

2023-24  
**CENTER FOR PERSONAL &  
PROFESSIONAL DEVELOPMENT**  

---

**ANNUAL REPORT**



# TABLE OF CONTENTS

<b>CPPD YEAR IN REVIEW 2023-24</b>	<b>02</b>
<b>STUDENT CAREER DEVELOPMENT</b>	<b>03</b>
<b>CAREER DEVELOPMENT &amp; LIFE DESIGN</b>	<b>05</b>
<b>EMPLOYER ENGAGEMENT</b>	<b>06</b>
<b>COMMUNITY &amp; INDUSTRY PROGRAM</b>	<b>07</b>
<b>LIFEWORKS: STUDENT PARTICIPATION</b>	<b>08</b>
<b>LIFEWORKS: AWARDS</b>	<b>10</b>
<b>LIFEWORKS: OPTIMIZATION PROJECT</b>	<b>11</b>
<b>LIFEWORKS: JOB RECLASSIFICATION</b>	<b>13</b>
<b>SUPERVISOR SUPPORT</b>	<b>14</b>
<b>2023 GRADUATE OUTCOMES</b>	<b>15</b>
<b>CPPD TEAM</b>	<b>17</b>

# CPPD YEAR IN REVIEW 2023-24

99%

positive career outcomes  
for the class of 2023  
(4th year in a row)



141

students employed  
by 26 different Community  
& Industry partners

\$131,000

in C&I budget relief for  
the LifeWorks program



1,808

students (81%) employed  
through the LifeWorks program



227

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

23%

of students received advising  
from a consultant or career peer

400+

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

823

total student  
advising appointments



112

Berry College staff and faculty  
attended the 2024 LifeWorks  
Supervisor Summit



125+

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

900+

student work positions were  
reclassified into a new LifeWorks  
job classification and level system

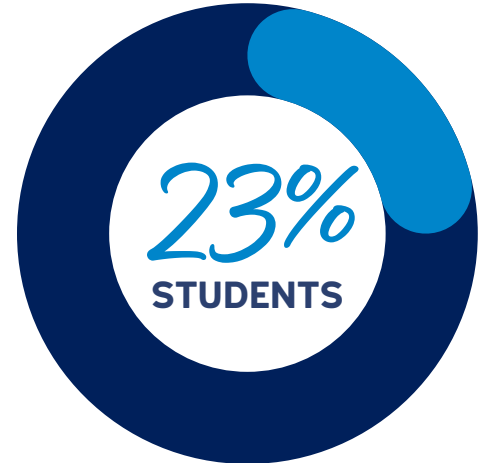
77%

students activated their  
Handshake accounts

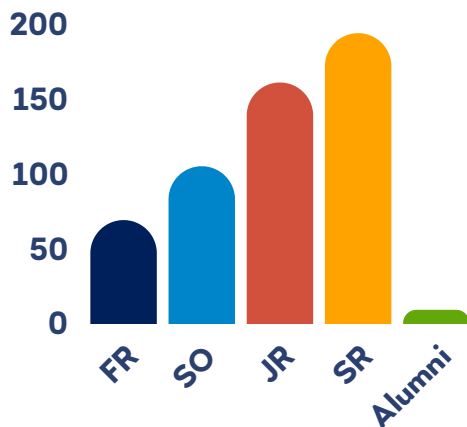
# STUDENT CAREER DEVELOPMENT

## CAREER ADVISING APPOINTMENTS

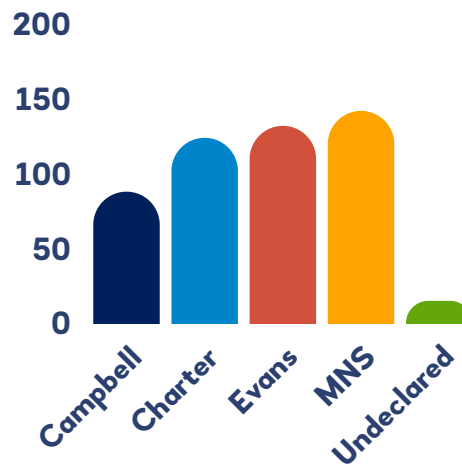
At 23% engagement, we met our 2023-24 goal to have career advising appointments with 20% of the student body. The Career Consultants and Career Peer Advisors provided a total of 823 advising appointments to 523 students. In terms of advising trends, School of Mathematical & Natural Sciences majors and seniors were the most engaged student cohorts on campus, and "Resume/Cover Letter Review" was the most requested advising topic overall.



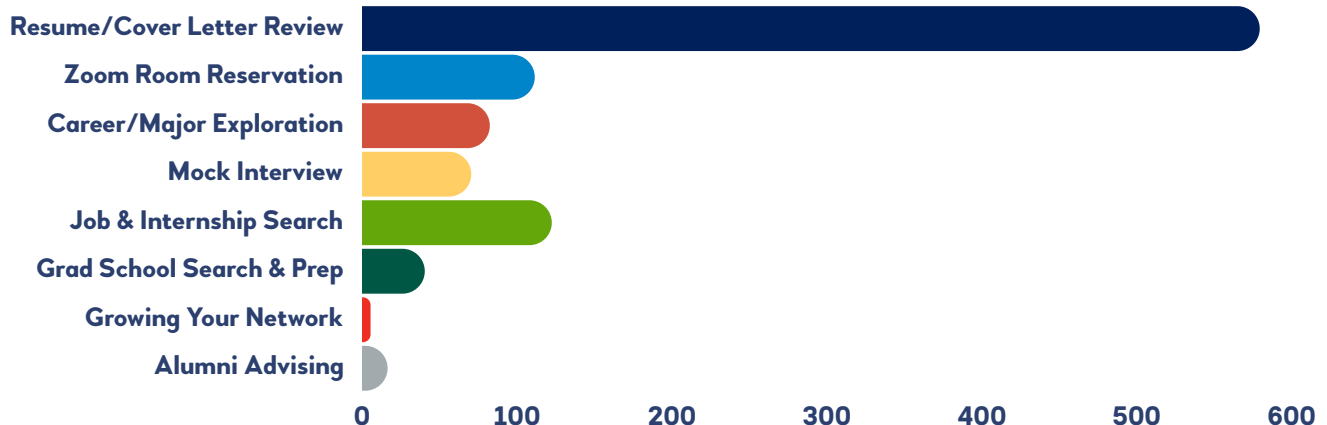
## ADVISING BY CLASS



## ADVISING BY SCHOOL



## APPOINTMENT TYPES





## PROFESSIONAL DOCUMENTS

Last year, almost 600 Berry students received feedback on their professional documents / personal statements. Additionally, 237 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 77% participation, we exceeded our 2023-24 goal to have 75% of students activate their Handshake accounts. Peer institutes have an average activation rate of 32%.



## RESUME TOOLKIT

To provide students with tailored asynchronous resources and expand the reach of career education content, the Career Development team developed an online Resume Toolkit for students. The Resume Toolkit consists of 4 short videos covering resume basics, a PDF guide to creating college and career-ready resumes, sample resumes for a variety of majors and industries, and pre-formatted resume starters. This resource was published on the CPPD website and on Potential.ly, the Berry Journey platform, in August 2024.



# CAREER DEVELOPMENT & LIFE DESIGN

## 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 24 presentations at admissions events throughout the year. Our Career Development team completely revamped their suite of student professional development workshops to be more interactive and aligned with NACE's career-readiness competencies. This team provided over 81 workshops to students and faculty, including 27 sections of BCC 100, First-Year Seminar.

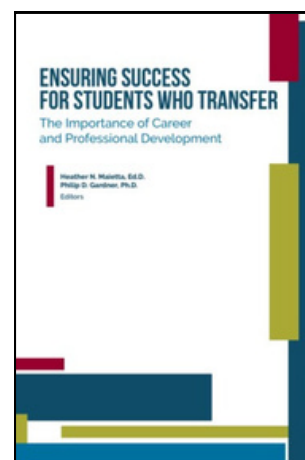
## CAREER EXPLORATION & DESIGN

To support the rollout of The Berry Journey initiative, one of our primary goals this year was to further develop and pilot a new life-design-inspired course: BCC 200, Designing Your Life at Berry & Beyond. To accomplish this task, we assembled a task force of 6 people (3 staff and 3 faculty) representing a wide range of schools and divisions across the college. One CPPD staff member received training from Stanford's Life Design Studio and the entire team helped to develop a core curriculum for future BCC 200 courses. Additionally, 4 instructors taught 66 students in 5 different sections of BCC 200 in the fall and spring.



## LEADERSHIP IN LIFE DESIGN

Dean Hunsaker continues to provide leadership and represent Berry College within the expanding Life Design community. This year, he served as a facilitator for 2 of Stanford University's Life Design For University Educators studios and co-wrote a book chapter entitled: "A Case for Life Design: An Innovative Seminar to Foster Success for Students Who Transfer Through Career Exploration, Agency, and Readiness".



# 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 2024

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 246 students and 50 employers and graduate schools attended, resulting in a 5:1 student-to-recruiter ratio.

### EDUCATION & TEACHER RECRUITMENT FAIR

The Education & Teacher Recruitment Fair connected students with various school systems, private and charter schools, and employers seeking teachers. The event was attended by 51 students and 24 school districts and independent schools, yielding a 2:1 student-to-recruiter ratio.



Our 2 Viking Connections events hosted a total of 64 students and 75 local employers and alumni from fields of accounting/finance, business, marketing, communication, healthcare, manufacturing, transportation, technology solutions, and more. This year, Viking Connections saw a 36% increase in student participation and a 65% increase in employer participation.

### CHEMINAR

In partnership with the Department of Chemistry, the CPPD hosted representatives from The Lewis Chemical Company, Mohawk Industries, Polyventive, Sheboygan Paint Company, and Döhler North America on campus for presentations showcasing jobs and internships in the field of chemistry to 37 students.

# COMMUNITY & INDUSTRY PROGRAM

## C&I PROGRAM GOALS

In 2023-24, our goal was to grow the Community & Industry (C&I) Internship Program in overall student involvement and budget relief to Berry. We exceeded our goals on both accounts as 141 students were employed by 26 Community & Industry Partners in 2023-2024. This year, C&I jobs / internships provided 131k in budget relief to the LifeWorks program, a 3.15% increase, up from 127K in 2022-2023.

## C&I PARTNERS FOR 2023-24

Aegis Hedging Solutions	1	Mohawk Industries	8
Advance Rehabilitation	1	Mount Berry Animal Hospital	10
Aramark	18	Nichols, Cauley, and Assoc	2
Best Friends Animal Hospital	2	Pirelli North America Inc.	1
City of Rome	2	Polyventive	1
Cliff Drysdale Tennis Center	18	Rockmart Animal Hospital*	2
Culbreth Carr	2	Rome City Schools	7
Department of Natural Resources	2	Rome Little Theatre	2
East Rome Animal Hospital	1	Spires at Berry College	24
First National Community Bank	2	Vargo Orthodontics	1
Floyd County Schools	3	Walton Woodworks	1
Georgia Foot & Ankle Specialists	5	West Rome Animal Clinic	3
Harbin Clinic	7	WinShape Campus / Retreat	10

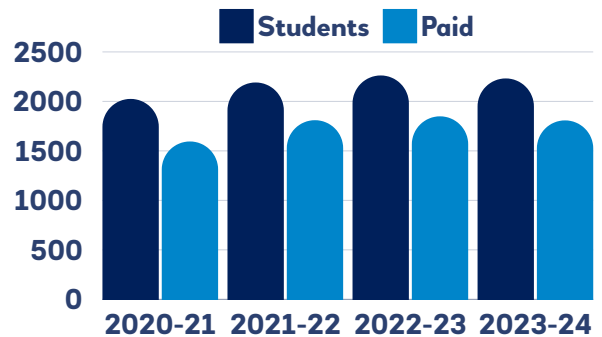
\* First time partners



# LIFEWORKS: STUDENT PARTICIPATION

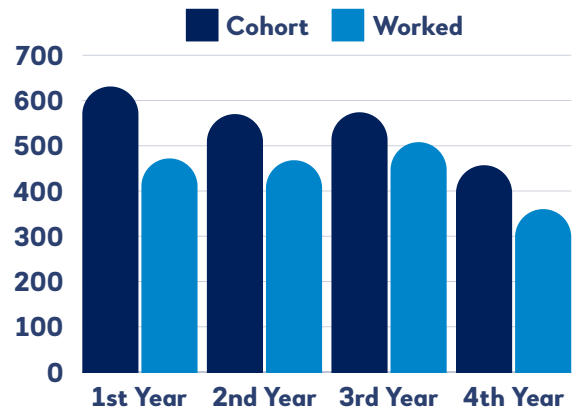
## LIFEWORKS STUDENT PARTICIPATION GOALS

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 2023-2024, we achieved an 81% participation rate with a total of 1,808 students actively engaged in the program. This represents a minor decrease from the prior year (82%).



## STUDENT PARTICIPATION BY YEAR

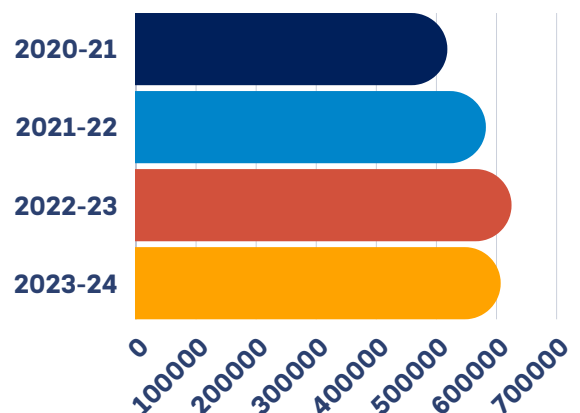
While overall LifeWorks participation remained similar to last year (even as the number of students increased), notable trends include: a 3-5% decrease in participation among 1st (75%), 2nd (82%) and 4th (79%) year students; a 7% increase among 3rd year students (89%). These trends reflect the progression of the large cohort (2025c) through LifeWorks.



## STUDENT HOURS WORKED

In 2023-24, LifeWorkstudents logged 606,429 hours. This represents an increase of 4.6% (16,900) in hours worked in comparison to the previous year.

Altogether, Berry's student employees were paid over \$5.6 million dollars in wages.



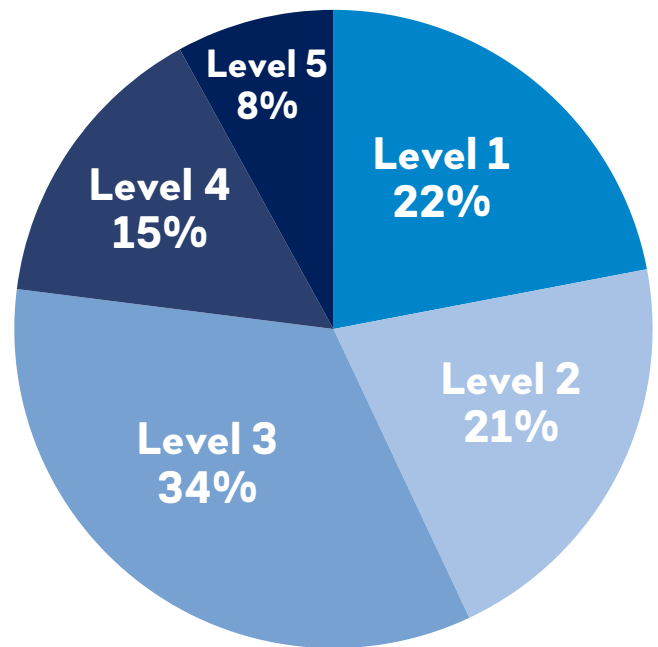


## DISTRIBUTION OF STUDENT EMPLOYEES

Below are charts displaying the distribution of students working within different LifeWorks levels and divisions in 2023-24. 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 College.

### STUDENTS BY LEVEL

- Level 1: 393 students (22%)
- Level 2: 377 students (21%)
- Level 3: 619 students (34%)
- Level 4: 282 students (15%)
- Level 5: 141 students (8%)



### STUDENTS BY DEPARTMENT

Academic Affairs	38%	Chief of Staff	4%
Advancement	2%	C&I	5%
Athletics	13%	CPPD	1%
Belonging & Community Engagement	1%	Enrollment Management	2%
Business & Finance	16%	Marketing & Communications	1%
Chaplain	1%	Student Affairs	16%

# LIFEWORKS: AWARDS



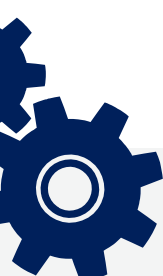
## STUDENT & SUPERVISOR EVENTS

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

20 teams participated in our inaugural LifeWorks Cup in partnership with the Dept. of Recreation. Students and supervisors rallied their teams to compete in a pickleball tournament for the LifeWorks Cup. The winning team was the Office of Business & Finance (“Business & Pickles”) represented by Brad Reeder, Cole Rhule, and Grant Thomas.



The LifeWorks Awards Social honored 227 of our student employees and supervisors who received various awards honoring their hard work and dedication. 178 seniors and juniors received a Rollins Work Award for their contributions to their department. Winners of the four major LifeWorks awards for 2023-24 are listed below. Congratulations and thank you for your commitment to Berry College!



## 2023-24 LIFEWORKS AWARD WINNERS

Andrew Clayton | Chief Moore Award for Outstanding Student Employee  
Kynslei Sims | Chief Moore Award for Outstanding Student Employee  
Madison Clevenger | Cathy Simpson Award for Customer Service  
Daniel Payne | John R. Bertrand Superior Work Supervisor Award

[Click here to view a playlist of nominee appreciation videos](#)



# LIFEWORKS: OPTIMIZATION PROJECT

## LIFEWORKS JOB RECALIBRATION

For 120 years, student work has been a cornerstone of Berry College’s educational philosophy, providing all students with a holistic education of the “head, heart, and hands” to prepare them for lifelong success. In 2019, Berry established the Center for Personal and Professional Development (CPPD) to lead the LifeWorks program and reach our goal of providing all students with 8 semesters of meaningful work and paid personal and professional development experience. Since then, the CPPD has partnered with a wide range of campus leaders to optimize the LifeWorks program, introducing a suite of initiatives focused on improving student work operations, expanding supervisor training and support resources, and promoting student engagement in and development through LifeWorks.

This past year (phase 3 of the LifeWorks Optimization Project), a cross-functional task force of campus leaders and supervisors (see below) partnered with the CPPD to assess and recalibrate the current LifeWorks level system. Their goal was to:

- Promote work opportunities that are meaningful to both students and the college
- Provide more consistency between different types of jobs across campus
- Weave professional development into students’ hiring and promotion processes
- Explore pay rate increases that are fair and reflect work responsibilities

## LIFEWORKS LEVEL SYSTEM

### WHAT IS CHANGING FOR LIFEWORKS IN 2024-25?

#### 1. **Reclassification of all LifeWorks jobs.**

- This new classification system is designed to ensure that student work positions are administered more consistently, while still allowing flexibility, both across and within campus departments. When compared to our current system, this new classification system more clearly differentiates between job types and ensures that students are given the appropriate level of responsibility and pay for advanced positions.
  - Heading forward, we will move away from the 5-level system to 4 different job classifications. The new job classifications will be: Entry, Intermediate, Advanced, and Pre-Professional.



## 2. Increase hourly pay rates for on-campus jobs.

- These raises are designed to be more competitive, tied to students' performance outcomes, and linked to professional growth through increased responsibility. Please note that current hours limits will remain the same for on-campus jobs – up to 10 hours a week for 1st-year students and 12 hours a week for upperclassmen.
  - New pay rates for each job classification will be: Entry/Basic - \$9.25, Intermediate - \$9.50, Advanced - \$10.25, Pre-Professional – \$11.50
  - Stipend positions will also be increased in accordance with the respective job classification and hourly expectations.
  - Off-campus / Community & Industry jobs will continue to reflect market rates.

## 3. Requirements to hire or promote students into a higher job classification (i.e., Intermediate, Advanced, and/or Pre-Professional) jobs.

- These developmentally-oriented requirements are designed to reflect the real-world job market and prepare students to effectively apply/interview for jobs, receive performance feedback, and enhance their professional skill sets.
  - To be hired or promoted to a higher-level job, students will be required to present an approved resume and apply to each new position. Advanced and Pre-Professional jobs will also require additional approved training requirements that are still being determined.
  - To hire a new student into a higher-level job, supervisors will be required to conduct a formal job interview. If promoting a student internally, a formal job interview and a performance evaluation will be required. Interview guidelines and evaluation tools will be provided to supervisors by LifeWorks.

## LIFEWORKS TASK FORCE

This project would not have been possible without the advice and insights from the LifeWorks Task Force. Special thanks to Glenn Getchell, Alisa Elmore, Casee Gilbert, Brad Reeder, Kim Melton, Ginger Swann, Derrick Heller, Amy Cornelius, Wayne Phipps, Grant Smith, Kinsey Farmer, and Shire Kerce for their invaluable work on this project.

# LIFEWORKS: JOB RECLASSIFICATION

Job Classification	Job Expectations	Sample Job/Titles	Hiring & Promotion Requirements (Students)	Hiring & Promotion Requirements (Supervisor)
<b>E</b>  <b>ENTRY LEVEL</b>  <b>PAY RATE \$9.25</b>	<u>Work:</u> Task-oriented, routine, semi-skilled  <u>Primary responsibilities may include:</u> Administrative tasks such as data entry, filing, and answering phones; event support including logistics, ticket-taking, and set-up; facility services such as grounds maintenance, carpentry, housekeeping, or dining assistance; and specialized roles like entry-level positions tailored to specific departments (e.g., Photographer).  <u>Supervisor role:</u> 100% managing work	<u>Key term:</u> Assistant  <u>Example job titles:</u> <ul style="list-style-type: none"> <li>Office Asst.</li> <li>Circulation Asst.</li> <li>Groundskeeper Asst.</li> <li>Research Asst.</li> </ul>	<u>New students:</u> <ul style="list-style-type: none"> <li>Incoming students must complete a Work Interest Form (&amp; ideally PathwayU assessments) to get 1st LifeWorks job</li> <li>Complete I-9</li> </ul> <u>Current students:</u> <ul style="list-style-type: none"> <li>Apply for open Entry position</li> </ul>	<u>New students:</u> <ul style="list-style-type: none"> <li>LifeWorks assigns new students</li> </ul> <u>Current students:</u> <ul style="list-style-type: none"> <li>Entry job interview to hire current students</li> </ul>
<b>I</b>  <b>INTERMEDIATE LEVEL</b>  <b>PAY RATE \$9.50</b>	<u>Work:</u> Project-oriented, some variety, skilled  <u>Primary responsibilities may include:</u> Any of the responsibilities in the Entry classification, but an increased level of responsibility; supervising or managing small to mid-level projects or events, providing individual training, instructional, and/or technical support.  <u>Supervisor role:</u> 75/25 managing/ mentoring	<u>Key terms:</u> Coordinator or Associate  <u>Example job titles:</u> <ul style="list-style-type: none"> <li>Social Media Coordinator</li> <li>Student Accountant Associate</li> <li>Research Associate</li> </ul>	<u>All students:</u> <ul style="list-style-type: none"> <li>Submit a CPPD approved resume when applying for position</li> </ul>	<u>New hires:</u> <ul style="list-style-type: none"> <li>Intermediate job interview</li> </ul> <u>Internal promotion:</u> <ul style="list-style-type: none"> <li>LifeWorks evaluation &amp; interview</li> </ul>
<b>A</b>  <b>ADVANCED LEVEL</b>  <b>PAY RATE \$10.25**</b>	<u>Work:</u> People & (major) project management, highly-skilled  <u>Primary responsibilities may include:</u> Any of the responsibilities in the Entry and Intermediate classifications, but with an increased level of responsibility; project or data management, managing other student employees, providing training or advanced instructional support.  <u>Supervisor role:</u> 50/50 managing/mentoring	<u>Key terms:</u> Manager, Specialist, Lead  <u>Example job titles:</u> <ul style="list-style-type: none"> <li>Student Office Manager</li> <li>Student Team Specialist</li> </ul>	<u>All students:</u> <ul style="list-style-type: none"> <li>Submit a CPPD approved resume when applying for position</li> <li>Complete a CPPD approved training</li> </ul>	<u>New hires:</u> <ul style="list-style-type: none"> <li>Advanced job interview</li> </ul> <u>Internal promotion:</u> <ul style="list-style-type: none"> <li>SkillSurvey evaluation &amp; interview</li> </ul>
<b>P</b>  <b>PRE-PROFESSIONAL LEVEL</b>  <b>PAY RATE \$11.50**</b>	<u>Work:</u> Departmental management & leadership, very highly-skilled  <u>Primary responsibilities may include:</u> Any of the responsibilities in the three other classifications (Entry, Intermediate and Advanced); skilled technical, research, marketing, project or data management; mentoring and supervising other student employees. These are highly specialized positions that require advanced training and previous work experience.  <u>Supervisor role:</u> 25/75 managing/mentoring	<u>Key terms:</u> Director, Editor, Supervisor  <u>Example job titles:</u> <ul style="list-style-type: none"> <li>Enterprise Director</li> <li>SGA Board Director</li> <li>Career Peer Team Supervisor</li> </ul>	<u>All students:</u> <ul style="list-style-type: none"> <li>Submit a CPPD approved resume when applying for position</li> <li>Complete a CPPD approved training</li> </ul>	<u>New hires:</u> <ul style="list-style-type: none"> <li>Pre-professional job interview</li> </ul> <u>Internal promotion:</u> <ul style="list-style-type: none"> <li>SkillSurvey evaluation &amp; interview</li> </ul>

# SUPERVISOR SUPPORT



## SUPERVISOR SUMMIT

This year, 112 supervisors participated in our annual Supervisor Summit, a pivotal event focused on enhancing the LifeWorks program at Berry College by equipping, empowering, and encouraging supervisors. The Summit featured a mix of informative sessions and interactive breakout rooms where supervisors exchanged best practices and explored strategies to better support student workers. A student panel provided firsthand insights into the transformative experiences facilitated by the LifeWorks program.

Dr. Steve Briggs, President of Berry College, shared the history and importance of LifeWorks, highlighting the crucial role supervisors play in student development. His statement, "We are all educators," resonated deeply, underscoring the educational impact of every supervisory interaction.



THANK YOU to all 112 supervisors that participated!

## SUPERVISOR FEEDBACK

*"As a new staff member, I cannot stress how helpful and meaningful it was to hear about the history of Berry and the "why" behind the LifeWorks program. I've been a supervisor before, but hearing about where you all have been and where you are heading in terms of students' professional and personal development, was truly impactful. I feel so much more prepared to serve Berry students as their supervisor because I know the context of this campus."*

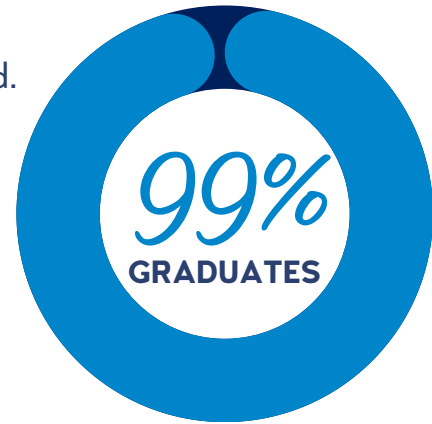


Based on 5.0 scale

# 2023 GRADUATE OUTCOMES

There were 415 graduates in the class of 2023. Data for 344 graduates (a knowledge rate\* of 83%) were collected. Of those 344, 99% had positive career outcomes within 6 months of graduation (4th 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 (10), military service (4), volunteering (3), or other personal reasons. An increase in fellowships (from 2 to 10) made up the largest gains this year (including 2 Fulbrights).

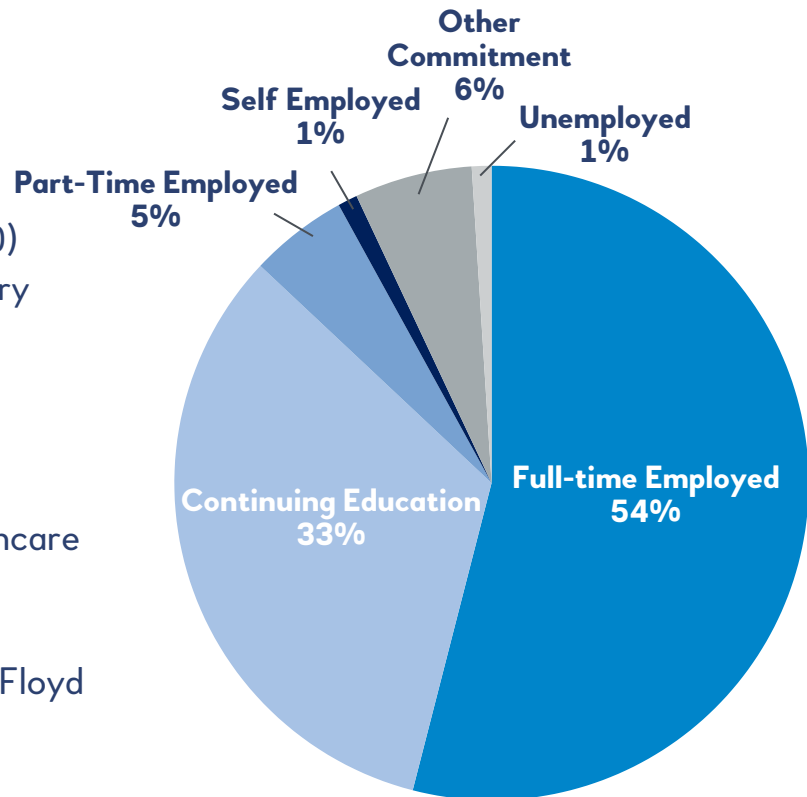


## TOP INDUSTRIES

1. Healthcare (47)
2. K-12 Education (27)
3. Religious Work (11)
4. Engineering/Construction (10)
5. Financial Services & Veterinary Services (9)

## TOP EMPLOYERS

1. Rome City Schools (7)
2. Chick-fil-A; Children’s Healthcare of Atlanta (5)
3. Winshape (4)
4. Atrium Floyd; Delta Airlines; Floyd County Schools; GHD (3)
5. Twelve others (2)



\*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.

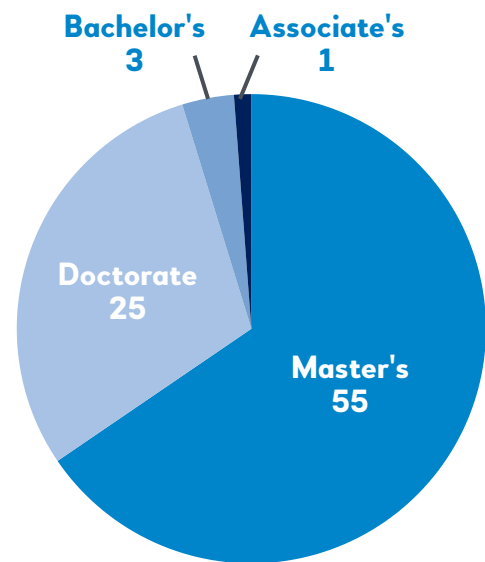




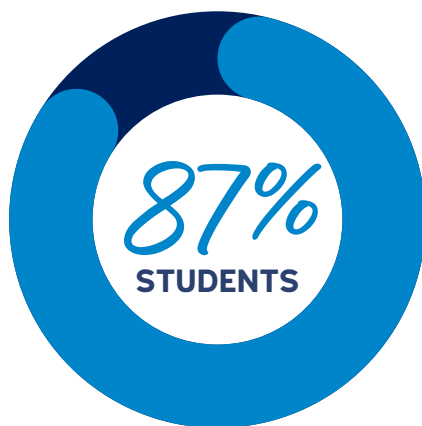
As 33% of 2023 graduates (115) are continuing their education, the largest number have chosen to complete their MBAs at Berry College (18). In terms of degree types, 42 graduates are currently pursuing professional and doctoral degrees in veterinary medicine (14), physical therapy (8), law (4), chemistry (3), chiropractic (3), osteopathic medicine (3), and pharmacy (2) among others. In addition to the top universities listed below, 2023 graduates are also enrolled at some notable institutions including Harvard, Dartmouth, Johns Hopkins, and Georgia Tech.

## TOP UNIVERSITIES ATTENDED

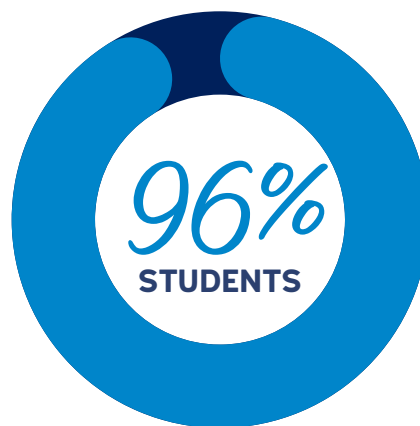
1. Berry College (18)
2. University of Georgia (13)
3. University of Tennessee (7)
4. Emory University (5)
5. Georgia State University (5)
6. Auburn University (4)
7. Mercer University (4)
8. Augusta University (3)
9. Life University (3)
10. Mississippi State University (3)



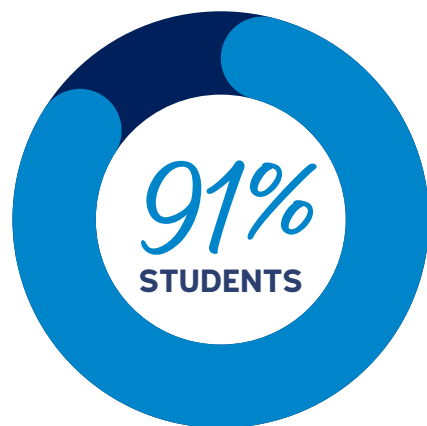
## GRADUATES' PERCEPTIONS OF NEXT STEPS



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 24 CPPD student employees and their CPPD work teams.

## CPPD STUDENT SUPERVISORS

Jake Naddy - LifeWorks Director of Training

Anna Kelly Lawless - Co-Student Director of Career Peer Advisors

Hayden Raikes - Co-Student Director of Career Peer Advisors

Jazzy Innis - Marketing Director

## CPPD STUDENT EMPLOYEES

Asma Odeh - LifeWorks

Bella Boston - LifeWorks

Brendan Gray - Marketing

Drayton Matus - Career Development

Fiza Nadeem - Marketing

Hannah Henn - Employer Engagement

Heidi Sawyer - Career Development

Holly Bratcher - CPPD Office

Holly Jordan - LifeWorks

Katelyn McCook - Marketing

Lunden Davis - Career Development

Maria-Andrea Nivon Galvez - Career Development & Marketing

Melany Sanchez Ruiz - Employer Engagement

Mereck McGowan - Employer Engagement

Molly Reed - Career Development

Monica Luna - Employer Engagement

Nevaeh Allen - LifeWorks

TJ Tracy - Data Analytics & Accounting

Will Fortner - Accounting

Xander Von Ewegen - Employer Engagement

## CPPD STAFF TRANSITIONS & RETIREMENTS

This year was a year of transitions for the CPPD team. We were blessed to welcome 5 new teammates while also celebrating 2 staff retirements and a graduation.

Special thanks to Mike Burnes for his 19 years of service to the LifeWorks program and to Mark Kozera for graciously coming out of retirement to oversee the C&I program and train his successor. Congratulations to Madison Morris for earning her MBA degree and blessings to Mike and Mark on their well-deserved (re)retirements!



## CPPD STAFF



**Marc Hunsaker**

*Dean of Personal & Professional Development*



**Sue Dudd**

*Director of Career Development*



**Mike Burnes\***

*Director of LifeWorks Operations & Analytics*



**Hope Willoughby**

*Associate Director of Career Education & Development*



**Mecole Ledbetter**

*Associate Director of Employer Engagement & Internships*



**Phillip Edge**

*Associate Director of Training & Development*



**Macy Hackett**

*Office & Projects Manager*



**Joy Wooddell**

*Interim LifeWorks Coordinator*



**Mark Kozera\***

*Community & Industry Work Partnership Manager*



**Madison Morris\*\***

*Marketing Coordinator Graduate Assistant*

\* Retired

\*\* Graduated

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Center for Personal &  
Professional Development