WHAT'S GOING ON AT RUTGERS?
Career Clusters in Action

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Housekeeping

Companion Rutgers Sessions:

- **Getting Butts in the Seats: Maximize Marketing to Yield Results**
  - Thursday @ 10:30am
    Marquis B
- **Speed Learning Session – Making NACELink Symplicity Work For You!**
  - Friday @ 8:30am (20-minute intervals)
    Grand Ballroom

- Tweet @rucareers with #EACE
- Share on Instagram using #EACE
- careers.rutgers.edu/EACE
“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.

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

“Lisa Cortez
Marketing Coordinator
The Don Show with Jon Stewart

“Networked up through the University Career Services Internship & Co-op Program University Career Services really encourage access to seek out internships and learning opportunities outside the classroom. This truly allows you to grow in your chosen academic field.”

“It’s 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.”

“Megan Warr
Secondary School English Teacher

“Don’t think that the only good job is in the city. Don’t be afraid of small unknown companies or feel like it’s not as good as your friend interning at ABC.”

“University Career Services helped me by taking a practical approach to provide internships and jobs.”

“Keith Gored
Management Director
University Career Services

“With hard work, dedication, and commitment, you can’t help but go far.”

“Nathalie Miller
Intern at NBC News

“Remember that you are not the only one who has a problem with your career.”

“No dream is too big. Don’t just dream, involve yourself.”

“46,000 Students”
Let’s Look At...

• Problems to Solve
• What are Career Interest Clusters
• Retooling Major Services & Resources
• Adjusting for the New Workload
• Questions?
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DEFINING THE PROBLEMS
Redefining student perceptions of their own career pathways
Balancing competing priorities with relatively limited resources
Combating a deepening campus perception of departmental shortcomings
OBJECTIVES TO ASSESS

Career Clusters in Action
Objectives to Assess

1. Help students to think about their career paths and create actual next steps
2. Increase perception of our career counseling staff as being knowledgeable of industry.
3. Refine and narrow our service delivery (i.e., workshops, career fairs) while increasing student participation overall.
4. Increase the diversity of employment opportunities visible to students.
5. Provide tailored messaging to students based on career interest.
6. Increase the number of students who have identified a career interest within CareerKnight
WHAT ARE CAREER INTEREST CLUSTERS?
What are Career Interest Clusters

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 & 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:

- Appointments with Industry Experts
- Core Programs & Workshops
- Student Field Trips: Employer Site Visits (full rollout in Fall 2015)
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RETOOLING MAJOR SERVICES & RESOURCES
Retooling Major Services & Resources

• Generalists to Specialists
• Programs & Workshops
• Online Tools
• Student Engagement
Generalists to Specialists
RETOOLING MAJOR SERVICES & RESOURCES

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

• Cluster-specific Programs
• Career Interest Data
• Curriculum Integration
Online Tools
RETOOLING MAJOR SERVICES & RESOURCES

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

RETOOLING MAJOR SERVICES & RESOURCES

- Program/Event Promotion
- Job Blasts Emails
- Career & Internship Fair Integration
- Clusterized website modules
- Student Organization Breakdown
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ADJUSTING FOR THE NEW WORKLOAD
Adjusting for the New Workload

- Decrease Programming Workload
- Recalibrate Career Counseling
  - Transform Drop-in Hours
  - Established Peer Career Educators Program and Graduate Counseling Interns
  - Resume Clinics
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