Scaling to 40k: An update on the Rutgers University Career Cluster Model

William Jones, Senior Director
Jennifer Broyles, Director of Career Education & Engagement
Housekeeping

- Tweet with #EACE18 @Rutgers
- Share photos on Instagram using #EACE18 @RutgersU
- careers.rutgers.edu/ClusterToolkit
- Questions via Google
Let’s take a look at...

- About Rutgers University
- What Are Career Clusters
- Where We Are Now:
  - Career Courses
  - Career Exploration
  - Career Advising
  - Online Engagement
- Learning Working Groups
“I’m a Career Knight!”

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.
Recognized in the Career Services Community

"Our entire team has been following [Rutgers'] work and is looking forward to learning more... Thank you for being innovative in career services, and especially for sharing back with the profession."

Bryan Lubic,
Director of Career Education and Advising
at University of California, San Diego

“The career clusters model outlined in the Rutgers University Career Services Strategic Plan is a leading example of multiplying the impact of career services on students’ engagement and professional outcomes.”

Farouk Dey,
AVP & Dean of Career Education
at Stanford University

In the February 2017 issue of the NACE Journal, the authors detailed that often it provides students with a more custom-tailored experience by implementing their career clusters model in 2013. Now, five years later, they offer an update on how it has been changed to serve their students.

This past year, staff within University Career Services in New Brunswick proclaimed that "major doesn't always equal a career" and began transitioning away from a major-centric approach to one in favor of the career clusters model. Four years ago, two advising staff completed the transition from grad rails to specialists, and most of our programs, resources, and services were tailored to career clusters that any student, regardless of major, could explore. Since then, we authored "Developing the Industry-Centric Career Cluster Model," which appeared in the February 2016 edition of the NACE Journal, and shared how we created career clusters that enhance student perceptions of their career paths, balance competing priorities, and contain a deepening campus perspective of departmental output. We traveled our journey of expanding career advising, programs and workshops, employee development efforts, and integrated initiatives while creating a hub to focus on career clusters.

"A major doesn’t always have to equal a career."


SHARE: #EACE18
@RutgersU
Nationally-recognized Career Cluster Model

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?
How We Began Way Back in 2013:

- Developing Career Cluster Topics
- From Generalists to Specialists
- Programming Options
- Campus Roadshows
- Academic Liaisons and Internal Mapping
Fast-Forward to Today
Student Engagement with UCS
Unique Percentage of Overall Population

Based on in-person and CareerKnight activity

 SHARE: #EACE18
 @RutgersU
Recruiting Services

Graduating students reporting that campus recruiting services contributed to their post-graduation status

Based on results of the Post-Graduation Survey data collected by UCS
Knowledge Rates: 52%; 54%; 65%; 72%; 67%

SHARE: #EACE18
@RutgersU
Curriculum: First-year Interest Group Seminars

• Integrated in Winter 2017
• 1-credit Courses for First-Semester Students
• Peer Instructors and PI Ed Course
• Faculty Mentors and Referrals
• Integration of Career Development Curriculum
  • Self-Assessment Tools
  • NACE Career Competencies
• EACE Speed Session!
Career Exploration: Career Exploration Nights

- Roundtable Exploration Events with Alumni
- Preparatory Program Directly Prior
- Target: First-Year and Sophomore Students
- One Per Career Cluster
- UCS Staff Roles
  - Career Advisors
  - Alumni-Student Engagement Team
  - Operations & Strategic Initiatives Unit

SHARE: #EACE18 @RutgersU
Career Exploration: Road to Industry Programs

• High-Impact Mentoring Programs with Alumni
• Target: First-Year and Sophomore Students
• Goal: One Competitive Area Within Each Cluster
  • Road to Wall Street
  • Road to Communication & Media
  • Road to Government, Policy & Service
• Steering Committees with Faculty, Staff, and Alumni Association
Career Exploration: Campus-to-Career Trips

• Exploratory Field Trips to Employer Sites
• Informational Panels and Tours of the Facilities
• Target: First-Year and Sophomore Students
• Two Per Career Cluster Each Year
CAMPUS-TO-CAREER
FIELD TRIPS
STATE THEATER
Career Advising

• Created the BASE and STEM teams
• Professional Development
• Handshake Appointment Categories and Types
• Lead Peer Career Advisors
• Career Meetups
Career Advising

- Created the BASE and STEM teams
- Professional Development
- Handshake Appointment Categories and Types
- Lead Peer Career Advisors
- Career Meetups
Online Engagement

- careers.rutgers.edu
- Student Alumni Career Connect (SACC)
- Rutgers Handshake Integration
- InterviewStream Mock Interviews

SHARE: #EACE18
@RutgersU
Brainstorm ways that you have, or would like to, implement a cluster model.

Highlight one idea you would like to share with the larger group.

What’s a challenge you anticipate during implementation?

Report out.