No more senior year freak out: embedding career development into the first year of college

Ben Hansen, Career Counselor
Katy Hinz, Career Counselor
CLA Career Services
Today’s Agenda

• CLA Career Management Model
• First Year Experience (FYE)
• Career Modules
• Impact
• Discussion
• Career Readiness
• Q&A
CLA CAREER MANAGEMENT MODEL
Navigating your lifelong career development process

EXPLORE
- values
- identity & culture
- interests & personality
- skills & strengths
- needs
- core career competencies
- academic & career options

REFLECTION & DECISION MAKING

EXCEL
- resume
- cover letter
- interviewing
- networking
- job search
- grad school prep

EXPERIENCE
- academics
- internships
- part-time jobs
- service & volunteering
- research
- off-campus study
- campus leadership
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First Year Experience in CLA
Career Modules

FYE survey led to requiring students to complete one of three career modules:

• Informational Interview
  – 70% indicated feeling nervous deciding on a career, yet only 11.8% had completed an informational interview

• Internship Preparation
  – 96% expressed interest in participating in an internship

• Interest Inventory
  – 54% were undecided on their major

• All students also required to upload their résumé to GoldPASS
Career Modules

• Impacts the whole team, but scalable
  – Staff broke into work teams to create curriculum
  – 3-week format with weekly assignments
Which assignment did you choose for your career development module during weeks 9-11?
(1469 responses)

- Personalized Career Assessment (Strong Interest Inventory) - 40.6%
- Personalized Career Assessment (O*Net Interest Profiler) - 28.8%
- Talk with Someone Working in Your Field of Interest - 17.8%
- Prepare for an Internship - 10.1%
- I did not complete the career development module - 0.9%
On a scale of 1-7, how applicable was your CAREER DEVELOPMENT module assignment (weeks 9-11) to your college experience at that point in time?

(1469 responses)
Impact

• 73% of students already have or plan to start searching for an internship by their sophomore year

• 60% of students feel more confident in preparing for a future career or graduate school after completing the course

• 73% of students somewhat to strongly agree they are more comfortable constructing a professional résumé than prior to the academic year
Impact

Freshman Drop-Ins by Semester

<table>
<thead>
<tr>
<th>Semester</th>
<th>Count</th>
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<tr>
<td>Fall 2014</td>
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<tr>
<td>Spring 2015</td>
<td>74</td>
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<tr>
<td>Fall 2015</td>
<td>116</td>
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<tr>
<td>Spring 2016</td>
<td>178</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>124</td>
</tr>
</tbody>
</table>
Impact

Freshman Attendance, CLA Internship & Career Fair

- Fall 2014: 59
- Fall 2015: 79
- Fall 2016: 124

Freshman Attendance, U of M Job & Internship Fair

- Spring 2014: 16
- Spring 2015: 25
- Spring 2016: 55
Discussion

• What touch points are you/your office connecting with first year students around career development? If none, how could you connect with first year students?

• How do you get buy-in from students and campus partners?

• Challenges of connecting with first year students in your office?
CLA Career Readiness

Explore Experience Excel

CAREER READINESS GUIDE
Prepare for success as a liberal arts student
What’s Happening This Year

CLA 1001
• Career Week
• CLA Internship & Career Fair Tours
• Resume Assignment

CLA 1005
• Career Week

CLA 3001
• Career Week
What’s Happening This Year

CLA 1002

• SuperStrong
• Resume uploaded to GoldPASS
• Optional Career Modules
  – Strong Interest Inventory
  – Prepare for U of M Job & Internship Fair
  – Prepare for an Internship
  – Talk to Professionals
  – Explore Careers
  – Understanding Your Options – for international students
Additional Programs & Partners

- FYE
  - Section Leader training expanded
  - Certificate program
  - FYE First Fridays
- LAC
  - First steps toward learning abroad
- ISSS & CSA
- PES
- TSE
- CLA Advising & Health Careers Center
Looking Ahead

- Provide experiences, further tailor events
- Leverage existing programs
- Measure engagement post freshman year
- Continue expanding partnerships