

# THE (OFTEN BUMPY) COLLEGE-TO-CAREER ROADMAP

Barnes & Noble College's recent study, "The College Student Mindset for Career Preparation & Success," found that students today are falling behind on the college-to-career roadmap – and ultimately failing to meet the expectations of today's employers. Here's a breakdown of where students **EXCEL** – and where they need to **ACCELERATE**.



## Students are focused, decisive and ambitious when it comes to their future career

**93%**

Almost all students (more than 93% of each group) have identified the field of their desired career, including freshman.



But they need to gain early experience within their field of interest to determine if it's truly a skill and strength fit.

**60%**

60% of each group expects to be promoted in two years or less...



But are they considering fields that offer the training and leadership opportunities they'd want and need, such as the Retail industry?



## They are traveling in the right direction...



**81%**

of juniors/seniors have created their resume



**52%**

of juniors/seniors have researched employers



**52%**

of juniors/seniors have spoken with professors about potential pathways



## ...and making some wrong turns as well.



Only **37%** of juniors/seniors have participated in an internship.

**44%** of juniors/seniors have not applied to any internships.



Only **8%** of juniors/seniors consider themselves actively job searching.

More than half (**52%**) of juniors/seniors haven't even begun casually job searching.



Only **35%** of juniors/seniors are using the Career Center to research career options.

Only **26%** of juniors/seniors have worked with a Career Center advisor in preparing for their job search.



Only **28%** of juniors/seniors have used alumni to research career options.

Less than half (**45%**) of juniors/seniors have sought advice from alumni in their field of interest.



## They want to make an impact...



*"My goal in life is to help people as directly as possible."*  
- Freshman majoring in social services

## Giving and performance go hand-in-hand



Profits increased for **59%** of companies that gave 10% or more since 2010.

(Source: CECP & The Conference Board, Giving in Numbers: 2014 Edition)

**92%** rated personal fulfillment as the top indicator of success – far above public recognition, a desired title and meeting financial goals.



### Employers, take note:

Students want to have a direct impact on the company they work for, and help bring its mission to the community.

## They know what skills they need for career success...

Clear communication and critical thinking were ranked most important by all groups.



## ...but they lack confidence in them.



Critical thinking was not often listed as a greatest strength



Clear communication was designated as "needs improvement" by many students

**60%** of students are concerned with "Having the necessary skills to perform my job well"



## By graduation, it's too late!

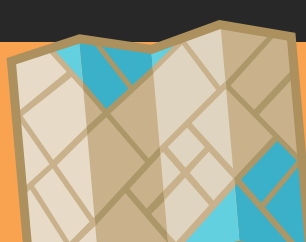
Many employers feel recent grads don't have the experience or skills necessary to make them ready for the job, forcing them to:



Spend additional funds on onboarding



Pass over recent grads entirely as potential new hires



## It's time for everyone to rethink the traditional career roadmap!



Students need to start the career process **EARLIER** and focus on these areas from day one:



Personal Branding



Experiences



Relationships



Skills



Students



Colleges



Employers



Parents



Faculty



Alumni

## We ALL have a responsibility in this!

Through collaborative, strategic partnerships, we can work together to ensure college-to-career success for students.

To download Barnes & Noble College's overall report, go to [bncollege.com/news](http://bncollege.com/news).

In May 2014, Barnes & Noble College partnered with Why Millennials Matter to complete a custom survey of 3,137 U.S. college freshmen, juniors and seniors, each working toward a 2-year or 4-year degree.

