

# Career

# click



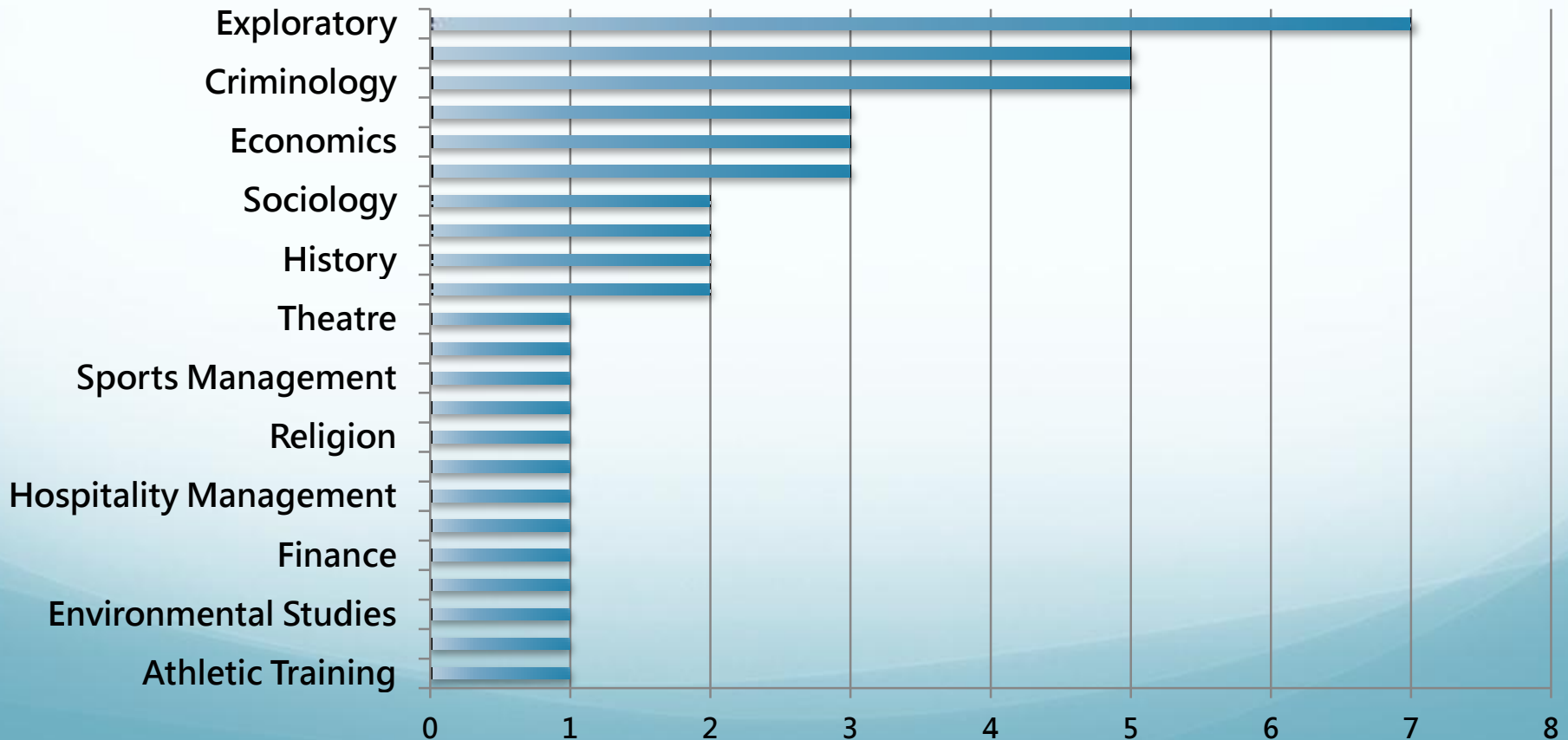
By Leigh Eskin & Tiffany Nelson  
M.S./Ed.S. Career Counseling  
Florida State University  
<http://www.career.fsu.edu/ncda12/>

# What we did

- We contacted over 50 professionals in the field and asked them to complete a survey about their career experiences!
- 36 responses were organized into **Professional Career Profiles**: a one page document with charts and a quick glance into that person' s career
- Students (n=46) read at least **three** of these Professional Career Profiles online, and then completed a computer-generated survey where they rated how helpful they found this information to be

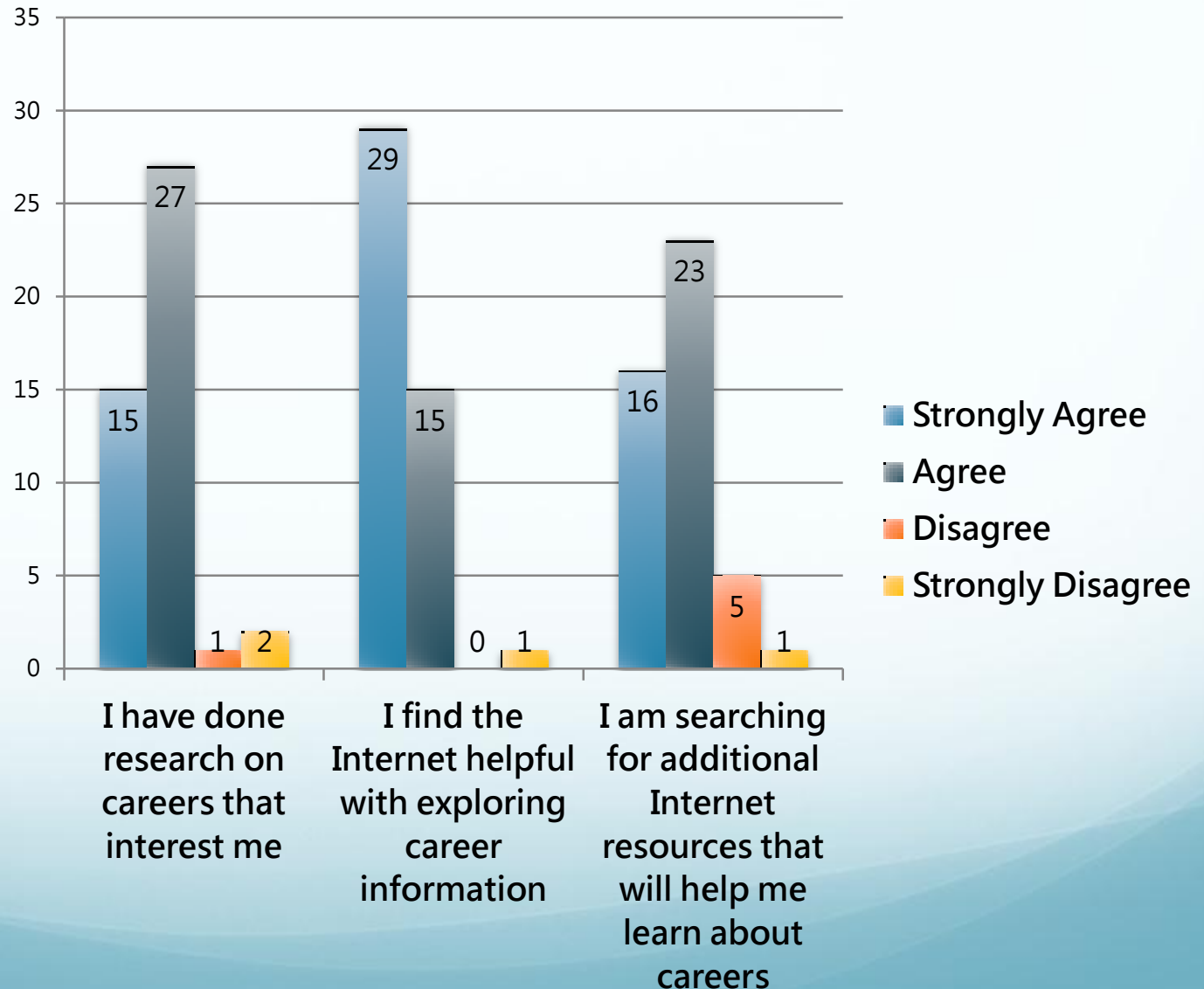
# Student Demographics

- Students from the SDS 3340 Career Development class completed the survey
- Most students were seniors, all were undergraduate

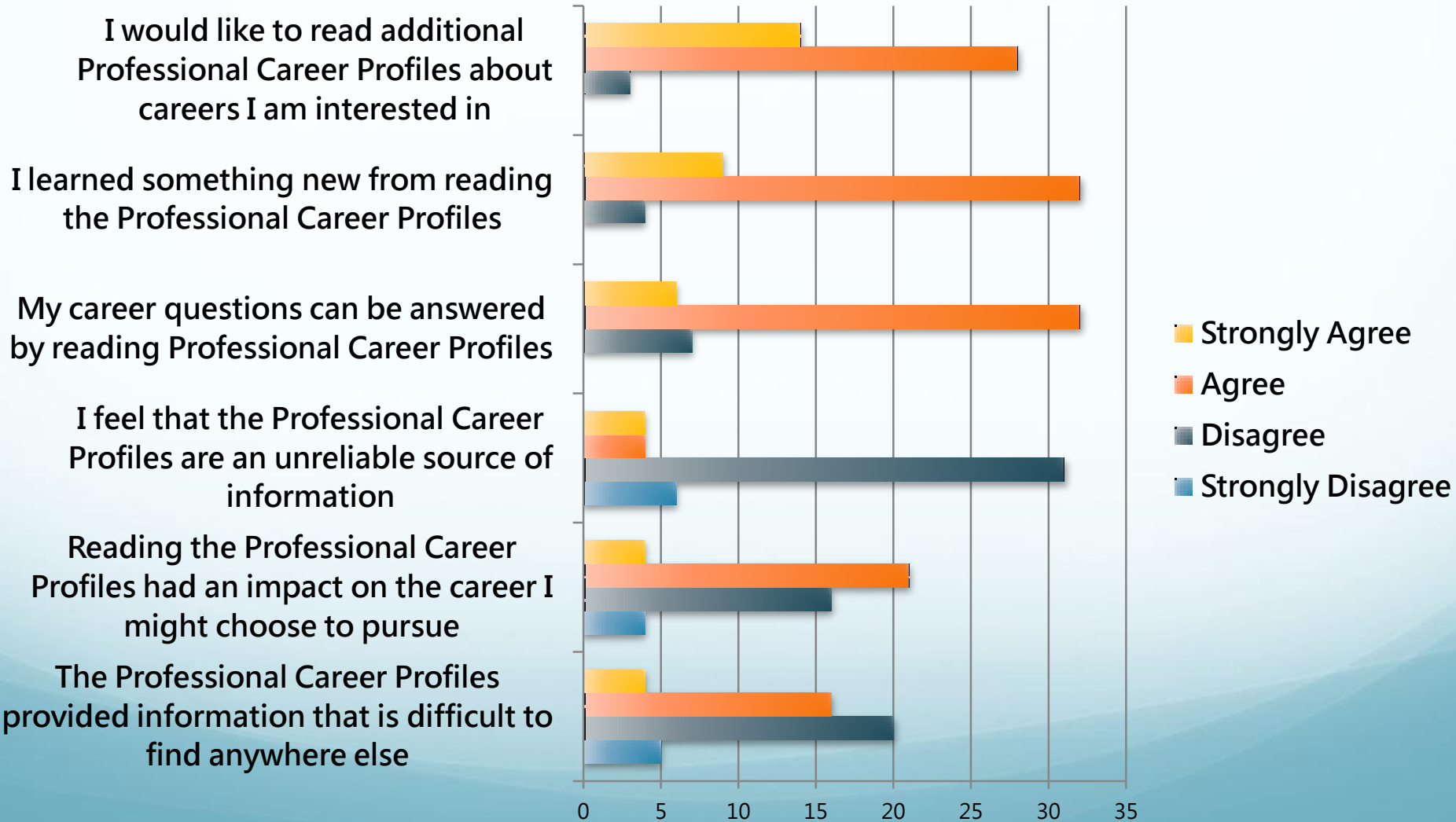


# The Internet

- Students indicate that they use the *internet* to research careers AND they find it helpful



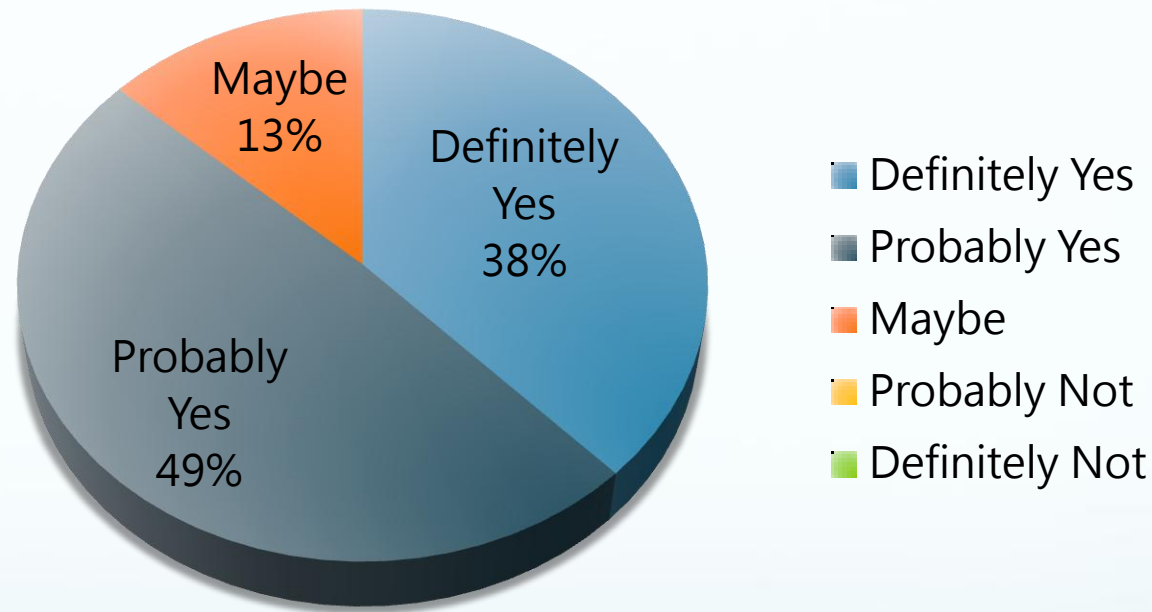
# Student Ratings of the Professional Career Profiles



# Student Ratings of the Professional Career Profiles

- **Students indicated that:**
  - They would like to read additional professional profiles
  - They learned something new from reading the profiles
  - And they felt their career questions could be answered
- **Students disagreed that:**
  - The professional profiles are an UNRELIABLE source of information
    - \*They were not simply agreeing with each statement!
- **Students were mixed on:**
  - Whether the profiles had an impact on their career
  - If the information is difficult to find anywhere else

# Would you use a database with hundreds of Career Profiles?



- **87%** indicated that they would definitely or probably use this database
- **There were NO students who would NOT use this database**

# Why or Why Not?

## Yes

- Information is succinct, cleanly organized, and simply put!
- Nothing is more honest than an anonymous source
- Personal perspectives of people currently in the field
- Mentions both positives and negatives of the career

## Maybe

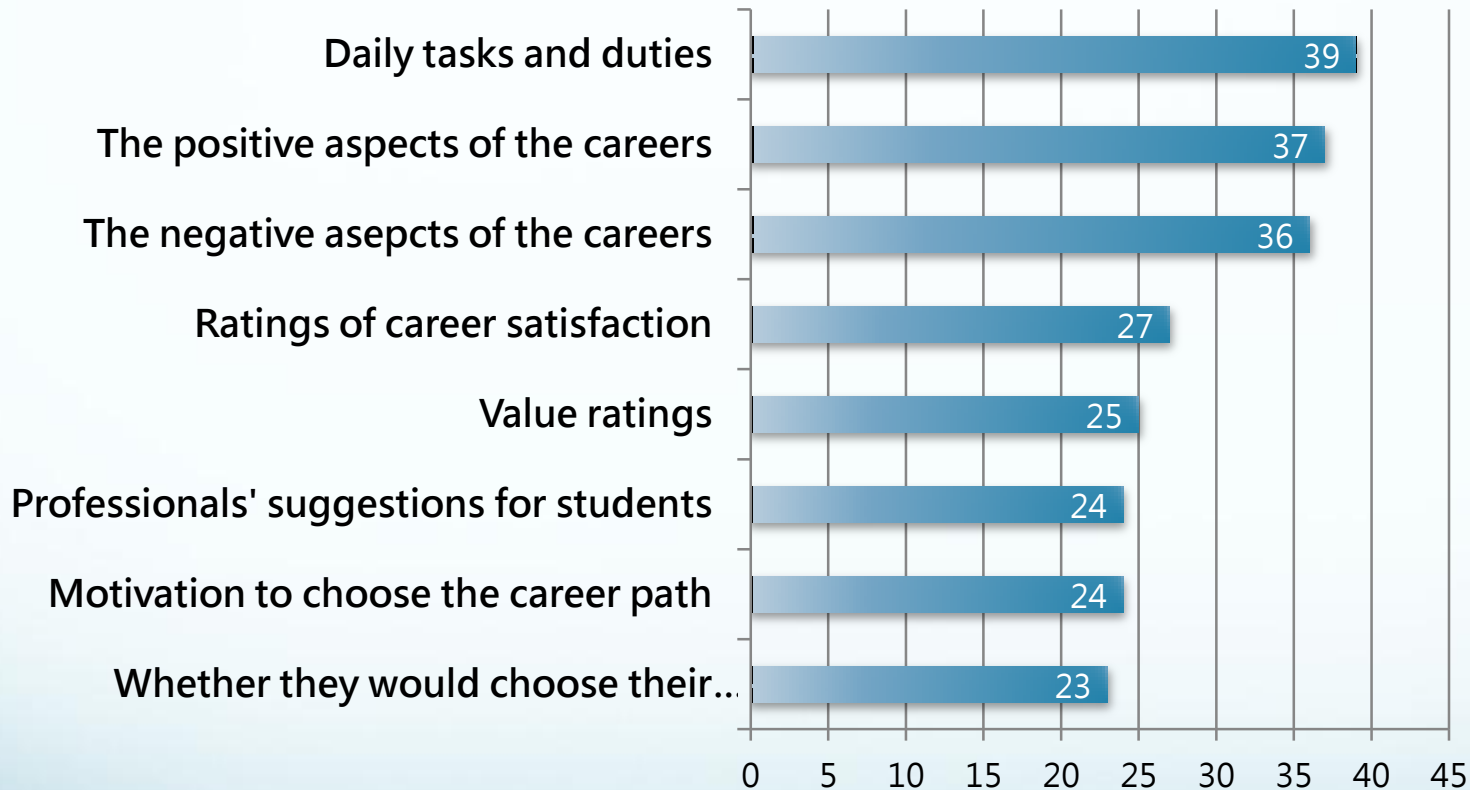
- I already know what I want to do
- Information may become outdated



# Student Quotes

- “It creates an easily accessed tool where everyone can explore all the careers they are interested in with real life in depth descriptions without the hassle of searching through the internet”
- “Clearly everyone is different, but its always nice to get an input from someone actually doing the job.”
- “It gives you a first hand perspective of what the job is actually like. It also includes some of the downfalls to the job, which is helpful”
- “Nothing is more honest than an anonymous source. And who better to know the demands of a career than someone who's in it?”
- “This is great! It goes into detail about different things we students want to know about some of these jobs that we don't have direct access to.”
- “While it may not be impossible to find this information elsewhere, it is difficult to find it so cleanly organized and simply put.”
- “I would love to look into more opportunities”

# Which aspects of the Professional Career Profiles did you find most helpful?

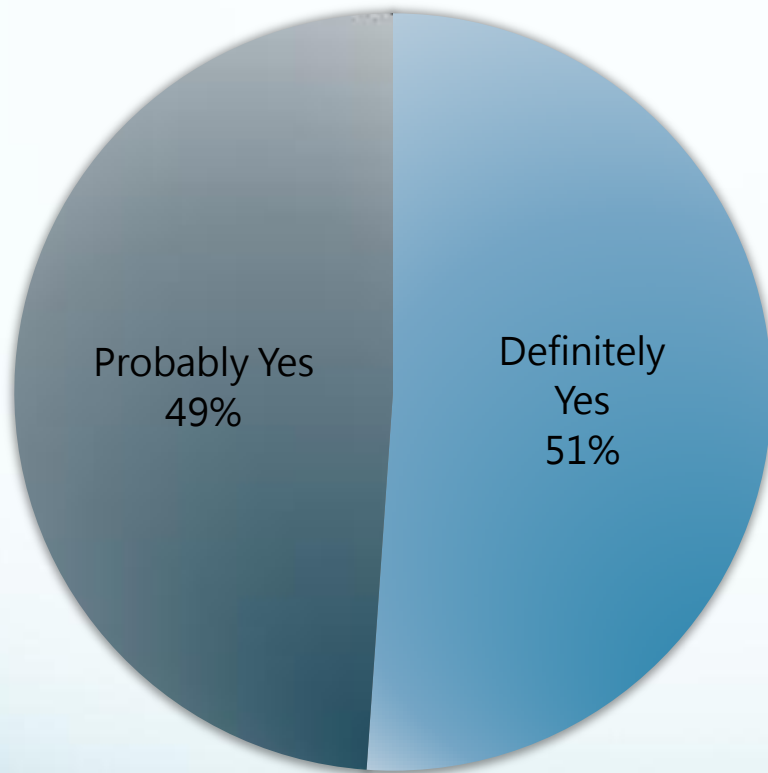


\*Almost all students indicated that most of the aspects were helpful!

# Further Questions Students Would Like to Ask Professionals

Theme	Example	# of Students Interested
Work-Life Balance	How is the balance between work and your social life?	7
Education/Training	How difficult was the education process?	6
Expectations vs. Reality	Was it worth it to take this career path? Any regrets?	5
Reason for Career Choice	What inspired you to take this career path?	5
Career Path	What are the steps you took to get where you are at today?	3

# Overall, do you think the Professional Career Profiles can be a useful tool for students seeking career information?



**EVERY** student found the profiles to be a useful tool in seeking career information!!

## Student Quotes

- "It can help students decide if this is the career they want."
- "Because it helps answers questions about careers that students want to know."
- "Hard to get this kind of personal information short of interviewing someone"
- "Informative for people who don't know anything about careers"
- "It opens peoples eyes to careers that are out there they may be interested in and not known about"
- "These profiles should, in theory, be unbiased...and provide information that databases don't"
- "Thanks for the stimulating task!"