

Career & Education Planning: More than Majors & Minors

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A couple of big surprises...

- Your undergraduate major is not a big factor
 - Undergrad today = high school 1967
 - Grad school degree choice *does* matter
- The Ivy League is not a big factor
 - Many flawed studies
 - Admitted but didn't go = same income

Your big goals as an undergrad

- Choose a major
- Decide to get an education, instead of a diploma
- Decide to get the most out of college (activities, leadership, exposure)
- Explore your career ideas (don't just have them)
- Study abroad
- Get an internship
- Decide to go for it big time

Things that Matter

- Activities
- Socialization
- Finding a life-long sport
- Study abroad
- Internships

A 4.0 without (most of) these ≠ success

Start with major...

SHOCKING !

Major not that critical ...

also focus on...

Internships

Highest-level quant class

You Don't Need to Over-do It

- Major and minor is fine
- Mix and match...
- English lit and public relations
- Business and art
- Math and marketing
- BUT philosophy and poly sci are just fine...

Big Point

- Your major doesn't determine your career choices
- Your major doesn't even determine your skill set

People I've Interviewed...

- Accounting major who became a nightclub manager ... because he didn't want to get up before noon
- Biology major who became a CPA (yes, he had to take some night classes)
- Art major who became CEO of a bank
- Education major and certified teacher who became children's book department manager ... because she discovered she didn't like kids at all
- Psychology major who became a business consultant
- English major who went to medical school ... with a full scholarship

What choosing a major is **NOT**

- Choosing a major is *NOT* choosing a career
- Choosing a major is *NOT* choosing your future income
- Choosing a major is *NOT* choosing a graduate school, or what to study in graduate school
- Choosing a major does *NOT* determine your minor, or keep you from studying something totally unrelated on the side

Here's What Your Major Determines

- Choosing a major determines what you will study the most in college

That's it

That's all

What about Corporate Recruiters?

- The number one recruiting category in the United States is ... “Any Major”*

*National Association of Colleges and Employers

What Recruiters Say

**“Hire for attitude,
train for skills”**

Fact

- One quarter of management-track new hires at *technology companies* don't have a technical degree,

So, even in tech companies the major is not the top criterion for hiring

Source: *San Jose Mercury News*

FACT

- Liberal arts majors are *over represented* among CEOs, so Ted Turner is not alone...

(according to Howard Figler, Ph.D., who surveyed educational backgrounds of Fortune 500 leaders)

A Self-Made Billionaire

- Ted Turner majored in classics, and here's what *his* dad had to say about it:

“I am appalled, even horrified, that you have adopted Classics as a major. As a matter of fact, I almost puked on the way home today. I am a practical man, and for the life of me I cannot possibly understand why you should wish to speak Greek.”

--From a letter to Ed Turner to his son, Ted

Career Prep vs. Education

- Undergraduate degree – education
- Graduate degree – specialization
- A “career-oriented” undergrad major may help you get a job one time, but your education is what will get you promoted *again and again ...*
and allow you to switch careers when that *inevitably* becomes necessary

Majors do Earn Differently

- Relatively high paying
 - Chemical Engineering
 - Aerospace Engineering
 - Computer Engineering
 - Physics
 - Electrical Engineering

Majors do Earn Differently

- Relatively low paying
 - Special Education
 - Elementary Education
 - Home Economics
 - Music
 - Drama

Trying to Choose...

- If you would be *equally* happy as chemist or photographer, then ...

the average income should be part of your decision-making process

But Those Are Just Averages

- Those data are averages of *all* people who had those majors

THE CHOICE IS YOURS, FOR YOUR LIFE

- Will YOU earn more as a photographer or as a chemist??
- Will YOU be happier as a photographer or a chemist??
- Will YOU be more valuable to society as a photographer or a chemist??

Cost of the Wrong Major

- You might not be enthusiastic about your classes
- You might not reach your full potential

What if Einstein had become a medical doctor?

What if Picasso had become a civil engineer?

No Need to Rush to Declare

Advice:

- Take a lot of survey courses in frosh and sophomore year
- See what you like
- There are many, many topics you can't even take in high school, so you need exposure before deciding

When to Declare

Some majors *do* require early declaration, if you want to graduate on time:

- Engineering
- Nursing
- Architecture
- Music (sometimes)

But for most students, take as wide a range of classes as you can, so you're sure of your major by the time you declare, in the sophomore year, or junior year at the latest

Need to prove...

Through major, minor, classes, activities, or internship:

- Business writing skills (largest emplr. complaint)
- Quantitative reasoning skills
- Presentation skills
- Organizational/administrative skills
- Leadership potential

Want Out in 4 Years?

- Go five days a week
- Take a full load (15 to 18 hours)
- Take early and late classes (8 a.m. / 9 p.m.)
- Watch for pre-reqs early!
- Catch up in summers if you fall behind
- ***Don't work too much !!*** (10 to 15 hours a week)
- Work at flexible, campus jobs only
- Don't keep changing your major

Activity

- Major(s) and Minor(s) You Lean Toward Now
- Other Majors You *Think* Might be Cool
- If You Could Double Major or Add a Minor, What Would You Add??

Clueless?

- Go to <http://career.utk.edu/students/majors.asp>
- Look at *College Majors Handbook* (JIST)
- Get career counseling
- Take career aptitude testing
- Do exercises in *How to Get Any Job*
- Talk to your academic advisor
- Don't wait! Work on this now!

What Matters *Far* More than Major?

■ **Internship!**

- 60-80% of graduating seniors have an internship on their resumes
- You'd better have one if you want to be employable

What Recruiters Say

- “If I see a student with a 4.0 and no internship, I wonder what’s wrong with them. If I have another student with worse grades but an internship and a good letter of recommendation, *I’ll take the intern almost every time.*”

[do you see a flaw in this argument?]

What Is an Internship?

college ... **Bridge** ... work world



Extracurricular Experiential Option

Internships are just one extracurricular, experiential option in a continuum:

- Take your son or daughter to work day
- Observation
- Informational interview
- Shadowing
- Service & volunteering (including ASB)
- Co-op and internships

Two Big New Ideas

- Post-baccalaureate internship
- Virtual internship

Very, Very Important !

- It's never too late, or too early, to get an internship
- ***Internships can be full-time, part-time, paid, unpaid, onsite, virtual, volunteer, or even just a couple of hours a week***

Full Range of Options

- Summer
- Fall
- Winter
- Spring
- Easy to get
- Highly competitive
- For credit, or...
- Purely extracurricular

Through Internships...

- Philosophy major can get a job in public relations
- Political science major can get a job in advertising
- Business major can get a job in the arts

*especially if you get two in a row
start by volunteering & student activities*

Tough Truth

- Glamour industries tend to hire only from the intern pool:

Wall Street, consulting, TV, radio, publishing, fashion, advertising, glamour, high tech, music, journalism, PR, sports, fine arts, museums, travel & tours, famous politicians, etc.

no internship, no chance...

First Generation / Low Income ?

- You cannot afford to work at a non-career-related summer job, *even if the pay is great*
- You have to opt for a paid internship (or work a side job)
- See your internship coordinator ASAP !!

Study Abroad

- Study abroad is possible for *everybody*
- Study abroad coordinator will help you design it into your curriculum plan
- Start taking language NOW for grad school and for study abroad options
- Weirdest guy I ever interviewed...
- Soph. year vs. Junior year

- Study abroad plans?

Why Art & Culture Matter

Career Prep is a complicated issue...

- **What is an educated person?**

Why Art & Culture Matter

- Improves *all* your writing & speaking...
- The “Airport Delay” hiring test...
- You are invited to a business dinner...
- You are a guest at a top executive’s home...
- You are doing business in Europe or Latin America... (as opposed to Asia or the U.S.)
- Your hot new S.O. has a family very different from the one you grew up in...
- Dr. Goebel: “Streetability”

Lifetime Learning

- Once the province of medical doctors—Now required for long-term success in any field
- **Your greatest asset over time is to be able to keep learning, to keep up with rapidly changing world, to evolve, and to stay competitive**

Investigate & Test Career Ideas

- ***Write a paper about a career choice***
- Shadow someone for a day who has that career
- Ask family/friends/connections about their careers
- Call up alumni and interview them
- Get an internship
- Take a preparatory class

Reality vs. Popular Culture

- Reality: 5% of a litigator's time in court; 70% of attorneys want out
- Reality: Law school loans force idealistic (but not wealthy) young lawyers into corporate law or major firm
- Reality: The real CSI is about laboratory sciences, not chasing bad guys
- Reality: The fashion industry is *not* glamorous, and is as much about sales and finance as design

Possibly the Biggest Influence on \$

Graduate Education

Graduate School Facts

- You can major in English or Art, and go to medical school
- Many graduate schools of business prefer you *not* major in business
- Many graduate schools of journalism prefer you *not* major in journalism
- You can major in *anything* and go to law school
- Almost half the people in graduate school are studying something they did not major in as an undergraduate

College career planning...

- **Career ideation is the responsibility of the student**
- Should start in the first year
- Need time to be mistaken! To redirect yourself...
- Don't ask, "What can I do with a degree in _____." Ask, "**What do I want to do????**"

Three to Five Goals

- “Something to do with the environment”
vs.
- “Industrial level recycling of post-consumer electronics, as in container loads or larger, and global trade in such materials”

High Risk

- “First, you must eat,” –Wallace Stegner
- Define success, and set a time frame (i.e., define a trigger for escape from this goal)
- Alternately, just go for it, but adjust financial needs to career, rather than other way around...

Achieving Career Success

(with any major)

1. Have a career idea
2. Find someone doing what you want to do after you graduate from college
3. Interview them and get their advice
4. Repeat until retired

Why do you do this now?

- College students are like kittens and puppies

America, land of 2nd chances...

- You can make a mistake -- *be brave !*
- You learn from every job
- It's never too late to pursue a career with meaning, to earn a decent living, to find an opportunity to contribute to a cause
- It *is* too late to think someone else will do this for you

What Is Your Plan?

- Choose major(s) and minor(s)
- Get on track to graduate on time!
- Develop plan to get the skills employers want, and be able to prove it through student activities, internships, jobs, volunteer experiences, and so on
- Get exposure to the career you want
- Plan now to go to graduate school

Conclusion

- You can major in anything you want, so pick something you'll enjoy, and that will support your overall goals
- Take advantage of all that college has to offer, including skills and leadership development from student activities
- Explore your career ideas *before* you graduate
- Remind your parents that billionaire Ted Turner was a classics major

Your Job Now

- Make an appointment this week with your academic advisor, to discuss your choice of major!
- Declare a major and get on track to graduate!
- Plan *now* to get the internships and extra-curricular experiences to support your goals!