Beyond Traditional Career Activities in FYS: Engaging Students in Networking

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Agenda

Why Networking Matters

Strategies and Activities
Are Students Engaged in Career Exploration?

Not much, they take a “serial” approach to academics and careers, placing greater importance on assignments and current work

Greenbank and Hepworth (2008)

Current Practices

Career is one of least emphasized topics in FYS

- 29.3% of two-year colleges
- 13.1% of four-year colleges

Academic planning or major exploration

- 21.2% identified this as an objective

Young & Hopp (2014); Young & Skidmore (2017)
Traditional Career Activities in FYS

Self-Assessment

Career Information

Career Exploration Process: Parson and Holland

Self-assessment
Values/passion, Skills/abilities, and Interests

Information about careers
Websites, Informational interviews

Choose a Career
Match Self-assessment with Career Information
Exploring Interests is Not Enough

Behrens & Nauta (2013)

SDS group:
• Identified more career alternatives

But, NO differences on:
• Career exploration
• Decision making self-efficacy
• Career indecision
• Seeking career counseling
Activity: Turn and Talk - Career Decisions

How did you decide on your career?

Relationships and Career Decisions

- Parents, 34
- Friends, 19
- Significant Others, 13
- Teachers or Counselors, 11
- Other Relatives, 11
- Others, 12

n = 58 young adults

Phillips, Christopher-Sisk, & Gravino, (2001)
What about Networking?

85% of jobs are filled by networking (Adler, 2016)

Defining Networking

What You Know
Who You Know
Who Knows You

Mutually beneficial relationships

Harrington (2019)

(Addams, Woodbury, and Addams, 2010)
Start Early: Relationships and Skills Take Time to Develop

Krumboltz: Happenstance
Re-thinking Self-Assessment

Assessments?  →  Actions!

Self-Assessment and Co-curricular and Experiential Learning Opportunities

- Internships/Cooperative Education
- Job shadow
- On-campus and off-campus jobs
- Leadership activities & opportunities

- Clubs
- Sports
- Service Learning
- Volunteering
Reflecting on Actions

What did you enjoy the most about this activity?
What did you enjoy the least?
Was the work/activity meaningful to you?
When you have a great experience/day, what made it great?
When you have a bad experience/day, what made it bad?

Recognizing Skills and abilities

Leadership
Problem-solving
Teamwork
thinking
Communication
Professionalism
Critical
Relationships
Exploring Transferable Skills: Top 10 Skills Employers Want Matching Exercise

Here are the 10 skills employers say they seek, in order of importance:

1. Ability to work in a team
2. Ability to make decisions and solve problems
3. Ability to plan, organize and prioritize work
4. Ability to communicate verbally with people inside and outside an organization
5. Ability to obtain and process information
6. Ability to analyze quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programs
9. Ability to create and/or edit written reports
10. Ability to sell and influence others

Importance of Growth Mindset (Dweck)
Abilities

The Power of **YET**

-Carol Dweck

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Elevator Speech

- Keep it simple and short
- Focus on one or two key accomplishments
- Be creative and use your imagination
- Know your audience

The SNAAP Approach
Elevator Speech

**Introduce Yourself**
- Name, Smile, Handshake

**Hook**
- Interesting fact or very brief story

**Accomplishment**
- Example action you took that resulted in successful outcome

**Ask**
- Information about internship fair, follow up conversation

Power of Vulnerability

“Vulnerability is about showing up and being seen. It’s tough to do that when we’re terrified about what people might see or think.”

- Brene Brown

- Knowing and sharing interests, values, and goals
- True vulnerability versus *using* vulnerability
- Vulnerability versus oversharing
Activity: Mock Career Fair

**Employers:** You are seeking qualified candidates for an internship or part time position in your company.

**Students:** You are seeking an internship or part time position to gain more experience. This is your first time at a career fair.

CA = Cashier  H = Host or Hostess
CH = Childcare  P = Pizza Delivery Person
V = Volunteer  CP = Club President

Activity: Turn and Talk - Career Information

- What is one piece of information you wish you knew about your career field before starting it?
- Where could you have found this information?
**Informational Interviews**

Sample Informational Interview Questions:
- What are the job tasks?
- What is a typical day like?
- What is your favorite part of this position?
- What is the most challenging part of this position?
- What was your career journey? How did you get to this position?
- What advice do you have for someone who wants to enter this field?

**Activity Time: 6 Degrees**

Let’s assume you want to do an informational interview with ______
1. Does anyone at your table know a ______?
2. Does anyone at your table know someone who might know a ______?
3. If not, how can you find a ________?
PROFESSION: meteorologist

- Donna: Friend at News 12
- Aparna: Friend at local paper
- Bob: Former co-worker at NBC
- Carl: Neighbor at magazine

Online Networking: LinkedIn
Social Media Audit Exercise

- Remove overshares
- Know your audience
- Build a brand

Maintaining Relationships: Power of Thank You

thank you!
Networking Action Plan

Identify two actions you will take to maintain a connection you made in today’s workshop.

Please remember to submit your evaluation on Guidebook!

Slides available at www.scholarlyteaching.org

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