

Higher Ed's Perfect Storm



As today's college, career school, and university students contemplate their upcoming graduation, they do so with a higher level of trepidation than ever before in America's history, because of the following factors:

- Record unemployment levels for the college graduate age group of 20-29 will not end soon (DOL),
- Student debt continues to rise sharply with repayment required following graduation, and
- Rapidly evolving career search technology continues to rewrite the way people find jobs.

On the institutional side, higher education similarly faces unprecedented levels of pressure as a result of the following factors:

- Federal *Gainful Employment* regulations now require each higher ed institution to report its job placement statistics, with low results potentially imperiling Title IV funding;
- Operating costs and competition for students continue to rise; and
- Increasing levels of tuition subsidies are required to attract students.

What Students Want

Studies by The College Board, NACE (National Association of Colleges and Employers), and others indicate that an institution's career placement results are a critical selection factor for students when determining their choice of school. Both students and parents ranked it in the top five considerations when selecting a school.

University studies in over the past few years by Boyer Management Group indicated that almost 95% of more than five hundred college students surveyed wanted their schools to provide career search education as part of its required curriculum to graduate (please contact us for study results).

Moreover, today's graduating college students belong to Generation Y (born mid-1980's to 1990's), and have decidedly different views about their place in the workforce. Gen Y grads want their first job to be both meaningful and in their field of interest or study, unlike previous generations who sought employment following graduation in order to gain work experience.

The average student is exposed to less than eight hours of career search education, so the burden of assisting students often falls to the school's Career Services function or a grad's self-directed education via the Internet.

Not Your Dad's Job Search

Most of us remember the days of creating a resume and cover letter and mailing them out to prospective employers. We'd each purchase our "interview suit" and have perhaps eight to twelve interviews before we'd land our first job. That was then...and this is now.

Today's strategies and tactics for conducting a successful career search have changed and are continuing to change as a result of technology and a global labor pool. It is not uncommon for a job search to take a year or more. Many of the books and articles about career search published in the last three years are out of date within a few months of publication. While many of the career search principles have remained constant, the way they are applied as a result of electronic search evolve daily.

The goal for today's grads is to obtain full time employment in their field of interest without spending a year and a hundred interviews to get it.





From Classroom to CareerSM

Developed for a leading university system in the Southeastern US as an accredited part of its curriculum, *From Classroom to CareerSM* is a modular multimedia program designed to prepare students to successfully conduct a career search utilizing current and emerging career search technology and strategies. Ideal for:

- 2 & 4-year colleges & universities,
- Career schools,
- Alumni outreach, and
- Adult education programs.

From Classroom to CareerSM offers these unique benefits:

- Incorporates a pre- and post-course assessment;
- Includes an online textbook that is updated annually;
- Multimedia design using video, PowerPoint, and online resources;
- Midterm and final exams;
- Flexible to fit programs from 15 to 50 instructional hours;
- Modular curriculum that lends itself to customization for your specific needs; and
- Instructor training and certification is available;

Choose the Learning Modules to Fit Your Needs

Sixty learning modules are included in seven topical units, including:

1. **Personal Career Preparedness** – career search timeline; volunteer experience; etiquette, professionalism, and attire; image; personal brand; GEPASM assessment.
2. **Career Research** – potential employment fields, employers and opportunities; internships, career fairs, on-campus interviews; experience; career services.
3. **Career Search Preparation** – online profiles; paper and electronic resumes and cover letters; career search database; job applications; references; portfolios.
4. **Interview Preparation** – pre-interview research; what to bring; one minute intro; essential soft skills; unlawful questions; ESR strategy to ace behavioral interviews.
5. **Effective Interviewing** – arrival; opening; building rapport; listening; body language; documentation; questioning strategy; closing the interview; telephone interviews.
6. **Interview Follow-Up** – thank yous, managing follow-up strategy; network building; negotiating offers, letters of decline, letters of acceptance; handling rejection.
7. **Workplace Effectiveness** – how employers evaluate employees; ethics, legality and corporate social responsibility; problem solving; goals; career stoppers and stallers.



A better solution is just a phone call or email away! If you're ready to implement a truly effective curriculum to teach career search effectiveness, please email us today at hank@boyermanagement.com or call us at **215-942-0982**.

Visit us at www.boyermanagement.com or call 215-942-0982



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