



Annual Report

2023-2024

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As Rowan University turned the page on its centennial year, our Center for Professional Success celebrated some milestones of its own. In addition to sustaining successful initiatives of years past, we embraced the spirit of partnership to implement new programming that supports the career development and experiential learning of our students. We’ve strengthened our partnership with the Department of Law & Justice Studies to offer an inaugural Discover Your Career in Law Enforcement event and anticipate more such departmental partnerships on the horizon. CHSS also collaborated with the Division of Global Learning & Partnerships to introduce the Global Tech Experience to all students at the university. This program, provided by Podium Education, affords students the opportunity to hone and apply skills in one of four technical areas: coding for data, coding for web, data analytics, and digital marketing. And within the classroom, we’ve taken a more intentional approach to supporting our students on the way in and the way out. Our Career Launch 101 workshops empowered students to begin crafting personalized career action plans while the Profs to Professional workshop supported juniors in securing an internship in their final summer before graduation.

Meanwhile, the Center continues to gain exposure and garner participation. Attendance at our events and workshops doubled since last year and nearly half of our appointments were completed by underrepresented students. Indeed, we continued to manifest our mission to empower all students to foster their success at Rowan and beyond. Yet, we did not do it alone. Whether it was our team of dedicated undergraduate and graduate interns or our faculty and staff partners across the university, our success is the result of contributions from many.

We are at a critical juncture in higher education as majors in the humanities and social sciences face increasing scrutiny. Relentlessly, the narrative around our majors needs to be combatted. Our majors do find fulfilling careers. Our majors do earn competitive salaries. And our majors make impactful change in communities on local to global scales. The work of our Center for Professional Success has never been more important. Through taking upon the responsibility to support the education of CHSS majors and what comes after, we not only strive to assert a counternarrative of their experience, but to empower their own sense of self efficacy and relevance in the workforce. As we embark on the year ahead, we are left feeling determined to build upon our work and resolute in our mission to usher our students closer toward professional success in all its facets.

Stephen Fleming, Ed.D
Associate Dean, College of Humanities & Social Sciences (CHSS)
Director, Center for Professional Success

Patrick Massaro
Assistant Director of Career Development & Experiential Learning

Heightening Visibility, Broadening Impact

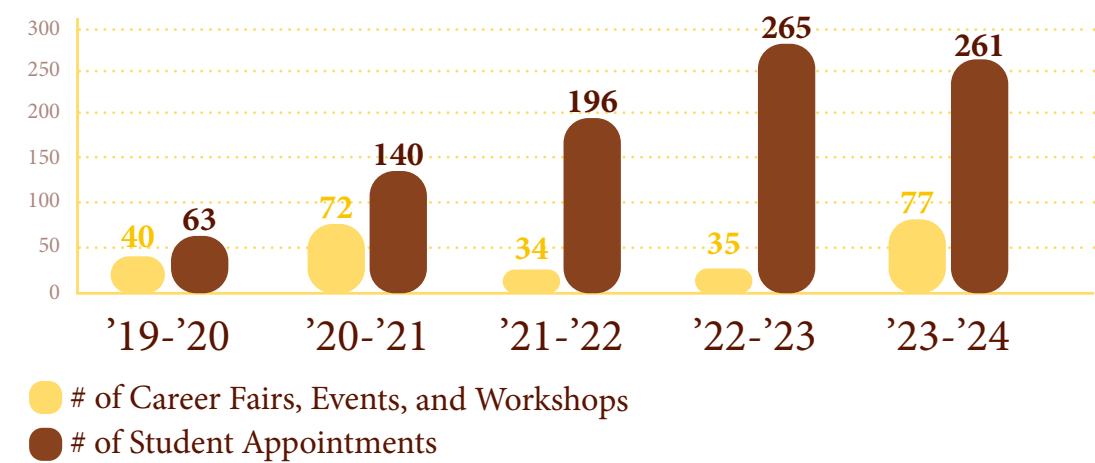
Our Mission

As a comprehensive resource, the Center for Professional Success facilitates individualized professional development opportunities and career exploration for the College of Humanities & Social Sciences students. We leverage on- and off-campus partnerships to benefit students' career wellness and create pathways for experiential learning. In doing so, we empower all students to foster their success at Rowan and beyond.

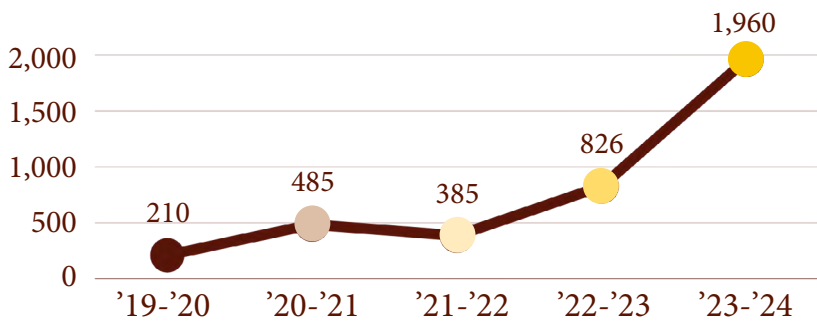
Our Vision

We strive to equip all students enrolled in the College of Humanities & Social Sciences to adapt their competencies within a competitive job market.

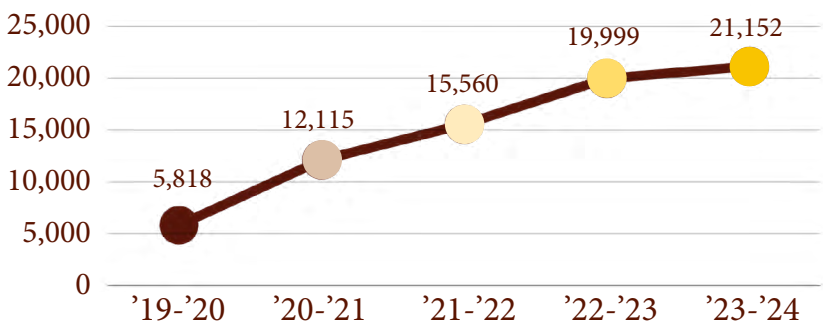
Summary of Student Appointments and Career Engagement Initiatives



of Students Engaged through Career Fairs, Events, and Workshops



Website views

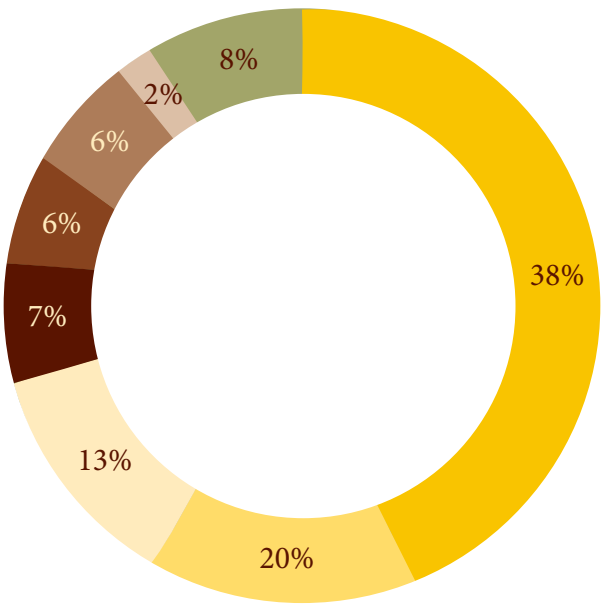


Appointment Data

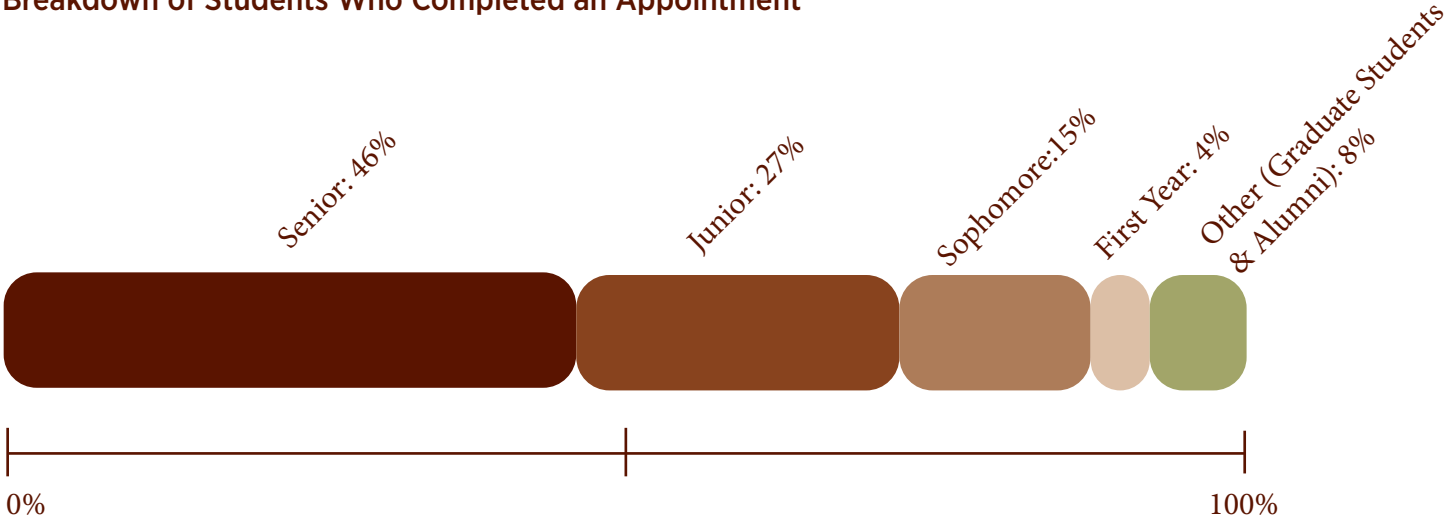
2023-2024 Type of Appointment Completed

Most Common Appointment Types:

- Resume Writing
- Career Counseling
- Internship/Job Search Strategies
- Cover Letter Critique
- Securing Credit for an Internship
- Mock Interview
- Graduate School
- Other

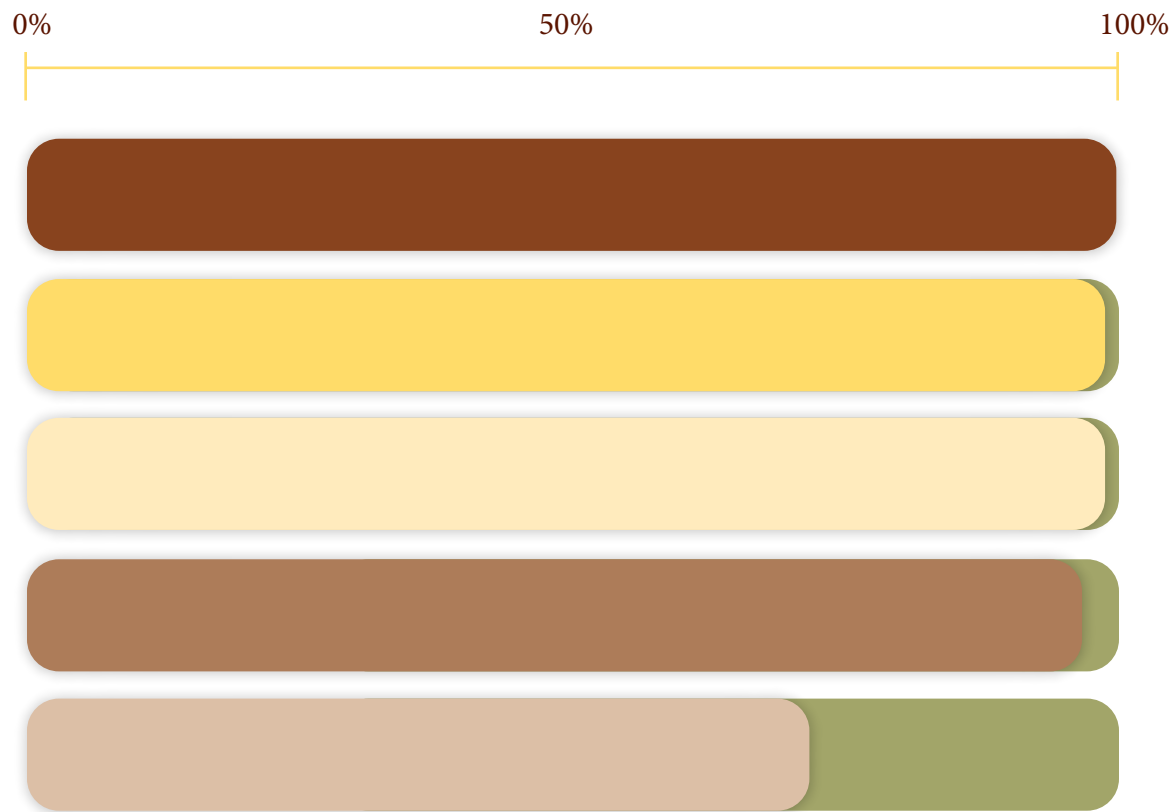


Breakdown of Students Who Completed an Appointment



- > 47% of students served were from underrepresented backgrounds (exceeds the URM enrollment in CHSS, 40 %)
- > 34% of students served identified as first-generation college students (nearly matches the First gen enrollment in CHSS, 37%)

What Our Students Learned



- 100% of students who completed a Mock Interview appointment Strongly Agreed or Agreed that they are confident in their ability to prepare for an interview and effectively demonstrate that preparation to employers.
- 99% of students who completed a Resume Writing appointment Strongly Agreed or Agreed that they can illustrate how to provide clear evidence of their education, skills, and accomplishments in their resume.
- 99% of students who completed an appointment with the Center for Professional Success Strongly Agreed or Agreed that they would return to the Center if they needed further assistance with their academic or career preparation.
- 97% of students who completed a Career Counseling appointment Strongly Agreed or Agreed that the experience positively impacted their understanding of how their major connects to potential career opportunities.
- 70% of students who had an appointment with the Center for Professional Success Strongly Agree that they would highly recommend the Center to other CHSS students seeking career development assistance.

The Power of Partnerships

Faculty-in-Residence

The Center was excited to have Dr. Abraham Witonsky begin his term as the Faculty in Residence for the 2023 to 2025 academic years. Dr. Witonsky, a Teaching Professor in the Philosophy and World Religions department, has been instrumental in supporting students aspiring to pursue advanced levels of education upon graduation. The services provided by Dr. Witonsky include:

- > Addressing concerns and questions about the required documentation for graduate school applications.
- > Assisting in the search for graduate programs that align with the values and career goals of the applicants.
- > Identifying potential funding resources for students' graduate education.

Departmental Collaborations

- > Throughout the 2024 academic year, the Center for Professional Success collaborated with Dr. Jeff Schwartz from the Law & Justice Studies department and the Gloucester County Prosecutor's office to host the Discover Your Career In Law Enforcement event. On October 4 of 2023, student attendees gained invaluable field insights, explored potential career paths, and established connections with seasoned criminal justice and law enforcement professionals. The accumulation of these efforts included over 30 law enforcement and criminal justice professionals participating and engaging with over 185 student attendees.
- > In collaboration with the Office of Career Advancement and the Ric Edelman College of Communication & Creative Arts (ECCCA), a CHSS & ECCCA Career Expo and virtual alumni panel was held in March 2024. Both events witnessed the active participation of over 65 employers and had a 72% increase in student attendance from the previous year's Career Expo to have over 430 student attendees. Both the career expo and alumni panel provided students with an engaging platform for networking and allowed students to pursue viable employment opportunities.

Throughout the 2023 to 2024 academic year, the Faculty in Residence position completed numerous student appointments that empowered students to pursue advanced levels of education. In addition, Dr. Witonsky also facilitated three alumni panel events that allowed students to connect with their alumni counterparts and learn more about viable career options upon graduation.



Dr. Abraham Witonsky (left) and Abdur Rahaman Shafin.



Global Tech Experience

Beginning in the spring 2024 semester, all Rowan University students had the opportunity to participate in the new, Global Tech Experience. The Global Tech Experience is a virtual internship and experiential learning program launched in partnership with Podium Education and Rowan Global Learning & Partnerships and spear-headed by the College of Humanities & Social Sciences. It offered students the opportunity to gain in-demand skills and real-world experience without the need to travel. Participating students collaborate with peers from over 50 countries on projects with major organizations like Intel, The Grammys, and Charity Water.

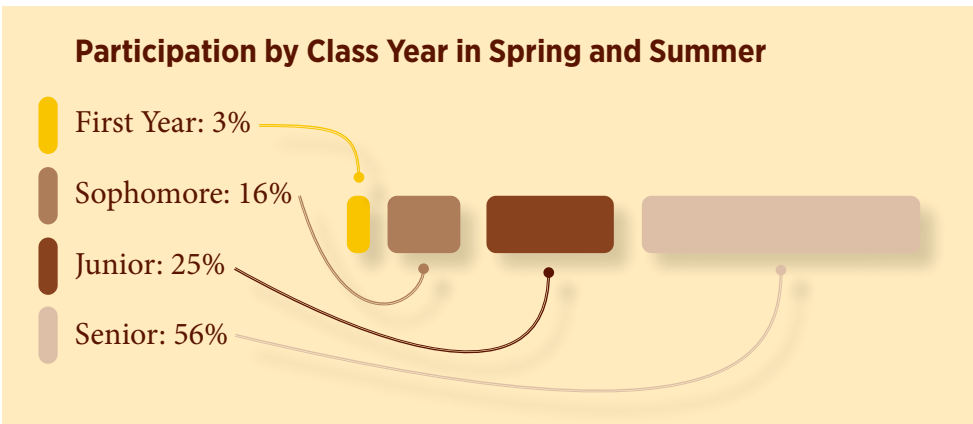
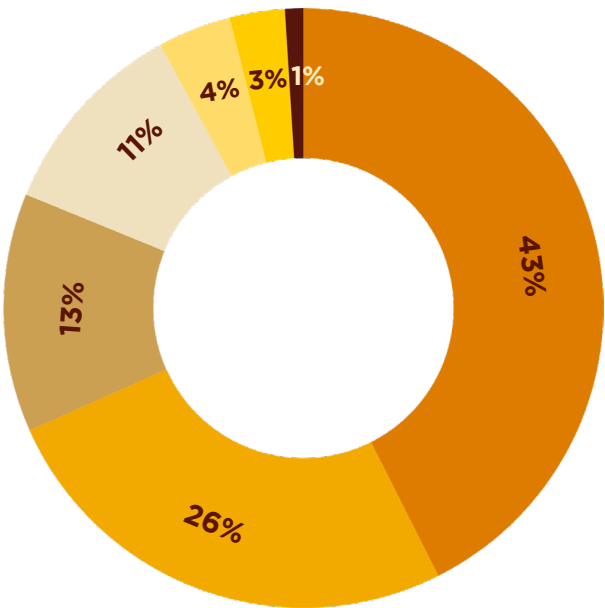
Students chose from one of four tracks:

- > Coding for Data
- > Coding for Web
- > Data Analytics
- > Digital Marketing

Each track allowed students to earn 6 credits and since the program did not have any prerequisites, it was accessible to all majors and academic levels. Throughout the program, students worked in small groups, gained hands-on experience, and built competency in industry tools such as Tableau, Shopify, and Python. Additionally, the students learned to apply global concepts through workplace simulations and training. As of the summer 2024 semester, over 70 students completed this program, and increased their employability through gaining practical skills and valuable international collaboration experience.

Participation by Academic College in Spring and Summer

- College of Science & Mathematics
- College of Humanities & Social Sciences
- Ric Edelman College of Communication & Creative Arts
- Rohrer College of Business
- School of Earth & Environment
- College of Education
- Rita and Larry Salva School of Nursing & Health Professions



New Programming

The 2023-2024 academic year saw the fostering of several new programming opportunities for the Center. New initiatives were established by identifying gaps within our services and intentionally creating new programs to address these inadequacies. A sample of the latest programming ventures the Center orchestrated includes the following:



Dr. Seran Shug (left) and Patrick Massaro.

Career Champion Award: The establishment of this honor was designed to recognize one CHSS faculty member who has gone above and beyond their job responsibilities to mentor and guide students toward achieving their career aspirations. The inaugural winner of the award was Dr. Seran Schug, Teaching Professor from the Department of Sociology & Anthropology. Dr. Schug was chosen for her active dedication to helping students recognize and cultivate their professional talents, providing invaluable career guidance, and creating an environment that inspires career growth and development.

Career Launch 101: During the fall 2023 semester, Career Launch 101 workshops were implemented to increase first-year and sophomore-level students with enhanced access and early exposure to career development and experiential learning opportunities. This program entailed the Center collaborating with over 7 faculty members who taught Rowan Experience courses and conducting a presentation that empowered over 150 students to begin crafting a personalized career action plan for their first two years of college.

Profs to Professional: The Profs to Professional program was created by recognizing an increased need to increase students' preparedness to secure an internship during the summer of their junior year. The Profs to Professional initiative entailed collaborating with faculty members whose classes predominantly contained junior-level students and providing instruction and resources for their students to begin pursuing viable internship opportunities. Students who completed this service received insight on how to increase the effectiveness of their application material, as well as job search strategies to identify viable employment opportunities for the upcoming summer season.

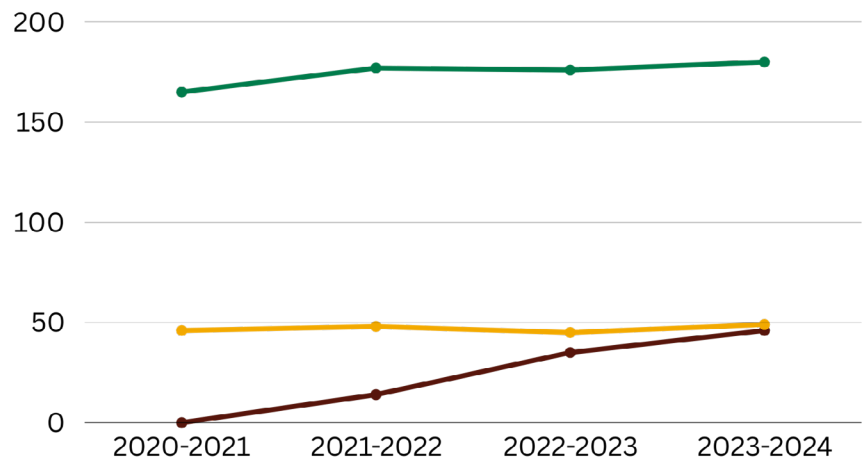
“Dr. Seran Shug was chosen based on her active dedication in helping students”

Experiential Learning Requirement

Starting in fall 2021, all CHSS majors at Rowan University must fulfill an Experiential Learning Requirement, which involves completing a minimum of 1 credit of experiential learning to graduate. This initiative underscores the importance of experiential learning in providing a well-rounded education. It enables students to apply theoretical knowledge, develop practical skills, and build professional networks in their chosen fields. As a result, all CHSS students must engage in experiential learning activities such as job shadowing, internships, micro-internships, service-learning, student-faculty research, or volunteer work. This initiative not only enhances students' professional competencies but also offers them the opportunity to earn academic credit for their hands-on experiences.

Another option for students to meet their Experiential Learning Requirement is to enroll in the "Experiential Learning in the Humanities & Social Sciences" or "Internship in the Applied Liberal Arts" courses. These classes are available each semester, and their enrollment includes the following:

- Students enrolled in 0-1 Credit Experiential Learning in the Humanities & Social Science course
- Students enrolled in 2-6 Credits Internship in the Applied Liberal Arts course
- Academic credits earned from the 2-6 Credits Internship in the Applied Liberal Arts course



Experiential Learning Fair

To support students in fulfilling the mandatory Experiential Learning Requirement, the Center proactively developed targeted programming to assist them in meeting this prerequisite. During the fall 2023 semester, the Center organized our second Experiential Learning Fair, which showcased a wide variety of opportunities, including job shadowing, internships, micro-internships, service-learning, student-faculty research, and volunteer roles. The fair featured over 20 experiential learning options, attracting a substantial turnout of more than 80 students. This event provided a comprehensive platform for students to explore and pursue the necessary experiential learning activities to complete their graduation requirements.

Connecting CHSS to Artificial Intelligence

Since 2018, the CHSS Case Study Competition has been a hallmark program offered to all Rowan University students. As of the spring 2023 semester, this competition has evolved into the one-credit course, "Interdisciplinary Case Studies in the Liberal Arts". This course engages students in team-based projects, where they research and analyze timely, interdisciplinary issues through the lens of higher education. By doing so, students can apply the principles of their major to the various aspects of the case study at hand. Over the course of the fall 2023 and spring 2024 semesters, over 50 students applied their majors to the impact of artificial intelligence through this course and fulfilled their experiential learning requirement.

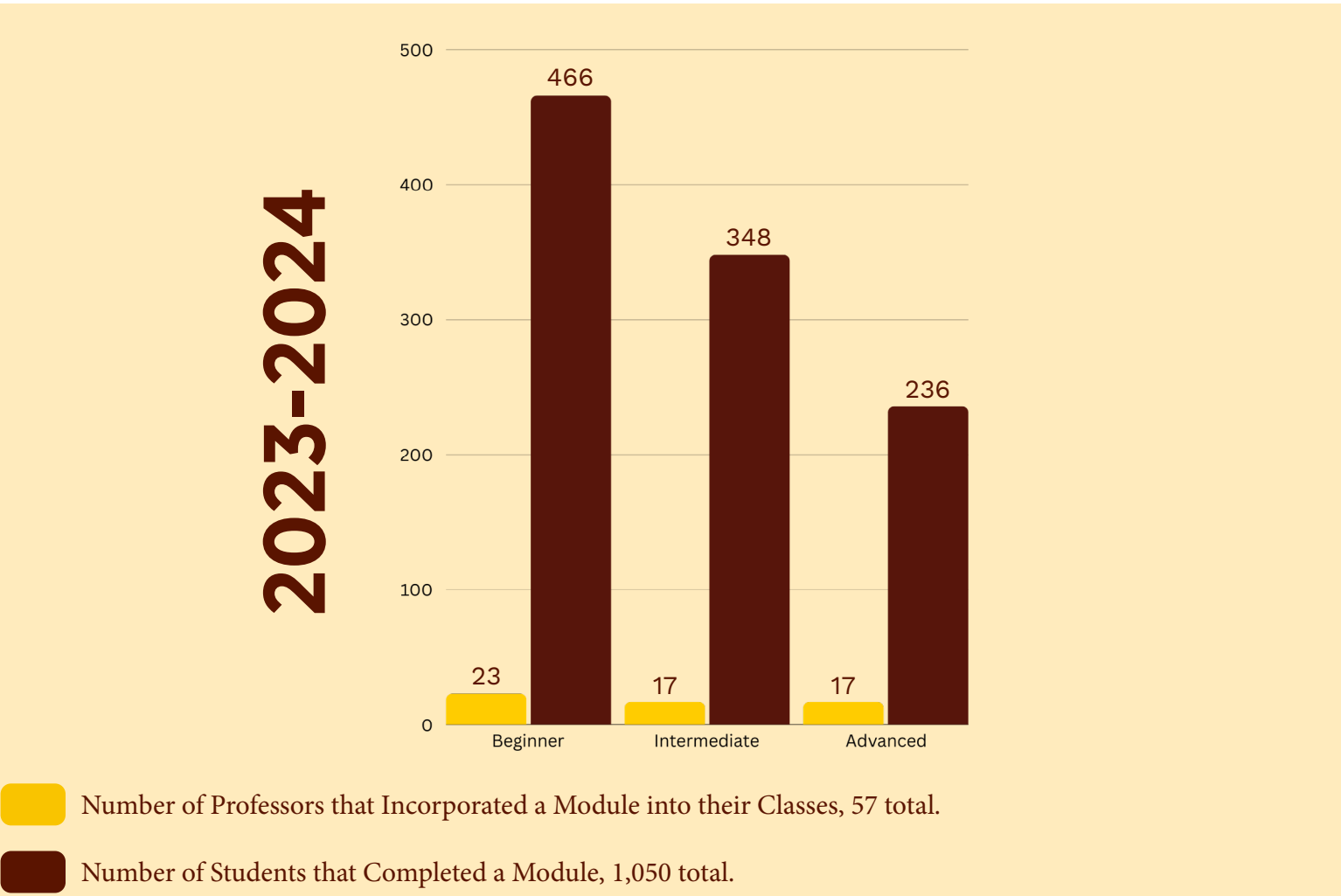


Self-Directed Learning Modules (SDLM)

From March 2020 to December 2021, the Center for Professional Success led a Career Development Committee dedicated to integrating career services into the college's academic curriculum. Chaired by Patrick Massaro, the committee comprised staff and faculty members from each CHSS department. Their collaborative efforts resulted in the creation and implementation of the college's Beginner, Intermediate, and Advanced Self-Directed Learning Modules. These asynchronous learning activities were specifically designed to address the career development needs of different student populations:

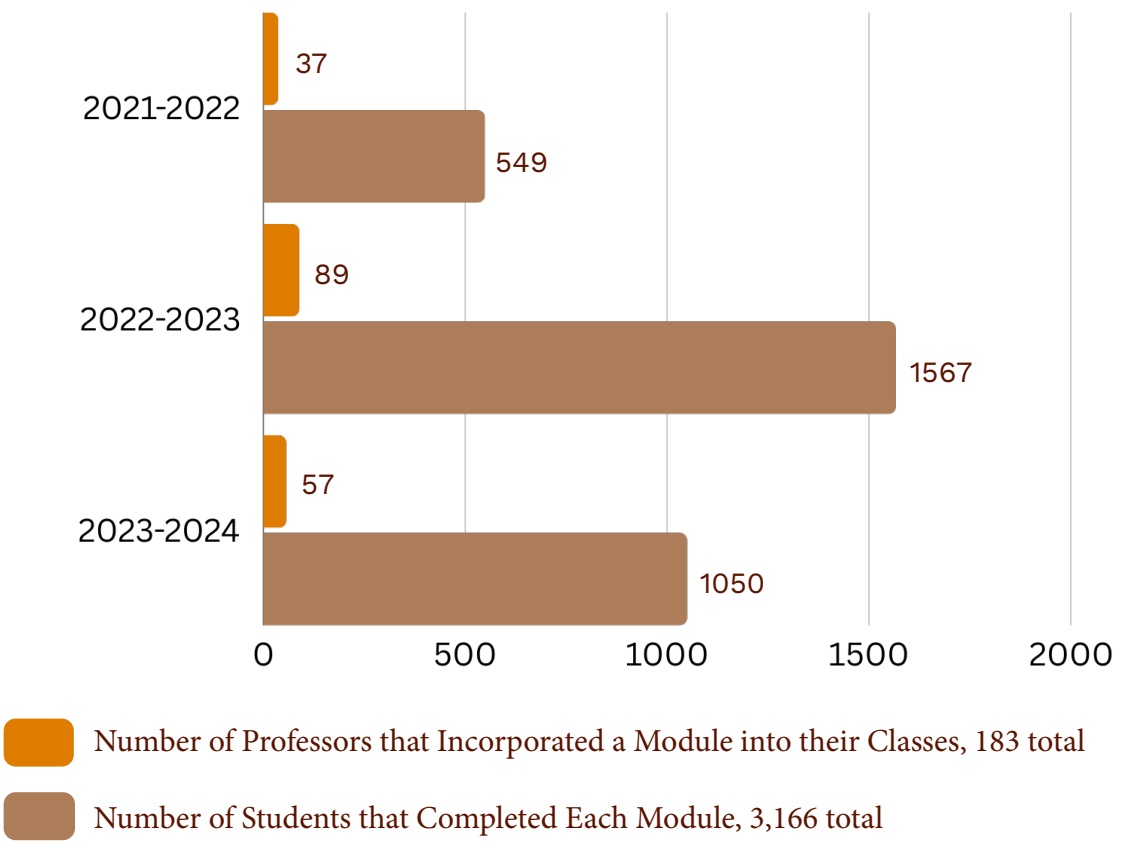
- > Beginner Module: First-Year & Sophomore Level Students
- > Intermediate Module: Junior Level Students
- > Advanced Module: Senior Level Students

Each module takes 35 to 45 minutes to complete and involves watching seven to eight 5-minute videos, followed by quizzes associated with each video. Students enroll in the modules via the Online Marketplace, after which the module automatically appears in their Canvas account. Upon completion, students log into their Rowan Marketplace account to download their Certificate of Completion, which they then submit to their professor as proof of completion. Enrollment in these Self-Directed Learning Modules includes the following:



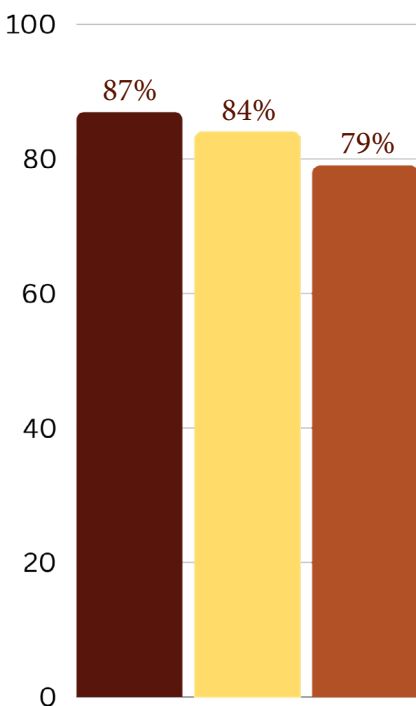
Total Enrollment Since Fall 2021

Academic Years



Self-Directed Learning Module Takeaways:

- Beginner Module:** 87% of students Strongly Agreed or Agreed that after completing the Beginner Module, they know how the Center for Professional Success can support their academic and career preparation.
- Intermediate Module:** 84% of students Strongly Agreed or Agreed that completing the Intermediate Module was a valuable learning experience.
- Advanced Module:** 79% of students Strongly Agreed or Agreed that all senior level CHSS students would benefit from completing the Advanced module.



Priorities for the '23-'26 Strategic Plan

Strategic Priority 1:

Enhance access and early exposure to career development and experiential learning opportunities.

- Goal 1:** Enhance awareness and partnerships to increase engagement with underserved student populations.
- Goal 2:** Promote early exposure to career development and experiential learning opportunities for all CHSS students.
- Goal 3:** Harness the potential of Artificial Intelligence (AI) and other cutting-edge technologies to expand the accessibility of career development resources for a wider range of students.
- Goal 4:** Empower junior and seniors with the essential knowledge and resources to actively pursue their career objectives upon graduation.

Strategic Priority 3:

Establish and strengthen internal and external stakeholder partnerships.

- Goal 1:** Enhance dialogue around workforce trends and employer needs.
- Goal 2:** Increase financial support of career and experiential learning initiatives from outside entities.

Strategic Priority 2:

Equip students with in-demand competencies to be competitive in an evolving workforce.

- Goal 1:** Promote the value and acquisition of technological skills among students.
- Goal 2:** Provide comprehensive support to students in effectively articulating their academic knowledge and experiences into the language of practical skills.

Strategic Priority 4:

Ensure accountability, visibility, and transparency of student outcomes.

- Goal 1:** Intentionally collect and share student employment data.
- Goal 2:** Recognize achievements in career readiness support and experiential learning outcomes.

Accomplishments from the '23-'26 Strategic Plan

With the conclusion of the academic year, the Center for Professional Success has successfully completed several critical strategies from its 2023-2026 Strategic Plan. Finalizing these initiatives established momentum to address the remaining two years of our plan, as well as enhanced the services being offered by the Center. Here are some of the key strategies that we completed within the past year:

- Actively promote the Center for Professional Success in all CHSS Rowan Seminars predominantly attended by CHSS majors.
- Actively promote the awareness and enrollment in the 6 credit Global Tech Experience program.
- Create the "Prof to Professional" workshop, offering it both in-person and asynchronously. The workshop will concentrate on crucial aspects such as resumes, job search strategies utilizing ProfsJobs and Career Shift, and optimizing LinkedIn profiles for junior and senior level students.
- Identify one student per month to highlight via social media and the CPS website for an accomplishment in career readiness or experiential learning.
- Partner with University Advancement on Day of Giving and other opportunities for giving.
- Recognize faculty achievements in career readiness support for students through the Career Champion Award.
- Transition employers away from the CHSS Match program's current partnership strategy and explore alternative methods of engagement.



On the Horizon for the 2024-2025 Academic Year

The Center is launching new initiatives and programs for the upcoming academic year, including:

- > The Center for Professional Success submitted a curriculum proposal for a new “Building Your Life & Career Success” course during the spring 2024 semester. This new course is progressing through the curriculum approval process and will be offered during the fall 2025 semester.
- > The new academic year will mark an increased level of engagement with the office of Achieving Success through Collaboration, Engagement, and Determination (ASCEND). New collaboration initiatives between both offices such as focus groups and specialized programming has been discussed to increase students’ career readiness.
- > In the upcoming academic year, the Center will be actively seeking grants to support new programming opportunities. This program is specifically designed to provide funding for unpaid internships or research opportunities for Pell grant eligible CHSS majors, thereby enhancing their academic and professional development.
- > Finally, the Center is recruiting for an Employer Advisory Board that will launch in fall 2024.

Graduate Outcomes

Each year, the College of Humanities & Social Sciences produces a graduating class ready to change the world. This year was no exception, with over 700 graduates taking the next steps in their life and career. Through conducting a college Exit Survey, the Center tracked the career and educational outcomes from the class of 2024. Listed below are some of the highlights regarding the career and educational successes of these students:

Graduate School & Service Opportunities:

- > AmeriCorps, Law & Justice graduate
- > Binghamton University Master of Science (M.S.) in Biomedical Anthropology, Anthropology graduate
- > New Giza University Doctor of Medicine (M.D.) program, International Studies graduate
- > University of Pennsylvania, Masters in Professional Nursing program (MPN), Anthropology graduate

Employment Opportunities:

- > Claims Representative at Plymouth Rock, Economics graduate
- > Collections Coordinator with the Salem County Historical Society, History graduate
- > Customer Advocate Specialist with Subaru of America, Inc., General Studies graduate
- > Executive Team Leader with Target, Economics graduate
- > High School Teacher with Teach for America, English graduate
- > Judiciary Clerk with New Jersey Courts, Law & Justice Studies graduate
- > Kosher Meals on Wheel Coordinator and Geriatric Case Manager at Meals on Wheels, Human Services graduate
- > Legislative Aide with Senator Paul Moriarty, Law & Justice Studies and Political Science graduate
- > Police Officer with the Glassboro Police Department, Law & Justice Studies graduate
- > Teacher with the Institute for Reading Development, English graduate

Acknowledgments & Appreciation

The Center would like to extend our heartfelt gratitude and appreciation to all those who have supported and contributed to our success over the past year. Our achievements have been made possible through the collaboration and dedication of the following individuals, offices, and departments:

CHSS Dean’s Office: We are deeply grateful to our talented and committed team of staff and administrators. Their passion, expertise, and unwavering dedication have been crucial in enabling the Center to provide exceptional services to our stakeholders.

CHSS Faculty & Academic Departments: We acknowledge and appreciate the valuable partnership and collaboration with our esteemed faculty members and academic departments. Their guidance and support in integrating career development into the curriculum have been instrumental in preparing our students for the ever-evolving job market.

CHSS Academic Advisors: We extend our heartfelt appreciation to our dedicated Academic Advisors for their unwavering support and commitment to student success. Their guidance and expertise have been instrumental in helping students navigate their academic journeys, achieve their goals, and prepare for their future careers.

Office of Career Advancement: We appreciate the continued partnership of the Office of Career Advancement, and the resources they provide all students. Their collaboration in developing career fairs, as well as the university wide career platforms they authorize is an asset to our students.

Students: Our incredible students are our ultimate motivation and inspiration. We commend their eagerness to explore career options, their enthusiasm in attending workshops and events, and their resilience in navigating the challenges of the job market. It is our privilege to play a part in their journey, and we remain committed to supporting their aspirations.





Dr. Stephen Fleming, Ed.D., Associate Dean

Patrick Massaro, Assistant Director of Career
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