Career Services

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Successful Career Planning

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Career planning and preparation are some of the most important homework you are never assigned!

Career planning does not begin nor end with choosing a major. It is a PROCESS we will revisit many times in our lives, as we grow and develop – both personally and professionally.

1. Self Discovery:
   Systematically and fully identify your interests, abilities, work values and preferred work settings, to find the right match for you, between major and/or career. Look at the intersection of interests, abilities and values, and possible careers or majors.

Career Services Resources for Self Discovery:
- TypeFocus – MBTI based personality/career assessment tool
- FOCUS2 – an online career assessment tool
- Myers Briggs Type Indicator and Strong Interest Inventory
- One-on-one career coaching
- Career Library – many beneficial resources to help in self discovery
Learning Objectives:
- I have identified and prioritized my skills, work and personal values and interests
- I understand the influence my attitudes, feelings and beliefs can have on my making successful career decisions
- I have reflected upon the impact of my career choice on my lifestyle preferences and future opportunities.

2. Investigation/Exploration
Explore and research the world of work. Learn about career fields and occupations within those fields. Research work trends, qualifications, settings, employment outlook, salary and potential employers.

Questions to consider:
What skills/experience/education do you need to compete / succeed in this field?
What environment/working conditions are typical for this profession?
What is a typical day like, on this job like? Activities? Responsibilities?
What are the paths for advancement? What is the average salary?
What is the employment outlook?

Career Services Resources for Investigation:
- The Occupational Outlook Handbook
- Website resources include Career Info by Major, What Can I do with this Major?, salary comparisons, and industry specific search areas (government, international, non-profit, etc.)
- One-on-one career coaching
- CandidCareer.com informational interviews databank
- Find A Mentor database in UCareerLink
- Company and contact database in CareerShift
- Internship and job listings in UCareerLink
- Career Fairs and Graduate School Fairs

Learning Objectives
- I know how and where to find important career information, including: job trends, salary information, work environments, qualifications, projected demand and related occupational areas
- I have relevant, accurate information on careers, with which to make decisions.
- I understand the importance and benefits of including an internship in my career preparation

3. Decision Making and Goal Setting
Synthesize and integrate the information from Self Discovery and Investigation into the world of work. Identify viable career options and establish goals to create a plan, which give a sense of purpose and direction.

Career Services Resources for Decision Making and Goal-setting
- Career Library – many beneficial resources including: “Do What You Are”, etc.
- One-on-one career coaching and tailored development strategies
- Find a Mentor database
Learning Objectives

- I will synthesize information about my unique characteristics and about the world of work to make informed career decisions and plans
- I will develop short term, intermediate and long term goals to facilitate my career preparation and future success.

4. Implementation
Gain and utilize career management skills and job search skills to obtain an internship and launch an effective job search for employment in the career field of your choice.

Career Services Resources for Implementation

- Career Services Internship Program (CSIP)
- Career Services workshops and webshops: Career Planning, Resumes, Interviewing, How to Succeed at the Career Fair, LinkedIn 101, Cover Letters, Getting into Grad School, How to Get a Government Job, Networking, and more
- One-on-one career coaching in resumes, cover letters, interviewing, etc.
- Practice interviews
- Drop in resume and cover letter reviews
- Career jobs and internships in UCareerLink & CareerShift
- On-campus recruiting with local, national, and international companies
- Career Fairs and Graduate School Fairs
- Employer information sessions, networking events, and panels

Learning Objectives

- I can define a job search plan, including strategies for the published and unpublished job market
- I can create appropriate, well developed, visually attractive applications and marketing materials, including resume, cover letters, applications and portfolio
- I can research employers to identify potential opportunities and/or prepare for interviews
- I can articulate my qualifications, including skills, experiences and talents, verbally and in writing.

Summary: Career Planning is an important PROCESS. It does not happen over night. Take advantage of the many helpful resources offered by Career Services and the University of Utah. The rewards will be PRICELESS – a happy, effective and satisfying future for your life!

Material adapted from Arizona State University Career Services, “STEPS Guide”.
Top 10 Reasons to Refer Students to Career Services

1. **UCareerLink**: Access to local, national, and international job and internship postings; career research tools; skills, values, and interests self-assessment resources; find a mentor database; employer information sessions and events; practice interview sign-up and online appointment scheduling, and more! UCareerLink is the go-to source for all things Career Services.

2. **Expert assistance with resumes, cover letters, interview preparation and more**: We help students develop the skills they will need in the job search through one-on-one appointments with career counselors, 15-minute walk-in help sessions and workshops.

3. **Career Services website** ([http://careers.utah.edu](http://careers.utah.edu)) is full of information and links students can use as they begin researching career options, including Career Info By Major, O*Net and the Occupational Outlook Handbook. Students, alumni, parents, and faculty-staff can each find relevant resources from the home page.

4. **Career, Student Job and Graduate School Fairs**: Each year we have career and student job fairs in the fall and spring semesters, and a graduate school fair in the fall. All have over 100 recruiters in attendance, and are excellent for information-seekers and those interested in jobs and internships.

5. **Exploration Center**: We offer help for students who are unsure how their major relates to jobs and careers, or students who are currently undeclared and investigating options. FOCUS 2 and TypeFocus are helpful assessments within UCareerLink which can help students identify interests, skills, and values. Once they’ve completed it they are encouraged to meet with a career counselor for help determining the next steps in decision-making.

6. **Career Services Internship Program (CSIP)**: Students can receive up to 6 upper-division credit hours for an internship as long as it meets certain criteria, including being a position related to their major and college-level learning objectives. This course, Ed Psych 3861, can be repeated up to three times for credit.

7. **Workshops, webshops and videos**: Each semester we publish our workshop brochure schedule. Workshop topics include resumes, interviewing, networking, graduate school, cover letters, the international job search, LinkedIn, social media, and succeeding at the Career Fair. Many of our workshops are made into videos or webshops for students who are not able to attend an event in our office.

8. **Career planning & job search classes**: One credit-hour, half-session courses are offered through ED PS 3860/3862 in both fall and spring semesters, and are perfect for those who would like more in-depth information about preparing for life after graduation and making the most of their time at the U.
9. **Our career counselors:** We meet with students one-on-one to create an individualized career development plan. Whether exploring options or applying to a targeted industry, career counselors coach students on modern job search strategies; career research and investigation; connecting with professionals; resume and cover letters; interview preparation and performance, and more. Students should meet with their career counselor early and often!

10. **Connect with employers:** We bridge the world between the classroom and career by connecting students with employers across a wide variety of industries. Employer information sessions, professional panels, career fairs, find a mentor database, and our Career Pathways series are examples of opportunities for students to connect face-to-face with prospective employers.
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Case Studies/Scenarios

1) You are meeting with a pre-major student who is trying to choose between two different majors in your department. Specifically she wants to know which one will allow her to make the most money.

2) You are at the “Major Exploration Fair” and a student stops by your table expressing interest in your department and the majors you offer. When you give them some information they explain that, while they would love to major in your subject, their parents would not be supportive because everyone knows that there are no jobs for ___majors.

3) You are assisting a student with her Fall schedule. As you talk to her about scheduling classes she mentions that she is working two jobs making it difficult to take classes during the day.

4) While you are completing graduation paperwork with a student he mentions that he is getting ready to apply to out-of-state master’s programs in health services administration. He wants to make sure that he is on track to apply.

5) You run into one of your seniors in the Union. When you ask him how the semester is going he expresses concern because he is not sure what he will do when he graduates. He would like to enter a management training program through an established, recognized company but doesn’t have many connections and isn’t sure how to get started.

Things to consider:

In terms of the Career Development Model – where do you think the student is and what can they be working on?

Where is the student on the Career Services Timeline?

What resources does Career Services offer that might be helpful to the student? How would you explain these resources to the student so that they feel good about the referral?