



CARTHAGE
COLLEGE

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Carthage earns national recognition for excellence in career services

KENOSHA, Wis. – Carthage College has received the 2024 Career Services Pursuit of Excellence Award, a nationwide honor that strongly endorses the college’s innovative approach to career development.

The Career Leadership Collective, a thought partner that provides support for career services professionals, presented the award Tuesday, April 23, during its national conference in Austin, Texas. It’s given to select institutions “that embody a holistic and long-standing commitment” to career preparation.

Carolyn Serdar, executive director for career and professional development at Carthage, accepted on behalf of the college’s career services staff.

“As The Aspire Program continues to build momentum, this award validates the work we’ve been doing,” Serdar said.

This year’s graduating class at Carthage will be the first to complete The Aspire Program, a multifaceted career development initiative that launched in 2019. Over four years, Aspire guides all students to connect their interests, skills, and underlying purpose to practical opportunities with lasting value.

“It’s more than just finding a job. It is about connecting students to their purpose. With purpose, they find success,” Serdar said.

The Pursuit of Excellence Award recognizes career services teams that demonstrate growth and quality in data analysis, equitable services, strategic planning, and staff development. Carthage is one of four recipients in 2024, joined by the University of Connecticut, Bowling Green State University, and George Mason University.

While those enrolled at many schools have minimal exposure to career resources until they begin the job search in earnest as seniors, Carthage students receive support from their first

days on campus. The Aspire Program prompts them to participate in activities, courses, and workshops that ramp up their real-world readiness.

From practicing interview skills to building a portfolio, Carthage faculty members often embed goal-setting, reflective activities and skill-building tasks in their courses. As Serdar tells parents, that makes career development essentially “unavoidable” for busy students.

“Today’s employers value communication, critical thinking and teamwork in their new employees. Also, employers value experiences like internships,” Serdar said.

The Aspire Program’s commitment to helping students to hone their soft skills, find work experiences, and reflect on their growth sets Carthage’s career program apart.



About Carthage

Carthage College is raising expectations for a private college experience. It blends the best liberal arts traditions with desirable degree programs, transformative learning opportunities, personal attention from distinguished faculty, and a focus on career development, which makes its graduates competitive in the workforce. Carthage has undertaken a \$100 million fundraising campaign, "Light that Travels," to deliver a radiant future for students through access, program innovation, and sustained excellence. Founded in 1847, Carthage is located on an idyllic shore of Lake Michigan in Kenosha, Wisconsin, in the thriving corridor between Milwaukee and Chicago. Grow with us: www.carthage.edu