

A 2002 survey of high school juniors showed that a full 78% of students said that “one or both parents” were their “primary” career advisors.

~ Ferris State University



Your College Student & Career Planning

**Brought to you courtesy of:
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Are parents really so important in career planning?

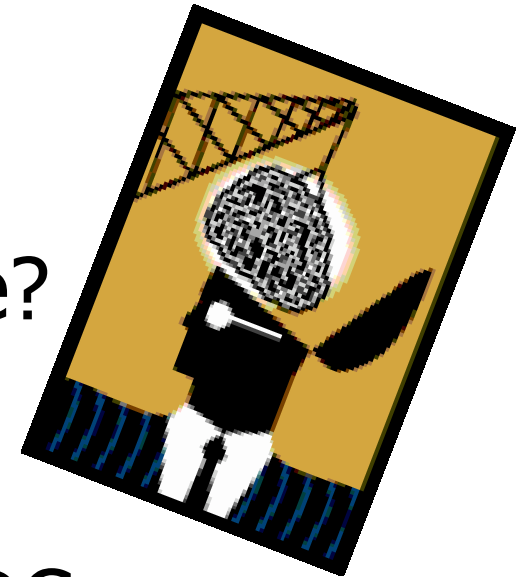


YES! Consider this...

- Analysis of the “Millennial” generation (born 1982-present) indicates that they feel close to and can relate to their parents.
- A recent survey by the National Association of Colleges & Employers (NACE) shows that more than **45% of college students said that their parents’ opinion of potential employers is “important” or “extremely important”**
- The results of a student survey conducted by NACE and the University of North Carolina at Chapel Hill found that **students ranked parents as the number one influence over their job choices!**
- A 2002 Ferris State survey of high school juniors showed that a full 78% of students said that “one or both parents” were their “primary” career advisors.

So...what do we need to know?

- The career planning process
- How important is major choice?
- Career planning myths
- Myths about the role of the CDC
- How can parents/family help?
- How can the CDC help?



The career exploration & planning process

1. Self-Assessment:

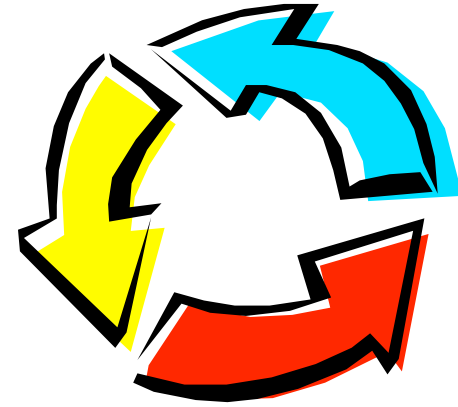
Exploring interests, skills & experiences, values, & personality.

2. Reality Testing:

Exploring occupations, talking with and/or shadowing people in occupations of interest.

3. Decision-making:

Includes setting and achieving goals.



IMPORTANT!
This process is circular and is one that most people go through multiple times during their lives!

For more information & links on the career planning process, visit the CDC's webpage for Undecided Majors at <http://www.mnsu.edu/cdc/undecided1.shtml>

How important is major choice?



- **Choosing a major is an important decision, HOWEVER, MAJOR DOES NOT EQUAL CAREER!**

A major is simply a statement declaring that the student has slightly more interest in one area than in another. Although there are some occupations that do require specific training, such as nursing, engineering, accounting, etc., **there are more careers that do not follow from a specific major.**

- **The majority of students in all colleges and universities change their major at least once; and many change their major several times over the course of their college career.**

More than 70% of college students change their major at some point during college!

- **Studies have shown that within ten years after graduation most people are working in careers that are not directly connected to their undergraduate majors.**

In most cases, the fact remains that an undergraduate degree (in something) was a necessity to get them to where they are on their career path.

Resources: Sources: College is Only the Beginning, edited by John N. Gardner and A Jerome Jewler; What Color is Your Parachute, by Richard Nelson Bolles; What Can I Do With a Major In...? by Lawrence R Malnig; Antelope College Website; Major in Success, by Patrick Combs.

Major choice continued...



- **Selecting a major because it is currently "hot" on the market can be dangerous.**

Though it is important to look at the potential for employment, the job market is tough to predict. What is in demand when you are a freshman may not be in demand by the time you graduate!

- **A college major alone is not enough to help you prepare adequately for a career.**

Internships, jobs, extracurricular activities, and volunteer work all contribute to your growth as a well-rounded person, and in developing your skills and abilities. In fact, employers place a very high value on these types of "extra" activities when looking for employees.

- **Your college major does not train you for a single, specific job. Instead, it seeks to develop your aptitude and abilities so that you can use them in the broadest variety of careers.**

That is why it is important to choose a major that allows your individual talents to flourish. Find a major that fits YOU, rather than trying to fit yourself into a major. **Undergraduate education is not so much a determinant of what you want to BE, as much as what you are prepared to BECOME.**

Words of wisdom...



You don't have to be an intellectual. You don't have to be a scientist. Just use your natural gifts. You've got natural gifts. Yeh.
-Lyrics from "Natural Gifts" by the Kinks

The road to happiness lies in two simple principles: find what it is that interests you and that you can do well, and when you find it put your soul into it – every bit of energy and ambition and natural ability you have.
- John D. Rockefeller

There are many things in life that will catch your eye, but only a few will catch your heart. Pursue those.

- Anonymous

For more information on majors & careers, visit the following links: What can I do with a major in ????: <http://www.uncwil.edu/stuaff/career/Majors/> ; What Can I do with this major?: <http://career.utk.edu/mike/students/majors/majorsindex.asp>

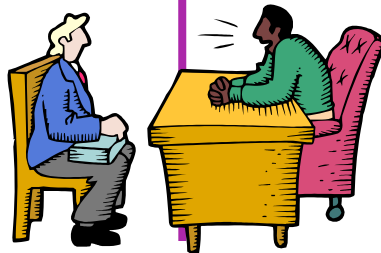
So...what do employers look for in new graduates?

According to the annual employer survey conducted by the National Association of Colleges & Employers, employers across fields look for the following qualities in their new hires:

- 1. Communication Skills**
(verbal & written)
- 2. Honesty/integrity**
- 3. Teamwork Skills** (works well with others)
- 4. Interpersonal skills**
(relates well to others)
- 5. Motivation/Initiative**
- 6. Strong work ethic**
- 7. Analytical skills**
- 8. Flexibility/adaptability**
- 9. Computer skills**
- 10. Organizational skills**

So...what do employers look for in new graduates?

1. Detail oriented
2. Leadership skills
3. Self confidence
4. Friendly/
outgoing
personality
5. Tactfulness
16. Well-mannered/polite
17. G.P.A. (3.0 or higher)
18. Creativity
19. Entrepreneurial
skills/risk-taker
20. Sense of humor 😊



Career Myths!



1. Myth: There is one right job just for me.

This is an age-old myth. There are numerous occupations for multi-faceted individuals where multi-talents can be applied.

2. Myth: Everyone starts their careers at age 21 and proceeds in a straight line toward their career goals.

It is rare that this will happen! Sure, some people's career paths lead down the straight and narrow, but most paths result in changes in direction. In fact, the majority of people change jobs a minimum of six or seven times over the course of their lifetime.

3. Myth: Career planning is an irreversible process.

Simply not so! Career plans are revisited and refined all the time. You can change career directions whenever your talents, needs, or resources dictate or allow you to.

4. Myth: A four-year college degree guarantees a good paying job.

The truth is, no college degree "guarantees" a stable, good paying job. The key is obtaining skills, education, and training that strengthen opportunities for finding a great-paying job.

Career Myths continued...



5. Myth: Career testing will tell me exactly what occupation is right for me.

Test results can provide you with additional information that may be helpful as a part of the career planning process. No test, however, can provide infallible predictions. Use tests with caution and critically examine test results in terms of your own experience and knowledge.

6. Myth: Most people know their major and career goals when they enter college.

Some people may have a major or career in mind when they enter college and may actually stick with these original goals. However, the majority of entering college students changes their minds about majors and careers several times before graduation.

7. Myth: I should choose an occupation based on my strongest skills.

It is risky to consider only your skills for a career decision because skills are only one of the components of a full self-evaluation; interests and values are equally as important in the decision making process. Just because you are good at something does not mean that you will enjoy doing that activity for a living.

Resources: Minnesota Careers Parent Guide 2003 <http://www.mncareers.org/resources.asp?pageid=pc01> ; EdSouth website <http://www.edsouth.org/edsouthapp/>



Myths about the role of the CDC

It is very important for both you and your student(s) to be familiar with the role of the Career Development Center in assisting students. The following information was taken from the National Association of Colleges & Employers:

- **I don't have time to use my college career center. Using my career center is not important until close to graduation.**

It's never too early to begin your career planning and preparation. Some students report that they are too busy with studies to devote time to career development. What these students fail to realize is that the years of academic study should be interwoven with career preparation.

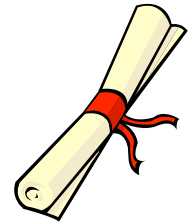
- **College career centers are like employment agencies: they 'place' students in jobs.**

Actually, at most schools, students are responsible for finding their own jobs. Career centers assist students by providing job-search instruction. Counselors critique resumes, offer interview practice, help in planning a job search, and offer assistance in locating career information. Many times, the career center will provide job leads, job listings, and on-campus interviewing opportunities. It may send student resumes to employers. Although career center staff would like to be able to place every student in a job, most do not have the resources to do so. They also don't have the power to create jobs.

Myths about the role of the CDC

- **A degree is the only credential that I need to get a job. A graduate degree will guarantee me the job that I want.**

While a degree is an important credential, it is far from the only credential you need to get a job. Many people have degrees-even graduate degrees. However, there are many other people who have related experience, a strong resume, excellent interpersonal skills, and connections with people in the world of work. To be competitive for job opportunities, you should to gain as many of these additional qualifications as possible.



- **Getting a job after graduation will be quick and easy.**

For a few students, getting a job after graduation is quick and easy. For most? No. The length of time it takes and the ease of getting a job depend upon such factors as: number of networking contacts, ability to use multiple methods to job search, amount and quality of work experience, amount of time dedicated to job search, resume quality, interpersonal and interviewing skills, tenacity, job market, and willingness to relocate. It is important for you to understand that obtaining a professional job can take months and



Myths about the role of the CDC

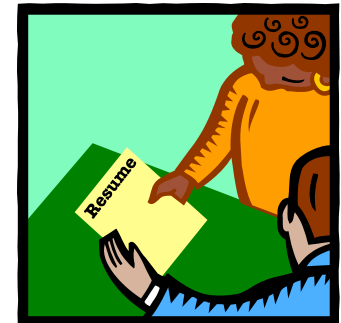
- **I should be able to walk into my career center and get immediate assistance.**

Not always. An informal survey conducted by Sidney Friedman from National-Louis University regarding the ratio of career center staff to students at 27 U.S. colleges found that many college career center staff are spread thin. In the best-case scenario there were 250 students to each staff member. The worst-case put the ratio at 7,400:1. Plan ahead!



- **Career centers write resumes for students.**

It would be impossible to provide this kind of service to students. The goal of career centers is to teach you to handle career challenges like resume writing. Career counselors assist you in understanding the elements of good resume writing and guide you in editing your resume. In this way, not only do you learn the skill of writing a resume, you maintain control of your resumes and can



How can parents & family help?

GENERAL STRATEGIES...



- Stay positive & be supportive (especially when the going gets tough!)
- Really LISTEN to your student.
- Be open-minded & tolerant of changes in direction, major, etc.
- Be patient!
- Encourage your student to explore (taking a variety of courses, exploring interests, values, etc.)
- Encourage your student to learn from their mistakes!
- Share your own experiences with your student as appropriate.
- Respect the privacy of your student.
- Be aware of your own biases (ex. “We have a tradition in our family of going into the teaching profession, therefore, my child should be a teacher.”)

For more information, check out the “Family Member Checklist” courtesy of Florida State University: http://www.career.fsu.edu/family_member/career_checklist.html

How can parents & family help?

10 SPECIFIC WAYS YOU CAN HELP...



1. **Encourage your student to visit the Career Development Center.** Many students use their first semester to "settle into" college life, and so perhaps the spring semester of the freshman year is the optimal time to pay an initial visit to the CDC. The sooner a student becomes familiar with the staff, resources, and programs, the better prepared he or she will be to make wise career decisions.
2. **Advise your student to write a first draft of his/her resume.** Writing a resume can be a "reality test" and can help a student identify weak areas that require improvement. Encourage your student to use the CDC's "Job Search Handbook" resume worksheets & sample resumes.
3. **Challenge your student to become "occupationally Iterate".** A career decision should be a process and not a one-time, last-minute event: Discourage putting this decision off until the senior year. Encourage your student to engage in self-assessment, discuss careers & majors with favorite faculty, and research occupations/careers of interest.
4. **Allow your student to make his/her own decisions.** Even though it is helpful to ask occasionally about career plans, too much prodding can backfire. It's okay to make suggestions about majors and career fields, but let your student be the ultimate judge of what's best.
5. **Emphasize the importance of internships.** The CDC will not "place" your child in a job at graduation. Colleges grant degrees, but not job guarantees, so having relevant experience in this competitive job market is critical. Your son or daughter can sample career options by completing internships and experimenting with summer employment opportunities or volunteer work.

How can parents & family help?

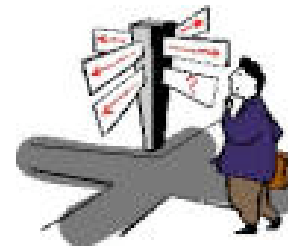
10 SPECIFIC WAYS YOU CAN HELP...



6. **Encourage extracurricular involvement.** Part of experiencing college life is to be involved and active outside the classroom. Interpersonal and leadership skills--qualities valued by future employers--are often developed in extracurricular activities.
7. **Persuade your student to stay up-to-date with current events.** Employers will expect students to know what is happening around them. Buy your student a subscription to the New York Times or the Wall Street Journal. When they are home on break, discuss major world and business issues with them.
8. **Expose your student to the world of work.** Most students have a stereotypical view of the workplace. Take your child to your workplace. Explain to your son or daughter what you do for a living. Show him or her how to network by interacting with your own colleagues. Help your student identify potential employers.
9. **Teach the value of networking.** Introduce your student to people who have the careers/jobs that are of interest. Suggest your son or daughter contact people in your personal and professional networks for information on summer jobs. Encourage your child to "shadow" someone in the workplace to increase awareness of interesting career fields.
10. **Help the Career Development Center!** For starters, let the CDC know when you have a summer, part-time or full-time job opening. For more information on how you can help, see the slides in the next section of this presentation.

Information courtesy of the National Association for Colleges & Employers (NACE). For more info on how you can help your student, visit the following websites: NACE Career Planning Course for Parents: http://www.jobweb.com/Resources/Library/Parents/A_Career_Planning_130_01.htm; College Recruiter: <http://www.collegerecruiter.com/pages/articles/article548.html>; Minnesota Careers Parent Guide: <http://www.mncareers.org/resources.asp?pageid=pc01>

How can the CDC help?



- Individual & group counseling for undecided students.
- Part-time job listings on and off campus through mavjobs.com.
- Internship and job listings through mavjobs.com.
- Individual internship and job search advising/counseling.
- Comprehensive Career Resource Library for all majors (a full listing of resources is available on the “Undecided Majors” page: <http://www.mnsu.edu/cdc/undecided1.shtml>).
- Extensive website with links for all majors/career areas.
- Sponsor/co-sponsor special career events & job fairs.
- On-campus recruiting.
- Employer resume referral through mavjobs.com

How you can help MSU students by helping the CDC!



- **Post your jobs for MSU students.** When you or your employer have a part-time job, internship, or entry-level professional position available, remember MSU! For details, visit our employer page at: <http://www.mnsu.edu/cdc/employers.shtml>
- **Encourage your employer to recruit at MSU!** See "Interviewing on Campus" at <http://www.mnsu.edu/cdc/schinterview.shtml> and "Fairs & Events:" at <http://www.mnsu.edu/cdc/events.shtml>
- **Support CDC programs & resources available to your student by making a gift donation to the CDC.**
Be sure to designate your gift to the **MSU Career Development Center:** <http://www.mnsu.edu/advance/giving.html>



Resources for further information

- Internet resources
- About the CDC
- Recommended reading
- Frequently Asked Questions (FAQ)
- CDC Parents & Family e-mail list

**For links to the above information, visit the CDC Parents & Family
Mainpage at www.mnsu.edu/cdc**