

2024-25

CENTER FOR PERSONAL & PROFESSIONAL DEVELOPMENT

ANNUAL REPORT



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CPPD YEAR IN REVIEW 2024-25

99%

positive career outcomes
for the class of 2024
(6th year in a row)



156

students employed
by 26 different Community
& Industry partners



1,855

students (82%) employed
through the LifeWorks program

\$193,311

in C&I budget relief for
the LifeWorks program

40%

of students received advising
from a consultant or career peer



667

students (29%) submitted
resumes that were reviewed and
approved by Career Development

606

total student
1:1 advising appointments



416

students connected with
189 employers at 5 different
networking and recruiting events



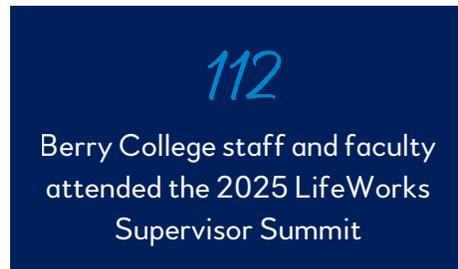
112

Berry College staff and faculty
attended the 2025 LifeWorks
Supervisor Summit



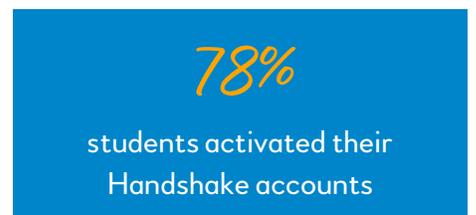
125+

presentations and workshops
delivered to students, faculty,
staff, and campus leaders



211

LifeWorks certificates/awards
were given out to student
employees and supervisors



78%

students activated their
Handshake accounts

STUDENT CAREER DEVELOPMENT

RESUME TOOLKIT

Career Development continued to play a key role in supporting students' personal and professional growth, providing over 700 career advising appointments and delivering more than 135 classroom presentations and workshops. A new video-based "Resume Toolkit" and review process was launched to support the new LifeWorks resume requirement for hiring and promotion. Last year, over 650 resumes were reviewed and approved for students in Pre-Professional (99%), Advanced (98%), Intermediate (80%), and Entry-Level (64%) roles. Additional toolkit content on job interviewing, networking, and goal-setting are planned for the coming year.



PROFESSIONAL DOCUMENTS

Last year, 656 Berry students received feedback on their professional documents / personal statements. Additionally, 667 submitted a Career Development approved resume to apply for a level 4-5 job, and 77% of seniors created a LinkedIn profile.



HANDSHAKE ACTIVATIONS

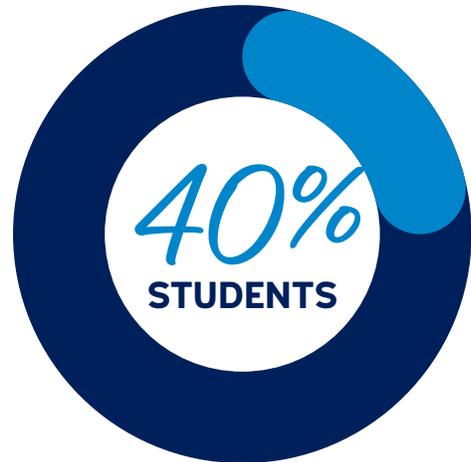
At 78% activation rate, Berry continues to lead the way in high percentage rates of student activated Handshake accounts. Peer institutes have an average activation rate of 45-54%.



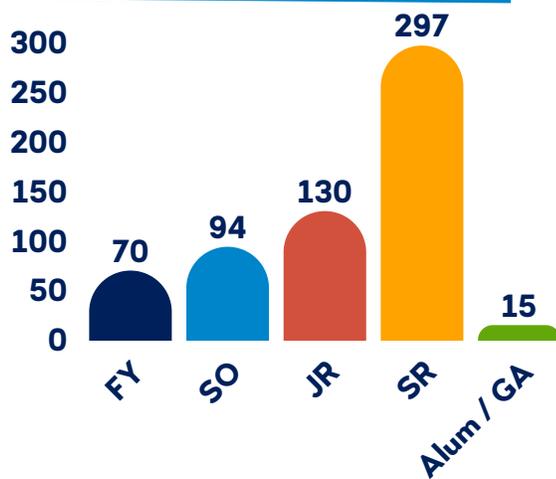


CAREER ADVISING

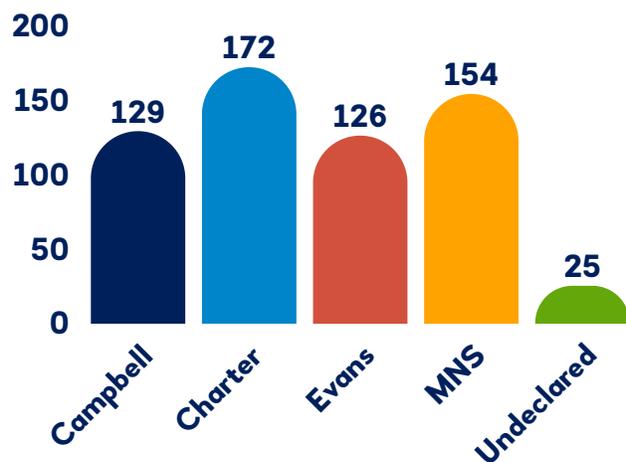
Berry's Career Consultants and Career Peer Advisors provided a total of 1273 advising appointments: 606 in-person advising appointments and 656 online resume reviews (with personalized feedback) to 913 unique students. All together, we were able to provide career advising to 40% of Berry students. The greatest number of 1:1 appointments were with seniors and "Resume Review" was the most popular appointment type.



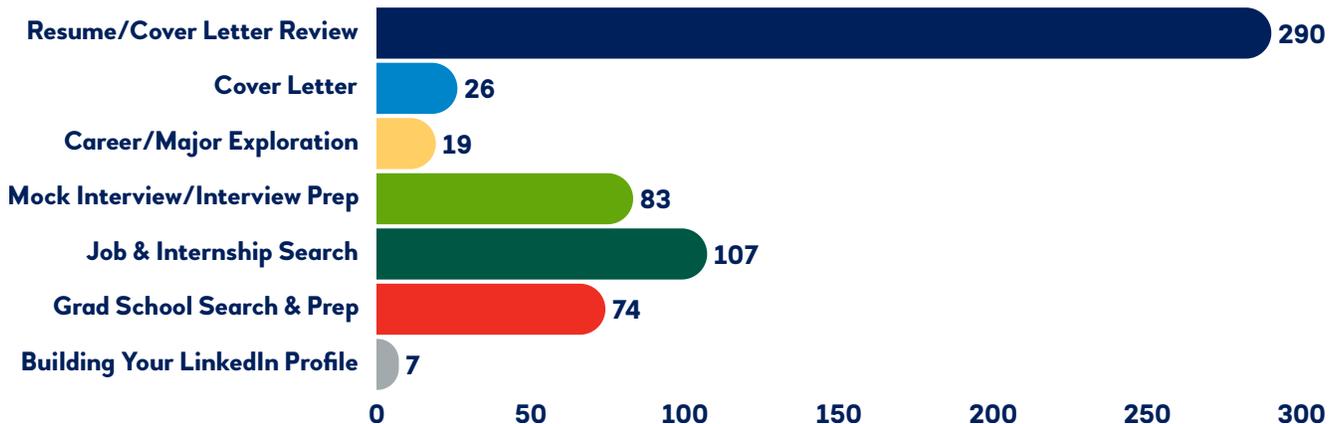
1:1 ADVISING (YEAR)



1:1 ADVISING (SCHOOL)



APPOINTMENT TYPES



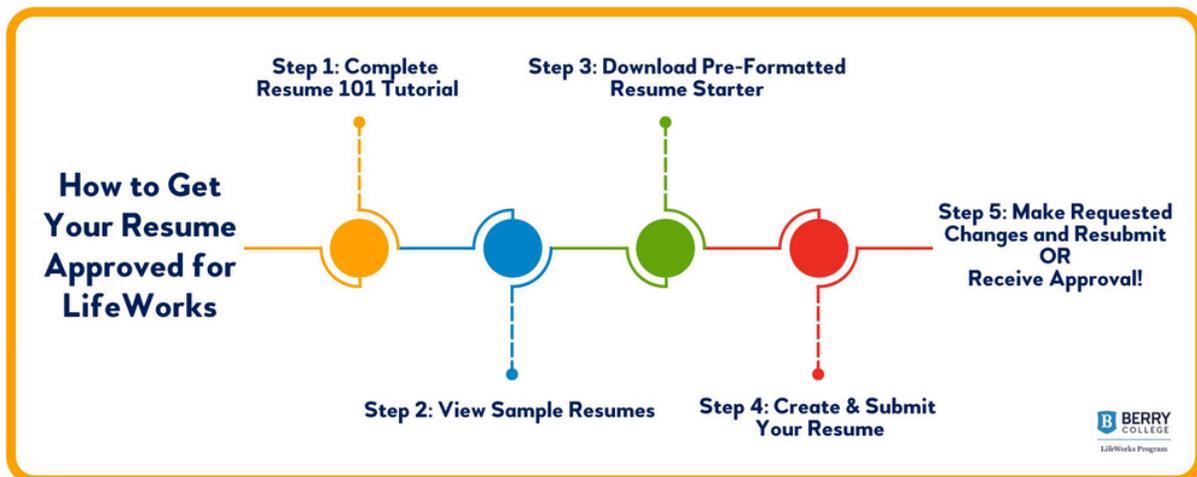
CAREER EDUCATION & DESIGN

NEW RESUME REVIEW & APPROVAL SYSTEM

In August 2024, Career Development launched an innovative, online resume review process to expand student access to credible resources for constructing resumes and create career education content that could be used by faculty and staff partners across campus. Launching an online review process also allowed consultants and Career Peer Advisors to increase their capacity for professional document reviews in support of the expansion of the LifeWorks resume approval requirement.

The Resume Review consists of an interactive module in The Berry Journey Portal where students learn best practices for writing resumes, test their knowledge by completing quizzes, and submit a draft of their resume for feedback and approval. If a student's initial resume submission does not meet the standards for approval, the reviewer provides detailed feedback through the portal and asks the student to revise and resubmit their resume. Students can submit a resume draft as many times as necessary to receive approval.

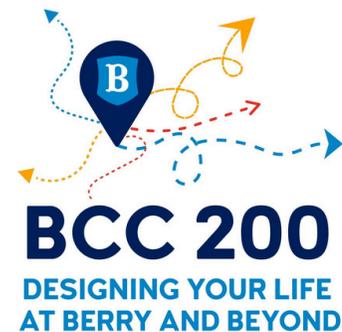
During the 2024-2025 academic year, consultants and Career Peer Advisors approved resume submissions from 667 students. Although many students were asked to revise and resubmit their resume beyond the first draft, Career Development noticed a marked improvement in the quality of students' resume drafts with the implementation of this new process. The Resume Review module has been used beyond LifeWorks as well. It is a core component of The Berry Journey and faculty from multiple departments have incorporated this module into their courses.





LIFE DESIGN COURSE DEVELOPMENT

CPPD staff worked to refine and expand the “BCC 200: Designing Your Life at Berry and Beyond” course, which serves as the anchor of the Design phase in The Berry Journey program. This course integrates themes of vocational, calling, and the “Good Life” within a Life Design methodology to create a class that is both distinctive and impactful. CPPD staff led two days of BCC 200 training before each semester, equipping instructors with the necessary knowledge, skills, and resources for implementing this course's unique approach to life design.



BCC 200 is quickly gaining a positive reputation across campus. In its first major implementation, 14 sections were taught by 12 instructors and engaged 173 students –almost 50% above our initial goal.

CPPD PRESENTATIONS & WORKSHOPS

This year, our CPPD team delivered over 125 presentations to students, faculty, staff, parents, and campus leaders. The CPPD consistently engaged with prospective students and parents, providing 35 presentations at admissions events throughout the year. Our Career Development team delivered 74 workshops for classes and student organizations, including 14 sections of BCC 100, First-Year Seminar.

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 prospective employers and graduate schools.

CAREER EXPO

The Career Expo welcomed students of all majors seeking internships, employment, and graduate school opportunities and connected them with a wide variety of recruiters. A total of 216 students and 92 employers and graduate schools attended, resulting in a 2:1 student-to-recruiter ratio.

EDUCATION & TEACHER RECRUITMENT FAIR

72 students connected with 28 school systems, private and charter schools, and employers seeking teachers.

Etiquette Dinner

In the spring of 2025, a select group of upper-level LifeWorks students were invited to attend the CPPD Etiquette Dinner. The event was led by Berry College alumna Holly Lynch, owner of The Season Events. 35 students had the opportunity to network with 5 Berry staff and 3 community partners and participate in an engaging four-course meal that highlighted the dos and don'ts of professional dining in a formal setting.

VIKING CONNECTIONS

In February 2025, 39 students traveled to the Enterprise Holdings office in Atlanta, GA to connect with 31 employers and alumni. Attendees participated in structured networking activities designed to teach students how to effectively build their professional network.

HEALTHCARE EXPO 2024

This expo featuring 22 hospitals, healthcare systems, and organizations connected 67 students to opportunities in nursing, kinesiology, and allied health careers.

CHEMINAR

In partnership with the Department of Chemistry, we hosted representatives from Georgia Power for a presentation showcasing jobs and internships in the field of chemistry to 22 students.



ALUMNI PERSPECTIVES



As part of The Berry Journey Signature Learning Experience Series, the CPPD and the Office of Belonging and Community Engagement hosted a panel of 5 alumni sharing with 36 students how their LifeWorks roles, internships, and community engagement shaped their career paths. Guided by moderator Hope Willoughby, panelists reflected on their Berry experiences and connections to their current roles in nonprofit and government sectors. The event concluded with a networking reception for students and the alumni panel.

WEB-SLINGING & WORLD-CHANGING

Stories of Calling from Spider Man, Martin Luther, and a Hospital Janitor

We welcomed Dr. Bryan Dik, vocational psychologist and professor of psychology at Colorado State University, to campus to speak on the topics of calling, vocation, purpose, and meaningful work. During his two-day visit, Dr. Dik met with senior leaders, led 3 workshops that engaged 150+ faculty and staff members, and presented a campus-wide lecture to over 125 attendees. This event was co-sponsored by the CPPD, Office of the Provost, Chaplain's Office, and The Berry Journey initiative.



As part of LifeWorks Student Work Week, the we co-sponsored a showing of the 1999 cult classic Office Space in partnership with the Department of Communication. Following the film, Dr. Curt Hersey, Chair of the Department of Communication, joined the CPPD's Hope Willoughby in leading a discussion with 18 student attendees about workplace culture and the importance of meaningful work.

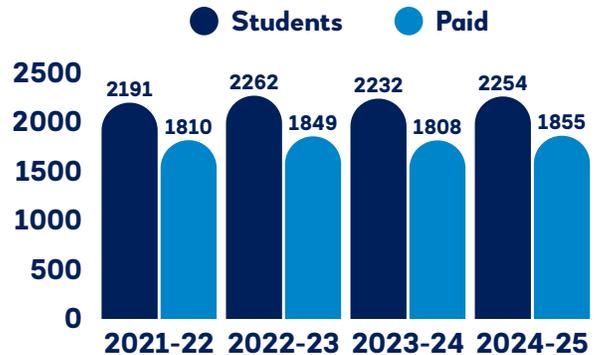
EMPLOYER TABLING EVENTS

We welcomed 17 employers on campus to hold tabling events, providing students with resources for internship, employment, graduate school, and other career opportunities.

LIFEWORKS: STUDENT PARTICIPATION

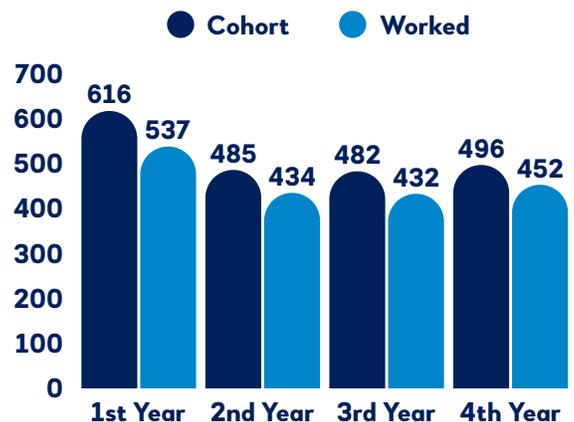
LIFEWORKS STUDENT PARTICIPATION GOALS

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 2024-2025, we achieved an 82% participation rate with a total of 1,855 students actively engaged in the program.



STUDENT PARTICIPATION BY YEAR

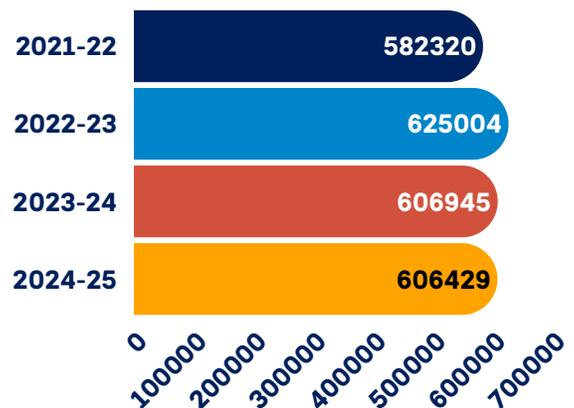
While overall LifeWorks participation remained similar to the previous year, notable trends include a 3% increase in participation among 1st (91%) and 4th year students (91%), a 1% decrease for 2nd year students (89%), and a 3% decrease for 3rd year students (90%).



STUDENT HOURS WORKED

In 2024-25, LifeWork students logged 616,242 hours. This represents an increase of 1.6% (10,043) in hours worked in comparison to the previous year.

Altogether, Berry's student employees were paid over \$5.8 million dollars in wages.



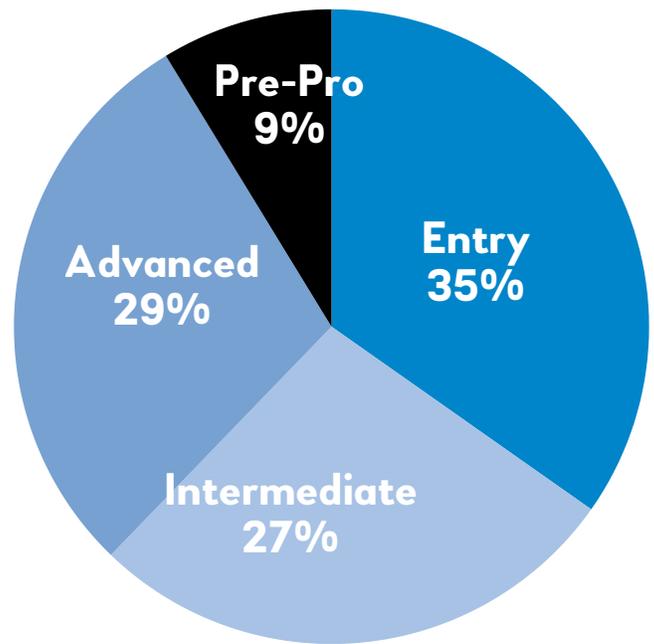


DISTRIBUTION OF STUDENT EMPLOYEES

Below are charts displaying the distribution of students working within different LifeWorks levels and divisions in 2024-25. While some students will occupy multiple jobs at a variety of levels within 180+ different campus departments, the following breakdown captures the overall distribution of student employees across Berry.

POSITIONS BY LEVEL

- Entry: 633 students (35%)
- Intermediate: 500 students (27%)
- Advanced: 529 students (29%)
- Pre-Professional: 159 students (9%)



STUDENTS BY DIVISION

Academic Affairs	41%	C&I	4%
Advancement	2%	CPPD	2%
Athletics	13%	Enrollment Management	2%
Business & Finance	15%	Marketing & Communications	1%
Chaplain	1%	Student Affairs	14%
Chief of Staff	5%		

LIFEWORKS: OPTIMIZATION PROJECT

LIFEWORKS JOB RECALIBRATION

Last year marked a significant milestone for student work at Berry, as Phase 4 of the LifeWorks Optimization Project culminated in a complete recalibration of the LifeWorks job/level system. This initiative aimed to promote greater consistency across 180+ departments, provide higher pay opportunities tied to increased responsibility, and embed professional development into every campus job. While this was a big and complex project, it was also a great success. Notable outcomes of the recalibration included:

1. All 900+ LifeWorks jobs were reclassified, reviewed, and approved using a “meaningful work” framework
2. Every student employee received a pay raise—while LifeWorks still came in under its \$5.8 million annual budget
3. Implementation of new promotion and hiring requirements to embed professional development (e.g., resume approval, job interviews, performance evaluations) at key transition points as students advance through the LifeWorks program (see additional details below).

SUMMER WORK & HOUSING RESET

Another major LifeWorks project for 2025 was the Summer Workforce Reset. In collaboration with Student Affairs, CPPD staff updated summer work and housing policies and processes. All summer job requests were submitted, reviewed, and approved based on criteria ensuring that positions provided meaningful value to both students and the college. The Summer Reset project was a success – supervisor reports indicate that students were much more engaged and productive. Several critical need campus operations (e.g., Grounds, Housekeeping, etc) saw notable increases in student engagement and retention this summer. Cost savings from these Summer Reset efforts will allow LifeWorks to offer additional small merit-based pay raises to reward and retain high-performing student workers this coming year.

SUPERVISOR SUPPORT



SUPERVISOR SUMMIT

The 2025 LifeWorks Supervisor Summit — our largest to date — established a new standard: supervisors are expected to dedicate time and effort to develop in their roles as managers and mentors of student employees. A total of 130 supervisors (43%) attended this year's Summit, and 86 (29%) completed the new LifeWorks S.U.P.E.R.visor certification (Support, Understanding, Performance, Excellence, and Readiness). Additional which will guide consistent, high-quality supervision across campus. These initiatives were led by Phillip Edge, who fully assumed the Director of LifeWorks role this summer.

SUPERVISOR TRAINING & ORIENTATION PROGRAMS

In support of our ongoing LifeWorks Optimization Project, LifeWorks launched a comprehensive supervisor orientation and training program, providing guidance and support to the ~300 faculty/staff who serve as the front-line managers and mentors of Berry's 1,800+ student employees. LifeWorks staff created a series of "Supervisor 101" videos for new supervisors, focused on both vision casting and operational basics, which will be delivered as part of Berry new onboarding protocol. Training topics included facilitating career readiness, achieving operational excellence, and promoting meaningful work experiences for student employees.



THANK YOU to all 130 supervisors that participated!

LIFEWORKS: AWARDS

STUDENT & SUPERVISOR EVENTS

LifeWorks hosted annual Student Work Week March 31-April 5. This year's celebration included daily student appreciation events with free food and fun activities, the Etiquette Dinner, the annual LifeWorks Awards, and our LifeWorks Cup.

We hosted 2 LifeWorks Cup events in partnership with the Department of Recreation. In the winter, 25 teams of students and supervisors rallied together to compete in a cornhole tournament. The winners were Brooks Thompson and Charlie Bell ("Tomatoes Cages"), representing Berry Farms. In the spring, 12 teams competed in a pickleball tournament and the winners were Timmy Bronaugh and Prem Patel ("Big Baller Brand"), representing Residence Life.

The LifeWorks Awards Social honored 363 of our student employees and supervisors who received various awards honoring their hard work and dedication. 207 seniors and juniors received a Rollins Work Award for their contributions to their department. Winners of the four major LifeWorks awards for 2024-25 are listed below. Congratulations and thank you for your commitment to Berry College!



2025 LIFEWORKS AWARD WINNERS

Hayden Irlbeck | Chief Moore Award for Outstanding Student Employee
Izzy Goninan | Chief Moore Award for Outstanding Student Employee
Ryan Antoine | Cathy Simpson Award for Customer Service
Paul Shamblin | John R. Bertrand Superior Work Supervisor Award

COMMUNITY & INDUSTRY



C&I PROGRAM

Over 60% of all C&I jobs have been converted into internships aligned with Berry's Signature Learning Experience criteria. Student work at The Spires continues to grow (32 students) and the CPPD partnered with the Office of Belonging & Community Engagement to pilot a new Berry Impact program that will connect students with select local nonprofits to meet some of their workforce needs. We welcomed two new staff members to the team: Allison Hattaway, Associate Director of Employer Engagement and Internships, and an Internships Coordinator Graduate Assistant.

C&I PARTNERS FOR 2024-25

Advent Health	4	North Broad Baptist Church*	1
Aramark	26	NWGA Vet Emergency Center*	2
Best Friends Animal Hospital	2	NWGA Health District*	1
Camco*	3	Pirelli North America Inc.	1
City of Rome	1	Polyventive	1
Cliff Drysdale Tennis Center	27	Rockmart Animal Hospital	2
Department of Natural Resources	3	Rome City Schools	10
East Rome Animal Hospital	2	Rome Little Theatre	1
Floyd County Schools	4	Seven Hills Fellowship*	1
Georgia Foot & Ankle Specialists	5	The Spires at Berry College	32
Harbin Clinic	5	Vargo Orthodontics	1
Mohawk Industries	9	West Rome Animal Clinic	1
Mount Berry Animal Hospital	13	WinShape Campus / Retreat	2

* First time partners

2025 GRADUATE OUTCOMES

There were 430 graduates in the class of 2025. Data for 380 graduates (a knowledge rate* of 88%) were collected. Of those 380, 99% had positive career outcomes within 6 months of graduation (5th year in a row at 99%).

Berry saw an increase in the number of graduates continuing their education and securing fellowships. While full-time employment rates dropped 9%, this decrease is reflected in higher percentages of students attending graduate or professional schools (5% increase) and pursuing other commitments (4% increase). “Other commitments” include fellowships (6), military service (1), volunteering (2), or other personal reasons.



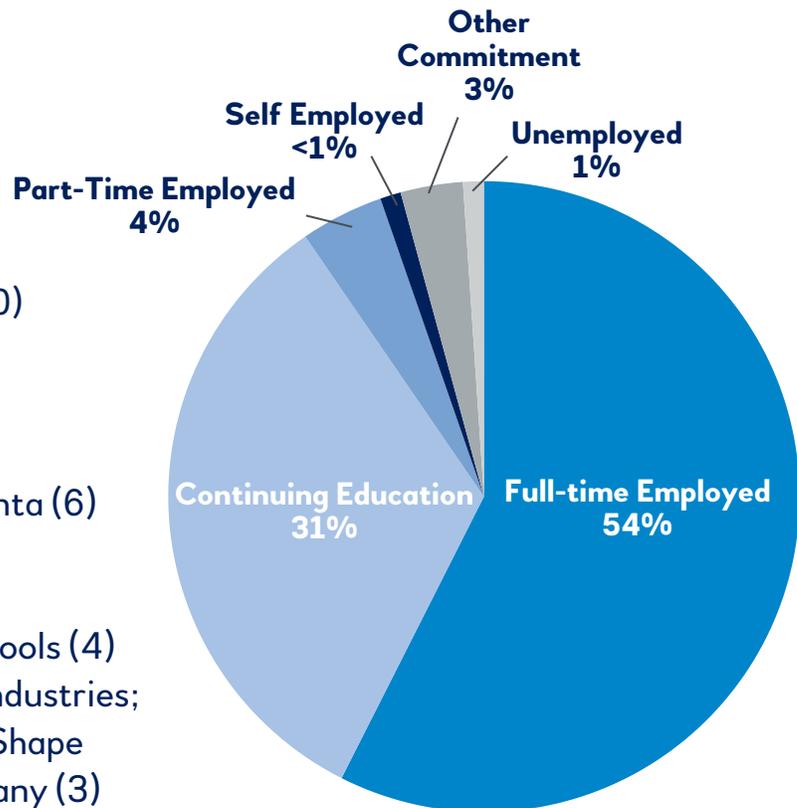
had positive career outcomes

TOP INDUSTRIES

1. Healthcare (48)
2. K-12 Education (28)
3. Engineering (13)
4. Sales / Marketing (11)
5. Veterinary; Manufacturing (10)

TOP EMPLOYERS

1. Children's Healthcare of Atlanta (6)
2. Piedmont Healthcare (6)
3. Advent Health (5)
4. Atrium Floyd; Rome City Schools (4)
5. Emory Healthcare; Mohawk Industries; Gwinnett County Schools; WinShape Foundation; Walt Disney Company (3)



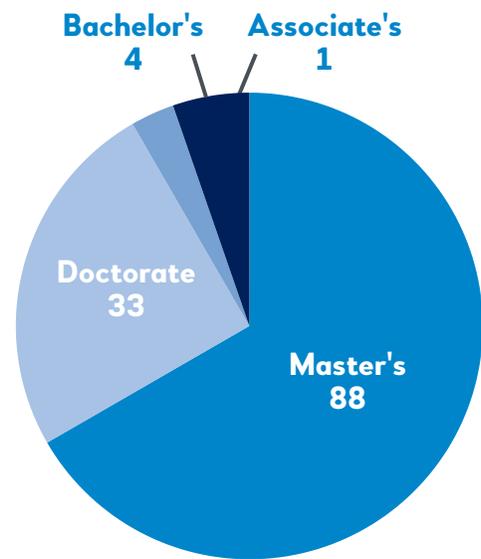
*Knowledge rate refers to the percentage of graduates for whom the CPPD has verifiable information about the graduates' post-graduation career activities. This includes First Destination Survey data, LinkedIn profile information, and knowledge shared by reliable sources.



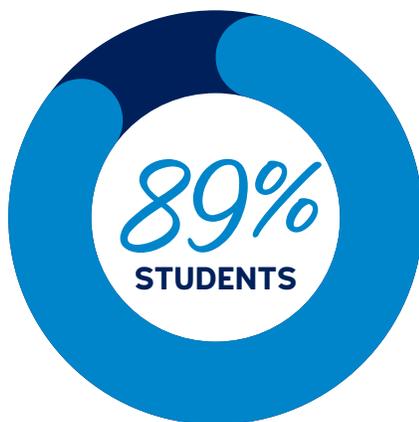
Of the 2025 graduates, 35% (132 students) are continuing their education: 33 pursuing doctoral or professional degrees, 88 pursuing master's degrees, 4 seeking additional bachelor's degrees, 2 enrolled in certificate programs, and 5 who are unstated or non-degree seeking. The largest number have chosen to complete an MBA at Berry College (15). Other fields of study these students are engaged in are veterinary medicine (5), medicine/biomedical science/osteopathic (11), athletic training (3), physical therapy (4), exercise science & kinesiology (5), social work (5), clinical & mental health counseling (5), law (4), chemistry (4), computer science (4).

TOP UNIVERSITIES ATTENDED

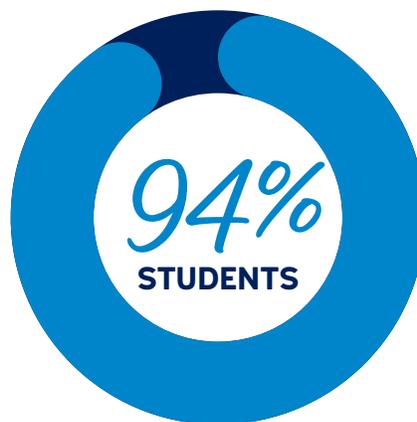
1. Berry College (15)
2. University of Georgia (10)
3. Georgia Institute of Technology (8)
4. Kennesaw State University; Mercer University (6)
6. Georgia State University (5)
7. Auburn University; University of Tennessee at Chattanooga (4)
9. Emory University; Columbus State University; Lee University; University of Alabama; Augusta University (3)



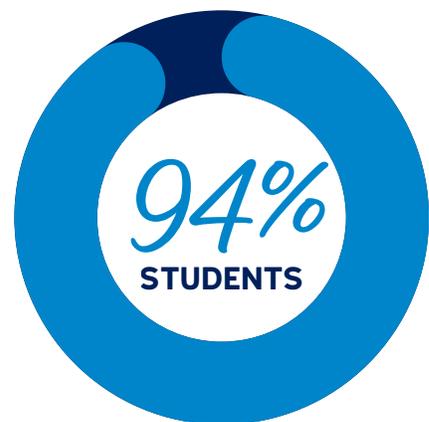
GRADUATES' PERCEPTIONS OF NEXT STEPS



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 30 CPPD student employees and their work teams.

CPPD STUDENT SUPERVISORS

Holly Bratcher - Student Office Supervisor, CPPD

Molly Reed - Student Director for Presentations, Career Development

Virginia Nash - Student Director for Advanced Appointments, Career Development

Xander VonEwegen - Supervisor, Employer Engagement

CPPD STUDENT EMPLOYEES

Alexis Reigel - Marketing

Andrew Gaines - Career Development

Asma Odeh - LifeWorks & Marketing

Ava Hollis - LifeWorks

Bella Boston - LifeWorks

Brady Gray - Career Development

Drayton Matus - Career Development

Gail Sanders - Career Development

Hanifa Safdari - CPPD Office

Hannah Henn - Employer Engagement

Hollis Anders - Marketing

Jackson Backus - CPPD Office

Jake Naddy - LifeWorks

Kier Jackson - CPPD Office

Lauren Martin - LifeWorks

Lois Ibeh - CPPD Office

Maria-Andrea Nivon Galvez - Career Development & Marketing

Melany Sanchez Ruiz - Employer Engagement

Mereck McGowan - Employer Engagement

Monica Luna - Employer Engagement

Morgan Cantrell - CPPD Office

Nevaeh Allen - LifeWorks

Shamsia Shafie - CPPD Office

Sofia Henderson - Career Development

Will Fortner - CPPD Office

Xia Richardson - Career Development

CPPD TRANSITIONS

This year, we were blessed to welcome a new teammate while also welcoming back some old teammates in a part-time capacity. Special thanks to Mark Kozera for graciously coming out of retirement to oversee the C&I program and train Allison Hattaway, our new Associate Director of Employer Engagement & Internships.

This summer, the CPPD also transitioned from The President's Office to Academic Affairs. Our team is very excited to work more closely with our academic colleagues.



CPPD STAFF



Marc Hunsaker
Dean of Personal & Professional Development



Sue Dudd
Director of Career Development



Phillip Edge
Director of LifeWorks



Hope Willoughby
Associate Director of Career Education & Development



Mecole Ledbetter
Associate Director of Employer Engagement & Internships (Through December 2024)



Allison Hattaway
Associate Director of Employer Engagement & Internships (Joined May 2025)



Macy Hackett
Office & Projects Manager



Alisa Elmore
LifeWorks Budget & Projects Manager



Joy Wooddell
Assistant Director of LifeWorks



Mark Kozera
Community & Industry Relationship Manager