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, the competencies to realize those goals, and the confidence to flourish in the highly dynamic world of work.

2013-2014 GOALS

- Institute newly reorganized career coaching model which aligns and connects career coaches to specific majors, departments, and special populations
- Launch new visual thinking assessment center, Studio 230, to help students create compelling career visions and develop stories that effectively articulate the value of their education to employers
- Create new competency-based model for educating and evaluating student job search and workplace-related skills
- Enhance the role of student workers and student volunteers in OPCD to effectively reach all students, especially those who are typically less engaged in the career development and job search process

2013-2014 ACCOMPLISHMENTS

- Increased the number of individual career coaching appointments +23%; resume reviews +13%; Over 5,000 students attended workshops provided by the CEC and Professional Development teams
- Combined professional development and internship programs to create new experiential education programming and opportunities
- Moved from career counseling model to career coaching model, emphasizing strategic career planning and goal setting
- Introduced career mapping and other visual thinking activities and exercises designed to engage and assist liberal arts majors in their self-knowledge, personal vision and narrative, and job search
- Created new programming, FreshStart, for first year students, in response to increased appointment requests
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. This year we delivered many academic, experiential and co-curricular opportunities, including the Entrepreneurship and Social Enterprise minor, New Venture Grants, and the third annual TEDxWakeForestU conference.

2013-2014 ACCOMPLISHMENTS

• Launched Innovators in Residence program with founders and directors of Beta Verde, a ‘home sown’ good food Winston-Salem enterprise, as the inaugural Innovators in residence
• Organized campus initiative on Women, Entrepreneurship, Food and Place that brings together interdisciplinary linked courses taught in the ESE minor and the Sociology Department
• Held third annual TEDx at WFU, with attendance of 1000+
• Launched four new Entrepreneurship and Social Enterprise courses: (1) Business and Society: Women and Entrepreneurship; Innovation, Sustainability and Social Responsibility (2) Social Media and Digital Communications (3) Research Methods for Entrepreneurs (4) Women and Entrepreneurship: A Campus/Community Collaboratory
• Accepted 25 of 36 seed grant proposals during the academic year, totaling $58,000.00
• Awarded Entrepreneurial Summer Fellows Stipends totaling $65,500 for 23 students to work on their own or other new ventures/social enterprises
• Wake Forest team selected as finalist for first Breast Cancer Startup Challenge

2014-2015 GOALS

• Launch Entrepreneur in Residence program to provide a network of advisors and mentors for students
• Improve coordination between entrepreneurial units across the university to train and build interdisciplinary venture teams linked with community advisors and investors
• Pilot "Innovation, Leadership and Communication," an innovative new course, in partnership with Leadership Development and the Communication Department
• Launch summer entrepreneurship program for high school students
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 all students to connect with employers as well as ensuring employers have a first-rate experience when recruiting and meeting with our students.

2013-2014 ACCOMPLISHMENTS

• Oracle recruited on campus for the first time this fall and made 34 offers of employment to WFU students; Twenty-five students have accepted and will join the Oracle team in summer 2014

• For the first time, a team comprised of WFU juniors from the College and School of Business won first place in the Deloitte Battle of the Beltway business case competition

• 60 students from the College and School of Business participated in a first-time Career Trek to New York City during winter break; Students learned about Media and Communications, Public Relations, Advertising, Fashion, Retail, and Fine Arts Administration

• 15 students from the College, School of Business, and Law programs attended the second Wake on Risk Street Trek. Students met 24 senior level executives from AmWins, Arch Capital Group, Guy Carpenter Group, PricewaterhouseCoopers, UBS Investment Group, Wells Fargo, and Willis Re, resulting in 73 interviews for potential jobs and internships

• Held first-ever WFU Connects event in Charlotte, with over 100 students and 40 organizations including Bank of America, BB&T, BlueCap Marketing, Carolinas Healthcare System, CBRE, Charlotte Knights, Delhaize America, EY, Maltower Group, The Compass Group, Premier Healthcare, Uber, Wells Fargo, Vangard, YMCA

• Expanded Winter Break Job Shadow Program to major cities across the US, including New York City, Washington D.C, Atlanta, Chicago, Dallas, Boston, Los Angeles, San Francisco, and others; 150 opportunities were sourced and 81 students from different majors and class years participated

2014-2015 GOALS

• Implement new recruiting system to enable efficient processing, tracking, and reporting of recruiting activity and outcomes across all programs

• Increase employer connections to result in new and expanded full-time and internship opportunities for all WFU students

• Continue to strengthen collaborations between OPCD, College, School of Business, Advancement, and Alumni Services to maximize connections and experiential learning opportunities for all students

• Execute 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 satisfaction – and further improve Businessweek employer ranking

SIGNIFICANT INCREASES IN EMPLOYER RELATIONS ACTIVITY:

• Employers recruiting on-campus +29%, from 156 to 202

• Career Fair employers +28%, from 105 to 134

• Undergraduate job postings +6%, from 2,369 to 2,500

• WFU Bloomberg Businessweek undergraduate business program ranking increased from 18th to 11th; the employer survey rank increased from 40th to 27th.
“The fact that a mentor can invest in me as a person over a long period of time and help me reflect on what I’m doing is far more valuable than any other kind of education. And it really has permeated my experience at Wake Forest as a student, as an administrator, and as a faculty member. That experience of being a mentor is just in the water here. It’s part of every single relationship that I’ve had at the University.”

-Matt Phillips, Professor, Wake Forest University School of Business

“My experience as an OPCD ambassador not only allowed me to connect fellow students with the right tools and resources to help them tackle their career or academic ambitions, but also helped me develop and execute a strategic career plan that is helping me accomplish my own career goals.”

-Shelby Taylor (‘14), OPCD Student Ambassador

“I’ve learned so much that I can apply in the real world: how to perform well in a group setting, how to fix problems, and harness creativity.”

-Meghan Fallon (‘14), Student in Design Thinking Course

“I have discovered potentially long-term ways in which I can engage OPCD’s mission of student development with community partnership, research and collaboration in the classroom, and beyond, especially as students work with our community partners at Alexander Correctional Institution in Taylorsville, NC.”

-Ulrike Wiethaus, Ph.D., Professor, Religion and American Ethnic Studies

“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

“I’m walking away knowing what being an entrepreneur takes and having the skills to be one myself in the future.”

-Kelsey Smith (‘14), Student in Entrepreneurship Course

“For one summer intern position, we reviewed over a hundred resumes and phone interviewed students from outstanding universities like Wake Forest. It was unanimous that two Wake Forest students stood out among the rest. Their demeanor and comfort in the interview process really stood out. They are obviously well prepared in the job seeking process and it showed.”

-Whit McDowell (‘73), Managing Director at Bank of America Merrill Lynch

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-Abby Proud, Recruiting Coordinator, Abercrombie & Fitch
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 conducts educational forums and facilitates affinity groups for family business executives to learn from each other. By building relationships with and among business owners, Wake Forest students gain mentoring relationships, internships, and employment opportunities.

### 2013-2014 ACCOMPLISHMENTS

- Hosted 15 educational events in Charlotte and throughout the Triad for over 600 attendees. Topics included “Leadership Development, Engagement and Cultural Changes,” and “Navigating through the Financial Crisis.”
- Hosted the 6th Annual North Carolina Family Business of the Year Awards for 150 attendees.
- Raised the profile of the Family Business Center through media sponsorship from Business North Carolina in promotion of Family Business of the Year Awards, repeat coverage from The Charlotte Observer, and partnerships with the School of Business through joint events.

### 2014-2015 GOALS

- Continue research into how best to strengthen the center, garner greater interest, and provide more funding for program initiatives.
- Implement refined programming format and plan to best serve our members needs.
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. This is achieved 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 ACCOMPLISHMENTS

• Launched leadership consortium course for 140 MA students in the School of Business
•Led faculty in the School of Business’ MA, MSA, and MBA programs, to deliver co-curricular teambuilding programs impacting 300+ students
•Authored and implemented leadership and character 360 degree team assessment with School of Business faculty and piloted across five programs
•Launched new design-thinking and action-learning consulting project in the School of Business’ MA Program, called the Hunger Project; Students raised $20,200 toward feeding hungry children in Forsyth County and created businesses to solve food insecurity issues in the Winston-Salem area
•Culminated Design-Thinking and High Performance teams class with a presentation competition judged by six senior Cisco executives in the Fall and three senior Silicon Valley executives in the Spring
•Facilitated Leadership Retreat for 40 senior faculty in the medical school and consulted on four strategic change initiatives that were launched during the retreat — Admissions, Faculty Development, Curriculum, and Student Affairs

2014-2015 GOALS

• Design a Global Study trip that enables liberal arts and business students to travel to Scotland, England and Paris and assess their global mindset competencies through new Global Competencies Inventory
• Pilot the Catalyst Scholars Program, an interdisciplinary offering that focuses on using the liberal arts as a catalyst for innovation leadership
• Pilot a leadership experience in Silicon Valley in the summer of 2015
• Collaborate with medical education faculty to introduce faculty development programming
MARKETING AND COMMUNICATIONS

The MARKETING AND COMMUNICATIONS team delivers strategic communications 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. Our mission is to ensure every Wake Forest student understands the value of personal and career development and graduates with the competencies and mindsets to be employable for life. To that end, we develop creative content and memorable experiences and leverage OPCD staff expertise and innovative technologies to achieve our goals.

2013-2014 ACCOMPLISHMENTS

• Established Personal and Career Development Marketing and Communication team through the hiring of an Assistant Director and addition of Wake Forest Fellow and three interns
• Shepherded kick-off of The Leadership Project with legendary football coach, Tony Dungy, to elevate the many leadership development opportunities for students on campus; efforts resulted in trending topic on twitter and standing room only attendance in Wait Chapel
• Launched internal communication process to support teams and consequently, helped exceed registration goals for experiential opportunities, boost use of professional development resources, and more effectively capture student experiences with the office
• Surpassed national average for procurement of outcome data by securing 95% of first-year student career interest data at orientation and garnering a 77% response rate to the First Destination Survey from graduates in the Class of 2013
• Enhanced student experience at Career Fair with introduction of a Career Fair mobile application; adoption rate was more than 95% and app improved student preparation and navigation of event
• Reached more than 1300 students with support and outreach of two Student Ambassadors cohorts

2014-2015 GOALS

• Develop office marketing materials and implement technology that supports content creation and tracking student engagement
• Optimize interactions on social media and LinkedIn to increase student and alumni participation and connections
• Design and implement core programs strategic marketing campaigns to increase broad participation and usage of OPCD events, resources and offerings
• Further embed First Destination and Internship Survey into university system and student culture to garner response rate of more than 80%
• Conduct high impact speaker events and related marketing for The Leadership Project to elevate campus awareness and education for individual personal and professional development
MENTORING AND ALUMNI PERSONAL AND CAREER DEVELOPMENT

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. The mission of MENTORING AND 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.

2013-2014 ACCOMPLISHMENTS

• Reached 2500 participants through 22 formal mentoring programs
• Provided training on effective mentoring skills to 950+ students, staff, faculty, and alumni
• Convened leaders from other North Carolina universities to discuss and share programs and best practices
• Launched pilot program of young alumni mentoring groups in Washington D.C., New York City, and Boston, as well as undergraduate mentoring groups for juniors and seniors on campus
• Coordinated the Junior Dinners program to provide groups of junior men and women the opportunity to meet alumni and discuss success, finding balance, and transition from student to professional
• Facilitated The 1:1 networking program for students to practice conversational skills in one-on-one interactions with young alumni
• Implemented a Professional Development Series for young alumni hosted on the Wake Forest campus and open to upperclassmen students

2014-2015 GOALS

• Continue to support mentoring programs and relationships across the campus
• Expand young alumni mentoring groups in key markets and undergraduate mentoring groups on campus
• Launch Alumni Personal and Career Development website with tools, resources, information, and opportunities for alumni to develop personal and professional skills and competencies and connect with the WFU network
• Develop relationships with Alumni Club leaders in key markets to support personal and professional development programs
The success and progress of the Office of Personal and Career Development in the 2013–2014 is not possible without the gifts from the donors listed below. 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**
  - Anne Marie and Doug Bratton (P '14)
  - Elizabeth Wetzel Gordon ('98)
  - Sam and Michael Selverian (P '13, '16)
  - Kathy and Bill Binder (P '10)
  - John Boyce (P '14)
  - Pam and Carl Navarre (P '07, P '09)
  - Andrew and Sherry Butts (P '08, '12)
  - Jeff and Loretta Getchell (P '05, '09)
  - Bruce and Terri J. Hester (P '10, '14)
  - Linda and Richard Hackett (P '10, '14)
  - Emily and Jeff Hager (P '10)
  - Catherine and Rick Woodson (P '10, '12)

**SUSTAINING PARTNERS**

- **Pledged $250,000 or more after July 1, 2011**
  - Tim Griesser ('10)
  - Tim and Tina Hogan (P '10)
  - Diane and Winston Hutchins (P '16)
  - LeeAnn and Larry Merlo (P '16)
  - Debby and Mike Harrington ('87)
  - Linda and Don Provost (P '08)
  - John and Carol Matthews (P '06, P '11)
  - Cindy and Chad Vile (P '14)
  - Carol and John Matthews (P '06, P '11)
  - LeeAnn and Larry Merlo (P '16)
  - Erin and Tommy Miller (P '16)

- **Alumni, Parents, and Friends Who Pledged $50,000 or More After June 30, 2011**
  - Liz and Todd Warnock (P '16)
  - Amy and Ray Rivers (P '14, P '17)
  - Susan and Clint Pierce (P '15)
  - Kathy and Rusty Newton (P '09, P '11)
  - Vicky and Spyros Stavrou (P '10, P '11, P '12)
  - Sam and Michael Selverian (P '13, '16)
  - Kayla Wiese (P '17)
  - Elizabeth Wetzel Gordon ('98)
  - S. Laing ('76, MBA '78, P '04)
  - Eve and Scott Gerber (P '17)
  - Carey and Michael Marshall (P '09)
  - John and Carol Matthews (P '06, P '11)
  - Mary and Bob Shear (P '13, '17)
  - Barbara and John Boatwright (P '13, P '15)
  -材料和John Boyce (P '14)
  - Anna Melissa and Peter Philpott ('P '16)
  - Sue and Dave Wahlgren (MBA '82)
  - David and Sue Wahlgren (P '19, P '21)
  - Tim and Tina Hogan (P '10)
  - Susan and Michael Selverian (P '13, '16)
  - John and Carol Matthews (P '06, P '11)
  - Laura Bullins ('07) and Chris Lough ('06)
  - Diane and Winston Hutchins (P '16)
  - Mary and Bob Shear (P '13, '17)
  - Mary and Bob Shear (P '13, '17)
  - Mary and Bob Shear (P '13, '17)

- **Corporate Sponsors**
  - BB&T Wealth
  - Blanco Tackaberry Law Firm
  - Wills Pango
  - Willard Norris Henninger & Pittman Law Firm

**DONORS**

- **Additional gifts received from July 1, 2013 to June 30, 2014**
  - Kimberly and David Ambrose (P '14)
  - Barbara and John Boatwright (P '13, P '15)
  - Community Foundation of Richmond
  - Melinda and Bill Conner
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  - Helen ('84, P '94) and David Finberg (P '14)
  - Judy (P '14) and Dave Falman ('79, P '14)
  - Elizabeth and Paul Fields ('85)
  - Nancy Russel ('86) and Gregory Forsythe
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  - Elizabeth Wetzel Gordon ('98)
  - Elizabeth Wetzel Gordon ('98)
  - Elizabeth Wetzel Gordon ('98)
  - Tim Grasser ('10)
  - Liz and Tom Hale (P '16)
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  - Drew and Winston Hutchins (P '16)
  - Bonnie and Rick Leto (P '14)
  - Laura Bullins ('07) and Chris Lough ('06)
  - Carol and John Matthews (P '06, P '11)
  - LeeAnn and Larry Merlo (P '16)
  - Erin and Tommy Miller (P '16)

- **Founding donors listed in bold italics contributed gifts between July 1, 2013 and June 30, 2014**