Chicken or the Egg?

- Jobs and internships – fill them
- Students want them
- Interests are as diverse as our students are
- How do each define career success?
- Career Services is now campus-wide
- Reaching students early is key
- Integrated model (academics and careers): College–based advising
Career Resources Across Campus

Central Career Services, Goodell Career Advisors/Directors in Colleges

Engineering Career Center, Marston Isenberg SOM, Chase Career Center & Departmental Partners
Preparing Students & Assisting Employers

- Presentations: 1,363
- Walk-ins: 1,350
- Advising Appts.: 2,435 (21%+)

1,549 instances in which employers were on campus connecting with students

- 21 fairs across campus: 819 employers
- 8 by Central CS: 4,526 students

NEW: Social Change & Just In Time Fair (4/25)

176 Recruiting Events, 191 Interview Days (AY 2016)
Hiring is Expensive

$3,000 – $7,000

Want ROI

Changing: 6–10 x’s jobs, 2–4 x’s careers

Competition for STEM hiring – fall

Liberal Arts hiring – spring

Incentives beyond traditional: tuition reim, sign–on bonuses, relocation, flex hours, 4 day–weeks, work from home, time off to volunteer, etc.
78% employers recruit FT from intern pools

79% interns accept FT offers from internship employer

83% co-op students accept

After 1 year = retain $\frac{3}{4}$ new hires who had internship experience

National Association of Colleges & Employers, Employer Survey 2016
UMass Strong on Internships

- 66% seniors* do FE
- Many depts. = Up to 18 credits
- ISOM & Engineering = co-ops
- Multiple experiences
- Coming in asking when can I do one? (45crs)

*Class of 2015 Senior Survey
As an operations intern, I assisted in the planning and execution of summer concerts and events. Besides, seeing some great shows, I got a photo with Luke Bryan!
Internships are a win-win!

You get credits while building professional skills.
May, Electrical Engineering, 2017

I learned a great deal at my summer internship!
"There are lots of stories out there—and lots of voices ready to tell them. All you have to do is listen, and the truth and nuance of everyday life unfold for you. Who needs fiction when you've got public radio?"
I have been using X-ray crystallography and protein purification to study the Dengue Fever. This internship has given me confidence in my ability to conduct independent research, which will be beneficial for when I apply to graduate schools.
I met so many people, including Bill Nye, as he gave a lecture about exploring new planets and moons that could potentially support life.
Far & Wide
Liberal Policies that Support Getting Experience

- Semester long or summer
- For credit or not
- On campus or off
- “UMass Amherst……” (name of office)
- Local, hometown, international
- Must be career or major oriented
- Must have a faculty sponsor for credit
- Must meet Dept. of Labor criteria
- Formula = 40 hours = 1 credit
- Must file a contract in CareerConnect Symplicity
STEM hiring
Diversity hiring
Host food-related events, prizes, contests
Fairs, panels, topical info sessions, on-campus interviews, classrooms, RSO’s
Become industry partners & fund faculty research to gain access to students
Ads in publications
Virtual fairs or webinars
Send young alumni
Use social media
85% recruiters use LinkedIn

Many have FB

Tweet

Youtube Videos

Growing field: social media mktg. & more interactive websites, hiring interns!
UMass New Grads: $25,000 – $100,000+
Higher salaries for STEM majors
Higher salaries in larger cities & coasts
Engineering $66,097
Computer Sci $65,540
Business $54,803
Social Sciences $53,459 (up 15%)
Humanities $48,733

*NACE Winter 2017 Salary Survey
Gender Representation

- Education: $35,686
- Comm/Journalism: $36,847
- Social Work: $38,125
- Visual/Per Arts: $38,470
- Cultural Studies: $43,524
- Nursing: $49,851
- Computer Sci: $69,214
- Engineering: $63,764
- Math & Stats: $58,554
- Business: $51,452
- Physical Sci: $45,507
- Architecture: $42,701
- Protective Serv: $41,641
- Parks & Rec: $34,455

(NACE Feb. 2017, Class 2015 Starting Salaries)
“Leaders who can work as part of a team”.

1 & 2 (80% of employers)
3 = Communication skills
4 = Problem-solving
5 = Strong work ethic
6 = Initiative
7 = Analytical skills
8 = Adaptability
9 = Technical skills, learn new ones
10 = Interpersonal skills

NACE’s Job Outlook 2016 Employer Survey
Students need to put their skills into words

- Investigative:
  - scientific inquiry
  - experiments
  - research
  - computers
  - analysis

- Artistic:
  - creating
  - writing
  - performance
  - individuality
  - expression

- Realistic:
  - building
  - practical
  - hands-on
  - mechanical
  - making things

- Conventional:
  - organization
  - procedures
  - accounting
  - numbers
  - data

- Social:
  - caring for others
  - communication
  - helping
  - teaching
  - teamwork

- Enterprising:
  - business
  - sales/marketing
  - politics
  - decision-making
  - leadership

umass.edu/careers
The UMass Amherst Alumni Association is offering a marketing internship for the Fall 2016 and/or Spring 2017 semester(s). Requires student to work an average of 8–10 hours a week to earn 3 credits (one sem) or 6 credits (two sem).

Bulleted list of tasks........

After completing this internship, the student will gain knowledge and understanding of business development, marketing, promotions, event management and volunteer management as they relate to alumni relations.

This position will also enhance management abilities, as well as assist in the development of time management, teamwork and leadership.
Showing value & transferable skills through:

- Coursework knowledge
- Class projects
- Internship experience
- Any job that grew skills
- Leadership
- Involvement with sports, activities, RSO’s, etc.
- Community service/volunteer work
- Solid GPA
Interviewing Trends

- Screening
- Skype & Phone
- 2nd Onsite
- Traditional Q’s
- Behavioral Q’s
- Situational Q’s
- Case Studies
- Presentations
- Personality Assessments
- Writing Assessments
Lots of Influences

- Economy
- National, international politics
- National security issues
- Technology
- Geological/environmental changes
- Poverty & crime
- R & D Funding
- Parental and/or societal pressures
- Etc.,
Growth Industries

Computer Sciences/Technology
Engineering
Life Sciences/Biotechnology
Construction/Architecture
Accounting
Business Services: Marketing, Hospitality, Retail
Healthcare
Education
Social Services
Government: some current freezes
*Political Science & Social Justice to grow

NACE Report, 2016
Industries/Jobs on Downswing

- Traditional manufacturing positions = replaced by newer technologies
- Printing & publishing
- Travel agents
- Postal workers
- Jewelers/designers
- Fishing
- Lumber/timber
Growth Functions/New Jobs*

- computer/software development
- cyber security, user interface, big data
- cloud/storage management*
- entrepreneurial endeavors*
- technical writing
- scientific/pharma research
- social/digital media marketing*
- accounting/finance
- education – behavioral therapies
- healthcare – homecare
- consultants – admissions*, education, executive coaching*, life coach, fin.advising
- environmental/green issues
Who hires UMass?
Employers who hire multiples

- EY, PwC, KPMG, Fidelity Investments, Oracle, Amazon, Liberty Mutual, Hanover Insurance, State Street, TJX Companies, Kohl's, Target

- Teach for America, City Year, Peace Corps, NE Center for Children, Partners, UMass Medical Center

- Marriott, Kimpton, Hyatt, MGM Resorts, Omni

- General Dynamics, Raytheon, Cisco, EMC/Dell, UTC, Microsoft, IBM, Apple, Google
Role of Central Career Services
511 Goodell

- Daily Walk-ins
- Online Tools: FOCUS, “What Can I Do with this Major?”, Videos
- Emails with leads and events
- CareerConnect database
- Clearinghouse of resources and statistics
- Support student success across campus: academics/careers
- Alumni Advisor Network
- Like us on Facebook
- Follow us on Twitter
KEEP CALM AND SEE YOUR ADVISOR