Rutgers 2.0
Update on Career Clusters in Action

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Let’s Look At…

- Rutgers & University Career Services
- Career Interest Clusters
- Changes & Adjustments
- Cluster Outcomes
- What’s On the Horizon
- Questions & Answers

University Career Services

UNIVERSITY CAREER SERVICES @ RUTGERS
Flagship Research

4/21/16

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 one meeting might have a friend looking to hire.”

When I first chose to look at opportunities on the job search website, I never imagined I would be applying to Nickelodeon. The Career Services visit helped me to become more comfortable with following my career passions.

Don’t just sit and wait for opportunities to come to you. Take control of your career by researching companies, networking, and applying for positions where you can make a difference. Don’t be afraid to take risks and step outside your comfort zone. The best opportunities often lie beyond the most obvious ones.
UCS Organization

Office of the Executive Director

Career Development & Experiential Education
- Experiential Education
- Rutgers Internship & Co-op Program (RICP)
- Career Counseling
- Programs & Workshops
- Academic Partnerships

Operations & Strategic Initiatives
- Research & Assessment
- Marketing & Communications
- Technology Applications
- Human Resources
- Budgeting
- Strategic Planning

Employer Relations
- Job & Internship Listings
- Fairs & Networking Events
- On-Campus Interviewing
- Employer Info. Sessions
- Knights of the Round Table Partners Program

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CAREER INTEREST CLUSTERS
To Our Surprise!

National Association of Colleges & Employers (NACE) Spotlight
Title: How Others Do Things: Industry-Centric Career Cluster Model
October 2015

National Association of Colleges & Employers (NACE) Journal
Title: Developing the Industry-Centric Career Cluster Model
February 2016

Eastern Association of Colleges & Employers (EACE) Regional Conference Presentation
Title: What's Happening at Rutgers: Building an Industry-Centric Career Cluster Model
106 participants

National Association of Colleges & Employers (NACE) Webinar
Title: Developing the Industry-Centric Career Cluster Model
116 schools and universities

Consultation Sessions with Various Schools and Universities
In-person and Conference Calls
20+ institutions

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 Cluster Groupings:
- Arts, Communications & Entertainment
- Business, Finance & Logistics
- Education and Public & Human Service
- Food and Agriculture & Environmental and Natural Resources
- Health, Science, Technology, Engineering & Mathematics
- Students Still Deciding

Cluster Activities:
- Register through CareerKnight
- Appointments with Industry Experts
- Tailored Programming
- Targeted Employer Development
- Customized Marketing and Communications
ARE YOU CURRENTLY USING A MAJOR- OR INDUSTRY-CENTRIC APPROACH?

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CHANGES & ADJUSTMENTS
Rebranding & Realignment

- Renaming Clusters Based on Feedback from Partners
- Reorganized Cluster Groupings Based on Data
- Clusterized Tools and Core Programs

Academic Career Modules

STS CAREER MODULE

CASE STUDY: 
Alison, a transfer student from a community college Art & Entertainment

Alison completed her associate’s degree (60 credits) at the County College of Morris (CCM) in Graphic Design with an interest in pursuing a career as a website designer. She is transferring to Rutgers and will enter as a junior for the fall semester. The summer before entering Rutgers she began to reflect upon her career goals while working part-time as a videographer and webmaster for her local comic store. She enjoyed the experience, but realized her interests were changing from her original career goal. Therefore, she would like to explore her options. However, the only other work experience she developed was during one summer of high school when she worked at a local coffee shop. In high school, Alison was also very involved in leadership positions as a member of Tabletop Gaming Club (Vice President) and served as event organizer of the Wilderness Club. While at CCM, she mainly focused on academics and wasn't very involved with activities outside of class. She enjoys playing games and doing outdoor recreation hiking. While at Rutgers, she would like to make sure she is taking classes and engaging in activities that will help clarify her next steps.

ASSIGNMENT
Using the attached worksheet, create an action plan for Alison that will help clarify her interests/skills while utilizing her two years at Rutgers in a meaningful way so that she will achieve career success. You can use the resources provided by University Career Services to help create Alison’s plan. After your group has created a plan, you will have 5 minutes to report to the class with the details of the plan.

QUESTIONS TO THINK ABOUT
- How can she further explore her interests/skills in order to make a sound decision regarding her future plans?
- What steps should she take to realize her goals and ensure success after Rutgers?
- What activities should Alison participate in to ensure she is equipped to follow her plans?
- Who should she speak with and what resources should she utilize at Rutgers?

CAREER INTEREST CLUSTER: ARTS & ENTERTAINMENT

See reverse »

STS CAREER MODULE

CASE STUDY: 
Andre, a transfer student from a 4-year institution Science, Technology, Engineering and Math (STEM)

Andre completed his first year of college (30 credits) at the University of Delaware (UD) toward a Biology major with an interest in pursuing admission to medical school and a career as a physician. He is transferring to Rutgers and will enter as a sophomore for the fall semester. The summer before entering Rutgers he began to reflect upon his career goals while volunteering as an Emergency Medical Technician (EMT). He enjoyed the experience but realized his interests were changing from his original career goal. Therefore, he would like to explore his options. However, the only other work experience he developed was during one summer of high school when he worked at an ice cream parlor. In high school, Andre was also very involved in leadership positions as a member of the National Honor Society (Treasurer) and served as Captain of the Pole Vaulting Team. While he was at UD, he mainly focused on academics and wasn't very involved with activities outside of class. He enjoys fixing cars and working outdoors. While at Rutgers, he would like to make sure he is taking classes and engaging in activities that will help clarify his next steps.

ASSIGNMENT
Using the attached worksheet, create a career action plan for Andre that will help clarify his interests/skills while utilizing his three years at Rutgers in a meaningful way so that he will achieve career success. You can use the resources provided by University Career Services to help create Andre’s plan. After your group has created a plan, you will have 5 minutes to report to the class with the details of the plan.

QUESTIONS TO THINK ABOUT
- How can he further explore his interests/skills in order to make a sound decision regarding his future plans?
- What steps should he take to realize his goals and ensure success after Rutgers?
- What activities should Andre participate in to ensure he is equipped to follow his plans?
- Who should he speak with and what resources should he utilize at Rutgers?

CAREER INTEREST CLUSTER: SCIENCE TECHNOLOGY ENGINEERING AND MATH (STEM)

See reverse »
Cluster Website Portal

Campus-to-Careers Field Trips
University Career Services

OUTCOMES

OBJECTIVE 1
Help students think about their career paths and create actual next steps.
95% of students participants stated their new career ideas after the close-school workshops.

OBJECTIVE 2
Increase perception of our career counseling staff as being knowledgeable of industry.
98% of students participating in career appointments agreed that UCC has the reputation of being professional and knowledgeable in the career advising.

OBJECTIVE 3
Refine and narrow our service delivery (e.g., workshops, career fairs) while increasing overall participation.
-78% increase in student workshop participation.
+35% decrease in the number of workshops.

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 (since July 1, 2014).
-24% increase in students stating posting sources led to their employment status.
+58% increase in student applications to internship postings in CareerKnight.

OBJECTIVE 6
Increase the number of students who have identified a career interest within CareerKnight.
As of April 2015: 34,734 students and alumni identified their career interest.
Graduating students reporting that campus recruiting services contributed to their employment status:

- **ALL**
  - 2013: 18%
  - 2014: 20%
  - 2015: 37%

- **SAS**
  - 2013: 2%
  - 2014: 33%
  - 2015: 37%

**Post-Graduation Survey**

**HOW DOES YOUR OFFICE ASSESS OUTCOMES?**
University Career Services

ON THE HORIZON

On the Horizon

• Retooling Career Exploration & Networking Series and Panels
• Career Education Initiatives
• E-Mentoring Programs
• Road to Industry Programs
• Marketing Video