



The Adult Learner Lifecycle from Admissions to Professional Career Outcomes

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Agenda

- **Welcome and Overview of Villanova CPS**
- **Villanova CPS Admissions**
- **Overview of Villanova Career Management**
- **Nova Network**
- **Integration of Career Management with Admissions**
- **Q&A**

Villanova University – College of Professional Studies

Villanova University is ranked among the top national universities according to *U.S. News & World Report's* 2023 “Best Colleges” rankings.

The College of Professional Studies has an enduring commitment to adult learners and to professional education and lifelong learning.

We are the first new College at Villanova in the last 50 years!



**Undergraduate
Degrees**



**Corporate
Training**



**Professional
Education**



**Post-Bachelors
Certificates**



ASSOCIATES + BACHELOR'S DEGREES

Associates of Arts

Associate of Science

Bachelor of Interdisciplinary Studies

- Organizational Development and Management
- Leadership
- General Studies
- Entrepreneurship
- Information Systems & Technology
- Public Service and Administration



CREDIT BEARING CERTIFICATES

- Accountancy*
- Entrepreneurship
- Information Systems & Technology
- Leadership Studies
- Organizational Development & Management
- Pre-Health Certificate*

*requires Bachelors Degree

Bachelor of Arts

- English
- Leadership
- Sociology
- History
- Public Service & Admin

Bachelor of Science

- Computer Science
- Statistics
- Mathematics





PROFESSIONAL EDUCATION

- Athletics Leadership
- Agile
- Business Analysis
- Business Intelligence
- Business Process Management
- Business Process Improvement Essentials
- Contract Management
- English for Everyday Life
- Facilities Management
- Fundraising
- Healthcare Design & Innovation
- Human Resources
- Cybersecurity
- Immigrant Advocates - VIISTA
- Leadership Symposium
- Learning Design & Technology
- Lean Six Sigma
- Organizational Leadership
- New Manager
- Paralegal Professional
- Payroll: The PayTrain College & University Program
- Project Management
- Recovery Specialist
- Supply Chain Management
- Women's Leadership Development



CORPORATE + GROUP TRAINING SOLUTIONS

Villanova's College of Professional Studies partners with employers and organizations to deliver customized strategic training programs, workforce education and professional development solutions. Whether on-site, online, on-campus or in a hybrid format, Villanova offers a tailored education plan that helps organizations meet their strategic goals and objectives and fills the gaps in employee training and skills.

POTENTIAL TRAINING TOPICS

Project Management

- Introductory Course
- CAPM Exam Prep
- PMP Exam Prep

Lean Six Sigma

- White Belt
- Yellow Belt
- Green Belt
- Black Belt

Human Resources

- Introductory Course
- SHRM CP/SCP Exam

Leadership

- New Manager Bootcamp
- Women's Leadership

Sales Foundations

Agile

Business Writing

Business Process Improvement Essentials

Contract Management

Problem Solving and Prevention



Admissions Team Structure

JB J Paul Ballentine
Director, Admissions & Enrollment

EC Eileen Callahan
Manager, CPS Outreach

CK Christina Katsapis
Manager, College Partnerships

Outside Sales

PE Patricia Ertwine
Admissions Counselor

MK Michael Kalpokas
Assistant Director,
Admissions

Inside Sales

LW Lisa Weber
Admissions Counselor



CAREER MANAGEMENT

Serving Villanova's Alumni, Graduate, and College of
Professional Studies Students



[Villanova.edu/CPSCareers](https://villanova.edu/CPSCareers)

COLLEGE *of* PROFESSIONAL STUDIES



College of Professional Studies Students

- **Degree-Seeking Students**
 - Individual 1:1 Career Coaching (Students and Alumni)
 - Career Coach Bench Program (Alumni)
- **Professional Education Students**
 - Three Career Services Workshops
 1. Professional Branding: Resumes and LinkedIn
 2. Interviewing Skills
 3. Offer Negotiations



CAREER COACHING

Tailored Conversations

- **Career Transitions** – Industry, Discipline
- **Career Pivots** – Career Path Changes
- **Professional Development Planning** –
Graduate School, Strategic Volunteering, Networking
- In person or virtual offerings
- Complimentary for alumni



Handshake

careershift
job hunting & career management solutions

 **FocusTM 2**

 **biginterview**

 **GoinGlobalTM**
Jobs here, there, everywhere.

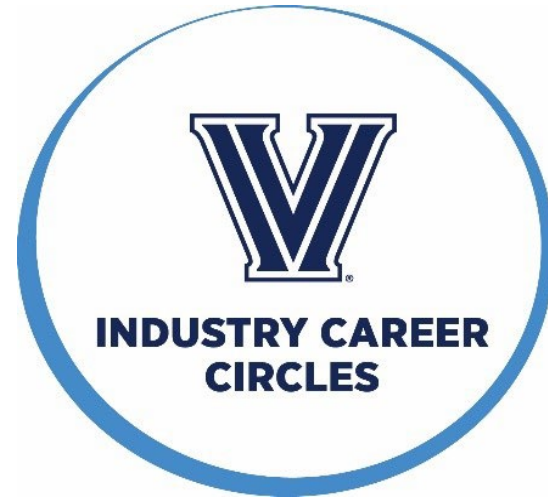
12 Industries:

Accounting
Advertising
Financial Services
FinTech
Healthcare
Information Technology
Management Consulting
Nonprofit
Pharma/BioTech
Real Estate
Sustainability
Technical/Scientific Consulting

Number of Circle Members:

2022-23 = 210

2021-22 = 149



“The leadership and group members are amazing! I have gained insights from the meetings which I have applied to day-to-day life.”

-2023 ICC Participant



NOVA NETWORK NOVEMBER

PROFESSIONAL DEVELOPMENT MONTH

Career Skill-Building

- VSB Presents: CliftonStrengths for Managers
- Leveraging Your Identity to Power Your Career Path
- Interviewing Strategies for Big Firms
- So, You Want a PhD?
- Life After the PhD
- Managing Up: From Individual Contributor to Leader

Live on Campus

- Exploring Careers in Science, Sustainability, Healthcare and Technology
- Post-Grad Service Fair
- McNulty Institute Fifth Year Anniversary
- Career Conversations

Networking Near You

- Regional Club Events in Charlotte, Houston, Northern NJ and Seattle
- Chicago Speaker Series
- Hire Ohio Multi-University Alumni Career Fair
- Leveraging the Nova Network in the Nashville Area
- Leveraging the Nova Network in the Greater Boston Area

Your Workplace Today

- In the Footsteps of St. Thomas of Villanova: Anti-Racism in the Workplace
- Level Up Your Mentoring Skills





RESOURCES:

171 Videos, checklists, and virtual resources

- Resume/CV
- Interviewing
- Job Search
- Salary Negotiation
- HireNova Update

NETWORKING:

28,094 Active users

Alumni: 21,206

Graduate: 1,462

Parents: 439

Undergraduate: 3,725

CPS: 397

Friends: 100

23,252 Messages sent last year

60+ Groups

(Regional, Industry/Academic, Social/Experiential)

- Villanovans in Healthcare
- Villanova CPS Paralegals
- NovaWomen Lead
- New York Metro Region
- New England Region
- VIISTA (CPS Immigration Advocacy Program)
- ...and more!

MENTORING:

3 Formal Mentor Programs hosted

Integration of Career Management with Admissions Strategies

Drip Campaign Email

A personalized message that goes to all inquires and started applications introducing the Career Management office and services available!



CPS OFFERS TOOLS TO PUSH YOUR CAREER FORWARD!

Dear ,

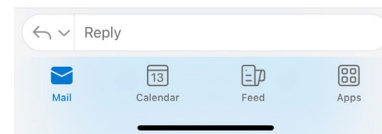
Earning your degree can be a massive boost to your career aspirations. At Villanova's College of Professional Studies (CPS), we know that your education goes well beyond one line on your resume.

Not only do we bring you real world experience and hands on teaching to give you the skills to succeed, CPS is

That doesn't just mean a little help after graduation – our career services start when you start working towards your degree and are always available. [Villanova's Career Center](#) offers support crafted and selected for you based on your specific goals, including 1-on-1 career coaching, resume and interview workshops, and networking tools!



On top of that, a Villanova degree comes with a wide network of Alumni support. Wildcats love to help and hire fellow Wildcats!



Integration of Career Management with Admissions Strategies

Webinars: Deliver career and professional development topics to prospect students to get a ‘flavor’ of the career support they would receive if matriculated as a CPS student.

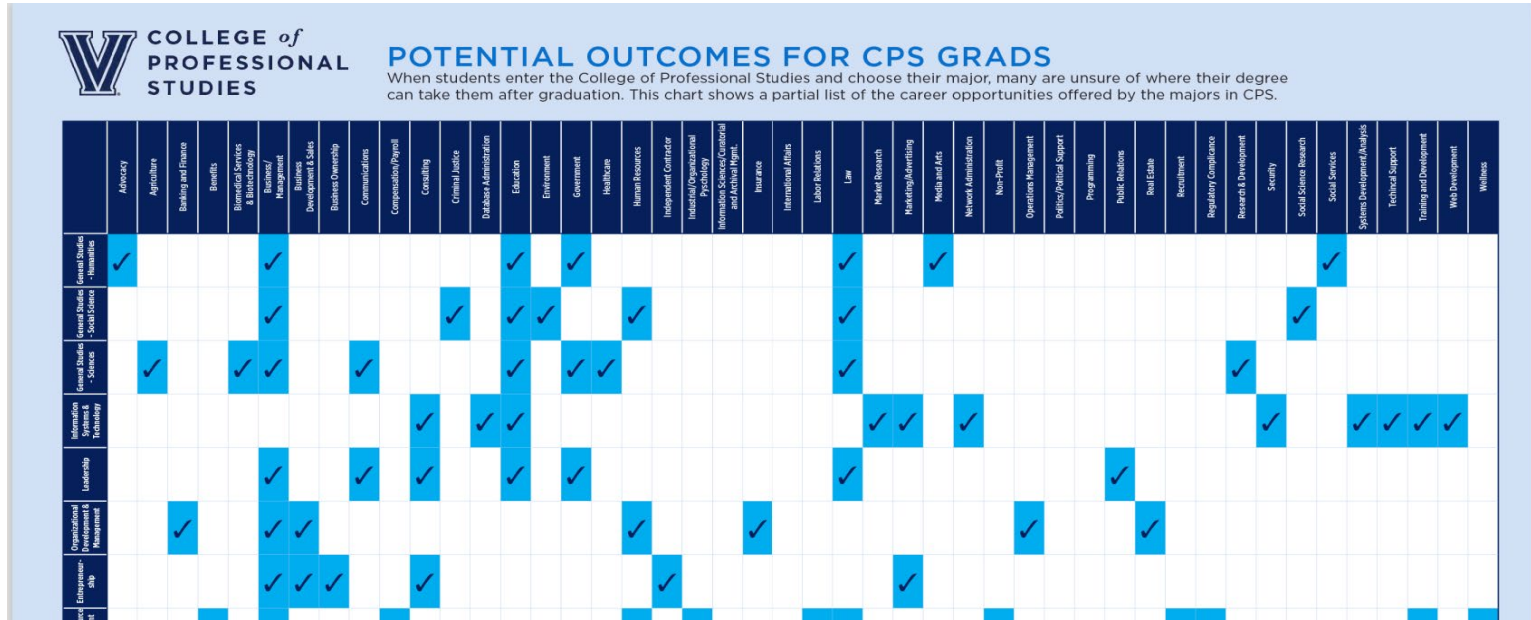
A promotional graphic for a webinar. At the top right, there is a small video thumbnail of Meredith Okemart with the Villanova University logo. The main title 'KNOW THE RULES' is in large, light blue, sans-serif font. Below it is a list of six rules, each preceded by a circled number. A large, light blue checkmark is positioned to the right of the list. The background is a dark blue gradient.

KNOW THE RULES

- 1 Reverse chronological order
- 2 Avoid first person singular or possessive (I, me, my)
- 3 Consistent agreement of subject and verb
- 4 Avoid references to age, gender, race or marital status
- 5 Do not include hobbies, pictures, personal opinions, demographics, salary expectations, references, inaccurate information
- 6 Keep it concise - as few pages as possible (with exceptions)

Integration of Career Management with Admissions Strategies

Career Guides: Provide guidance on extensively researched potential career paths based on CPS academic majors. The outcome data was derived from benchmarked industry resources including The Department of Labor (DOL).



Open Houses & Orientations

The physical presence makes a difference!

Open Houses:

Presentation of career services provided to students during academic program and beyond as alumni.



Orientation:

Presentation of career services during new student orientations.

Integration of Career Management with Admissions Strategies

- Career services events and programs: Our Admission Counselors showcase and discuss career services events to prospects that students receive to support career goals.
 - Pre-Law and Pre-Health Profession Preparation Workshop Series
 - Career Fairs
 - Employer Recruiting Events
 - Industry Panels, and more!
- New and Upcoming Strategy! Admissions to attend “Regional Alumni Events” nationwide to promote stackable credentials.
 - Corporate Opportunities – Custom Corporate!
 - Grow Enrollments!

Thank you for attending Connect with us

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COLLEGE *of* PROFESSIONAL STUDIES

