

Career Development at William & Mary

Engaging Students
for
Career Readiness



WILLIAM & MARY

CHARTERED 1693

From the beginning!



Figure 1: Evolution of Career Services in Higher Education (Dey & Cruzvergara, 2014)

Career Readiness: The Big Picture

Develop clear and informed career decisions

Develop Sought After Skills & Qualities for the Next Step



Connect W&M Education with Career Options

Action Plan & Documentation

Career Services
Collaborative

Career Development
Committee of Students

Executive
Partners

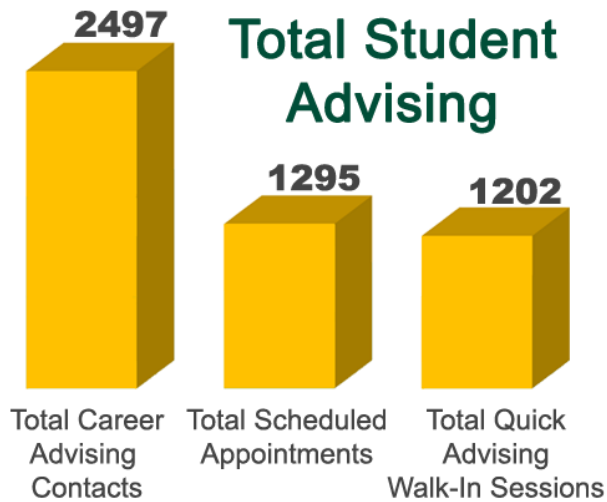
One WILLIAM & MARY

Tribe
Partners

Career Development
Committee of Faculty

Parent and Family
Council

Collaboration Across
the Curriculum



200 programs, fairs, workshops & information sessions in 2014-15

Students attending information sessions: **1298**

7,261 students served

3,695
Job Postings in TribeCareers

“Student-Centered”

1,557
On-Campus Interviews

109
of Employers Interviewing on Campus

1,456
of Unique Employers in TribeCareers

206
On-Campus Recruiting Job Postings

7,767
Internship Postings in TribeCareers

Employer
Advisory
Board

Parent
& Family
Council

HIRE THE *Tribe*

Employer Development

Career Committee

Employer
Development
Team

Internship
Program

Shadowing
Opportunities



Experiential
Education

Informational
Interviewing

Externship
Program

First Destination Survey

2014 GRADUATED SENIOR SURVEY REPORT

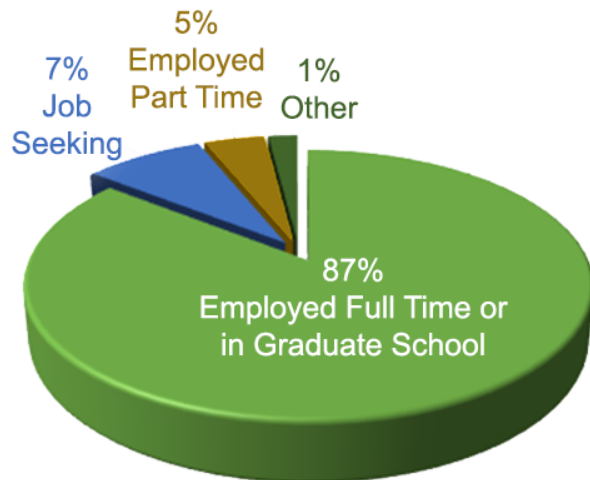
TOTAL SURVEYED:

1648

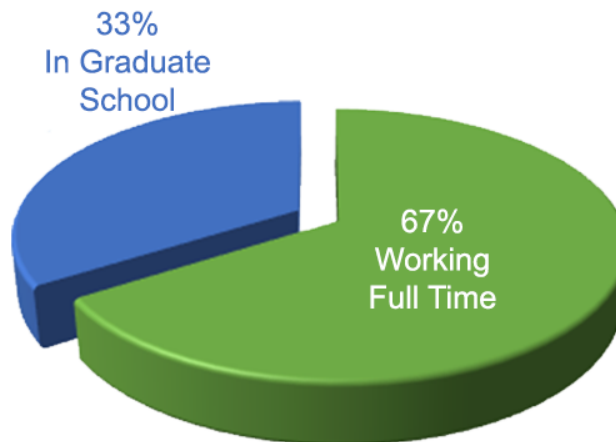
TOTAL RESPONDING TO THE SURVEY:

1173 (71%)

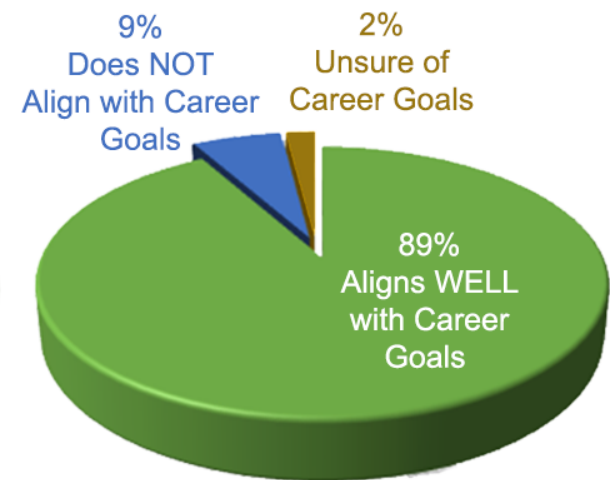
**Employment Status
(6 months after Graduation)**



**Of Graduates Employed
Full Time or in
Graduate School**



**First Job Alignment
with Career Goals**



Salary Data



SALARY INFORMATION

SURVEY RESPONDENTS
WENT INTO
**90 DIFFERENT
FUNCTIONAL AREAS**

SURVEY RESPONDENTS
WENT INTO
**59 DIFFERENT
INDUSTRIES**

MOST REPRESENTED FUNCTIONAL AREAS

	AVG. SALARY
Analyst, Financial: 50	\$62,500
K-12 School Teacher: 36	\$36,246
Sales Manager, Representative: 35	\$41,840
Accounting and Auditing: 33	\$57,000
Analyst, Data or Intelligence: 33	\$52,717
Program Assistant, Admin. Support: 30	\$26,507
Consultant, Corporate: 28	\$60,475
Consultant, Federal or NonProfit: 27	\$57,152
Medical and Health Services Manager: 23	\$33,244
Analyst, Marketing: 20	\$46,162

Career Readiness Punch Card



CAREER READINESS *PUNCHCARD*

MEET WITH A CAREER ADVISOR TO
LEARN MORE ABOUT ENGAGING
EXPERIENCES TO EXPLORE AND
DEVELOP YOUR CAREER

WALK-IN HOURS
MONDAY & THURSDAY 1PM - 4PM
TUESDAY & WEDNESDAY 3PM - 5PM
FRIDAY 9AM - 12PM

MYCAREER.WM.EDU
(757) 221 - 3231



WILLIAM & MARY
COHEN CAREER CENTER



MEET WITH AN ADVISOR 1

UPDATE TRIBE CAREERS PROFILE 2

EXPLORE & RESEARCH
WITH FOCUS2 3

RESUME/LINKEDIN PROFILE
REVIEWED 4

COMPLETE MOCK INTERVIEW 5

CONDUCT INFORMATIONAL
INTERVIEW 6

ATTEND A NETWORKING
EVENT/FAIR 7

ATTEND AN EMPLOYER
INFO SESSION/INDUSTRY
SYMPOSIUM 8

HAVE EXTRACURRICULARS
& INTERNSHIPS 9

ATTEND A WORKSHOP 10

Career Readiness



- A six-week program, meeting for an hour a week, offered every semester to freshmen and sophomores that is most beneficial to students looking for assistance determining or confirming career options.
- A series of self-assessments reflecting on interests, skills, values, and environment.
- Students learn a new way to gather information and research career options based on assessment results.
- At the end of the program, you will create a three-semester plan, setting goals for career-related experiences in the near future.

Career Readiness



WILLIAM & MARY

COHEN CAREER CENTER

Juniors and Seniors:

Apply to be a part of the first

Career Readiness Small Group



You'll learn about skills essential for
your future job search in a small,
supportive group setting.

Annual Events/Programs

Recruiting Events/Engagement Opportunities:

- Diversity Brunch
- Fall and Spring Career and Internship Fair
- Metro Link Interview Fair in D.C. (W&M, Yale, Swarthmore, UVA)
- Fall Recruiting Consortium Interview Fair in NYC (W&M, Swarthmore, Bard, Sarah Lawrence and Wesleyan)
- Meet the Firms Friday
- Graduate and Professional School Fair
- From DoG Street to Wall Street
- On-campus recruiting
- Employer Information Sessions
- Internship Opportunities (Tribe in Action!)
- Government and Non-Profit Expo (Georgetown)
- K-12 Education Interview Day

Career/Industry Trips:

- 16th Annual Wall Street Program
- Consulting Symposium
- Marketing Mix
- The “Arts & Sciences” of Business* (formerly Business Bootcamp)
- A Day in the Life: NYC and Chicago
- Capital Hill Trip
- Non-Profit Day

Career Seminars:

- MACE: My Active Career Engagement
- Making a Living Making a Difference Symposium
- Management Skills for Public Service Series
- Ferguson Seminar in Publishing (Bi-annual)

Career Programs/ Panels/Days:

- International Student Career Day
- Plus Program
- Reeves Center Study Abroad Career Panel
- Careers In Public Health
- Majors, Milk and Cookies
- Health Care Symposium
- Athlete Alumni Speed Networking
- MPP Networking Night
- Lunch with a Principal

Career Workshops:

- Wine, Dine, How to Act Fine Etiquette Dinner/Lunch
- Mix-n-Mingle: How to Work a Room
- DC Summer Institute Mock Interviews, Resume and Cover Letter Review
- Fall and Spring Workshops

Competitions/Hackathons/Simulations:

- Case Competitions: BRG, Grant Thornton, Deloitte,
- Hackathons: Google, Microsoft
- Simulations: CIA, FBI

Thank you!



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