Career Click

And find a career that CLICKs!

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Outline

- Focus Question
- Introduction
- CareerClickr Background & Research
- Overview of Website
- Feedback
- Questions
What do You Want to be When You Grow Up?

*Get into pairs and discuss these points*

• Remember this question from when you were 8 years old? What was different about it when you were 18 years old? 22 years old? Now?

• What would have been helpful to know when figuring out or answering these questions?
Vicarious Learning and Self-Efficacy

- One of the main 4 sources of personal efficacy (Bandura, 1977)
- Self-efficacy deficits may lead to procrastinating making a career decision or delay implementing that decision (Betz, 1992)
- Might be important to find same-gender or same-race individuals for vicarious learning (Betz, 1992)
  - Seeing people similar to oneself succeed can motivate clients toward the same success (Bandura, 1994)
  - If people observe individuals very different from themselves, their perceived self-efficacy is not influenced as much (Bandura, 1994)
Vicarious Learning

- Learning from other people’s experiences
  - Was this something you found helpful in choosing your career, or helping others choose careers?

- Historically takes two forms:
  - Job Shadowing
  - Informational Interviewing
Job Shadowing

- Observing professionals in an occupation of interest
- Can include observing company culture, interaction between employees, skills and abilities of employees, etc.
- Research shows that this is a very effective form of gaining occupational information:
  - Serve as career awareness and motivational purposes (Hershey, et. al., 1997)
  - One of the most popular individual programs (DeLuca, et. al, 2006)
  - Allows businesses to re-evaluate the skills needed from future employees (Lozada, M., 2001)
Informational Interviewing

- Scheduling an appointment with a specific individual to gain current, regional, or specialized information from an “insider” point of view
- Brief meeting between a person who wants to investigate a career and a person working in that career
- Research shows that this is another effective way at gaining occupational information:
  - Improve writing, editing, and interviewing skills, as well as, soft skills (Decarie, C., 2010)
Resources Available

- Virtualjobshadow.com
  - Cost varies per consumer, request a rate
  - Mainly for schools, provided in curriculum format

- Alumni Associations
  - Many schools offer access to alumni information for students to gain information concerning careers
Career Experiences Online

- **Glassdoor:** [http://Glassdoor.com](http://Glassdoor.com)
  - Reviews about companies
- **Candid Career:** [https://www.candidcareer.com](https://www.candidcareer.com)
  - Video features that require a paid subscription

What about an online resource that has hundreds of Professional Profiles that can be viewed quickly by anyone?
Career Clickr Background

• For the NCDA 2012 presentation, we did research on whether students would be interested in having a database with professionals’ career experiences.

• Over 50 professionals in various fields were surveyed about their career experiences. 36 responses were organized into Professional Career Profiles.

• Students (n=46) from the SDS 3340 Career Class 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.
The Professional Career Profiles provided information that is difficult to find anywhere else.

Reading the Professional Career Profiles had an impact on the career I might choose to pursue.

I feel that the Professional Career Profiles are an unreliable source of information.

My career questions can be answered by reading Professional Career Profiles.

I learned something new from reading the Professional Career Profiles.

I would like to read additional Professional Career Profiles about careers I am interested in.

I feel that the Professional Career Profiles are an unreliable source of information.

My career questions can be answered by reading Professional Career Profiles.

I learned something new from reading the Professional Career Profiles.

I would like to read additional Professional Career Profiles about careers I am interested in.
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?

- **Definitely Yes**: 38%
- **Probably Yes**: 49%
- **Maybe**: 13%
- **Definitely Not**: 0%
- **Probably Not**: 0%

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

- Daily tasks and duties: 39
- The positive aspects of the careers: 37
- The negative aspects of the careers: 36
- Ratings of career satisfaction: 27
- Value ratings: 25
- Professionals' suggestions for students: 24
- Motivation to choose the career path: 24
- Whether they would choose their career again: 23

*Almost all students indicated that most of the aspects were helpful!
Is this a useful tool for students seeking career information?

Definitely Yes
51%

Probably Yes
49%

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.”

• “Nothing is more honest than an anonymous source. And who better to know the demands of a career than someone who's in it?”

• “Hard to get this kind of personal information short of interviewing someone”

• “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!”
CareerClickr- 2013

- CareerClickr becomes a reality
- Domain is purchased; Website is created
- Alumni are the target
  - 45 Alumni completed the profiles
  - Their jobs spanned 14 out of 16 career clusters (there were the most in Finance and Education & Training)
  - 91% would choose job again, 9% would not
  - Average # of years in the field was 6-10 years
  - Average # of years in position was 3-5 years
Overview of CareerClickr

Let’s Explore it!

http://www.careerclikr.com
Functions of CareerClickr

- **Home Page:** Access Career Profiles and the survey to share career experiences

- **Career Profiles:** Read about professionals’ personal career experiences; there are currently (#) profiles up for viewing

- **Share Experiences:** Employees, professionals, and even students can share their experiences in their career and education
Functions of CareerClickr

• **Resources:** It is important not to solely rely on Career Profiles, but to access other reputable sites for career information.

• **Our Supporters:** Alumni information allows students to form a more personal/emotional connection with the professional they are reading about.

• **About Us:** Viewers can see our information and contact us.
Thoughts??

- Does this seem like something you or your clients would use?
- Suggestions for improvement?
- Questions/Concerns
What you can gain

- It is apparent that individuals gain career knowledge by learning from those already in their careers
  - Think about resources you use to connect individuals to others
    - Alumni resources
    - Internet resources
    - Professional connections
    - Careerclickr
Thank you!

- We appreciate your interaction with us, and any suggestions!!

- Please email inquiries, suggestions, and thoughts to: Leigh Eskin: eskin.21@gmail.com