BENEFITS OF CAREER PLANNING

CAREER PLANNING CAN:
1. Facilitate more appropriate goal setting
2. Improve academic decision making and course selection
3. Heighten commitment, and the probability of retention.

Source: John Gardner (1998-2003), Nationally known for his work in improving the college freshman experience and raising student retention rates

RESULTS OF CAREER PLANNING:
1. Increased motivation
2. Improved academic achievement
3. Increased retention resulting in less time to graduate
4. Attainment of a timely college degree influenced by your interests and major!


WHAT EMPLOYERS WANT:
1. Communication Skills:
   a. written and oral
2. Analytical Skills
3. Teamwork Skills
4. Technical Skills
5. Strong Work Ethic

Source: Job Outlook 2010, National Association of Colleges and Employers

TOP JOBS:
1. Business Majors:
   a. Financial/Treasury Analysis
   b. Sales
   c. Management Trainee (Entry-Level)
   d. Accounting (Private)
   e. Accounting (Public)
   f. Consulting
2. Liberal Arts Majors
   a. Teaching
   b. Sales
   c. Management Trainee (Entry-Level)
3. Social Science Major
   a. Teaching
   b. Social Work
   c. Management Trainee (Entry-Level)

Source: Summer 2012 Salary Survey, National Association of Colleges and Employers
**FOCUS**

FOCUS is an online research-based career assessment tool that is used by more than 1,500 career planning offices nationwide.

**What can FOCUS do for you?**

FOCUS will give you accurate information about your skills, values, goals, and personality.

**How Do You Start?**

Stop by the Career Planning office to get username and password, as well as a full explanation of the program!

**Focus 2 Can Help You:**

1. Select a major based on your interests and aspirations
2. Discover occupations matching your personal attributes
3. Map out your career plans, present and future
4. Make informed career decisions

**Career Myths:**

1. There is only one perfect job/career for you
2. Your major will guide you to your career
3. Your career choices are lifelong decisions
4. Liberal arts, humanities, and sciences are not marketable majors
5. Your career decisions should be based on the current job market

Source: FOCUS 2 Online Powerpoint