



CAREER DEVELOPMENT CENTER

ELIZABETHTOWN COLLEGE



2025-2026 Impact Report

A comprehensive overview of events, programs, data, and accomplishments of the Elizabethtown College Career Development Center.



Message from the Senior Director

The 2025–26 academic year was one of continued growth, connection, and innovation for the Career Development Center. Our focus remained clear: meeting students where they are and embedding career readiness throughout the Etown experience.

Across the year, the CDC recorded more than **1,206 student attendances at career programs and events**, conducted **542 individual career appointments**, and engaged with **155 unique employers**. More than 1,050 students also accessed the Virtual Career Development Center, generating nearly 60,000 page views.

Beyond the numbers, this year was defined by partnership and integration. We worked alongside faculty, staff, employers, alumni, and campus partners to bring career development into classrooms, programs, networking opportunities, and everyday student experiences. The Career Action Plan continued to grow as a shared framework for career readiness, with faculty embedding action steps directly into courses and new opportunities to introduce the framework to academic and external partners.

As we look toward 2026–27, we are excited to build on this momentum through deeper campus and employer partnerships, continued innovation in how we reach students, and the launch of the Career Champion Program. I am incredibly proud of our team and grateful to the many members of the Etown community who make this work possible. Together, we are creating a culture where career development is not a single destination or appointment, but an integral part of the Elizabethtown College ecosystem.

Maureen Brown, M.S., CCC
Senior Director, Career Development Center



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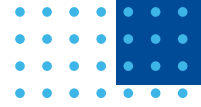
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Meet the Staff



Coming into college, I had no resume and barely any relevant experience (so I thought). Within three months of committing to every Career Development Center event and working closely with the staff, I went from a blank slate to securing an internship with six additional callbacks and interview offers from other companies. That kind of turnaround was made possible by the consistent and focused support of the CDC.

-Paul Fulfer '29, Business Administration Major

Fall 2025



Signature Programs & Events

Exploration Station | 460 student attendees

In partnership with Academic Advising & New Student Orientation

Learn about your skills, strengths and interests and the resources available to assist you as you work to clarify your path and purpose.

Adulting is Scary | 25 student attendees

In partnership with Bowers Center for Sports, Fitness, and Well-being

Students attend four concurrent sessions about networking (Career Center), meal prep (Bowers Center), financial wellness (PSECU), and color analysis (Season Me Pretty).

Mocktails & Mingle | 40 student attendees

Students learn how to navigate professional networking events, including how to give an elevator pitch, engage in conversation, and appropriately order and eat hors d'oeuvres and drinks. The second night of this event had to be cancelled due to a facility emergency. We project that we would have had 45-60 students total for both nights.

Professional Development Workshop Series

- Resume Workshop | 3 student attendees
- Interviewing Workshop | 5 student attendees
- Job & Internship Search | 1 student attendee

Student utilization of individual career support increased nearly 18% year-over-year, with the Career Development Center conducting 293 appointments during the fall semester. More than half (52%) of appointments focused on resume and cover-letter development, while students also sought significant support with internship/job searches, career and major exploration, general career guidance, and interview preparation.

Fall Student Appointments - 293 Total (18% increase)

542 Total Appointments in 2025-2026 academic year (7.5% increase)

Alumni Appointment - 5

Assessment Review -3

Bachelor of Integrated Studies -3

Career or Major Exploration-23

Cover Letter Creation or Review-26

Cover Letter Follow Up-2

General Career Guidance- 24

Internship or Job Search Help - 43

Internship or Job Search Application Question- 5

LinkedIn/Handshake Profile Help- 8

Networking Help - 3

Practice Interview -22

Resume Creation or Review- 105

Resume Follow Up- 20

Signature Learning Experience Meeting-1

Fall 2025 Industry Connections

155 unique employers engaged with the CDC in 2025-26

Networking Events

Franklin Templeton Baltimore Networking Event

Student Attendance: 21

Clark Associates Site Visit

Student Attendance: 12

Actuarial Science Panel

Student Attendance: 20

WebFX Employer Coffee Chat

Student Attendance: 11

Hershey Entertainment & Resorts Employer Coffee Chat

Student Attendance: 6

Clark Associates Employer Coffee Chat

Student Attendance: 3



Meet & Greet

Business Meet & Greet

- Employer Attendance: 36
- Student Attendance: 138

Science, Health, and Helping Professions Meet & Greet

- Employer Attendance: 31
- Student Attendance: 87

It is largely thanks to the Career Development Center that I have my new job as a Behavioral Health Technician! After initially not getting the position, the CDC helped me apply again through Handshake. I got an interview and received a job offer!

I first connected with the company at a Health Sciences Career Fair run by the Career Development Center. That connection eventually led to my new job!

– Jonah McDonald '27, Psychology/Communications Major

Fall 2025 Meet & Greet Student and Employer Feedback



Business Meet & Greet

Employers

- **100%** of employers agreed students were prepared for employment
- **100%** of employers were satisfied with the overall event, over half strongly agreeing
- **77%** of employers indicated 10 out of 10 likelihood of attending another recruiting event

Students

- On average, students spoke to **7 different employers**
- **95%** of students rated the event positively
- **100%** of students rated the employers who attended as acceptable or above

Science, Health, and Helping Professions Meet & Greet

Employers

- **69%** of employers indicated a 10 out of 10 likelihood of attending another recruiting event
- **92%** of employers were satisfied with the overall event, one indicating neutral satisfaction
- **77%** of employers recognized student preparedness for the event

Students

- On average, students spoke to **8 different employers**
- **100%** of students rated the event positively
- **100%** of students rated the employers who attended as acceptable or above, with 41% rating them as very good

I cannot say enough about how much I enjoy the events hosted by your Career Development Department. The events are always well organized and attended. The students are typically prepared with resumes.

-Employer Attendee

I thought everything was perfect about the event. There were many employers, the promotion was excellent, timing perfect, and the duration was just enough.

-Student Attendee

Spring 2026

Programs & Events

Senior Transitions | 27 student attendees (8% increase)

In Partnership with Bowers Center for Sports, Fitness, and Well-being

Students attend four concurrent sessions about networking (Career Center), meal prep (Bowers Center), financial wellness (PSECU), and being a member of your community (Lancaster Chamber of Commerce). This event is an exclusive opportunity for seniors.

Creative Careers Week | 97 student attendees (10.2% increase)

In Partnership with the School of Arts and Humanities

Students have the opportunity to attend 7 sessions including: Careers in Graphic Design, Web Writing, Professional Writing, Music, and Freelance Work. As well as a Creative Careers Panel and a session titled, "What Do Hiring Managers Look for in Portfolios". Speakers included representatives from Fig Industries, Nuna, Susquehanna Art Museum, WGAL, LNP Media Group, TrackFive, Music for Everyone, and more.

Careers in Science & Health | 26 student attendees

In Partnership with the School of Sciences and Health

This event allows students to connect with faculty, employers, and alumni to learn about various careers in the science and health industries. Employers included: Wellspan Health, Natural Area Maintenance, PA Counseling Health & Services, PA Commonwealth, and alumni in various fields.

Summer Internship Orientation | 16 student attendees

In partnership with Clark Associates, The GIANT Company, the School of Engineering and Computer Science's Assistant Director of Industry Partnerships and Experiential Learning, and the Program Manager for the Center for Civic and Community Engagement, the CDC hosted an interactive orientation to prepare students for successful summer internships. Students gained practical strategies for professional communication, workplace expectations, networking, initiative, and relationship-building to help them enter their internships with confidence and maximize their experiences.

Professional Development Workshop Series

Resume Workshop | **1** student Attendee

Interviewing Workshop | **7** student Attendees

AI in the Job Search Workshop | **2** student Attendees



During Spring 2026, the Career Development Center conducted 249 individual appointments with students. Resume support and practice interviews were the two most utilized services, with 63 resume appointments and 55 practice interviews. Career and major exploration (32) and internship/job search assistance (28) were also among the most common reasons students sought support, demonstrating strong demand for individualized career preparation across multiple stages of the career development process.

Student Appointments - 249 Total

542 Total Appointments in 2025-2026 academic year (7.5% increase)

Alumni Appointment - 6

Assessment Review - 3

Bachelor of Integrated Studies Meeting- 3

Career or Major Exploration- 32

Cover Letter Creation or Review- 11

Cover Letter Follow Up-4

General Career Guidance- 15

Internship or Job Search Help - 28

Internship or Job Search Application Question- 7

LinkedIn/Handshake Profile Help- 12

Networking Help - 4

Practice Interview -55

Resume + Cover Letter Creation or Review- 22

Resume Creation or Review- 63

Resume Follow Up- 8

Signature Learning Experience Meeting-5

Spring 2026 Industry Connections

Networking Events

Select Medical Coffee Chat

Student Attendance: 4

Donecker Demystifying Sales Program

Student Attendance: 26



Spring 2026 Meet & Greets

On Campus Job Fair

- Student Attendance: **43**

Business Meet & Greet

- Employer Attendance: **30**
- Student Attendance: **62**

Creative and Public Service Meet & Greet

- Employer Attendance: **26**
- Student Attendance: **57**

The Career Development Center has been the most valuable resource on campus for me. Thanks to the staff and student support, I am now a senior confident in my ability to format a résumé, write a compelling cover letter, and answer interview questions. These skills set me apart as I prepare to graduate and will serve me throughout my career.

— Madilyn Fratis '26, Public Relations Major

Spring 2026 Meet & Greet Student and Employer Feedback

Business Meet & Greet

Employers

- **91%** of employers agreed students were prepared for employment
- **100%** of employers indicated positive satisfaction with the overall event

Students

- On average, students spoke to **4-5 different employers**
- **92%** of students rated the event positively
- **92%** of students rated the employers who attended positively

Creative and Public Service Meet & Greet

Employers

- **100%** of respondents positively recognized students preparedness for the event
- **89%** of employers were satisfied with the overall event
- **100%** of employers indicated they received adequate preparation and communication about the event

Students

- On average, students spoke to **7 different employers**
- **100%** of students rated the event positively

“Your events are always so well organized and planned. The students are always well prepared with resumes and questions, and you always have a great variety of employers.”

-Employer Attendee



2025-2026 Classroom Presentations

The Career Development Center offers 11 distinct types of classroom presentations that faculty and staff instructors can request. These presentations are delivered by Career Development Center professional staff during scheduled class time.

In the 2025–2026 academic year, we delivered a total of **43 classroom presentations, reaching 645 students.**

Faculty can select from the following presentation topics:

- Career Development Center Overview and Resources
- Resume Writing
- Cover Letter Writing
- Resume + Cover Letter Combined
- Interviewing Skills
- Job Search Strategies
- Internship Search
- Networking
- Handshake and LinkedIn
- Professional Email Writing
- Employer Guest Speaker

2025-2026 Drop In Hours

The Career Development Center offers weekly drop-in hours on Thursdays from 2:00–4:00 p.m., providing students with flexible access to timely career support without a scheduled appointment. During the 2025–26 academic year, 68 students utilized drop-in hours.

While drop-in participation decreased from the previous year, scheduled appointments increased 7.5%, from 504 to 542 appointments, suggesting a shift toward scheduled services as staff appointment availability increased.

LinkedIn Career Connections Group

During the 2025–26 academic year, the Career Development Center launched the Elizabethtown College Career Connections LinkedIn Group to connect students with handpicked internship and job opportunities, career resources, and professional insights. **In its first year, the group grew to 168 members, shared 43 posts, and generated more than 8,700 post views,** demonstrating strong student engagement with the group as a resource for career opportunities and information.

Virtual Career Development Center

The Virtual Career Development Center on Canvas continued to provide all Elizabethtown College students with 24/7, on-demand access to career resources, including classroom presentation recordings, career topic handouts, the Career Action Plan, and more. In partnership with ITS, undergraduate and graduate students are automatically enrolled, ensuring career support is accessible whenever and wherever students need it.

2025–26 Virtual CDC Engagement:

- **1,051 unique students actively accessed** the Virtual CDC
- **59,349** total page views
- Active students averaged more than **56** page views each

These results demonstrate strong engagement with the Virtual CDC and the value of providing accessible, on-demand career education alongside the CDC's in-person services.

Early in my freshman year, the Career Development Center helped transform my high school résumé into a professional college résumé that I've used at career fairs and job interviews. The CDC is a great resource for learning professional skills and building confidence in yourself.

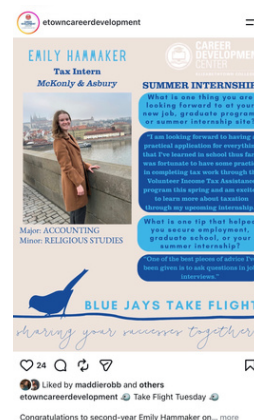
– Emily Hammaker '28, Accounting Major

Social Media Highlights

The Career Development Center's social media presence experienced significant growth during the 2025–26 academic year under the leadership of Student Social Media Coordinator Kaitlin Riley. Instagram continued to serve as an important way for students to stay connected to the CDC, with students regularly using the platform for information about programs, resources, and opportunities. Positive feedback from students, faculty, and staff also highlighted the engaging and approachable nature of the content, helping strengthen the CDC's visibility and connection with the campus community.

2025–26 Instagram Highlights:

- **25.5% increase in followers**, growing from 679 to 852
- Approximately **254,000 total content views**
- Approximately **1,300 average views per post**
- Approximately **60% of posts generated more views than the CDC's current follower count**
- Top-performing content generated more than **6,700 views**



Career Peers



The Career Peer Program is a student leadership initiative within the Career Development Center that trains undergraduate students to support their peers with career-related topics. Career Peers assist with resume and cover letter reviews, promote career events and resources, and help increase awareness of the Career Development Center across campus.

Through this role, Career Peers gain valuable experience in peer mentoring, public speaking, and professional development, making it a meaningful leadership opportunity and a key part of our student engagement strategy.



**Madelyn
Nicholas**



**Madisyn
Musselman**



**Hannah
Blazure**



**Connor
Albeck**



**Charvi
Goswami**



Corgan SSD

Career Action Plan

The Elizabethtown College Career Action Plan is a four year, developmental framework designed to guide students through every stage of their career journey. The plan is structured around the four E's:

- Explore (Level 1)
- Engage (Level 2)
- Enrich (Level 3)
- Embark (Level 4)



Career Action Plan certificate being awarded to Desiree Tirado '27

The Career Action Plan continued to serve as a shared framework for career readiness across the student experience. During the 2025–26 academic year, the CDC partnered with faculty to embed Career Action Plan levels and action steps directly into courses, further integrating career development into the academic experience. Senior Director Maureen Brown also presented the Career Action Plan at several Dean's Advisory Board and School meetings within the School of Business and School of Sciences and Health, expanding awareness and engagement with the framework across campus.

Looking Ahead

Career Champion Program



Looking ahead to 2026–27, the Career Development Center will launch the Career Champion Program, beginning with a pilot in partnership with faculty from the School of Sciences and Health. The program is designed to equip faculty and staff with practical tools, resources, and strategies to confidently incorporate career readiness into their everyday interactions with students. Participants will explore career development resources, employer expectations, and ways to connect students' academic experiences with career competencies and future opportunities.

The Career Champion Program also represents an important step toward creating a more campus-wide approach to career readiness, recognizing that students engage in career conversations with faculty and staff across their Etown experience. Following the initial pilot, the CDC plans to expand the program across campus and offer opportunities each fall, spring, and summer based on interest, building a network of Career Champions who can help students recognize, develop, and articulate the career-ready skills they gain both inside and outside the classroom.

New Programs for 2026-2027 Academic Year

Fall 2026

Internship Boot Camp
Understanding Workplace Expectations
The Wenger Group Site Visit
Disclosing a Disability in the Workplace
Career Champion Program- Faculty

Spring 2027

Elizabethtown College City Site Visit Networking Event
Career Champion Program- Faculty & Staff



Career Development Center Staff



Maureen Brown, M.S., CCC

Senior Director of the Career Development Center

Maureen has dedicated her career to advancing career readiness and helping students and alumni connect their experiences to meaningful opportunities. She also teaches at Elizabethtown College and Widener University, serves on the Board of Directors for the Eastern Association of Colleges and Employers (EACE), and is a published scholar. Maureen earned her M.S. in Higher Education Counseling and Student Affairs from West Chester University, holds three career-related certifications, and has received three EACE Presidential Citations for her service to the organization.



Lauren Allen, M.A., CCSP

Assistant Director of Career Advising and Programming

Lauren is passionate about holistic student development, experiential learning, and helping students confidently navigate their career journeys. Prior to joining the Career Development Center, she served as the Experiential Learning Coordinator in Elizabethtown College's School of Business, supporting students in securing internships and developing career-readiness skills. Lauren also brings teaching experience focused on communication, career exploration, and professional development. She holds an M.A. in Higher Education from Messiah University and is a Certified Career Services Provider.



Brendan Guy, CCSP

Assistant Director of Employer Relations

Brendan is dedicated to supporting students' professional growth, expanding employment opportunities, and building strong partnerships with employers and community organizations. An Elizabethtown College alumnus with a B.A. in Public Health, he brings a collaborative, student-centered approach to creating meaningful connections that prepare students for purposeful careers. In Fall 2026, Brendan will continue his education at Etown by beginning the Master of Arts in Counseling Psychology program, further strengthening his ability to support students throughout their career and professional development journeys.



Carolyn Rigo, M.S., CCC

Career Counselor

Carolyn enjoys helping students navigate the career planning process with confidence by connecting their academic and co-curricular experiences to long-term goals. She earned her M.S. in Counseling and College Student Personnel and B.A. in Psychology from Shippensburg University and is certified in the Strong Interest Inventory. A former Associate Director in the Career Development Center, Carolyn continues to support the CDC in a part-time remote capacity, dedicating five hours per week during the academic semesters to evening career appointments and programming, expanding access to career support beyond traditional office hours.