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CPPD YEAR IN REVIEW 2022-23

99% positive career outcomes for the class of 2022 (3rd year in a row)

25% of students received advising from a consultant or career peer

932 total student advising appointments

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

1,848 students (82%) employed through the LifeWorks program

101 SUPERvisors evaluated 217 students via the SkillSurvey assessment tool

120 supervisors (45%) received training on giving effective feedback

147k in C&I budget relief for the LifeWorks program

76% of seniors created a LinkedIn profile

171 students employed by CPPD Community & Industry partners

25 LifeWorks training sessions engaging over 130 supervisors

74% of undergraduate and graduate students activated their Handshake accounts

1,848 students employed by CPPD Community & Industry partners

147k in C&I budget relief for the LifeWorks program

76% of seniors created a LinkedIn profile

25 LifeWorks training sessions engaging over 130 supervisors

74% of undergraduate and graduate students activated their Handshake accounts
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
AdventHealth Redmond
Aramark
Atrium Health Floyd
Best Friends Animal Hospital
City of Rome*
Cliff Drysdale Tennis Center
Coosa Valley Credit Union*
Culbreth-Carr-Watson Clinic
Department of Natural Resources
First National Community Bank*
Floyd Community Schools
Georgia Foot and Ankle Specialists
Harbin Clinic
Mohawk Industries
Mount Berry Animal Hospital
Northwest Georgia Veterinary Emergency Center

OTR Wheel Engineering
Pirelli
Polyventive
Redmond Regional Medical Center
Rome City Schools
Rome Little Theatre*
Rome Tennis Center
The Spires at Berry College
Toles, Temple, and Wright
Vargo Orthodontics*
Walton Woodworks*
West Rome Animal Clinic
WinShape Campus
WinShape Retreat

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

**DISTRIBUTION OF STUDENT WORKERS**

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.
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 of 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:

- 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.

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.
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**

- 88% of students were satisfied with their next step.  
- 95% of students felt confident about their ability to be successful.  
- 88% of students said Berry prepared them for their next step.
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

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<tr>
<td>Abby Hilliard</td>
<td>Jazzy Innis</td>
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<td>AnnaKelly Lawless</td>
<td>Jessie Lowery</td>
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<td>Anna Mullen</td>
<td>Katelyn McCook</td>
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<td>Bella Boston</td>
<td>Keisha Parker</td>
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<td>Brayden Kimbrough</td>
<td>Lina Hediger</td>
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<td>Brendan Gray</td>
<td>Lirio Morales Ibarra</td>
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<tr>
<td>Cody Gordon</td>
<td>Lunden Davis</td>
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<tr>
<td>Drayton Matus</td>
<td>Maria-Andrea Nivon Galvez</td>
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<td>Elliot Green</td>
<td>Monica Luna</td>
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<td>Hayden Raikes</td>
<td>Nevaeh Allen</td>
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<td>Heidi Sawyer</td>
<td>Rosalie Kahaly</td>
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<td>Holly Bratcher</td>
<td>Sarah Fincher</td>
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<td>Holly Jordan</td>
<td>Tira Uzzle</td>
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<td>Ian Bacchus</td>
<td>TJ Tracy</td>
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<td>Jake Gragg</td>
<td>Will Fortner</td>
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<td>Jake Naddy</td>
<td>Xander Von Ewegen</td>
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CPPD STAFF

Marc Hunsaker
Dean of Personal & Professional Development

Sue Dudt
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