Career Services Task Force

Findings and Recommendations - March 2006

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Task Force Goals

- Evaluate Langone Student Career Service Needs
  - Define Customer Types
  - Determine Customer Needs
- Evaluate Existing Offerings
- Develop Recommendations
- Partner With Administration
Highlights

- Up-Front, Clear Communication to Students
- Clear Career Development Roadmap
- Increased PTLF Responsibility
- Mandatory Student Commitment to the Process
- Combined Student and Administration Task Force
- Expanding the Employment Opportunities Pie
Agenda

- Student Concerns
- Implications for Stern
- Analysis of Student Types
- Suggested Solutions
- Implementation
- Conclusion
Student Concerns
Summary of Student Concerns

- Significant Percentage of Student Population are Career Changers
- Suspension of On-Campus Recruiting
- More Support Needed in Career Change Process
- Confusion in How To Take Advantage of CCWP
- Shortage of Resources in CCWP
First Student Survey (Sept 2005)

- Surveyed 1800 Langone students, of which 544 responded
- 90% of students surveyed feel that Langone students should get the same career service as the full-time MBAs
- 83% of students surveyed are interested in entry-level MBA positions
- 80% of students surveyed want to change careers
- 49% of students surveyed are unsatisfied with the current career service
- 45% of students surveyed are interested in obtaining an internship or part-time positions to help change careers
Second Student Survey (Sept 2005)

- Surveyed 1800 Langone students, of which 275 responded
- 65% of students surveyed do not fully know what CCWP offers
- 54% of students surveyed have not visited CCWP
- 28% of students surveyed said that they would not have chosen Stern if they knew on-campus recruiting were excluded for Langone students
- 27% of students surveyed are willing to spend the time to prepare themselves for a career change
Third Student Survey (March 2006)

- Surveyed incoming Spring 2006 class, of which 55 responded
- 30% of students are self-sponsored
- 78% of students are considering a career change
- 87% of students are willing to put in extra hours in a volunteer position if it would help them break into a new industry
- 21% of students would not choose Stern if they were aware that was no on-campus recruiting for part-time students.
Implications for Stern
Implications for Stern

- Student Morale
- Alumni Connectivity
- Competitive Trends
Analysis of Student Types
Who are They?

Student Type 1
(Wants a career change but not sure what they want to do.)

Student Type 2
(Wants a career change and knows exactly what they want to do.)

Student Type 3
(Will stay in current industry but wants to use MBA career resources.)

Student Type 4
(Not interested in career services)
What Do They Need?

**Student Type 1**
(Wants a career change but not sure what they want to do.)

**Student Type 2**
(Wants a career change and knows what they want to do.)

**Student Type 3**
(Will stay in current industry but wants to use MBA career resources.)

**Student Type 4**
(Not interested in Career Services.)

**Discovery, Information and Guidance**

- Counseling
- Industry Research Materials
- Career Seminars
- Industry Contacts
- Mentoring
- A Reality Check
- A Roadmap
What Do They Need?

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(Wants a career change but not sure what they want to do.)

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(Wants a career change and knows what they want to do.)

Student Type 3
(Will stay in current industry but wants to use MBA career resources.)

Student Type 4
(Not interested in Career Services.)

Needs Assessment
Gap Analysis

Networking
SWAP
Stern Events
Industry Conferences
Clubs
Professors
Informational Interviews

Remedies
Bridge Jobs
Mentoring
Volunteer Work
Change Current Job
Counseling

Recruiting
Resume Prep
Interview Prep
Company Research
Peer Groups
Job Listings
On-Campus Recruiting
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On-Campus Recruiting

Uses services developed for types 1 and 2
Suggested Solutions
Roadmap

- Guides Students through Career Services from Pre-term through Graduation
- Interactive Version Online
- Maps the process to CCWP Offerings
SHOCC

- **Goals:**
  - Raise awareness of career switching process early on
  - Communicate Difficulty of Career Change ASAP
  - Clarify the fact that many students decide to switch careers throughout their studies though not initially

- **Process**
  - Present real numbers of students who originally were not thinking of switching but did end up switching
  - Explain the steps and difficulties of the process
  - Explain the steps and define the timeline so students have a reference point
Sample Roadmap

Phase One ➔ Phase Two ➔ Phase Three
Sample Roadmap

Phase One (Student Type 1)

1. Sign up for Road Map (Week 1)
2. Personal Interview with Counselor - 1 (Weeks 2-4)
3. Careers Panel (Weeks 4-7)
4. Detailed Industry Panels. (Weeks 7-10)
5. Student Leader Communications (Weeks 5-10)
6. Personal Interview with Counselor - 2 (Weeks 10-12)

OUTPUT ➔ Student Type 2
Sample Roadmap

Phase Two (Student Type 2)

GAP Analysis

Deficiency Resolution
- Network
- Bridge Jobs
- Volunteer
- Work with Mentors
- Competitions
- Informational Interviews
- Research
- Industries/Companies

Phase One

Phase Three
Sample Roadmap

Phase Three (Student Type 2)

Recruiting Season Prep (3 Months)
- Interview Workshops
- Resume Reviews
- Peer Groups

Recruiting Season (Final Year)
- On-campus recruiting
- Company Presentations
- Task Force expects 10% participation, based on U. of Chicago experience.
Qualifications for On-Campus Recruiting

- Employer Sponsorship Restrictions
- Eligible Within 12 Months of Graduation
- Successfully Completed Skills Workshop Series ala Kellogg
- Must Have Demonstrated Ability in Mock Interviews
- Must Attend Company Presentations
- Resume Must Be Approved By CCWP
- Must Agree to Mentor Other Students During the Next Cycle

*Task Force expects 10% participation, based on U. of Chicago*
Implementation
Implementation Responsibilities

- Stern/CCWP
- PTLF
- Students
Joint Task Force

- Student/CCWP Members
- Partner on Delivering Effective Services
- Brings Student Body Closer to Administration
- Ensures Student Body Buy-in on Programs
- Ensures Student Body Voice is Considered
- Operates Under Oversight of PTLF Career Services Chair
Conclusion
Metrics

- Track Placement Statistics
- Conduct Annual Surveys to Assess Student Satisfaction with Career-Services Offerings
- Conduct Entrance/Exit Surveys:
  - Determine expectations of incoming students
  - Determine whether students felt those expectations were met by Stern
- Joint Task Force Reports Twice Yearly
Next Steps

- Reconvene: Mid-April
  - Administration Response
  - Joint Task Force Members Chosen
  - Career Services Task Force Report to Student Body
- Joint Task Force Requirements: Early-May
- Implementation Begins: Mid-May
- Solutions in Place for Fall 2006 Semester