

# Connecting to the Workforce

## Degrees (Skills) & Work

*October 19, 2022*



WILLIAM & MARY

CHARTERED 1693

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Chief Career Officer/Associate Vice  
President for Advancement

Office of Career Development &  
Professional Engagement

# Webinar Prompts

- Purpose First: to rethink how we support students making informed decisions regarding their choices in majors and careers
- Share practical applications to actively engage with employers

# Learning Objectives

By the end of this webinar, participants will understand how to:

- Actively engage with employers to help identify desired competencies in jobs and careers;
- Help connect programs of study with careers; and
- Develop opportunities for experiential learning activities

# Background



- Student Affairs
- Enrollment Management
- Provost
- Advancement

# William & Mary



- 2<sup>nd</sup> oldest institution of higher education in the country, 1693 (330 years young)
- 54 undergraduate majors and 62 minors
- More than 30 graduate and professional degree programs



# #1

BEST PUBLIC SCHOOL

Internships

# #1

BEST PUBLIC SCHOOL

Making an  
Impact

*Princeton Review Best Value Colleges*

# Industry Model

Business Careers

Career  
Engagement

Education &  
Public Service  
Careers

Experiential  
Learning

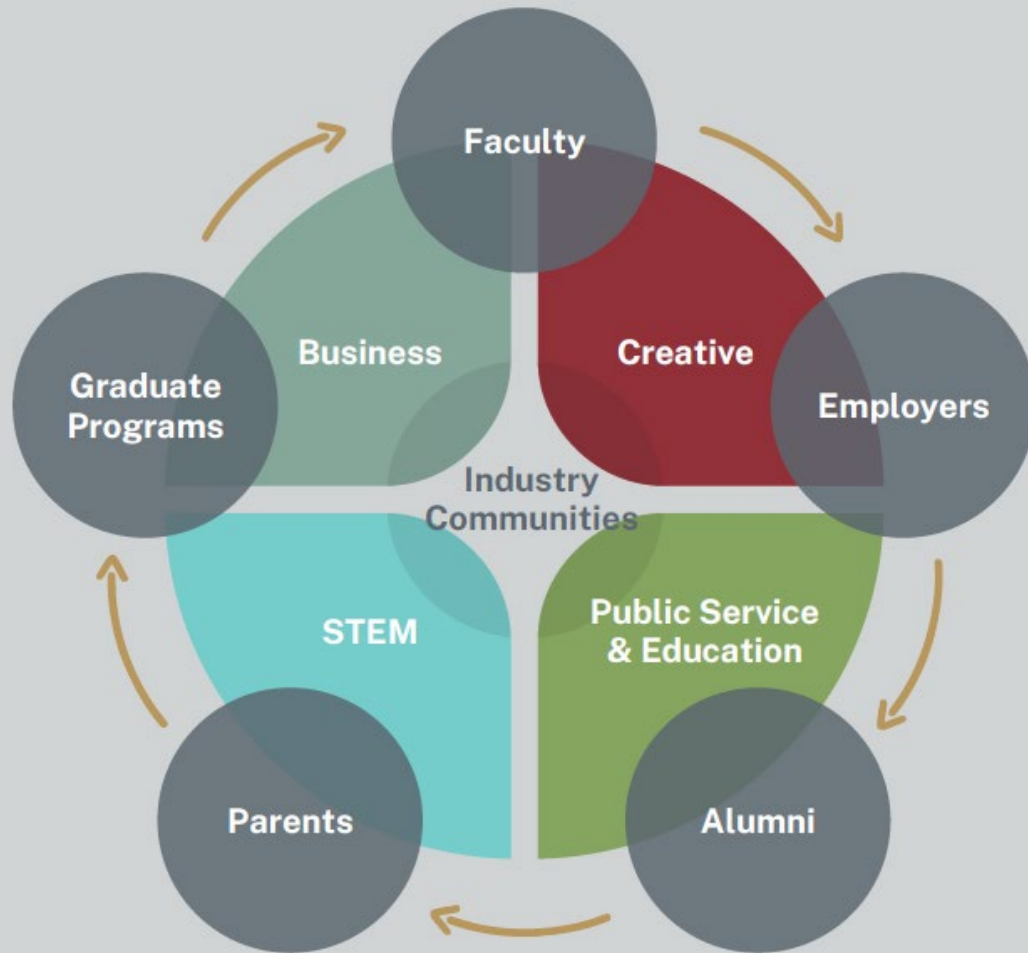


STEAM:  
STEM Careers  
Creative  
Careers



**WILLIAM & MARY**  
**CAREER DEVELOPMENT &  
PROFESSIONAL ENGAGEMENT**







# About the “State” of Wisconsin!



Show  
what you  
know!

# Solving for X

## *Solve for X Exam*

Name \_\_\_\_\_ Date \_\_\_\_\_

Instructions: Solve for x. Circle your answer. Show your work.

1.)  $-3x - 8 = -14$

2.)  $4x - 6 = 14$

3.)  $-3 - 3x = -30$

4.)  $-5x + 5 = 5$

- People predict production...or do they?
- Orientation..solves everything...or does it?
- What is the secret sauce...does it exist?

# EMPLOYER ENGAGEMENT



# Career Competencies



**Career & Self Development:** Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.



**Communication:** Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.



**Critical Thinking:** Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.



**Equity & Inclusion:** Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in anti-racist practices that actively challenge the systems, structures, and policies of racism.



**Leadership:** Recognize and capitalize on personal and team strengths to achieve organizational goals.



**Professionalism:** Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.



**Teamwork:** Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.



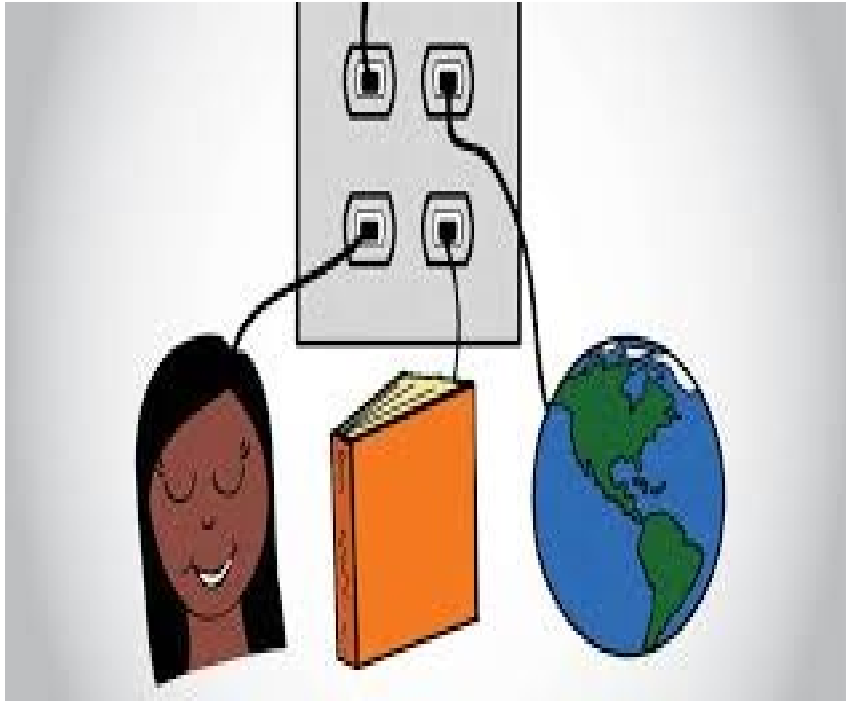
**Technology:** Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.

# About the “State” of Wisconsin!



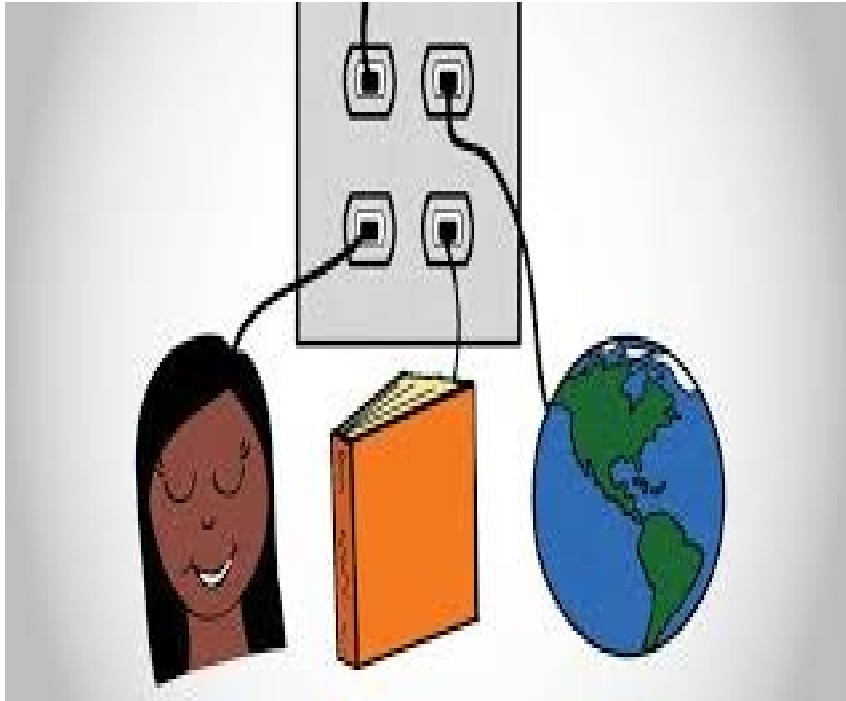
Show  
what you  
know!

# Making Connections..the how



- Employer Engagement
- Alumni Engagement
- Faculty Engagement
- Workforce Development
- Chamber of Commerce

# Making Connections..the how



## Employer Engagement

- Gap Analysis
- Cross Collaborations
- Industry Partnerships

# About the “State” of Wisconsin!



Show  
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know!



# Next Destination

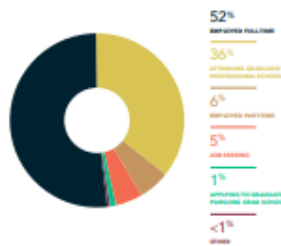
## CLASS OF 2021 UNDERGRADUATES

### NEXT DESTINATION REPORT

#### Hire The TRIBE

#### CLASS OF 2021 NEXT DESTINATION REPORT

Within 6 months of graduation, the career outcomes rate – employed or attending graduate/professional school – was 93%. Of those employed, 87% reported alignment with their career interests.



#### CAREER INTEREST ALIGNMENT



#### TOP GRADUATE & PROFESSIONAL SCHOOLS

36% of the undergraduate Class of 2021 matriculated to 140 distinct graduate/professional institutions. Those enrolling 4 or more members of the Class of 2021:

Arizona State University	Indiana University – Bloomington	University of California, Berkeley	University of Pennsylvania
Carroll University	University of Illinois at Urbana-Champaign	University of Wisconsin-Madison	University of Wisconsin-Madison
Case Western Reserve University	University of Michigan	University of Wisconsin-Madison	University of Wisconsin-Madison
Case Western Reserve University	University of Michigan	University of Wisconsin-Madison	University of Wisconsin-Madison
Case Western Reserve University	University of Michigan	University of Wisconsin-Madison	University of Wisconsin-Madison
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#### RANKINGS

#1 BEST COLLEGE FOR INNOVATION IN EDUCATION

#13 BEST COLLEGE FOR INNOVATION IN EDUCATION



#### NEXT DESTINATION GEOGRAPHIC DISTRIBUTION

Geographic locations for employment and graduate/professional school were derived from NDS respondents, the National Student Clearinghouse, and mixed data.



#### AVERAGE SALARIES



\* To learn more about salaries based on international field and geographic location, visit the Occupational Outlook Handbook published by the Bureau of Labor Statistics at <https://www.bls.gov/ooh/>

#### TOP EMPLOYERS

The undergraduate Class of 2021 reported 471 unique employers and 58 employers making multiple hires. Below are employers who hired 4 or more members of the Class of 2021:



[About Us](#)

[Students](#)

[Employers](#)

[Alumni](#)

[Faculty](#)

[Parents & Families](#)

[Reports](#)

[2019-2020](#)

[2018-2019](#)

[2017-2018](#)

[2016-2017](#)



## Reports

[NEXT DESTINATION REPORT 2021 \(PDF\)](#)

[BUSINESS OUTCOMES REPORT 2021 \(PDF\)](#)

[COHEN BY THE NUMBERS 2020-2021](#)

[VIEW THE 2020-2021 CAREER SUCCESS REPORT \(PDF\)](#)

[COHEN BY THE NUMBERS 2020-2021 \(PDF\)](#)

[NEXT DESTINATION REPORT 2020 \(PDF\)](#)

[BUSINESS OUTCOMES REPORT 2020 \(PDF\)](#)

[ARTS & SCIENCES OUTCOMES REPORT 2020 \(PDF\)](#)

[W&M Events Home](#) > [Cohen Career Center Events](#)

## COHEN CAREER CENTER EVENTS

This calendar is presented by [Cohen Career Center](#)

UPCOMING

VIEW:  

ICAL: 

AUGUST 2022						
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

[GO TO TODAY](#)



Fall 2022

### ON-CAMPUS STUDENT EMPLOYMENT FAIR

Thursday, September 1st, 9 am - 11 am  
2022 Fall On-Campus Student Employment Fair  
September 1

The Office of Career Development & Professional Engagement proudly presents  
Fall 2022

### MEET THE FIRMS

Friday, September 16th, 12pm - 4pm  
Miller Hall, Room 200 & Moore School of Business  
2022 Fall Meet the Firms  
September 16



The Office of Career Development & Professional Engagement proudly presents

### Fall 2022 CAREER & INTERNSHIP FAIR

Friday, September 23rd, 12pm - 4pm  
Sadler Center, Chesapeake ABC & Tidewater AB  
2022 Fall Career & Internship Fair  
September 23

The Office of Career Development & Professional Engagement proudly presents

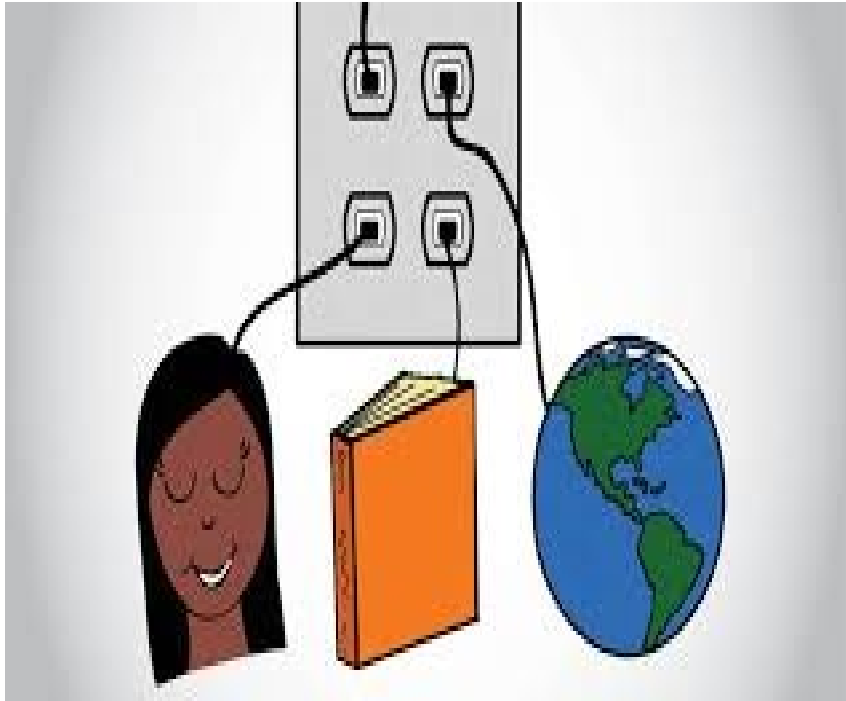
### Fall 2022 GRADUATE & PROFESSIONAL SCHOOL FAIR

Friday, September 30th, 12pm - 2pm  
Sadler Center, Chesapeake A  
2022 Fall Graduate & Professional School Fair  
September 30

#### RELATED CALENDARS

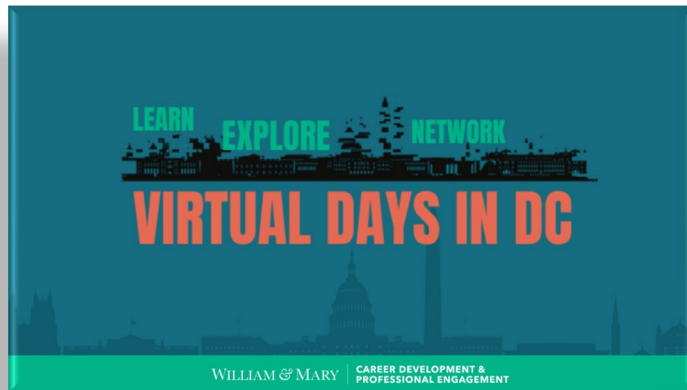
[Cohen Career Center Events](#)

# Making Connections..the how



Alumni Engagement  
Homecoming  
Coffee Talks  
Meet Ups  
Reunion Weekends  
Society of 1918  
Association of 1775

# Industry Series



## VIRTUAL WALL STREET PROGRAM

The W&M Wall Street Program is a virtual 3-day event which covers financial firms in NYC. The program includes career panels, opportunities to meet with industry leaders, and other networking opportunities. This virtual program will help you assess your interest and skills in the finance industry.

A limited number of W&M students will be selected for this program. ALL Majors are invited to apply.

Apply in TribeCareers today!



## CREATIVE INDUSTRIES IMMERSION

Three circular portraits of alumnae: Julia Sung '19 (Peacock), Katherine Matson '15 (National Geographic), and Zoe Johnson '15 (Showtime Networks).

### Entertainment & Media

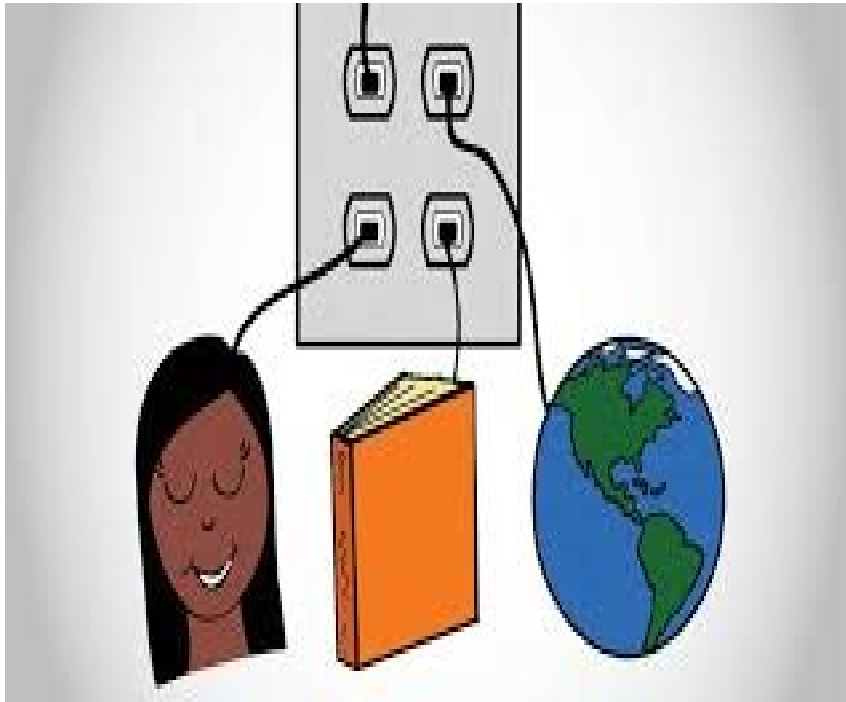
🕒 March 28, 2022 | 4:00 PM - 5:00 PM | Virtual Event

What does a career in entertainment & media actually look like? Hear from W&M alumnae directly as they share their career paths, skills and backgrounds, and advice about working in entertainment. Don't miss this chance to learn from and network with alums in the entertainment & media space!

RSVP and get the link to attend on TribeCareers

WILLIAM & MARY OFFICE OF CAREER DEVELOPMENT & PROFESSIONAL ENGAGEMENT

# Making Connections..the how



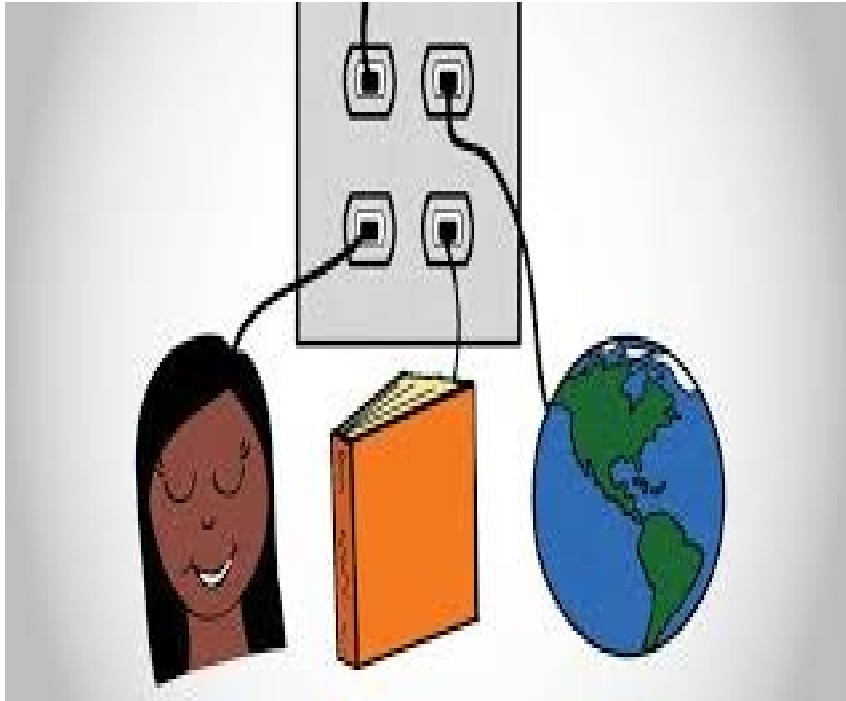
Faculty Engagement

Career Development  
Committee of Faculty

Class Guests

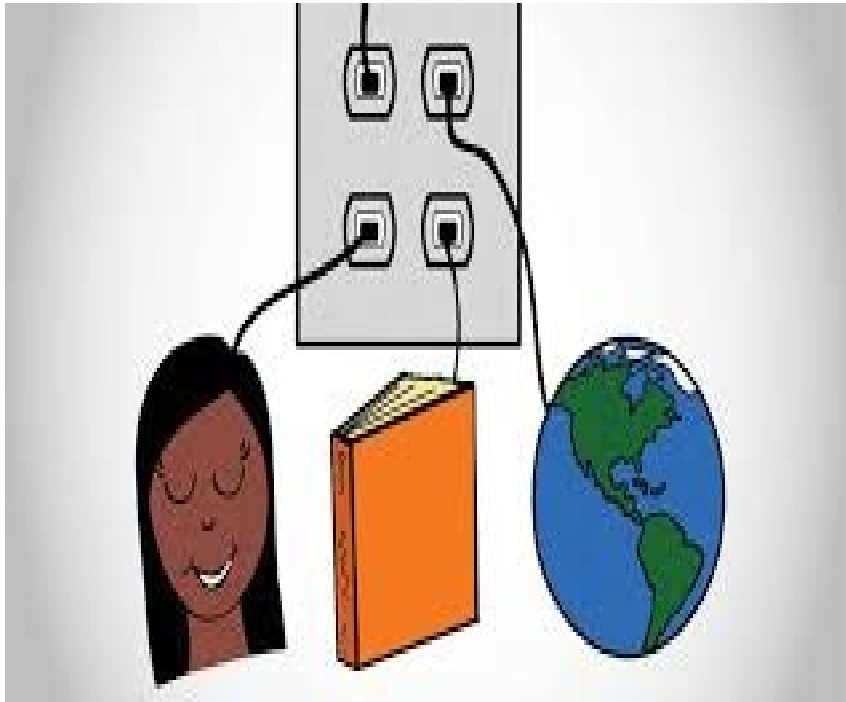
Research

# Making Connections..the how



Workforce Development  
The Virginia Talent +  
Opportunity  
Partnership (Virginia  
TOP)

# Making Connections..the how



Chamber of Commerce  
ChamberRVA  
Campus757  
Williamsburg Greater  
Chamber of Commerce  
Homecoming Tailgate



# About the “State” of Wisconsin!



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# Programs of study to careers



## Institution Specific

- College of Engineering
- Liberal Arts
- Law
- Medicine

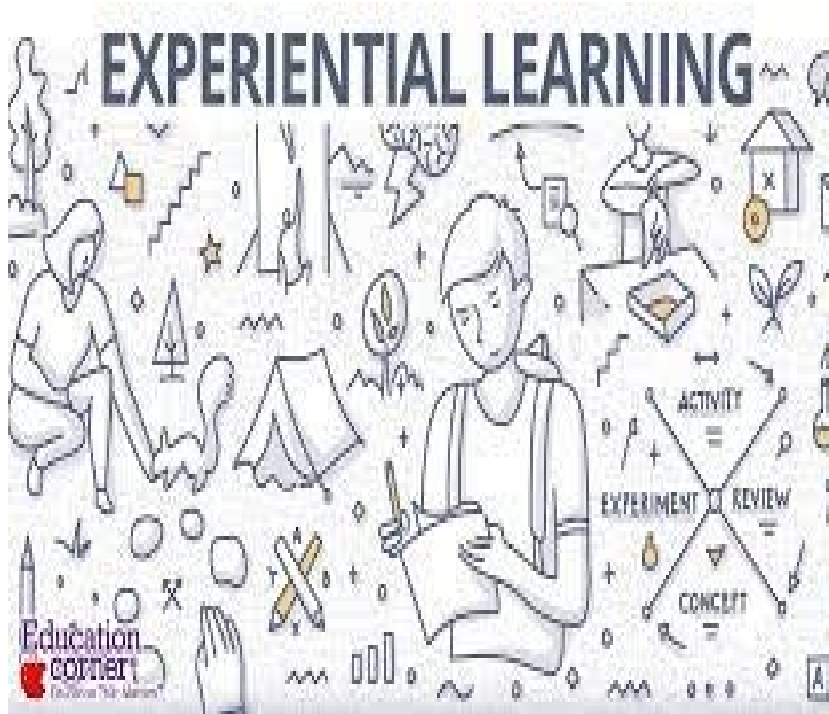
# LIBERAL ARTS & SCIENCES AND CAREERS



*Association  
of American  
Colleges and  
Universities*

**“93% of employers** agree that candidates’ demonstrated capacity to **think critically, communicate clearly, and solve complex problems** is more important than their undergraduate major.”

# Experiential Learning Opportunities



Work based learning

Internships

Externships

Research

Community Service

Study Abroad

Athletics

# Why experiential learning matters

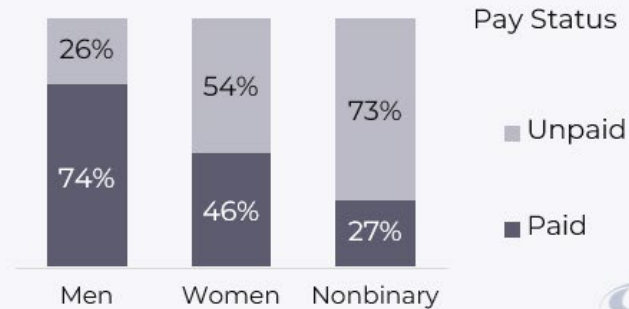
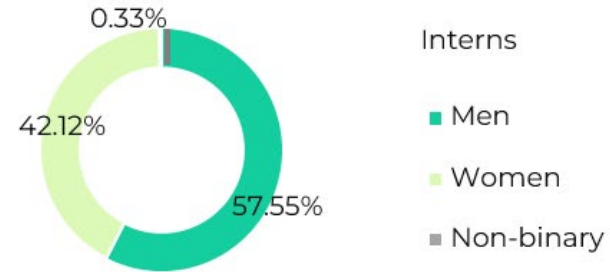


- NACE data
- Social Capital/Career Capital
- Equity

# What we know...

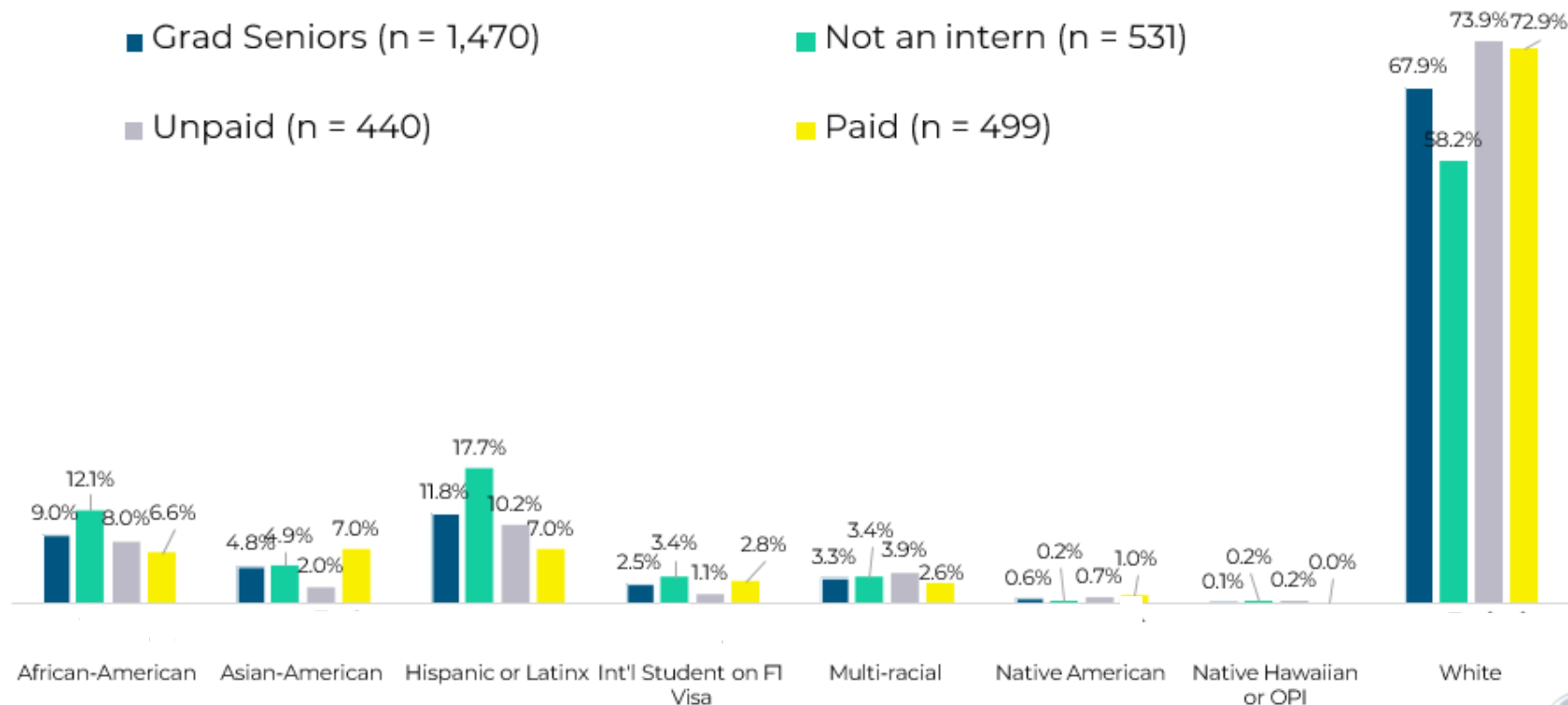


## 2021 Interns by Gender



# Disparities in Internships

## INTERNS: RACE & ETHNICITY



# Decision-Making By Candidate Attribute

ATTRIBUTE	2022 AVERAGE INFLUENCE RATING
HAS COMPLETED AN INTERNSHIP WITH YOUR ORGANIZATION	4.5
HAS INTERNSHIP EXPERIENCE IN YOUR INDUSTRY	4.3
MAJOR	3.8
HAS GENERAL WORK EXPERIENCE	3.7
HAS HELD LEADERSHIP POSITION	3.6
HAS BEEN INVOLVED IN EXTRACURRICULAR ACTIVITIES (CLUBS, SPORTS, STUDENT GOVERNMENT, ETC.)	3.5
HAS NO WORK EXPERIENCE	3.3
HIGH GPA (3.0 OR ABOVE)	3.1
HAS DONE VOLUNTEER WORK	2.7
SCHOOL ATTENDED	2.6
IS FLUENT IN A FOREIGN LANGUAGE	2.1
HAS STUDIED ABROAD	2.0
OTHER	3.0



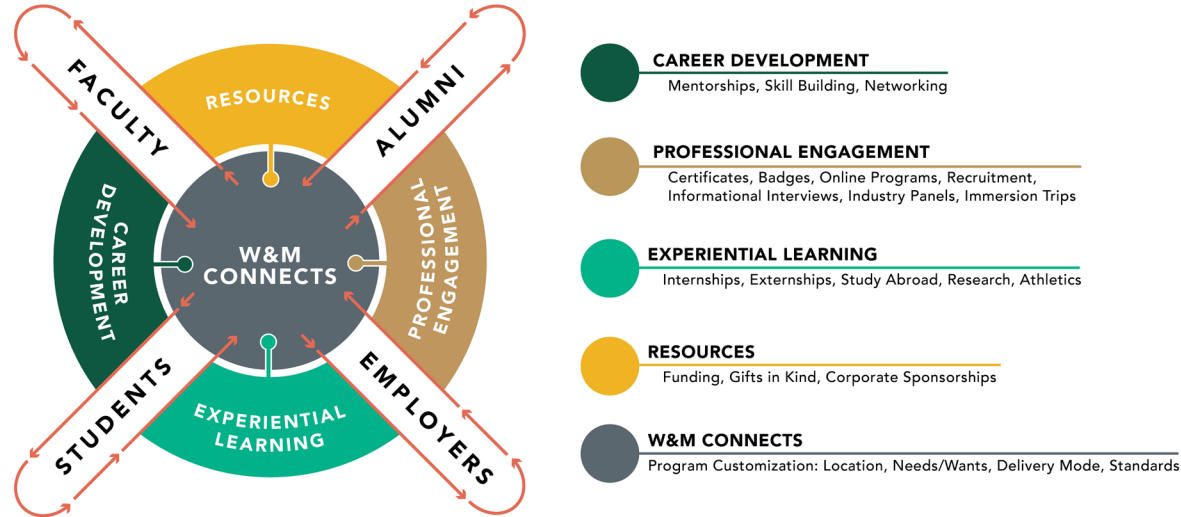
# Why it matters...



# W&M Way...

## W&M PLATFORM CONCEPT FOR LIFELONG CAREER ENGAGEMENT

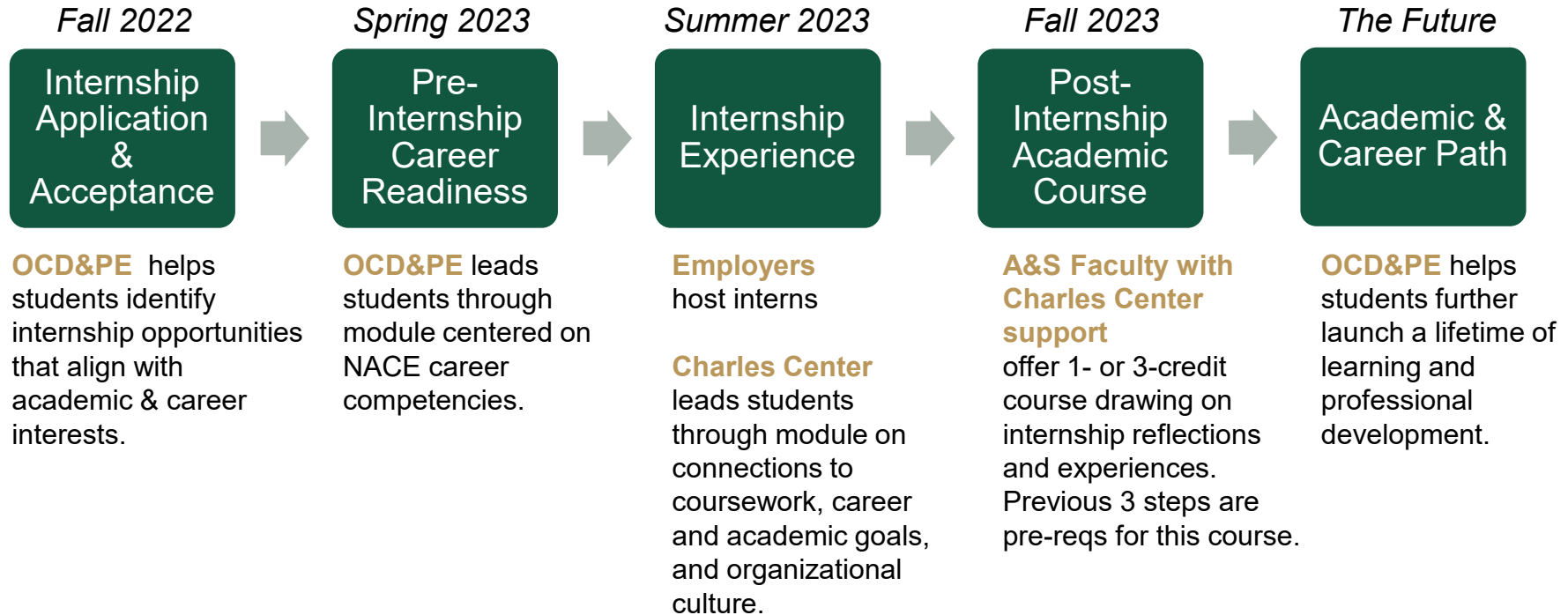
**VALUE PROPOSITION:** William & Mary will be known as the best university for lifelong career engagement



# Creating Opportunities

- Tied to a course
- Micro-internships with Parker Dewey
- Employers
- Alumni
- Parents (Parent & Family Council)

# INTR 298: Internship Course for Your Career



# W&M Alumni Magazine



## SHOW W&M STUDENTS THE POWER OF OUR COMMUNITY

**Internships open doors to career success.** Providing a funded internship or other applied learning experience for every undergraduate is a top priority in W&M's strategic plan, Vision 2026. **W&M alumni can help.**

### RECRUIT

Offer internships, externships,  
networking and jobs

### ENGAGE

Participate in informational interviews,  
career panels and meet ups

### SUPPORT

Give to the Career Center  
Internship Fund

Learn more at [wm.edu/employers](http://wm.edu/employers) and give today at [impact.wm.edu/internships](http://impact.wm.edu/internships).

# About the “State” of Wisconsin!



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# Our time together



- Partnerships are key
- One size does not fit all
- Use your data
- Institutional commitments matter

# Thank You!

