Parents as Career Coaches
Or
A "GPS" on the Career Journey
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Career Services Center ~ Old Main 280 ~ (360) 650-3240 ~ M-F 8:00 to 5:00

A unit of Academic & Career Development Services
Parents as Career Coaches

Or

A "GPS" on the Career Journey

Why Think About Careers Now?

The University Career Service provides guidance on future opportunities to parents and students.

Career Services includes personalized career planning and advice.

- Resume Building
- Job Search Strategies
- Networking Opportunities
- Interview Preparation

Prezi
Why Think About Careers Now?

The University Career Journey begins as a *Freshman* and continues to *Seniors* & beyond!

Career Services Center has tools to support parents & students in all stages of the journey:

- Early Career Decision Making--Self-Assessment
- Exploration & Research
- Skill Development & Application
- Job Search Assistance
CSC can Help through:

- Virtual Viking Career Center
- Assessment Tests
- 1:1 Career Planning & Job Coaching
- Grad & Med School Advising
- Free Tools!
**Early Journey: Self-Assessment**

Knowledge of Self is important in Choosing a Major:

- At least 50% of students enter college not knowing their major!

- 50-70% of students change their majors 1 to 3 times during college career.

- "GPS": Using General University Requirements (GURs) for exploration can enhance awareness
Tools that help:
www.wwu.edu/careers

- See the Virtual Viking Career Center
  - Explore:
    - Self-Assessment
    - Majors & Careers: What Can I Do with this Major?
- Academic Advising's: Choosing a Major
Next Stop: Exploration & Research

Even when a student is sure of major, knowing what to do with it is another matter!

• More than 1/2 of graduates pursue careers unrelated to major.

• Liberal arts & humanities majors CAN get jobs.

• There is NOT one perfect job for most people!
GPS: Connecting Careers & Researching Occupations--

- Virtual Viking Career Center
- Occupational Outlook Handbook & O*Net (links from CSC)
- ASK! [http://www.wwu.edu/alumni/ask/](http://www.wwu.edu/alumni/ask/)
- Get LinkedIn
- Career One Stop: More career information
Mid-Journey: Development

"Trying" Career out and refining skills...

Our graduates with internship experience found employment sooner and reported an average starting salary about $6,500 (19.6%) higher than students without.

GPS:
- Advocate volunteer, internship & career-related experiences
- Support networking & “informational interviews”
- Promote resume development
- Encourage attendance at special events
Networking

Over 80% of all job openings are not advertised: Most employers use their networks first (LinkedIn, Twitter, staff, friends) to identify potential candidates. According to a recent survey by the U.S. Department of Labor, networking accounts for at least 69% of all annual hires!
Virtual Viking Career Center

- Special Events Calendar
- Prepare-Networking
- Social Media Links
Job Search: The Next Frontier!

Steps in the "final" collegiate stage of journey--

- Tailor and target professional resume
- Build LinkedIn profile
- Develop job search strategies
- Engage with on-campus recruiters
- Set up Search Alerts in VCL
- Try a mock interview and then some real ones!
GPS!

Encourage 1:1 job search appointments, workshops & clinics

*Virtual Viking Career Center*
- Apply--Job Search
  - Optimal Resume
  - Viking Career Link
Do They Get Jobs?

Some 2013 CSC Employment Survey Results:

Economics..................................................Credit Risk Analyst, Key Bank, $55,000
Manufacturing Supply Chain Mgmt..................Buyer, Everett Clinic, $50,107
Environmental Studies..............................Asst. Planner, Grant County, $47,000
General Studies......Maint./Process Improvements Mgr., Genesco, $65,000
Design....................................................Interactive Designer, Tether, $52,000
Psychology.......Patient Care Coordinator, Seattle OBGYN Group, $35,360
Applied Math.........................Associate Mechanical Engr., Heath Tecna, $54,000