Parental Guidance Required

Colgate University Center for Career Services
“Humans are the only animals who do not know what they are supposed to do. Fish and birds know their career path.”

Denise Bissonnette
Goals

- Define Career Decision Making Process
- Describe New Realities of the Workplace
- Explore Strategies for Having a *Positive* Influence
- Present Colgate Center for Career Services
“Life can only be viewed backwards ... but must be lived forwards.”
The Career/Life Planning Cycle

- **Self Assessment**
  - Interests, skills, values, passions

- **Exploration**
  - Industries, Occupations, and the art of Networking

- **Toolkit**
  - Resume and cover letters, interview prep, salary negotiation

- **Pathways**
  - Internships, Jobs, Graduate and Professional School
What do Employers Want?

- Speaking Skills
- Reading Comprehension
- Writing in English
- Mathematics
- Science
- Government/Economics
- Humanities/Arts
- Foreign Languages
- History/Geography
- Critical Thinking/Problem Solving
- Persuasive Oral and written Communications
- Teamwork/Collaboration
- Appreciation of Diversity
- Proven Leadership
- Creativity/Innovation
- Lifelong Learning/Self Direction
- Professionalism/Work Ethic
- Ethics/Social Responsibility
- Leverage Technology
What Do Employers Look For In New Hires?

- **Profile**: smart, effective problem-solvers who can manage themselves and lead others

- **Evidence**: academic achievement and examples of success
The Internship Imperative

Rigorous Academic Program
+ Immersive Practical Experience

= Winning Advantage
Colgate’s Strategy

- Create a new model for engaging students for a lifetime
- Leverage Colgate Community to develop *Colgate Premier Opportunities*
- Add $10 Million to the *Colgate Summer Grant Program*
- Build a new innovative career center
Discerning identity—specifically values, interests, personality, and skills

Developing a sense of purpose through career exploration

Articulating an individualized career attainment strategy derived from meaningful career- and self-exploration within the liberal arts context

Preparing for career launch through implementation of an individualized action plan

Developing career vitality and resilience to excel in an innovative, disruptive, and global 21st century workplace

Fostering positive attitudes towards career exploration and planning

Discerning identity—specifically values, interests, personality, and skills

Developing a sense of purpose through career exploration

EMBARC
Colgate University
“I always wanted to be somebody, but I should have been more specific”

Lily Tomlin
First 10 Years

- Engaged as incoming students
- Signature programs
  - Day in the Life
  - Sophomore Connection
  - Real World Series
  - Immersion trips
- Professional Networks
- Fee-Free for Life

CareerBeam
### Center for Career Services

#### FIRST DESTINATIONS PROFILE*

#### CLASS OF 2013

<table>
<thead>
<tr>
<th>Category</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>74.4%</td>
<td>70.5%</td>
<td>72.2%</td>
<td>76.4%</td>
<td>78.8%</td>
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<tr>
<td>Graduate School</td>
<td>20.4%</td>
<td>18.7%</td>
<td>18.0%</td>
<td>12.6%</td>
<td>13.7%</td>
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<tr>
<td>Volunteer Service</td>
<td>1.7%</td>
<td>2.2%</td>
<td>1.2%</td>
<td>1.8%</td>
<td>0%</td>
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<tr>
<td>Fellowships</td>
<td>0.6%</td>
<td>1.7%</td>
<td>1.4%</td>
<td>1.1%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Traveling</td>
<td>0.6%</td>
<td>0.6%</td>
<td>0%</td>
<td>0%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Other**</td>
<td>0.2%</td>
<td>3.5%</td>
<td>2.0%</td>
<td>0.5%</td>
<td>0.3%</td>
</tr>
<tr>
<td>In Transition/Seeking</td>
<td>2.2%</td>
<td>2.9%</td>
<td>5.2%</td>
<td>7.8%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Total Reporting Rate</td>
<td>78.4%</td>
<td>79.2%</td>
<td>82.0%</td>
<td>79.0%</td>
<td>84.1%</td>
</tr>
</tbody>
</table>
Outcomes

### Top Employment Fields (Class of 2013)
1. Financial Services
2. Communications/Media
3. Business/Management
4. Education
5. Consulting
6. Technology/Computing
7. Health/Medicine
8. Social Change
9. The Arts/Design
10. Sales/Marketing

### Top Areas of Graduate Study (Class of 2013)
1. Medicine & Nursing
2. Law
3. Physical, Chemical & Earth Sciences
4. Biological & Life Sciences
5. Social & Behavioral Sciences
6. Education & Teaching
7. Healthcare & Public Health
8. Business & MBA
   - Humanities & Cultures
9. Engineering
   - Public Affairs & Policy

### Top Employers
(Direct hires from the classes of 2009 to 2013)
1. Colgate University
2. National Institutes of Health
3. Teach for America
4. Morgan Stanley
5. NYSE Euronext
6. Goldman Sachs
7. Bank of America Merrill Lynch
8. Barclays Capital
9. Epic
10. Guidepoint Global

### Top Graduate Schools
(Direct admits from the classes of 2009-2013)
1. Columbia University
2. George Washington University
3. New York University
4. Syracuse University
5. Johns Hopkins University
   - University of Rochester
6. University of Pennsylvania
7. Colgate University
8. Cornell University
9. Dartmouth College
   - Georgetown University
   - Northeastern University
   - Northwestern University
   - University of Colorado
   - University of Maryland

*Data is self-reported by students six to nine months post-graduation
**Includes military service, care for family members, etc.*
“When I told my father I was going to be an actor, he said, ‘Fine, but study welding just in case.’”

Robin Williams
First things first – congratulations
This generation listens to their parents – talk to them
Separate your dreams from theirs
Encourage exploration and networking
Teach them to manage their time
Urge them to use the CCS Early and Often
Great Resources

- *Hand Me Down Dreams* – Mary Jacobsen
- *Career Intelligence* – Barbara Moses
- *The Parent’s Crash Course in Career Planning* – Marcia Harris and Sharon Jones

- Center for Career Services’ [Website](#)
  - Specific Resources for Parents
  - Sign-up to receive our weekly eNewsletter
  - Hire – Refer – Fund
“To be happy for life, love your work”

Chinese Proverb