Developing the Industry-Centric Career Cluster Model

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Rutgers University Career Services
Cluster Toolkit:
Careers.rutgers.edu/NACE
Words of wisdom from students and alumni who have utilized the resources provided by University Career Services.

Amanda Ogen
Talent and Casting Intern
Nickelodeon Network

“You never know when someone you meet might have a friend looking to hire.”

When I first chose to look at opportunities in the hard-to-break-into entertainment field, I went to an advisor at University Career Services. That visit helped me to become more comfortable with following my career passion.

Lisa Cortez
The Doe Story with Lisa Cortez

“Network, network, network! You never know who may be helpful in getting you the internship of your dreams.”

“I am so glad I was able to participate in University Career Services because it provided me with the knowledge and skills to help me find the type of career I wanted.”

Megan Wast
Social Media Marketing

“Don’t think that the only good jobs are in the city. Don’t be afraid of small or start-up companies. You’re judged on what you do, not how big your head is.”

University Career Services helped me by having peer coaches and advice to students about skills and jobs.

Irwin Foster
Student Marketing Coordinator

“It is OK to explore different fields of work that might interest you. Just never give up. Never be ashamed of your past. Never be afraid to be yourself. And never be afraid to ask for help!”

University Career Services provided many opportunities to explore different fields of interest and learn how to find the experiences such as internships and volunteer opportunities that helped me find my true passion in life.

Keith Kunda
Wall Street Journal

“No dream is too big. Don’t just talk to class, get involved.”

46,000 Students
Presentation Overview:

- Defining the Problems
- Career Interest Clusters Defined
- Retooling Major Services & Resources
- Adjusting for the New Workload
- Our Results
- Questions?
Career Clusters in Action

**Defining the Problems**
Redefining student perceptions of their own career pathways
Combating a deepening campus perception of departmental shortcomings
Balancing competing priorities with relatively limited resources
Career Clusters in Action

Objectives to Assess
Objectives to Assess:

1. Help students think about their paths and create next steps
2. Increase perception of having knowledgeable counseling staff
3. Refine and narrow our service delivery (i.e., workshops, career fairs) while increasing student participation overall
4. Increase the diversity of visible employment opportunities
5. Provide tailored messaging to students
6. Increase the number of students within clusters
Career Clusters in Action

What are Career Interest Clusters?
What Are Career Interest Clusters?

**Q** WHAT IS A CAREER INTEREST CLUSTER?

**A** a grouping of occupations and broad industries based on commonalities

Understanding the career interest cluster approach to career decision-making changes the question from a one-step to a two-step process:

**ONE STEP**

1. "What can I do with a major in ?"

**TWO STEPS**

1. What job functions, industries, and work settings interest me? (i.e., choose a career interest cluster [see page 1 of chapter 1])

2. What coursework and hands-on experience would be beneficial?
What Are Career Interest Clusters?

Primary Groupings:

- Arts & Entertainment
- Business & Communications
- Education and Public & Human Service
- Food and Agriculture & Environmental and Natural Resources
- Health, Science, Technology, Engineering & Mathematics
- Students Still Deciding
What Are Career Interest Clusters?

Cluster Activities:

- Counseling Appointments with Industry Experts
- Core Programs & Workshops
- Campus-to-Careers Student Field Trips
- Courses (Fall 2016)
Cluster Registration For Students

Join a Career Interests
Cluster(s):
- Food & Agriculture, Natural Resources
- Job: Position Career Cluster
- Arts and Entertainment
- Business and Communications
- Education, Public and Human Service
- Food and Agriculture, Natural Resources
- Health, General Science, and Math
- Still Deciding
- Gaelic
- Arabic
- Armenian
- Russian
- Other Languages: Please enter any other languages with which you are fluent.

Languages:
- Administration (Arts)
- Art (Architecture)
- Animation
- Architecture
- Creative Writing
- Fashion
- Film Production
- Fine Arts
- Graphic Arts
- Media and Entertainment
- Interior Design
- Can't Proceed?
Career Clusters in Action

Retooling Major Services & Resources
Retooling Major Services & Resources

• Generalists to Specialists
• Programs & Workshops
• Online Tools
• Student Engagement
Generalists to Specialists

- Adopted Employer Program
- Staff Professional Development
- Sessions with Industry Specialists
- Career interest data for academic and campus partners
Programs & Workshops

- Cluster-specific Programs
- Career Interest Data
- Curriculum Integration
Online Tools

- Virtual Mock Interview
- Student-Alumni Career Connections
- Online Major Handouts
- Symplicity System
Student Engagement

Job Blasts Emails

Dear AARON,

Below are the jobs/internships listed within CareerKnight over the past 14 days that Rutgers University Career Services thought might be of interest to you based on your career interest cluster preferences and year in school. Apply for the positions via your free Rutgers CareerKnight account.

Marketing/PR Internship Spring 2016 (6739)
State Theatre - New Brunswick, New Jersey
The Marketing/PR intern will work closely with staff to implement marketing, promotions, public relations, and audience development initiatives. Tasks include writing, editing, and proofing press releases, blogs, website copy, e-digests, and program copy; flyer distribution, working with social media sites such as Facebook, Twitter, Pinterest, and ... visit details.

Program Promotion

An Employer Networking & Information Session is a presentation given by an employer to provide you with details about the various career paths and benefits offered by their organization. Students repeatedly say it is more satisfying to talk face-to-face with employers than to merely search a company website. And employers appreciate the opportunity to network with potential candidates prior to the interview.

RSVP today for one or more of these upcoming sessions:

City Year Employer Networking & Information Session (click to RSVP)
Tuesday, November 10, 2015 - 6:00 PM - 8:30 PM

Catholic Relief Services Employer Networking & Information Session (click to RSVP)
Thursday, November 19, 2015 - 4:30 PM - 6:00 PM

Sincerely,
University Career Services Employee Relations Team
Rutgers, The State University of New Jersey
848.445.7267 | recruiting@echo.rutgers.edu | careers.rutgers.edu
Student Engagement

Clusterized Website Modules

Student Org. Listings
Career Clusters in Action

**Adjusting for the New Workload**
Adjusting for the New Workload

• Decrease Programming Workload
• Recalibrate Career Counseling
  – Transform Drop-in Hours
  – Established Peer Career Advisors Program and Graduate Counseling Interns
  – Resume Clinics
Our Results

**OBJECTIVE 1**
Help students think about their career paths and create actual next steps
- 96% of workshop participants stated they have clear steps after the cluster-related programs
- 94% agree that their career appointments sessions were helpful in supporting their career planning and job search activities

**OBJECTIVE 2**
Increase perception of our career counseling staff as being knowledgeable of industry
- 94% of students participating in career appointments agreed that CPS has the reputation of being professional and knowledgeable career advisers

**OBJECTIVE 3**
Refine and narrow our service delivery (e.g., workshops, career fairs) while increasing overall participation
- +79% increase in student workshop participation
- +107% increase in student workshop participation
- -11% decrease in the number of workshops
- Fall 2014 saw a 79% increase of students and an 11% increase of employers attending

**OBJECTIVE 4**
Increase the diversity of employment opportunities visible to students
- 58% of students agree that there is diversity in employment opportunities within CareerKnight

**OBJECTIVE 5**
Provide tailored messaging to students based on career interest
- +50% approximate increase in CareerKnight logsins the evening when our cluster specific job/internship postings are sent
- -30% increase in student applications to job/internship postings in CareerKnight
- 50% Career eNews open rate (compared to 23% MailChimp benchmark)

**OBJECTIVE 6**
Increase the number of students who have identified a career interest within CareerKnight
- 28,000 students and alumni identified with a career cluster

As of June 2013, over
Questions?

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