Empower every Wake Forest student to flourish in work and life  

At the Office of Personal and Career Development, what we do is in the name. Whether you are a student, alumnus, or employer, we seek to balance personal attention with professional savvy. For students and alumni, this means providing best-in-class mentoring, career coaching and education. For employers, this means providing best-in-class students and recruiting experiences at Wake Forest.

The 2016-2017 year was another year of hard work and positive results at the OPCD. We strive to be industry leaders in our approach to career development. Our career coaches saw over 2000 unique clients. More students than ever took our career-development courses. Our staff gave presentations, published websites, taught workshops and courses, and collaborated with faculty on groundbreaking science, math and tech grant proposals. We also took students to Boston, San Francisco, Charlotte, New York, DC, and more, to meet with alumni and employers and learn about different careers and industries.

As one of the top career centers in the nation, we welcomed hundreds of visitors this year, from prospective students and their parents, to employers and career professionals from other universities. And, we were supported by remarkable donors whose gifts transformed students’ lives. The F.M. Kirby Foundation Student Access and Opportunity Grant provided 63 under-resourced students opportunities to attend off-campus career events. In addition, the grant supported stu-
dents’ professional development, career trek travel expenses, and provided stipends for unpaid internships.

All of this is done with the student and their potential in mind. Wake Forest’s motto, Pro Humanitate, is generally understood to mean “for human flourishing.” Each year, we strive to help thousands of students understand themselves, and move toward their full potential on a fulfilling professional and life path. Over their lifetimes, they will give time, money, energy, and care to others in their workplaces and communities. They will be colleagues, managers, leaders or start businesses big and small. They will volunteer, encourage others, and make an impact. We believe as a result of their time at Wake Forest and in the OPCD, they will continually realize and flourish into their full potential, for their own good, and for the good of humanity.
I am excited to share the Office of Personal and Career Development’s annual report highlighting our accomplishments and results this year. Over 97.5% of our students from the class of 2016 landed a post-graduate employment or graduate school outcome within six months of graduation. We have achieved this positive result for the past three years.

Given our mission to empower every Wake Forest student to flourish in work and life, we continue to develop new ways to educate and equip our students to secure a great first job, attend graduate school or pursue post-graduate fellowships while also having the career readiness skills to navigate future career transitions. The popular college-to-career courses are now available online so students can take them during the summer or while overseas. We held special events for targeted groups of students, including one with our student-athletes that was raved about by our head football coach, Dave Clawson on ESPN. We expanded our students’ horizons by taking them on career treks to New York, Washington DC, and San Francisco. I am particularly pleased with the collaborative partnership between the college career team, business school career team, and employer relations team. Our unified teamwork and approach is distinctive in higher education and provides significant benefits in how we create a world-class student and employer experience at Wake Forest.

This year, we experienced a stronger employment market and our students gained access to a greater variety of opportunities. Through our new Handshake recruiting software platform, 12,430 internship and job opportunities were posted for our undergraduate and graduate students, an increase of 152% from the previous year. This significant increase is attributable primarily to strong employer outreach efforts, enhanced on-campus recruiting relationships, and deployment of Handshake. Among our many new recruiting relationships, several are particularly notable: American Conservation Experience, Bain and Company, Capital Group, Citrix, Dow Jones, Easter Seals, FirstData, Gap, Horizon Media, Intuit, LL Bean, Mozilla.

From Andy Chan
National Park Service, Politico, Proctor and Gamble, and Southwest Airlines. In addition, we are pleased to have 4,500 students registered in Handshake (+47% vs. last year).

With forecasts that the average millennial student will hold over 20 jobs in their lifetime, we have expanded the offerings of our Alumni Personal and Career Development Center with a new website featuring resources, tools, programs and career advice. Alumni receive advice from career coaches, read alumni success stories, learn how to develop mentoring relationships, and attend networking and professional development events with other Wake Forest alumni in cities around the country.

In the coming year, we plan to intensify our attention on liberal arts students’ career readiness, increase engagement with alumni and employers to better prepare students interested in competitive, high-demand careers, and build even more valuable resources and programs for our Alumni Personal and Career Development center.

We would like to offer a special thank you to our partners across the university. Our strong relationships with faculty and staff have enabled us to develop a university-wide culture that embraces personal and career development as a mission-critical component of the student experience. In addition, we must thank our many donors. With your support, we continue to innovate and produce positive student outcomes combined with outstanding employer relations strategies. Our work not only enhances the Wake Forest college-to-career experience but also provides a model for other schools to improve their career operations and support their students and alumni.

With sincere and humble gratitude,

Andy Chan
VP for Innovation and Career Development
The College-to-Career courses are a unique series of four experiential 1.5 credit hour courses designed to take students through the complete personal and career development process. Students can take any or all of the courses, each of which complements the others and mimics a long-term coaching relationship. Wake Forest is one of the few premier liberal arts universities to offer a comprehensive academic curriculum for personal and career development available to all undergraduate students.

The course format provides students time and space in their schedules to prioritize the important work of preparing for their careers. Students learn to understand their values, career interests, strengths and personality. They create strong resumes, LinkedIn profiles and cover letters as well as conduct informational interviews in their fields of interest. Students explore how to find an internship, evaluate cost of living in different locations, negotiate salary, understand personal budgeting and more. Instructors from both the OPCD and Department of Education incorporate alumni, employers, data and the latest in career-development literature into their classes.
ACCOMPLISHMENTS

23% of graduating class of 2017 (+2% vs. 2016) took at least one College-to-Career course during their Wake Forest experience.

401 student seats were filled across five unique College-to-Career courses and to students at all levels from First-Years to Seniors.

112 Job Shadows completed by students in CNS 220 course.

3 College-to-Career courses fully developed for online delivery.

Professor Heidi Robinson developed and taught two career development courses in the School of Business for MA and MSBA students.

Conducted media training, hosted etiquette dinner, participated in recruiting breakfasts, and conducted over two dozen recruiting visits for football and both basketball teams.

GOALS

Offer 4 online career courses (vs. 3 last year) by developing a new course, Career Planning to be offered twice in Summer 2018.

Offer 9 career course sections a semester vs 8 last year and approximately 40 additional student seats bringing class numbers to 440 versus 401 by hiring two adjunct faculty members.

Implement Career Readiness model and tracking dashboard in College-to-Career courses.

Measure learning outcomes for students taking College-to-Career courses vs. students not taking courses.

“This course not only taught me a lot about networking and about myself, it brought out my inner potential and it has given me courage to face any task at hand with no hesitation. Now, I have no doubt in my mind I can do anything I put my mind to.”

Jake Orent - ’18,
Health & Exercise Science
The Employer Relations team pursues, develops and strengthens existing and new relationships with employers, alumni and parents, with the ultimate goal of every Wake Forest student finding meaningful internships and career opportunities. The ER team is responsible for both employer outreach and the employer experience including career fairs, job board postings, on-campus recruiting, career treks, employer panels, networking events and job shadowing programs. The ER team is dedicated to generating a wide variety of opportunities for all students to connect with employers as well as ensuring employers have a first-rate experience when recruiting and meeting with our students.
ACCOMPLISHMENTS

Achieved a 4.8 out of a possible 5.0 rating from our employer partners on their overall recruiting experience.

Undergraduate job and internship postings increased from 4,939 to 12,430 year-over-year (+152%).

Held first Non-Profit Networking night and hosted 25 organizations such as the Alzheimer’s Association, American Heart Association, Big Brothers Big Sisters Services, Habitat for Humanity, Peace Corps, Second Harvest Food Bank, and the United Way.

Conducted 3rd annual STEM SLAM networking event at Wake Downtown for close to 100 students, employers and faculty from WF’s Chemistry, Biology, and Computer Science departments.

63 students received $75,000 in grants and stipends to assist students with professional development, career trek travel expenses, and unpaid internship experiences through the F.M. Kirby Foundation Student Access and Opportunity Fund.

Organized 10 “Go to Market” events in Atlanta, Boston, Charlotte, DC, New York City, and San Francisco for 220 students. Employers visited included American Express, Bloomberg, Google, Hulu, LinkedIn, Newell Brands, Lexus/Toyota North America, Redpoint Ventures, Revlon, and Wolf Trap National Park for the Performing Arts.

Hosted 63 schools at annual Graduate and Professional School Day including business, law, and medical schools such as Clemson, Duke, Florida State, George Mason, Hofstra, Vanderbilt, and Villanova.

GOALS

Increase variety of career exploration, internship and full-time opportunities for College and Business School students resulting in strong internship and first destination outcomes.

Deliver innovative, best-in-class employer/recruiting initiatives, events, tools and resources with high student and employer engagement and satisfaction.

Establish new and expanded strategic partnerships with select corporations for student employment and internships, faculty research/academic initiatives, and philanthropic support.

Implement CRM system to support internal/external collaborations and manage key recruiting relationships.

“Wake Forest students come to us prepared, determined, and ready to get to work.”

Christine Terminello - Campus Recruiting Manager, Newell Brands
When students walk into the OPCD, they meet warm, helpful, friendly people who are educators, expert coaches and connectors - a place where even the most lost or confused feel supported. Whatever step in the process, our staff supports every student as a whole person. It’s clear that each student matters.

Students from all years and majors consult with our team to assess work interests, values and skills, explore academic paths and career options, establish and maintain a career action plan, and effectively brand and market themselves for internships, graduate schools and jobs. Our aim is that every Wake Forest student becomes career ready, graduates with clarity of career direction and goals, competencies to realize those goals, and the confidence to flourish in the highly dynamic world of work.
“You coached me at the Career Fair, helped me through the application process, and finally gave me valuable information on how to interview. What you and your office do is amazing, and I will forever be grateful.”

Kyle Flaherty - ‘19

Computer Science
ACCOMPLISHMENTS

Over 4,000 students engaged in 1:1 career coaching appointments, OPCD workshops/programs, and targeted academic/department events.

College and School of Business career coaches met with over 2,000 unique students and held over 5,200 appointments.

Delivered OPCD Orientation to 1,300 first-year students and executed first-year experience plan to increase awareness and usage of the OPCD’s events, programs, tools and resources.

54 students attended Black Professionals Forum to learn and network with alumni of color. Co-hosted with Association of WFU Black Alumni, Black Student Alliance, and Business Students of Color.

Over 50 students attended “Breaking Into the Industry: Careers in Film” panel which included Academy award-winning producer Chris Donahue, ESPN documentary writer and producer Sarah Lupton, and Cinematographer of “Mud” and “Take Shelter” Adam Stone.

In collaboration with Faculty Fellows, developed and delivered new internship programming for 100 students in three first-year residence halls.

With Pre-Health Advising program, redesigned Clinical Intern & Shadowing program for students to be career ready and connect with 75+ medical professional volunteers.

Partnered with Athletic Department’s Student-Athlete Development team to teach and coach more than 300 student-athletes at third annual Student-Athlete Career Night.

In collaboration with the School of Business, Global Programs and Studies, and Aramark, hosted “Launch: A Career Conference for International Students” for nearly 20% of international student population. Held sessions on interviewing, networking, job/internship search and dining etiquette.

Launched Wake West affinity group of 600+ alumni, parents, and students to support students interested in pursuing career opportunities in Silicon Valley.

In partnership with the Athletic Department, delivered a Dining Etiquette event for more than 85 football players and coaches, which was funded by a donation from the widow of a former WFU History professor. Head coach Dave Clawson praised the event in an ESPN interview.
GOALS

In partnership with the School of Business and other key stakeholders, develop Career Affinity Groups to better prepare students for the world of work.

Pilot Career Readiness framework to insure career clarity, learning and action for every student.

Deliver targeted career education, information, opportunities, and resources through strong relationships with key faculty, academic departments, and staff.

Through relationships and partnerships, motivate difficult-to-engage student populations including student-athletes, first-generation students, international students, LGBTQA and first-year students.

80% of students to complete Handshake profiles to increase student awareness and access to nationwide internship and job opportunities.

Deliver outstanding pre-health, pre-law, and pre-graduate school advising and support in collaboration with faculty advisers.

CENTER FOR INNOVATION, CREATIVITY AND ENTREPRENEURSHIP

This generation of students will need to be adaptable, resourceful and creative. Our Center for Entrepreneurship gives students real-world experience in cultivating businesses, taking them from imagination to reality. Students can participate in a Startup Lab, featuring mentoring, coaching, and seed funding for their entrepreneurial idea and other support. They have opportunities to pitch ideas and get professional feedback, to participate in a range of startup competitions, and more. The center also hosts a variety of speakers, including successful alumni entrepreneurs.
ACCOMPLISHMENTS

In January 2017, Startup Lab was launched to provide nascent student entrepreneurs with coaching, mentoring, seed funding, and the opportunity to work towards launching a startup. 20 teams applied and eight teams were admitted to the highly competitive and rigorous program. Over $100,000 in total was secured by 3 of the 8 teams after they pitched their ventures to prospective funders at Demo Day.

Two Startup Lab student teams participated in external competitions: The Second Annual ACC InVenture Prize Competition at Georgia Tech and the TCU Values and Ventures Competition at Texas Christian University.

In addition, The Resilience Project, founded by Jake Teitelbaum, was accepted into Mass Challenge—a highly competitive (less than 1% admission rate) professional accelerator program.

Hosted the second Discovery Forum where students and local entrepreneurs pitched their ideas to the community. Jake Teitelbaum was invited to participate in the State Wide Discovery Forum placing 2nd and winning $3,000.

37 teams applied and 10 teams were selected to participate in the redesigned Deacon Springboard seed grant program. The Deacon Springboard culminated in March with the Deac Tank Competition where the top three teams were selected to receive cash prizes. Over 200 attended including students, faculty, and community judges.

Hosted nine successful entrepreneurs as speakers including Lori Bush, founder of Rodan and Fields, Kristin McClellan, Founder of Snappy Screen, Laura and Michael Dweck, co-founders of Basic Outfitters and recent Shark Tank stars.

Team of student leaders to hosted the 6th TEDxWakeForestU event on February 18, 2017 with eight speakers and over 1,000 attendees.

GOALS

Implement a new, modern entrepreneurship curriculum focused on evidence-based entrepreneurship.

Recruit experienced entrepreneurs that have founded, grown, and successfully exited startups to teach the key core courses in our minor and prepare students for participation in Deacon Springboard and Startup Lab.

Engage entrepreneurial WF alumni to mentor students who apply Deacon Springboard and Startup Lab.

Cultivate network of entrepreneurs-in-residence to coach and mentor early-stage startups on campus.

Leveraging social media and PR, effectively market and communicate the entrepreneurship minor, events, activities, and results across campus and beyond.

Engage students less interested in startups in problem solving and design thinking focused on real problems (such as solving the food desert issue in Winston-Salem).
The Mentoring Resource Center serves as a central office for the entire Wake Forest community to provide guidance, resources, support, and recognition for Wake Forest mentoring relationships and programs. The MRC helps support mentoring relationships that occur organically on campus, and encourages the fostering of new relationships. We provide resources, education and support to mentees and mentoring programs in order to develop the culture of mentoring across our community. The Mentoring Resource Center is recognized as a national best-practice model for higher education mentoring programs and practice.
ACCOMPLISHMENTS

Launched Mentoring Certificate Program for 47 faculty and staff in collaboration with the Professional Development Center.

Facilitated conversations on effective mentoring practices with 480 students, faculty, and staff members.

Consulted with 18 colleges and universities on effective mentoring practices and the WFU mentoring model.

2,246 participated in on-campus formal mentoring programs led by faculty, staff, and students.

Redesigned MRC website with a focus on storytelling. In January 2016, launched quarterly e-newsletter, the Mentoring Minute, to share best practices, tools, and resources with internal and external audiences. More than 10,000 individuals visited the MRC website.

GOALS

Effectively lead the Mentoring Resource Center to deliver on identified strategic priorities, including creating strategic internal and external partnerships and supporting staff development.

Create and implement strategic marketing plan to increase the awareness and impact of the MRC, including increasing twitter and newsletter followers and website visits by 10% over June 2017.

Create skills-based model on developing mentoring competencies and building mentoring networks to implement with 3-5 student groups in 2017-2018.

Develop and deliver Mentoring Certificate Program for faculty and staff, including Leading People and Teams and Effective Program Management.

“My mentoring relationship [with my professor] has brought the skills that I have gained here at Wake Forest full circle and allowed me to reflect on my time here. Having a mentor makes you feel more integrated with the university.”

Dana Dettmer - ’17, Psychology
Continue the Mission

ALUMNI PERSONAL AND CAREER DEVELOPMENT CENTER

Our work in personal and career development does not stop after graduation. Graduates leave to take that first, exciting opportunity, and they can continue to receive support from their alma mater for professional growth and reflection. The mission of The Alumni Personal and Career Development Center is to provide the tools, resources, knowledge, and opportunities to facilitate personal and professional connections, reflection, and development among all Wake Forest young alumni.

ACCOMPLISHMENTS

Launched the Alumni Personal & Career Development Center in March 2017. Features include a new website, targeted advice columns and videos, access to individual career coaching, the Deacon Spotlight which shares the personal and career stories of alumni, and the e-newsletter Beyond the Forest. More than 5,700 individuals visited the APCDC website more than 7,400 times this past year.

Led in-person programs for alumni in Winston-Salem, NYC, DC, Charlotte, and Raleigh. This included alumni mentoring groups, young alumni career check-in bootcamps, facilitating networking events, and mentoring skills workshops.

Provided in-person career development training and individual career coaching by phone or email to 250 alumni.

GOALS

Effectively lead the Alumni Personal & Career Development Center to deliver on identified strategic priorities, including creating strategic internal and external partnerships and supporting staff development.

Lead development of consulting model through e-books, symposia, and consulting opportunities. Publish and market Five For Your First Five: Own Your Career and Life After College, a book for young professionals.

Create and implement strategic marketing plan to increase awareness and impact, including increasing website visits and program participation by 10% and increase Twitter and newsletter followers by 200% (vs. June 2017).

Create Alumni Personal & Career Development network model to engage and support the work of strategic Wake-Community partners.
“It’s been incredible to know I can continue to rely on Wake and the APCDC to help me years after walking across the quad and receiving that diploma.”

Ryan Howard - '14
By November 16, 2016, 6 months after graduation, data for 1047 graduates (a knowledge rate\(^1\) of 91.4%) of the Class of 2016 was collected.

\(^1\) Knowledge rate refers to the percentage of graduates for whom knowledge of their first-destination career outcomes has been obtained. This includes survey data provided by students, LinkedIn profile information, and knowledge shared from academic departments and career coaches.

97.5%\(^2\) of the Class of 2016 were employed or attending graduate school within 6 months of graduation.

70.1% Employed

27.4% Attending Graduate School

Employment by Location

\(^2\) 97.5% is calculated using the total number of graduates known as seeking outcomes (1047).
**Employment by Industry**

- Financial Services: 19%
- Consulting Services: 11%
- Education: 10%
- Pharmaceutical/Biotech/Health: 10%
- Technology: 9%
- Advertising/Marketing/Communications: 5%
- Media/Entertainment: 5%
- Government: 4%
- Consumer Product/Retail: 4%
- Public Affairs: 4%
- Other 19%
  - Transportation
  - Legal/Law Firms
  - Real Estate
  - Recruiting
  - Fine Art
  - Athletics
  - More

**Notable Employers**

- The Advisory Board Company
- AON Hewitt
- Bank of America
- CEB
- Deloitte
- EY
- J.P. Morgan
- Oracle
- Red Ventures
- SentTrust Robinson Humphrey
- UBS
- Vanguard
- Wells Fargo

**Graduate & Professional School**

- Education: 9
- Social Sciences: 19
- Humanities: 20
- Sciences: 73

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<tr>
<th>Program</th>
<th>Percentage</th>
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<tr>
<td>Masters in Management</td>
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<tr>
<td>Other</td>
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<td>Accountancy</td>
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<td>Medical</td>
<td>30</td>
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<tr>
<td>Law</td>
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- Arts & Sciences: 43%
- Business-related: 33%
- Medicine or Health: 13%
- Law: 11%

*Numbers in bars denote actual number of students in program*
Industry Leadership

Brian Calhoun National Career Development Association Leadership Academy
Cheryl Hicks NCACE Conference Committee
Cheryl Hicks SoACE Diversity and Inclusion Committee
Cheryl Hicks United Negro College Fund Career Pathways Initiative
Dana Hutchens North Carolina Association of Colleges and Employers Philanthropy Committee Co-Chair
Dana Hutchens UCAN Strategic Planning Committee Co-Chair
Jessica Long NCACE Philanthropy Chair
Allison McWilliams International Mentoring Association Associate Board Member
Paul Pauca and Bill Conner, Top 3 Finalist for 2016 USASBE Special Recognition in Entrepreneurship Education Innovation Award
Heidi Robinson NCCDA Executive Committee
Heidi Robinson Wake Forest Leadership Development Program
Patrick Sullivan NACE Management Leadership Development Institute
Lori Sykes NCACE Secretary
Shan Woolard NCACE Treasurer

Presentations & Publications

Andy Chan Keynote speaker, “Transforming the College-to-Career Experience”, Yes We Must Coalition conference.
Andy Chan Keynote speaker, “Current Trends Related to Career Development”, UNC Vice Chancellors of Student Affairs meeting.
Andy Chan “Purpose and Direction in the Post-College Transition to Work”, NetVUE conference.
Jessica Long conducted first pre-conference philanthropy at annual NCACE conference.
Allison McWilliams “Building a Culture of Mentorships: Mentoring and Coaching Skills for Effective Leadership”, International Mentoring Association Annual Conference.
Allison McWilliams Weekly Huffington Post blog column.
Allison McWilliams Higher Education Mentoring Roundtable.
Brian Mendenhall Ashley Graham Phipps, Lori Sykes “Connecting with Gen Z”, Southern Association of Colleges and Employers Annual Conference.
Lisa Simmons Mike Summers “Information Fixer Upper”, Southern Association of Colleges and Employers Relation Summit Conference.

FEATURED

Andy Chan “The 7 best ways to use your campus career services”, Black Enterprise, July 28, 2016.

Mercy Eyadiel “Campus career centers: All in a day’s work”, University Business. September 30, 2016.
Mike Summers “Networking mistakes to avoid”, College Recruiter. August 9, 2016.
Mention of Wake Forest’s College-to-Career Courses in “6 Ways to Improve Campus Career Centers” EAB (Education Advisory Board).
### Donor Team

The success and progress of the OPCD in the 2016-2017 school year is not possible without the gifts from the donors listed below. Our sincere appreciation goes out to all parents, alumni, and friends who continue to support our mission and vision.

#### FOUNDING PARTNERS

*Pledged $250,000 or more before June 30, 2011*

- Pamela and Jim Awad (P’13, ’15)
- Kathy and Bill Binder (P’10)
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- Katherine and Dickerson Wright (P’10, ’12)

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*Pledged $250,000 or more after July 1, 2011*

- Susan and Peter Brockway (P’09)
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- Alice and Trig Horton (P’95, ’98, ’01)
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- Jane and Jay McGraw (P’16, ’20)
- Laura (’95) and Drayton Virkler
- Jan and Steve Zide (P’19)

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*Pledged $100,000 to $249,999*

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- Liz and Todd Warnock (P’16)
- Kleinheinz Family Endowment for the Arts and Education

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*Additional gifts received from July 1, 2016 to June 30, 2017*

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