

PRIORITIZING CAREER PREP: ALL TALK. NO ACTION?

College is the most significant investment of a student's life – but they don't always get what they want most.

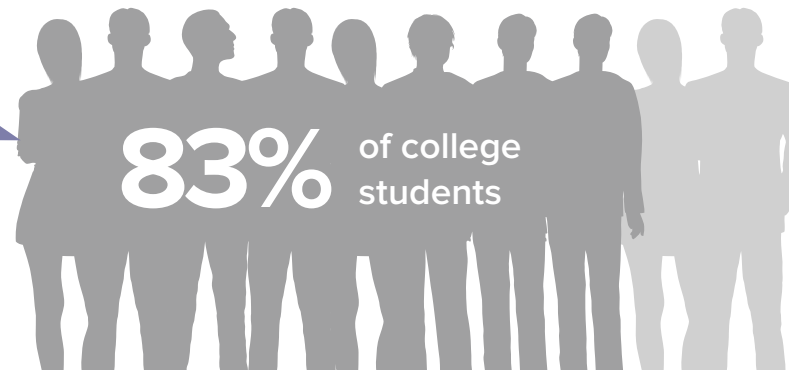
\$15,116

median annual cost of attending college after financial aid (estimate)

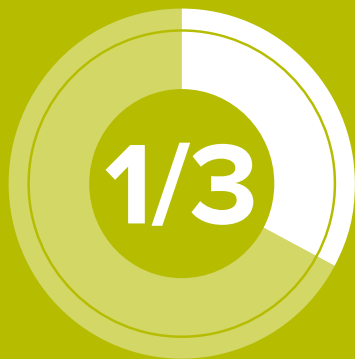


“ Acquisition of job-specific knowledge and skills is important. ”

#3 FACTOR IN SELECTING COLLEGE



83% of college students



But more than one-third **fail to connect** with their school's career center for help with:

- Career counseling
- Internships
- Interviewing skills

Students want career planning assistance, but they don't always seek it out – and schools can't always reach them through traditional communications channels. Finding creative ways to connect with students where they are, online and on campus, will help boost participation for career services.

