

2022-23

**CENTER FOR PERSONAL &
PROFESSIONAL DEVELOPMENT**

ANNUAL REPORT



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CPPD YEAR IN REVIEW 2022-23

99%

positive career outcomes
for the class of 2022
(3rd year in a row)



171

students employed
by CPPD Community
& Industry partners



1,848

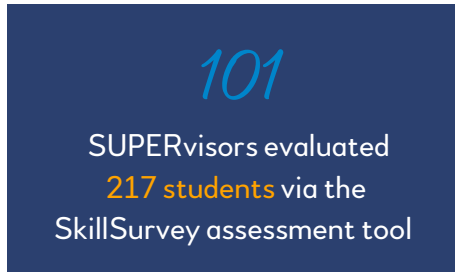
students (82%) employed
through the LifeWorks program

147k

in C&I budget relief for
the LifeWorks program

25%

of students received advising
from a consultant or career peer



101

SUPERvisors evaluated
217 students via the
SkillSurvey assessment tool

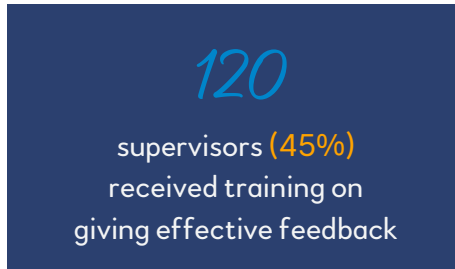


932
total student
advising appointments



76%

of undergraduate and graduate
students activated their
Handshake accounts



120

supervisors (45%)
received training on
giving effective feedback



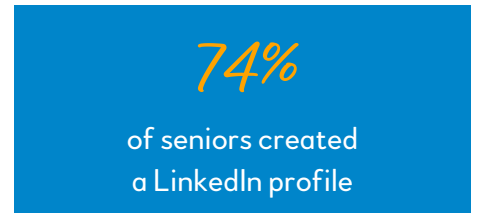
233

students networked with
76 employers at our largest
Career Expo event ever



25

LifeWorks training sessions
engaging over 130 supervisors



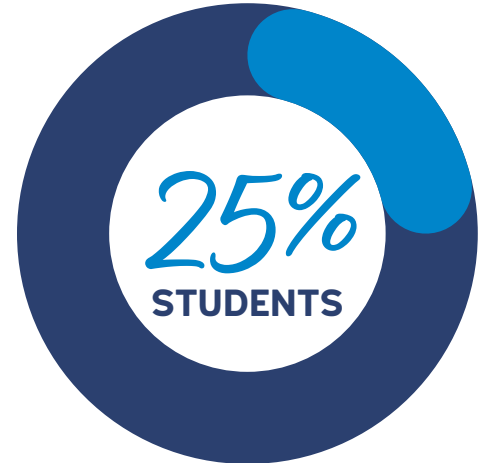
74%

of seniors created
a LinkedIn profile

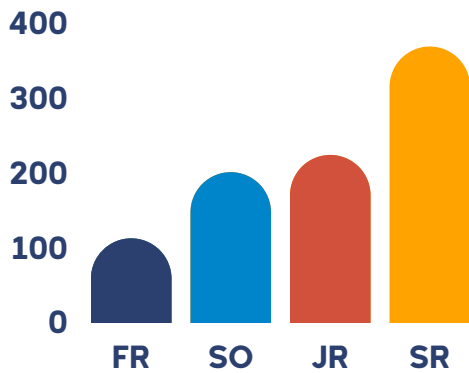
STUDENT CAREER DEVELOPMENT

CAREER ADVISING APPOINTMENTS

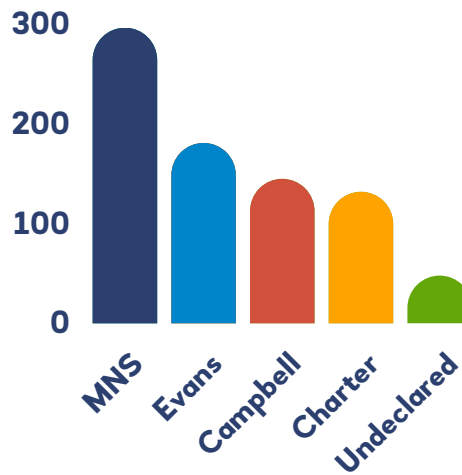
At 25% engagement, we exceeded our 2022-23 goal to have career advising appointments with 20% of the student body. The Career Consultants and Career Peer Advisors provided a total of 932 advising appointments to 543 students. In terms of advising trends, MNS majors & seniors were the most engaged student cohorts on campus, and "Resume/Cover Letter Review" was the most requested advising topic overall.



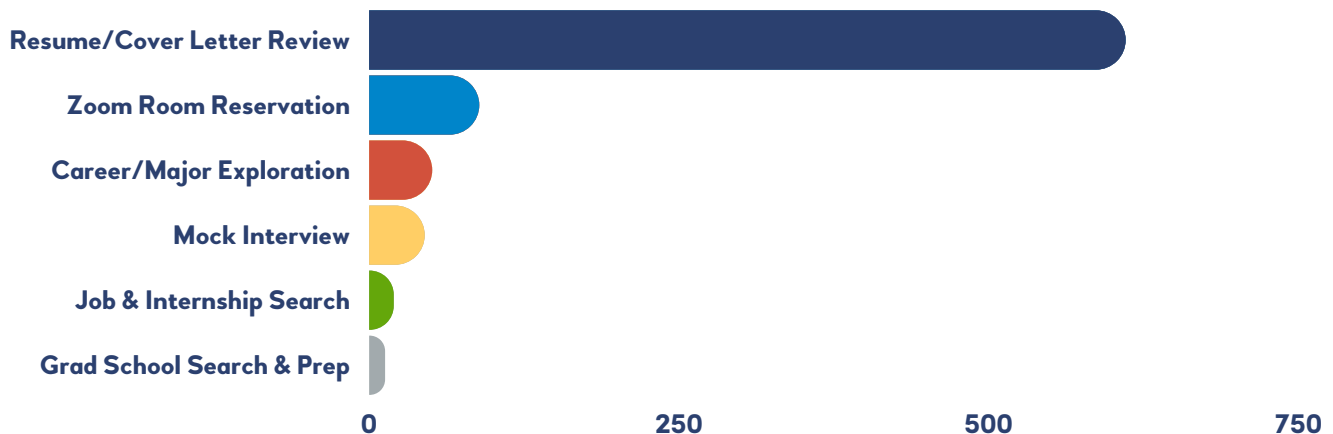
ADVISING BY CLASS



ADVISING BY SCHOOL



APPOINTMENT TYPES





PROFESSIONAL COMMUNICATION

Last year, over 600 Berry students received feedback on their professional documents / personal statements. Additionally, 54% of seniors submitted a Career Development approved resume to apply for a level 4-5 job, and 74% of seniors created a LinkedIn profile.



HANDSHAKE ACTIVATIONS

At 76% participation, we exceeded our 2022-23 goal to have 75% of students activate their Handshake accounts. Peer institutes have an average activation rate of 34%.



CAREER EXPLORATION

In February, the CPPD partnered with Berry's Academic Success Center to host the 2023 Major & Career Exploration Week. Throughout the week, 133 students engaged with faculty, staff, and alumni through a suite of exploration events, workshops, and programs. 17 students changed their majors.

In spring 2023, CPPD staff taught two new BCC200 courses focused on Exploring Self, Majors, & Careers. 27 students took the courses and leveraged life design methodologies to identify and pursue a series of meaningful goals for their lives at Berry and beyond.



EMPLOYER ENGAGEMENT

CAMPUS RECRUITING & NETWORKING EVENTS

The CPPD hosted a variety of campus recruiting and networking events to provide students the opportunity to connect with potential employers.

CAREER EXPO 2023

The Career Expo was our first in-person career fair since 2020 (and the largest campus recruiting event ever at Berry). We exceeded our goal of a 2:1 student to employer ratio by achieving a 3:1 ratio with 233 students and 76 employers.



We hosted four Viking Connections events, including both in-person and virtual formats. These networking events connected 47 Berry students with 26 employers/alumni from the fields of Accounting & Finance, Business & Communication, Marketing & HR, and Northwest Georgia.

CHEMINAR

Cheminar was an industrial showcase of jobs and internships for chemistry majors. CPPD staff partnered with Chemistry faculty to host key employers like Lewis Chemical Company, Mohawk Industries, Polyventive, and Sheboygan Paint Company on campus for presentations and a luncheon. 37 students attended these events.

COMMUNITY & INDUSTRY



C&I PROGRAM GOALS

In 2022-23, our goal was to grow the Community & Industry (C&I) Work Partnership program by 20% in overall student involvement and budget relief to Berry. We exceeded our goals on both accounts as 171 students worked in 183 C&I jobs (from 29 partners) providing 147k in budget relief to LifeWorks.

C&I PARTNERS FOR 2022-23

- | | |
|---|---------------------------------|
| Advance Rehabilitation | OTR Wheel Engineering |
| AdventHealth Redmond | Pirelli |
| Aramark | Polyventive |
| Atrium Health Floyd | Redmond Regional Medical Center |
| Best Friends Animal Hospital | Rome City Schools |
| City of Rome* | Rome Little Theatre* |
| Cliff Drysdale Tennis Center | Rome Tennis Center |
| Coosa Valley Credit Union* | The Spires at Berry College |
| Culbreth-Carr-Watson Clinic | Toles, Temple, and Wright |
| Department of Natural Resources | Vargo Orthodontics* |
| First National Community Bank* | Walton Woodworks* |
| Floyd Community Schools | West Rome Animal Clinic |
| Georgia Foot and Ankle Specialists | WinShape Campus |
| Harbin Clinic | WinShape Retreat |
| Mohawk Industries | |
| Mount Berry Animal Hospital | |
| Northwest Georgia Veterinary Emergency Center | |

** First time partners*

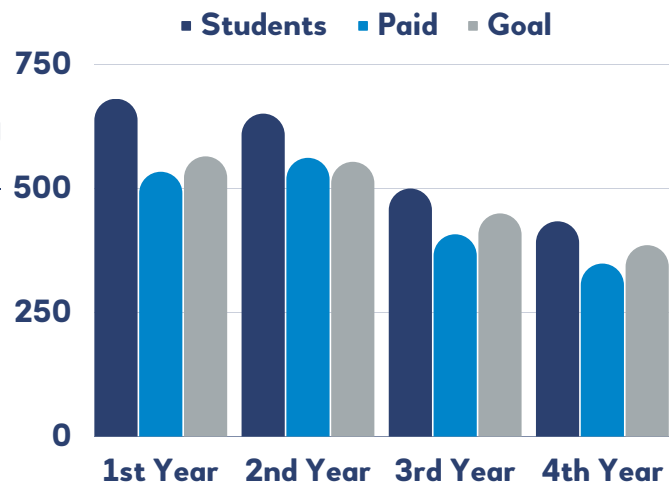
LIFEWORKS: STUDENT ENGAGEMENT

LIFEWORKS STUDENT PARTICIPATION GOALS

While 90-95% of students will participate in the LifeWorks program over their 4 years at Berry, the CPPD sets a broad goal to maintain an 80% overall participation rate each year. In 2022-23, LifeWorks participation remained at 82%, while the number of students has increased to 1,848 (from 1,797).

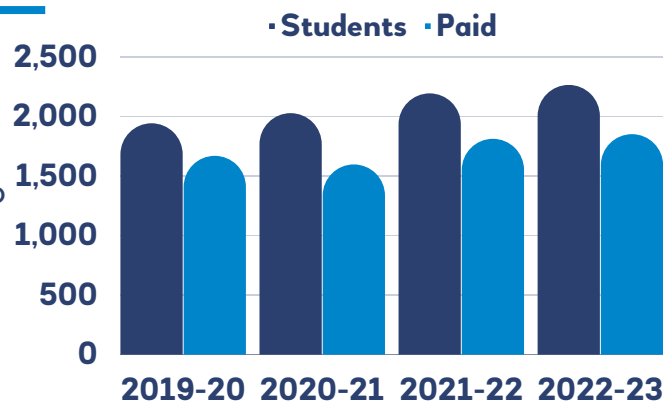
STUDENT PARTICIPATION BY YEAR

While overall LifeWorks participation stayed similar to last year as the number of student increased, participation among 1st year students decreased from 82% to 76%. The overall number of 1st year students decreased to 514 (from 640).



STUDENT HOURS WORKED

In 2023-23, LifeWorks students logged 437,443 hours during the academic year. This represents an increase of 4.6% (19,397) in hours worked in comparison to the previous academic year.



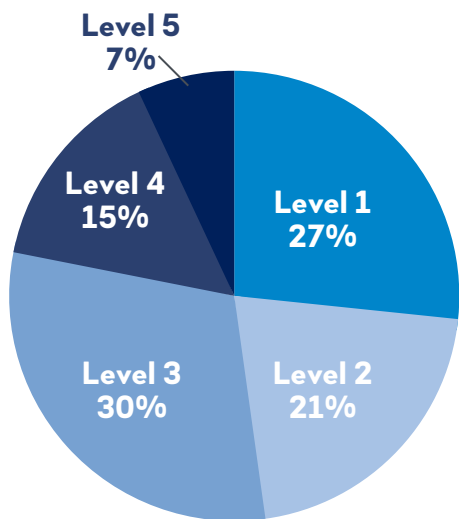
2023 LIFEWORKS STUDENT AWARD WINNERS

Addie Townsend | Chief Moore Award for Outstanding Student Employee
Jacob Caldwell | Chief Moore Award for Outstanding Student Employee
Mia Duffy | Cathy Simpson Award for Customer Service

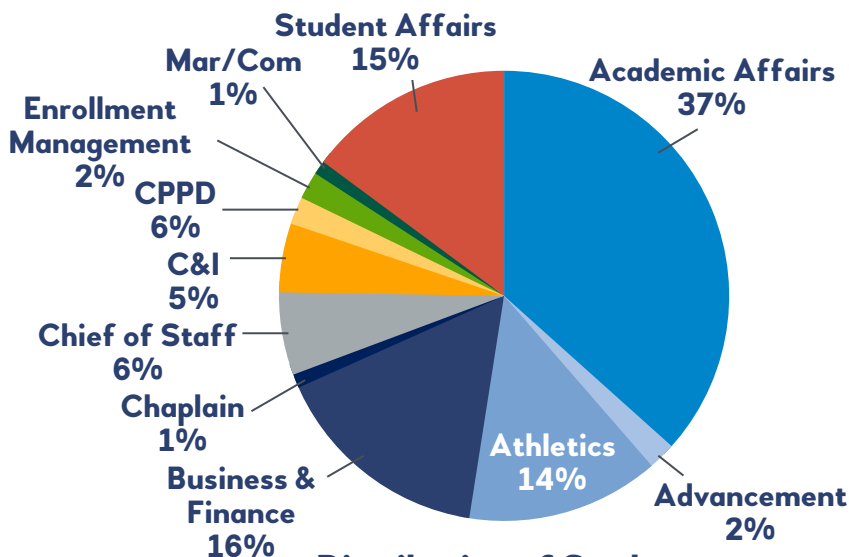


DISTRIBUTION OF STUDENT WORKERS

Below are charts displaying the distribution of students working within different LifeWorks levels and divisions in the previous year.



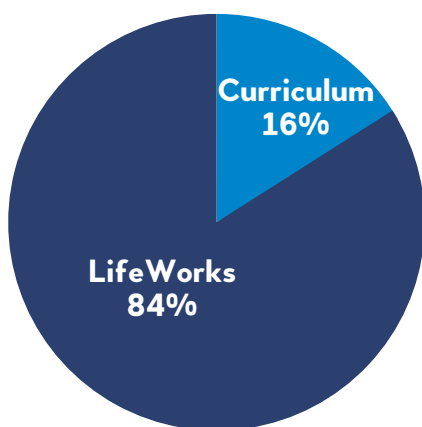
Distribution of Student Workers by Level



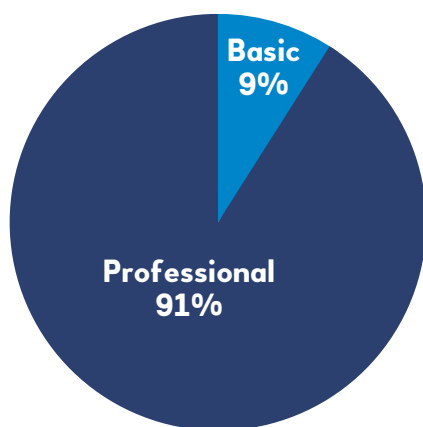
Distribution of Student Workers by Division

PROFESSIONAL CERTIFICATIONS

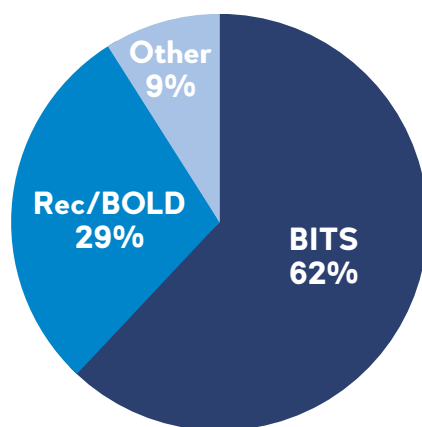
This year, the CPPD was able to establish a reliable baseline of certifications offered to Berry students. Over 81 types of certifications were offered to students both in the curriculum and through the LifeWorks program.



Certification Channels



Certification Types



LifeWorks Certifications

LIFEWORKS: SUPERVISOR SUPPORT

SUPERVISOR TRAINING & SUPPORT GOALS

One of the primary goals for Phase 2 of the LifeWorks Optimization Project was to increase the quantity and quality of training and support initiatives for LifeWorks supervisors. Over 130 supervisors attended 25 various workshops. Reflective our our SUPER 100 initiative, the top overall training session for 2022-23 was "Giving Effective Performance Feedback", attended by 120 (~45%) supervisors.

SUPERVISOR SUMMIT & WORKSHOPS

In 2022-23, CPPD staff hosted the inaugural Supervisor Summit, a training conference to launch the SUPER 100 Initiative and host a wide range of training workshops. 80 (~30%) supervisors attended the event and gave positive feedback. Additional training events were hosted throughout the year, and 96 faculty, staff, and students attended at least one of the workshops listed below:



LIFEWORKS LUNCH & LEARN

- Giving Effective Performance Feedback
- How to Delegate Effectively
- Creating a Culture of Accountability
- How to Have Tough Conversations
- Supporting Students' Mental Health & Wellbeing
- LifeWorks SUPER 100 Initiative
- JobX/TimesheetX Training Refresher
- Supporting Students the BRAVE Way
- QPR Suicide Prevention Training
- Additional training sessions by the Offices of D&I and MarComm

2023 LIFEWORKS SUPERVISOR AWARD WINNER

Kinsey Farmer | John R. Bertrand Superior Work Supervisor Award



LIFEWORKS SUPER 100 INITIATIVE

CPPD coordinated the 2022-23 LifeWorks SUPER 100 initiative with the goal of recruiting, training, and supporting 100 supervisors to pilot a new career readiness evaluation tool (from SkillSurvey) with two of their student employees.

We recruited and trained 101 supervisors who evaluated 217 student workers at least once last year using the SkillSurvey tool! Additional pilots were conducted with instructors across five courses, resulting in ~300 student evaluations.



THANK YOU to all 101 supervisors that participated!



SUPERVISOR FEEDBACK

"It was helpful to have a framework of the skills to use to evaluate the student workers. It was also helpful to show the students what they have been doing well and areas they could improve upon. I find it hard to give meaningful and constructive feedback to student workers, so I appreciated having this framework to go off of."



PRAXIS / THOUGHT LEADERSHIP

This summer, Dr. Marc Hunsaker (Dean of PPD) and Dr. Jessica Nguyen (Mohawk University Relations Manager, Class of 2010) presented on the "LifeWorks SUPER 100: Developing Student Employees' Career Readiness, Awareness, and Confidence" at both the 2023 Georgia Association of Colleges & Employers (GACE) and the 2023 National Association of Colleges & Employees (NACE) conferences.

2022 FIRST DESTINATION OUTCOMES

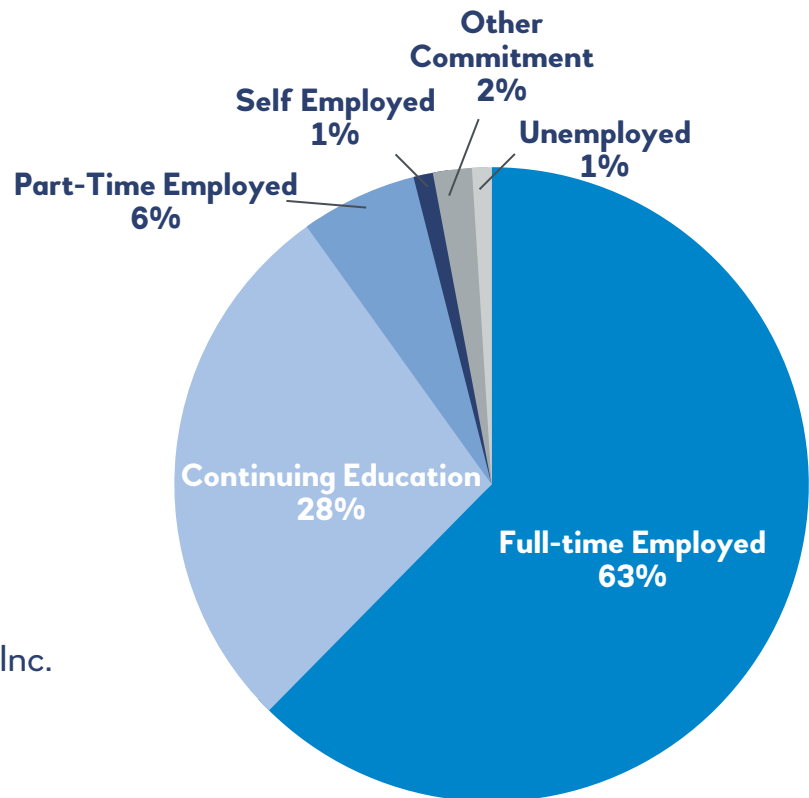
There were 343 graduates in the class of 2022. Data for 305 graduates (a knowledge rate of 89%) was collected. Of those 305, 99% had positive career outcomes within six months of graduation (3rd year in a row @ 99%).

TOP 5 INDUSTRIES

1. Healthcare
2. K-12 Education
3. Accounting & Finance
4. Animal & Wildlife
5. Religious Work

TOP 5 EMPLOYERS

1. Chick-fil-A
2. Mohawk Industries, Inc.
3. Northside Hospital Industries, Inc.
4. Rome City Schools
5. WinShape Foundation



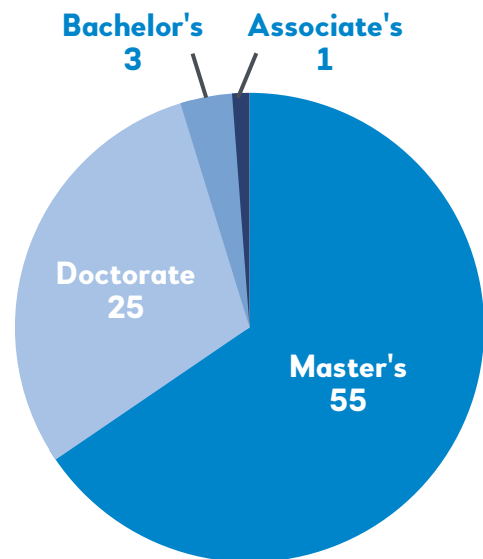
Knowledge rate refers to the percentage of graduates for whom the CPPD has verifiable information about the graduates' post-graduation career activities. This includes First Destination Survey data, LinkedIn profile information, and knowledge shared by reliable sources.



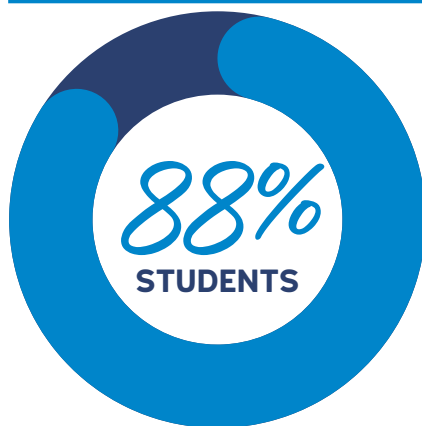
While 28% of graduates are continuing their educations, the largest number have chosen to complete their MBAs at Berry. Additionally, nine were enrolled in a veterinary medicine doctoral program, five are pursuing a masters in mental health counseling, and four are pursuing a doctorate in human medicine. Three each are enrolled in one of the following graduate programs: organizational psychology, chemistry, physical therapy and law.

TOP 10 UNIVERSITIES ATTENDED

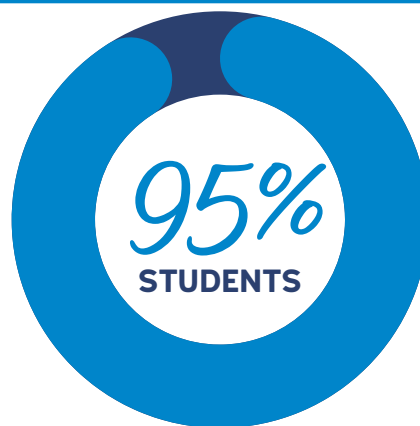
1. Berry College
2. Auburn University
3. Mercer University
4. Georgia State University
5. University of Georgia
6. University of Tennessee Chattanooga
7. University of Alabama
8. Vanderbilt University
9. University of Tennessee
10. Purdue University



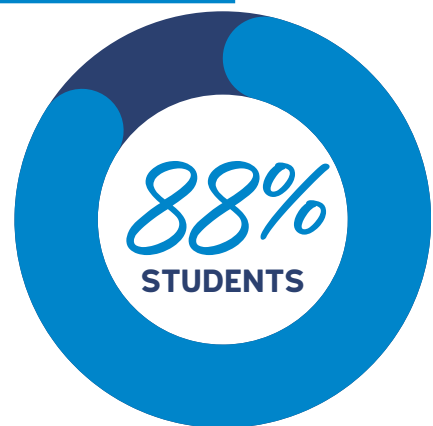
GRADUATES' PERCEPTIONS OF NEXT STEPS



were satisfied with their next step



felt confident about their ability to be successful



said Berry prepared them for their next step

CPPD TEAM

We could not have accomplished any of our goals without such a dedicated and hard-working team of students and staff. Below are the names of the 36 CPPD student employees and their CPPD work teams.

CPPD STUDENT SUPERVISORS

Caroline Lanier - Head Career Peer
Curry Teems - LifeWorks Office Manager
Madi Sterling - LifeWorks Scholarship Coordinator
Matt Parks - Marketing Student Director

CPPD STUDENT EMPLOYEES

Abby Hilliard - CPPD Office	Jazzy Innis - Marketing
AnnaKelly Lawless - Career Peer	Jessie Lowery - Marketing
Anna Mullen - Marketing	Katelyn McCook - CPPD Office
Bella Boston - LifeWorks	Keisha Parker - Accounting
Brayden Kimbrough - LifeWorks	Lina Hediger - LifeWorks
Brendan Gray - Marketing	Lirio Morales Ibarra - Career Peer
Cody Gordon - LifeWorks	Lunden Davis - Career Peer
Drayton Matus - Employer Engagement	Maria-Andrea Nivon Galvez - Marketing
Elliot Green - LifeWorks	Monica Luna - C&I Program
Hayden Raikes - Career Peer	Nevaeh Allen - LifeWorks
Heidi Sawyer - Marketing	Rosalie Kahaly - Marketing
Holly Bratcher - CPPD Office	Sarah Fincher - LifeWorks
Holly Jordan - LifeWorks	Tira Uzzle - CPPD Office
Ian Bacchus - CPPD Office	TJ Tracy - Accounting
Jake Gragg - Career Peer	Will Fortner - Accounting
Jake Naddy - LifeWorks	Xander Von Ewegen - C&I Program



CPPD STAFF



Marc Hunsaker

Dean of Personal & Professional Development



Sue Dudd

Director of Career Development



Mike Burnes

Director of LifeWorks Operations & Analytics



Alicia Gauker

Associate Director of LifeWorks Training & Development



Lauren Weldon

Associate Director of Employer Engagement



Abby Mayne

Assistant Director of Career Education & Internships



Mark Kozera

Community & Industry Work Partnership Manager



Meredith Copeland

Office & Events Manager



Madison Morris

Marketing Coordinator Graduate Assistant



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