

Integrating Academic and Career Development

Many curricular and cocurricular activities already prepare students for high-quality career outcomes. Unfortunately, many students fail to recognize the professional value of these activities and struggle to articulate that value on job applications. Help students understand how to start building their resumes at orientation, not graduation.

Hi! My name is **Sara Ramirez**. I'm going to be an accounting major because there will always be a demand for good accountants and I get excellent grades in math.



10 Ways to Enhance the Market Value of Students' College Experiences

- 1 Syllabus Competency Matching**

After seeing critical thinking, analysis, and written communication listed under many of her in-class assignments, Sara made sure to list those skills on her resume.
- 2 First-Year Field Exposure**

During a first-semester service learning project with a community health organization, Sara discovered an interest in the day-to-day work of a public health career.
- 3 Early Career-Major Alignment Assessment**

A conversation with a hybrid academic and career advisor helped Sara discover that sociology supported her personal mission, academic interests, and career goals.
- 4 Three-Course Professional Track**

Worried she would miss out on business-specific skills in her sociology major, but disinterested in a traditional business minor, Sara completed a short, three-course track in global business to build a foundation in the skills and vocabulary of international business.
- 5 Vocational Alignment Capstone**

Sara's senior research capstone project helped her to articulate the value of her academic major to prospective employers and demonstrate the ability to complete a long-term project.
- 6 Experiential Learning Prep Course**

A pre-departure program helped Sara structure her study abroad experience to maximize its academic and professional value by seeking out volunteer opportunities aligned with her interests and goals.
- 7 Professional Development for On-Campus Jobs**

Discussing skills-based learning outcomes with her supervisor in the Annual Fund telemarketer pool prepared Sara to articulate the value of her first on-campus job.
- 8 CoCurricular Transcript**

While drafting her first resume, Sara almost forgot to list her time as an on-campus club officer, but her cocurricular transcript reminded her of how valuable the experience was for her professional development.
- 9 Consulting for Community Partners**

Sara was always interested in learning web design; volunteering with the on-campus Star Web Consulting team allowed her to learn and demonstrate competency while working on real-world projects with value she could easily show employers.
- 10 On-Campus Internship**

A structured, on-campus internship with the Office of the Registrar allowed Sara to develop professional skills without needing to commute or live off campus, which may have affected her ability to graduate on time.

Resume

Career Objective

- 1 Technically savvy, critical thinker with strong analytic and writing skills
- 2 actively seeking opportunities in public health.

Education

EAB University | Washington D.C.

- 3 B.A. in Sociology
- 4 Global Business Track
Graduated June 2017
- 5 Senior Research Capstone: "Latin American Community Health Partnerships"

Universidad de ABC | Mexico

- 6 September 2015–December 2015
Completed Course Work: Spanish Language, Mexican History,
Volunteer: Doctors Without Borders

Experience

- 7 **EAB University Annual Fund | Student Telemarketer**
September 2016–Present
 - Conducted phone calls with alumni to solicit donations
 - Composed creative, concise blog entries for the website
- 8 **Advocates for Student Health | President**
January 2013–June 2017
 - Created awareness campaigns for student health concerns
 - Managed a team of ten peers and organized annual events involving dozens of volunteers
- 9 **Star Web Consulting | Web Designer**
September 2014–June 2016
 - Acquired high-level skills in Java and HTML building websites
 - Analyzed client's web performance with Google Analytics
- 10 **Office of the Registrar | Data Analyst**
September 2013–December 2013
 - Analyzed a large-scale database for trends and created tagging system to translate data from one information system to another

Skills

Software: SAS, HTML, Java, Google Analytics, Microsoft Office Suite, Database Management

Languages: Fluent in English and Spanish



New Hire

Sara Ramirez

NYC Health Department
Program Associate



EAB

Academic Affairs Forum

Download the full study to learn more about integrating academic and career development.
eab.com/aaf/careerdevelopment