Inspiring our Students to Start Thinking About Career… Now

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"We have an
ethical responsibility
to help our students become
successful."

Reality Check 101

- 42% unemployed, mal-employed or have quit
- 32% have moved back into their parents' home
- 36 weeks is now the *average* job search
- $30,000 in student load debt
- Competition is HUGE
- Oh, those parents

So Much Has Changed

- Social and global responsibility
- Entrepreneurial spirit
- Generational barriers
- Diversity and tolerance
- Social media
- Soft skills
- Mentorship
- Passion!

i'm lovin' it™

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So Much Has NOT Changed

- Mentors and Advisors | Slow to adapt
- Internship & Co-op Programs | Stuck in the '80s
- Higher Education | Do majors even matter?
- Faculty | Afraid to lose control
- Administration | Digging defensible trenches

Resistance is futile.

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"After graduation, there **will be a job** waiting for you."

What Does "Employable" Mean?

A Foundation for Inspiration

- Adapt to "Community" approach
  - "Teach a man to fish…" (scalable, repeatable)
  - Create student and alumni champions
  - Generate a sustainable mentor pipeline
  - Insist on personal accountability

- *Enable the student to compete!*

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Know What Does NOT Work

- TWWADI
- Traditional "assessment" tools
- Relying on good grades
- Thinking a good school is enough
- Doing what the parents want
- Stereotypes and generalizations
- Prematurely choosing college major

Know What DOES Work

- Work around administration
  - Show organic results
- Adapt to contemporary best practices
  - Social Media
  - Self-learning
  - LinkedIn Groups
  - Twitter chats
  - Blogging
- *Don't be afraid to be cool!*

Adapt, Emulate and Share

- NPO and private sector success
  - Tiger Woods Foundation
  - Leadershape
  - Entrepreneurs Unplugged
- Network, Network, Network!
  - LinkedIn Groups
  - BOOST
- *Establish expertise by sharing!*

Build the Solution: Enable Informed Decisions

- Enable the student to self-learn
    - Mentor days
    - Volunteering
    - Job shadows
    - Informational interviews
    - Internships and apprenticeships
    - Khan Academy, Coursera and MOOCs
    - Ted Videos
    - Google

Build the Solution: The Value Proposition

- What makes us… *unique*
- What makes us… *employable*
- What makes us… *a good fit*
- What makes us… *stand out*

"Why join the Navy when you can be a pirate?"

THERE'S A FINE LINE BETWEEN GENIUS AND INSANITY. I HAVE ERASED THIS LINE.

Build the Solution: The Value Proposition

Enable the student to develop a personal mission:

- What problem will they solve?
- What difference will they make?
- What brands do they respect most?
- How can they solve an employer's problem?

Build the Solution: Enable Bold and Brave

- Bold enough to be passionate
- Bold enough to say "no"
- Brave enough to ask, listen and learn
- Brave enough to be yourself
- Find it. Bottle it. Sell it.

BOLD

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What Can YOU Do? Dare to Be A...

- Enabler
- Collaborator
- Curator
- Emulator
- Connector
- Propagator

- Asker
- Innovator
- Motivator
- Mentor
- Validator
- Storyteller

"What will be your differentiator?"

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Thinking Points

- An ethical responsibility to prepare our students for success

- We must choose to be part of the solution

- Obliterate our comfort zones

- Network and share for common good

MANKOFF
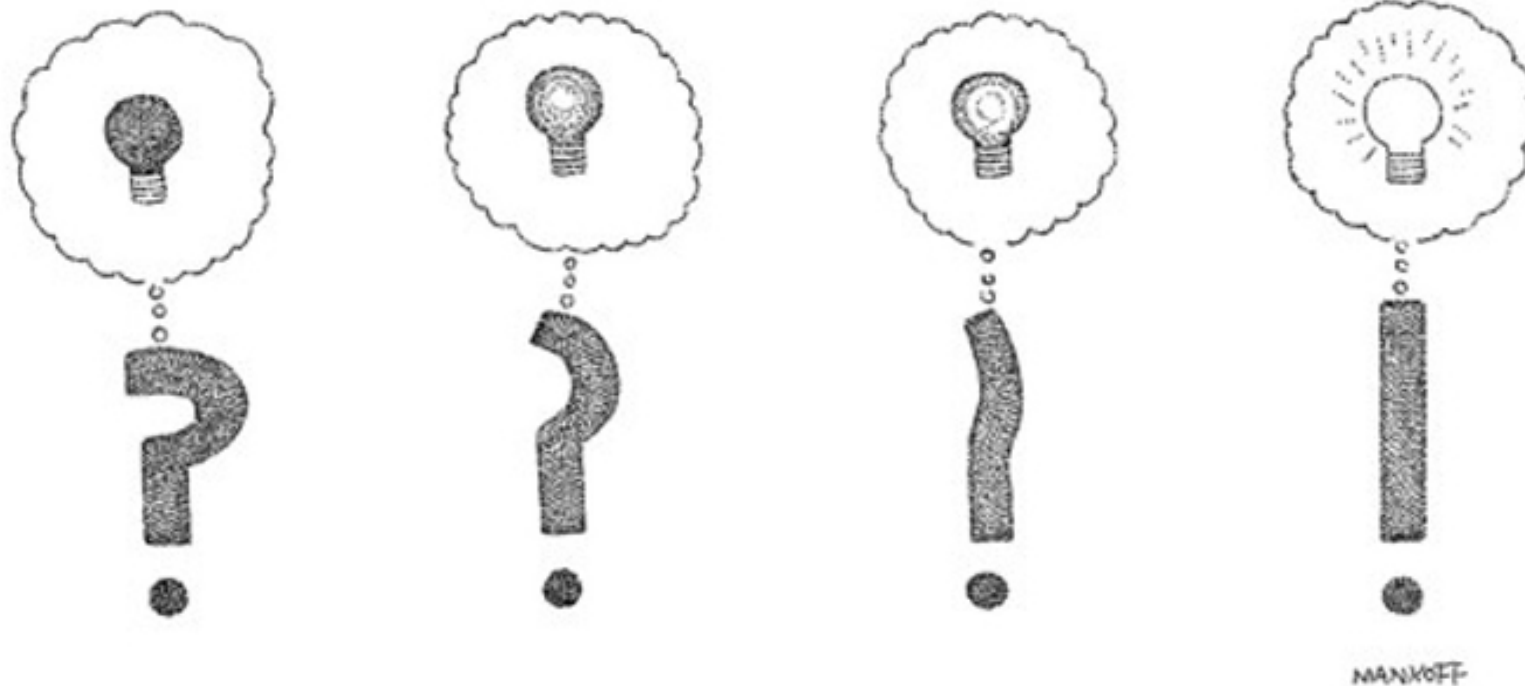
Thank You!

- Questions
- Open Discussion

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