Building New Bridges: Academic Advising and Career Development
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What do we plan to address?

1. THE CURRENT HIGHER EDUCATION CLIMATE
2. THE JOB SEARCH AND CAREER OF TODAY
3. CRITICAL ROLE OF ACADEMIC ADVISING
4. EMERGING OPPORTUNITIES AND STRATEGIES
THE CURRENT CRISIS OF CONFIDENCE IN HIGHER EDUCATION

RISING COSTS

WEAKER VALUE PROPOSITION

GOVERNMENT OVERSIGHT

PUBLIC SCRUTINY
What is the impact of these circumstances?

1. Institutions are under enormous pressure to document and demonstrate the value proposition.

2. Career outcomes for graduates have become the major proxy measure for value.

3. Career Services are now thrust into the limelight and charged with delivering the desired institutional career-related outcomes.
What’s happening in Career Services?

NEW MODELS AND POSITIONING

FOCUS ON OUTCOMES

NEW PARTNERSHIPS

NEW SERVICES
Career Outcomes is Everyone’s Business

- Critical to effective recruitment and admissions
- First year experience and student satisfaction
- Retention
- Prestige
- Rankings
- ROI: Learning and career outcomes
• The job market is much stronger overall
• Technology and health care sectors remain major areas of growth
• Employers are all about the skills BUT academic preparation does matter!
• The “T-shaped” professional is in demand as are “GSPs”
• Applied experience has never been more vital
• Soft skills are just as important as they have always been
• Satisfaction is no guarantee of loyalty - 45% of content job seekers will move for a better job.
• No industry exempt from job-hopping - Millennials are TWICE as likely to leave a job as 30-somethings within 3 years.
• Jobs are a growth experience rather than an end game - money and growth opportunities are key.
• Work/life balance has become important to BOTH men and women.
• Thinking about the next job is increasingly front of mind.
A 24/7 activity with mobile applications and tools. Social media is an essential tool and strategy.

- 67% of job seekers use Facebook
- 45% use Twitter
- 40% use LinkedIn

- Instagram (31%) and Pinterest (25%) are gaining traction

- Men are more likely to use social media than women and the higher the income the more likely the social media use.
Academic advising and career development have a number of natural integration points in theory and increasingly in practice.

We are all working towards the same goals:

- Quality and value of the student collegiate experience
- Impact on academic choices, progress, and retention
- Academic and intellectual curiosity
- Student involvement and engagement
- Professional and personal decisions and life choices.
New Synergies and Opportunities

What shapes students’ professional and personal goals and decision-making?

- Classes
- Advising
- Encounters with faculty, employers, mentors
- Internships & Part-time jobs
- Peers and parents
- Extra-curricular involvement and service opportunities

Intersection between academics, advising and career
New Synergies and Opportunities

Students develop **transferable skills** through their academic programs, extracurricular experiences, and leadership roles...

- Problem solving
- Research & analytical skills
- Teamwork
- Communications
- Project management
- Foreign language
- Cultural competency
A collaborative approach to advising and career coaching optimizes student experiences and motivation...

• Students feel supported academically and professionally
• Students gain confidence and are empowered with practical knowledge
• Students understand connection between academics and future career goals
Effective Collaborations

1. Commitment to a common purpose and goal
2. Plan, execute and assess
3. Alignment with institutional mission and culture
4. Academic unit buy-in
5. “Student First” - set the “turf” and “credit” concerns aside
New Synergies and Opportunities

Selected Best Practices

• Co-training and information sharing
• Joint programming
• Joint planning and goal setting
• Co-located services
• Distributed Services approach
• Student Success model
1. Strong liaison relationships
   - Strategic planning and goal setting consistent with institutional vision and mission
   - Comprehensive understanding of student needs
2. Joint, collaborative, innovative programming
3. Customized student action plans integrating academics and professional goals
4. Student referrals and follow up - case approach
5. Resource/information sharing and relevant cross-training
6. Information repositories
Thank you!