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.

THE (OFTEN BUMPY) COLLEGE-TO-CAREER ROADMAP

Students are focused, decisive and ambitious when it comes to their future career. Almost all students (more than 93% of each group) have identified the field of their desired career, including freshman. 60% of each group expects to be promoted in two years or less...

They are traveling in the right direction...

52% of juniors/seniors have researched employers...
52% of juniors/seniors have spoken with professors about potential pathways...
81% of juniors/seniors have created their resume...

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

They want to make an impact...

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

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)

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

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

96% 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

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

We ALL have a responsibility!

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.