CAREER READINESS

Recent polls and surveys tell us that most students seek higher education not only for degree attainment, but for career preparation, success, and stability.
CAREER READY ECOSYSTEM

Student
- Course Work
- Experiential Learning

Employer
- Identifying key skills/abilities
- Key role in sourcing talent

Career Center
- Framework for addressing career goals & outcomes

Faculty/Staff

Parents & Supporters

Friends & Colleagues

Mentors
NACE CAREER COMPETENCIES

Career & Self Development
Communication
Critical Thinking
Equity & Inclusion
Leadership
Professionalism
Teamwork
Technology
IMPORTANCE VS. PROFICIENCY ON CAREER READINESS COMPETENCIES, BY PERCENT OF RESPONDENTS

CAREER COMPETENCY

PERCENT OF RESPONDENTS*

Communication
Teamwork
Critical Thinking
Professionalism
Equity & Inclusion
Technology
Career & Self-Development
Leadership

Importance Proficiency

55.2% 99.5%
78.1% 96.5%
66.1% 94.9%
50.0% 91.0%
70.8% 83.5%
74.9% 81.7%
47.1% 68.0%
36.8% 55.8%

*The percentages corresponding to “importance” represent, among all responding employers, the percentage that, on a five-point scale, indicated that the respective competency was either “very important” (4) or “extremely important” (5) for college graduates to have to enter their work force. The percentages corresponding to “proficiency” represent, among all responding employers, the percentage that, on a five-point scale, rated recent graduates either “very proficient” (4) or “extremely proficient” (5) in the respective competency.
**Figure 2:** Student and employer ratings of student proficiency in career readiness competencies, by percent of respondents

<table>
<thead>
<tr>
<th>Competency</th>
<th>New Graduates</th>
<th>Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>79.4%</td>
<td>55.2%</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>81.5%</td>
<td>66.1%</td>
</tr>
<tr>
<td>Teamwork</td>
<td>86.9%</td>
<td>78.1%</td>
</tr>
<tr>
<td>Career &amp; Self-Development</td>
<td>63.9%</td>
<td>47.1%</td>
</tr>
<tr>
<td>Professionalism</td>
<td>84.6%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Leadership</td>
<td>68.5%</td>
<td>36.8%</td>
</tr>
<tr>
<td>Technology</td>
<td>68.1%</td>
<td>81.7%</td>
</tr>
<tr>
<td>Equity &amp; Inclusion</td>
<td>81.0%</td>
<td>70.8%</td>
</tr>
</tbody>
</table>

*Source: National Association of Colleges and Employers. Data are from NACE’s 2023 Student Survey and Job Outlook 2024 Survey. These are the percentages of responding students and employers that, on a five-point scale, rated recent graduates either “very proficient” (4) or “extremely proficient” (5) in the respective competency.*
### What’s Important to Employers?

#### Influence of Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>2024 Average Influence Rating*</th>
<th>2023 Average Influence Rating*</th>
<th>2022 Average Influence Rating*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has completed an internship with your organization</td>
<td>4.4</td>
<td>4.5</td>
<td>4.4</td>
</tr>
<tr>
<td>Has internship experience in your industry</td>
<td>4.3</td>
<td>4.3</td>
<td>4.3</td>
</tr>
<tr>
<td>Major</td>
<td>3.9</td>
<td>3.7</td>
<td>3.8</td>
</tr>
<tr>
<td>Has general work experience</td>
<td>3.7</td>
<td>3.7</td>
<td>3.7</td>
</tr>
<tr>
<td>Has held leadership position</td>
<td>3.4</td>
<td>3.5</td>
<td>3.6</td>
</tr>
<tr>
<td>Has been involved in extracurricular activities (clubs, sports, student government, etc.)</td>
<td>3.2</td>
<td>3.3</td>
<td>3.5</td>
</tr>
<tr>
<td>Has no work experience</td>
<td>3.2</td>
<td>3.2</td>
<td>3.3</td>
</tr>
<tr>
<td>High GPA (3.0 or above)</td>
<td>3.0</td>
<td>2.9</td>
<td>3.1</td>
</tr>
<tr>
<td>Has done volunteer work</td>
<td>2.5</td>
<td>2.7</td>
<td>2.7</td>
</tr>
<tr>
<td>School attended</td>
<td>2.5</td>
<td>2.3</td>
<td>2.6</td>
</tr>
<tr>
<td>Is fluent in a foreign language</td>
<td>2.1</td>
<td>2.1</td>
<td>2.1</td>
</tr>
<tr>
<td>Has studied abroad</td>
<td>1.8</td>
<td>1.8</td>
<td>2.0</td>
</tr>
</tbody>
</table>

* 5-point scale, where 1 = No influence at all, 2 = Not much influence, 3 = Somewhat of an influence, 4 = Very much influence, and 5 = Extreme influence.
**FIGURE 8:**
PERCENTAGE OF COLLEGE RECRUITING CONDUCTED IN FALL VS. SPRING, 2017-2024

<table>
<thead>
<tr>
<th>Job Outlook Survey Year</th>
<th>Fall Full-time Hires</th>
<th>Spring Full-time Hires</th>
<th>Fall Intern Hires</th>
<th>Spring Intern Hires</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>63%</td>
<td>37%</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>2023</td>
<td>67%</td>
<td>33%</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>2022</td>
<td>66%</td>
<td>34%</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>2021</td>
<td>64%</td>
<td>36%</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>2020</td>
<td>68%</td>
<td>32%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>2019</td>
<td>71%</td>
<td>29%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>2018</td>
<td>70%</td>
<td>30%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>2017</td>
<td>72%</td>
<td>28%</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>

2024 Recruiting Cycle
STUDENT ENGAGEMENT

Year One
- Exploration
- Skill Building Experiences
- Relationship building

Year Two
- Continued Exploration
- Engage in experiential learning
- Internship attainment
- Relationship building

Year Three
- Career & Grad School Application Prep
- Attend Career Events
- Internship attainment
- Networking & Professional Development

Year Four
- FALL: Application Season
- SPRING: Job attainment
- Networking & follow-up
- Professional Development
IDENTIFYING OPPORTUNITIES

- Internships
- Student Engagement & Involvement Opportunities
- Study Abroad
- Student Employment
- Volunteer Opportunities
OUR SERVICES

- Career Coaching Appointments
- Drop-In Services
- Job and Internship Search
- On-Campus Employment
- Cougar Closet
- Career Events
  - Career Expo
  - Networking Events
LET’S STAY CONNECTED

- Customizable Emails
- Learn about upcoming events and resources
- Explore career pathways
- Engage with the Labor Market Insights tool

Pursuing a college degree is a commitment that we know you as parents and supporters do not take lightly.

The ASCC aids in both Academics and Career. We simplify the process and help create concrete plans to address the challenges that college students face.

From advising and academic success support to career exploration and helping to impress employers, we are eager to engage with your students.

Some key stand outs for success to immediately be able to communicate with your students:

- Don’t wait to ask for assistance!

  Early support is impactful whether it’s tutoring, time management, or study strategies, the sooner the conversation happens the better!

Career starts today!

The college degree remains a bedrock that employers desire and provides many opportunities.
QUESTIONS?
HOW CAN WE HELP?