Career Planning in a Diverse & Global Economy: Strategies for Success

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Director
How can CSU Better Meet Your Needs?
Which topics interest you most as a Parent or Family Member of a CSU Student?

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The Double Lean & The Tension

What is my passion?
I need a job!
About the Career Center Staff

There are 44 Staff working for Student Success

- 22 FT Staff, 15 paid student staff, 5 volunteer Interview Specialists, 2 Seasonal Counselors
  - Counseling Team
  - Employer Relations Team
  - Communications and Marketing Team
  - Technology Team

Staffing relationship with each Academic College and the undecided student population.
Diverse People, Pathways, & Places
By the numbers...

- Over 6,000 job & internship postings
- There were 3,000 interviews on campus
- Over 500 employers recruited on campus
- Over 11,000 students got 1:1 career coaching

- Internship postings increased by 40% last year
- Over 10,000 students received group training
- We hosted 12 unique Career Fairs
- 1 amazing team of career professionals

Colorado State University
Job Announcement

Qualifications

- Self-motivated college graduate with 3.0 GPA or above and at least one year of professional/internship experience

- Demonstrated skills in leadership, communication and problem-solving

- Ability to multi-task in a fast-paced environment

- International study or work experience and ability to speak two or more languages preferred

Provide resume, cover letter and professional portfolio

Apply on CSU CareerRam
Strategies for Success

**DO’s**

*Encourage your Student s:*

1. Engage in Career Learning
2. Get Involved
3. Start Now

**DON’T’s**

1. Try to be their career counselor
2. Contact employers during their interviews
3. Call their future employer to negotiate salary
Strategy 1:
Engage in Career Learning
Student Career Engagement Model

EXPLAIN
- Clearly articulate your personal brand, your resume, and your experiences.

EXPLORE
- Discover your career options and assess your work interests, skills, and values.

EXPERIENCE
- Get training on pertinent technical, professional, and job search skills.
- Engage in part-time work, internships, and job shadowing. Network with alumni and professionals.
Explore: Self Information

• Interests-------------Choice
• Values-------------Satisfaction
• Skills------------------Quality Work
• Personality----------Environmental Fit
Engage in Career Learning

Majors: Direct Relationships

*Majors relate *directly* to a *specific* career

**Education**
Teacher

**Accounting**
Accountant

**Athletic Training**
Athletic Trainer
Majors: Indirect Relationships

*Majors relate *indirectly* to a *range* of career choices*

**History**
Foreign Service Officer, Journalist, Archivist

**Psychology**
Consultant, Analyst, Non-profit Leader, Account Exec

**Computing**
Business Analyst, IT Consultant, Digital Artist, E-commerce Specialist

**Exercise Science**
Pharmaceutical Sales Rep, Cardiac Rehab, Health Administrator
Engage in Career Learning

Explore: The World of Work

• Types of Jobs
• Work Environments
• Educational Requirements
• Employment Outlook
• Salary Trends
• Skill Requirements
Engage in Career Learning

Most Important Qualities/Skills to Employers

- Communication skills
- Honesty/integrity
- Interpersonal skills
- Motivation/Initiative
- Strong work ethic
- Teamwork skills
- Technical skills
- Analytical skills
- Flexibility/Adaptability
- Leadership Ability

*From NACE’s Job Outlook 2012 Survey*
Strategy 2: Get Involved
Get Involved

Academics

*Take an Active Role in Education*

- Make class attendance a top priority
- Actively participate in discussions
- Get to know professors individually
- Don’t hesitate to ask for help
Get Involved

Campus Life

Join One of Over 400 Student Organizations

- Take a leadership role
- Volunteer to work on a committee
- Collaborate with others on a special project or event
Get Involved

Experiential Learning

*Seek Opportunities That Sharpen Skills*

- Part-time Jobs
- Volunteer Experiences
- Internships
- Specialized Courses/Training Programs
- Study or Travel Abroad
Strategy 3:
Start Now
Visit The Colorado State Career Center

- Meet with a Career Counselor
  - Explore
  - Experience
  - Enhance
  - Explain

- Attend Career-Related Events

Start Now
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Director
Appendix A: Future Success

National Averages at Graduation

63% Secured their Future Plans by Graduation
   Employed: 42%
   Attending Graduate School: 21%
   Universities Reporting: 867
   (National Association of Colleges and Employers, 2012)

Colorado State University

63% Secured their Future Plans by Graduation
   Employed: 51%
   Attending Graduate School: 12%
   Total Number of Respondents: 2651