Career Discoveries
Career Planning Guide

Featuring:
Where am I in Career Planning Process?
I don’t know which major to choose
Should I take career assessments?
Decision Making
Work Experience Programs
Four-year Plan
There are few companies where you can immediately influence the marketing strategies for some of the largest brands in the world.

This is one of them.

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meclabs.com/careers
Dear Students and Alumni/ae:

Welcome to the 4th Edition of the E-magazine, Career Discoveries. This student handbook is designed to help you engage in your own career development and features articles about career planning and select advertisements from progressive organizations throughout the publication.

I would like to personally invite you to take advantage of the assistance provided by experienced Career Counselors. We can help you clarify and articulate your definition of meaningful and satisfying work, identify resources in different career fields, and develop a four-year career plan.

Whether you utilize career resources to choose a major, select a co-op or internship, secure part-time or full-time employment, our primary mission is to help students and employers connect.

On behalf of the staff members of Career Services, we wish you great success!

Sincerely,

Rick Roberts
Director, Career Services

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DISCOVER THE CAREER IN YOU!
From the moment you entered UNF, it’s likely you’ve been consistently asked, “What’s your major?” or “What are your career goals?” You either respond with clear-cut ideas and aspirations or rattle off “something” so as to not appear unfocused or confused. Whether you have clear career goals or are still deciding and exploring options, you should actively participate in career planning. Career planning is a process of discovery and implementation. Discovering strong connections to potential careers leads to the implementation of ideas and actions that lead to career success. This process begins now! CAREER DISCOVERIES was created to encourage and facilitate proactive participation in the necessary academic and career exploration activities during college years. This proactive participation will allow you to effectively select majors, establish career goals, increase knowledge, build skills and develop into the type of student who can smoothly transition from college to your chosen profession.
“This decision-making phase involves integrating information to make smart decisions about your career path”

Review, react and respond to the phases of the career planning process detailed below. This will help to firmly establish what you have already discovered and determine your next best step. The remaining topics in CAREER DISCOVERIES will provide more detailed insight and information.

PHASE ONE: SELF-ASSESSMENT

In-depth self-exploration discussions and activities result in the confirmation of key career decision-making factors. Discovering your passion, feeling connected, and looking forward to class projects or job tasks are good indications that you know yourself well in relation to majors and careers. Take a minute and record what you have already discovered for the topics listed below:

- Personal Influences
- Interest
- Personality
- Values
- Abilities

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<th>Are there certain life factors that impact your decisions?</th>
<th>What do you naturally enjoy?</th>
<th>How would you describe yourself or how might others describe you?</th>
<th>In which subjects do you naturally excel? In what areas do you perform well?</th>
<th>What’s important to you personally?</th>
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<tr>
<td>Internal or External Obstacles?</td>
<td>Which majors or careers are you already considering?</td>
<td>What are some of your natural preferences?</td>
<td>What comes easily for you?</td>
<td>What’s likely to be important to you in a career?</td>
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Merging your responses should result in a list of potential majors and careers worth further exploration in the next phase. However, if you experienced difficulty responding to any or all of the topics or need help connecting your self-assessment data with viable career options, Career Counselors are always available. They can help you decide between various self-assessment activities and resources. See I Don’t Know Which Major To Choose! (page 5) and Should I Take Career Assessments (page 8)

PHASE TWO: CAREER EXPLORATION

When entering this phase, you should have a pretty good idea of majors and careers that may be a good fit for you. However, your list may still be broad and diverse. Use the process of elimination and narrow your options further by taking the time to research careers. Engaging in different exploration activities will help you discover the wide variety of career options available, while learning the specifics about job responsibilities and qualifications. You will also discover job market trends and understand how to apply these trends to your decisions. See Connecting Majors, Careers and the Workforce (page 10) for more specifics
PHASE THREE: DECISION-MAKING

The information and trends you discovered in the self-assessment and career exploration phases will work to your advantage by determining where you are most compatible and competitive with employment demands. This decision-making phase involves integrating information to make smart, informed decisions about your career path. Confirming viable options should leave you with a sense of career purpose, motivating you to fully engage in career implementation activities. You are the only one who can make this decision. Be honest with yourself, seek out the information you need and be realistic about the best choice for you.

See Resolve the Decision-Making Dilemma (page 12)

PHASE FOUR: CAREER IMPLEMENTATION

What type of work experience should I pursue? How do I find the right job? How do I present my skills and values to potential employers?

Clear and confident answers to these questions indicate readiness to implement a targeted career action plan. If you still require assistance, Career Services employs a team of professionals who teach you how to write an effective resume, develop interviewing skills and conduct a job search campaign for valuable work experience during college years, as well as careers upon graduation. See Careers in Action: Work Experience Programs (page 14)

Did you determine where you are in the process? Continue reading this guide and gain insight, tips, and strategies that lead to career planning success.

In addition to this guide, Career Discoveries is also a series of programs and services targeted to freshman & sophomore level students as detailed below:

Career Counseling
Career Assessments
UNF Majors and Minors Fair(Spring Semester)
Choosing a Major Workshop
Career Planning Workshops

You must be registered in Career Wings to participate.

Contact Career Services for more details at www.unf.edu/careerservices or 620-2955.
Which Major To Choose

Students often experience difficulty with major selection due to a lack of information, particularly the connection between majors and careers. Let’s make one important distinction, choosing a major and deciding on a career path are not always the same process or the same decision. A college degree provides educational credentials, knowledge and skills that will enhance your competitiveness in the job market, but this does not necessarily mean that a particular major obligates you to a specific job choice. It’s your choice, based on your own personal preferences and overall goals. Take a minute to list all of the majors that seem interesting to you. You will narrow the list at a later stage, but it’s good to initially start with all of the possibilities. You might want to consult the on-line UNF catalog to ensure you are noting all of the possibilities.

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<th>MAJORS I AM CURRENTLY CONSIDERING…</th>
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Now, review your list in relation to the information detailed below. See if you notice any themes, patterns or perhaps you just simply discover that you need to gather additional information.

To help you decide on the best major for you, let’s examine the two types of majors:

**OCCUPATION FOCUSED**

Do you want your college education to prepare you for a specific job? If this sounds like you, then consider majors like accounting, graphic design, engineering, computer science, education, or nursing. Your education is targeted to the development of skills and knowledge for a specific job.

**LIMITED ACCESS PROGRAMS**

There are majors with additional admissions criteria such as GPA, credit hour, and/or additional testing requirements. In addition, certain programs do not admit applicants all year round or they only accept a very limited number of applicants. Some examples of limited access majors are:

- Athletic Training
- Graphic Design and Multi-media
- Music,
- Nursing

Other programs with selective admissions criteria include all College of Education majors (except Sport Management) and all Engineering majors. It is important to meet with your Academic Advisor to understand all the program requirements for the majors you are considering.

**OPTIONS FOCUSED**

Are you interested in majors that expand your knowledge and skills in general, with the anticipation of diverse career possibilities? If so, you should consider liberal arts majors like history, psychology, art, philosophy or math. Generally, these majors emphasize critical thinking, creativity, communication and integration of information, among other skills. When you enter the job market, you will be equipped with marketable job skills, and will be qualified for a variety of positions and industries.

One effective way to explore majors is by enrolling in introductory-type courses. Many of these courses are included as general education requirements, and consulting with your Academic Advisor will result in more options suitable to your interests.
WHAT SHOULD I CHOOSE AS A MINOR?
This is a very popular question posed to Career Counselors. One option is to choose a minor that increases your skills, thus enhancing job market-ability toward your career goals. Another option is to focus on a recreational interest or something fun. This latter option may allow you to “balance” a difficult course load. Review the UNF catalog for a list of minors and remember that not every program requires you to have a minor. Please consult your Academic Advisor.

WARNING SIGNS THAT “THIS” MAJOR MAY NOT BE FOR ME
• Consistent pattern of poor grades
• Low interest level
• Repeated withdrawal from courses
• Nagging doubt or gut feeling

If you can relate to one or more of the above, you may want to “rethink” your major and apply the knowledge and tips gained through this resource to become an informed and smart decision-maker.

“You Will Never Get A Job With That Major…True or False? “

Celebrity Majors Quiz
This quiz is for those of you who may still feel anxious or apprehensive about making decisions.

See if you can match the celebrity with their undergraduate major. The answers are at the bottom of the page.

1. Tom Landry, Former NFL Head Coach
2. K.Rowling, Author (Harry Potter)
3. Lisa Kudrow, “Friends” Actress
4. Arnold Schwarzenegger, Actor/Politician
5. Alex Trebek, “Jeopardy” Host
6. Robin Williams, Actor/Comedian
8. Dikembe Mutombo, NBA Center

A. French
B. Dentistry
C. Linguistics
D. Philosophy
E. Sociology
F. Economics
G. Biology
H. Engineering


As you can see, no matter which major you choose, you can enter a variety of fulfilling and successful careers. Remember, the first job you enter at graduation is just that…the FIRST job! You may choose to stay in that particular career or field for years or you may choose to enter a new profession. However, you don’t have to make all of those decisions now! Your focus now should be on exploring majors you would enjoy, that are compatible with your academic abilities and that lead to satisfying career options based on your personal preferences and interests.
Students often visit Career Services with a desire to complete career assessments to help them choose majors and careers. Career assessments are valuable tools, however, it is important view them as supplemental to career counseling. They are not required for effective career and major decision-making, but they provide valuable data that helps you understand your connections to majors, careers and the world of work. You and your career counselor will decide if career assessments will facilitate your career planning process. Career Counselors meet you wherever you are in the process of discovering the best option for you. We are eager to provide you with useful tips, strategies and resources to ensure a successful journey.

Choosing a career path is perhaps one of the most important decisions for college students. Many students prematurely determine that their choice of major leads to limited career options they will be “stuck with for life” or they immaturely assume certain majors and careers guarantee high salaries while others result in a life filled with financial strife. In reality, neither scenario is necessarily true as career choice and earning potential are impacted by other factors such as interests, personality, skills, abilities and the realities of the job market and hiring trends.
Career Counselors are available to help facilitate your discovery of how these factors are significant to you. They provide a comfortable environment for you to discuss your thoughts and feelings about the following questions:

- **Choosing a major in spite of competing interests**
- **Making a decision when interests and values conflict**
- **Effectively handling pressure from parents and significant others regarding career plans**
- **Processing fears and concerns about making the wrong decision**
- **Exploring concerns about academic abilities**
- **Viewing majors as skills builders and connecting with viable and multiple career options**
- **Strategies to validate and confirm decisions about majors and careers**
- **Incorporating important life factors into decision-making**

In essence, Career Counselors:

- **Help you learn more about yourself**
- **Facilitate your exploration of career options**
- **Provide the insight, information and tools for making wise choices about majors and careers**
- **Teach you skills and strategies for transitioning into the world of work**

If you decide to incorporate career assessments into your career counseling sessions, it is important to note that the results will not choose the major or career for you. However, they prove valuable as quick and efficient ways to gather and organize information about you and reveal possible connections to suitable majors and careers.

You can select from both formal (requires a modest fee and career counselor interpretation) and informal tools (free, but career counselor interpretation is highly recommended). Schedule an appointment with a Career Counselors and allow them to help facilitate your journey through the career development process by offering information, training, and resources tailored to help you succeed. This process of discovery and planning is critical to career success. The end result of career counseling, with or without career assessments, is a more in depth understanding of yourself, your career planning needs and viable career options.
If you are like most students, you may be unaware of the connections between majors and careers. You have a “need to know” what you are getting into before you make the final decision. While it is our responsibility to ensure you have access to the appropriate resources, it is your responsibility to actively gain an understanding of career information and current trends. What do you need to know? See if you can relate to the statements below:

“I need to know more about what different careers are out there.” (career titles by major, career descriptions)

“I need to know more about the job.” (job duties and responsibilities, work environment)

“I need to know more about what it takes to get the job.” (degree level, skills, years of experience)

“I need to know the rewards offered by different jobs.” (entry level salary, salary increases, benefits)

“I need to know if I will be able to get a job when I graduate.” (employer profiles, job market, geographical restrictions)
Gaining this type of knowledge allows you to eliminate options that conflict with your needs and preferences, while focusing on options that are a good fit. Remember, your career “fit” must also fit into the realities of the world of work. The information and trends you discover in the self-assessment and career exploration phase will work to your advantage in determining where you are most compatible and competitive with employment demands. This allows you to discover and target key skill areas to develop in order to meet the qualifications future employers desire in job applicants.

Be sure to research all potential options. Decisions based solely on initial perceptions could result in prematurely eliminating good opportunities or selecting unrealistic options. Career Services offers the following two valuable resources:

**CAREER LIBRARY**
We house many books, directories and other resources on almost any career to help you get the information you need.

The following types of categories are available to help you research career options and job market trends:

- **Liberal Arts**
- **Social Sciences**
- **Law**
- **Government**
- **Communications**
- **Entertainment**
- **Education**
- **Science**
- **Animal Care**
- **Non-Profit**
- **Human Services**
- **Psychology**
- **Space & Technology**
- **Engineering**
- **Computers & Math**
- **Building & Construction**
- **Sports**
- **Outdoors**
- **Healthcare**
- **Travel**
- **Hospitality**
- **Business**
- **Entrepreneurship**
- **International**

**WHAT CAN I DO WITH A MAJOR IN.....?**
Available on the Career Services Website http://www.unf.edu/careerservices

This useful on-line tool answers the question: What can I do with a major in...? For each college, there is a list of majors, and for each major there is a list of possible careers. We also provide links to other career exploration sites that provide information such as the nature of the work, employment trends, training, qualifications, earnings, and job outlook for specific careers.
A common reason you may be experiencing so much difficulty with major and career selection is due to a lack of information; either about yourself or about careers and the world of work. Information is power, and the more you have, the easier the process will be. You know you are close to making a choice when you feel pretty knowledgeable about yourself and viable career options. This increased competence should lead to your feeling confident enough to make a smart choice. Don’t worry so much if you don’t feel 100% sure, as that may be an unrealistic goal. Remember, you are still developing and discovering information about yourself.

Which comes first...the major or the career?

You may discover that while you feel sure about the best major, you may not be ready to set firm career goals. That’s perfectly “okay” as it may be hard to “know” (the best career choice) before you “do” (experience the environment). So, as you complete degree requirements, allow the classroom and work experiences you will encounter to help in your career selection process.
You may feel like you are shuffling back and forth between academic advising, career counseling and other resources, but as long as you stay involved in career planning activities, you are on the right track. Don’t worry so much about making the wrong decision. As you will discover through career exploration, you can be successful with any major. Just continue to follow through on ideas, activities and suggestions discussed with your Career Counselor, and you will eventually figure out the best major and career path for you.

ARE YOU UNDECIDED OR INDECISIVE?
There are situations where a student is unable to decide even though they have adequate information and maturity. This inability to select a career path or make other key life decisions may be related to depression, stress or anxiety. If you are experiencing these difficulties, it is important to seek the assistance provided by the Counseling Center located in Founders Hall, Building 2, Room 2300, (904) 620-2602, www.unf.edu/dept/counselingcenter.

Throughout the career planning process and life in general, you will be faced with making many decisions. It is important to learn how to integrate and process information by determining which resources to use, weighing pros and cons, calculating risks and consequences and problem-solving for potential obstacles.

BARRIERS TO EFFECTIVE DECISION-MAKING
If you seem to hit a brick wall every time you try to make a firm career decision, it could be due to various factors. There are many thoughts, feelings and issues that affect your ability to make decisions. So, do not overlook or downplay them, but instead openly acknowledge and deal with them. Can you relate to any of the following issues?

Procrastination
“I have plenty of time, I’ll just wait until NEXT week or NEXT semester.”

Fear/Anxiety
“What if I make the wrong choice—I don’t want to be stuck.”

External Pressure
“My parents or peers think I should choose ...”

Impatience
“I just want to choose something and get on with it already!”

Academics
“I’m not sure if I can pass the prerequisites for that major?”

Competitiveness
“What if I can’t pursue my first choice?”

College Life
“I know I should study, but my social life calls!”

Lack of Information
“I don’t know what I can do with this major?”

Don’t let these barriers block your path to career planning success!
Avoid making a hasty decision that may not be the right one for you. Actively research majors and careers suitable to you. Major and career decision-making takes time and you must carve out enough time to make a smart decision. It does not happen overnight, but when you find a major and career path that is right for you, you will know.
During your college career, engage in active skill building through various work experience programs. Researching careers, networking with professionals in various fields, and gaining practical knowledge and experience are typical activities of the career implementation phase of career planning. These experiences allow you to “test the waters” and explore careers from a hands-on perspective. You are then better able to confirm career interests and clarify your work values while building valuable skills. Ideally, participation in as many of the following options as possible is strongly encouraged throughout your college years.

CAREER INTERNSHIPS
Paid or non-paid experiences, you voluntarily pursue, related to your major or career interests.

ACADEMIC INTERNSHIPS
Experiences required for certain majors. Consult your Academic Advisor for specific requirements or for referrals to the appropriate Faculty contact.

COOPERATIVE EDUCATION
Experience related to your major. Although not required for most majors, you may opt to register for 0-3 academic credit hours. Program requirements and eligibility vary by college.
VOLUNTEERISM
Non-paid, informal experiences exposing you to various work settings to gain workplace skills and knowledge. The UNF Volunteer Center, an agency of Student Government, is a valuable on-campus resource for learning about volunteer opportunities. Contact them at 620-2755.

Gaining various types of work experience is essential to making the job search process a little easier. Many students receive offers of full-time employment upon graduation. Remember, you may begin some of these options as early as your freshman year, so be proactive and discover your path to success.
Explore Self, Majors & Careers

Your first year at UNF will be filled with excitement, anticipation and a vast amount of new information and experiences. While acclimating to college life, focus on the following:

- Meet with a Career Counselor and start the career planning process.
- Take intro or elective courses to explore potential majors.
- Visit the Career Library and the Career Services’ website to begin researching careers.
- Start developing relationships with professors; meeting with them during office hours.
- Attend Career Services Events (e.g. UNF Majors and Minor Fair, Job Fairs, Pre-Law Day).
- Register in Career Wings (update each semester).
- Review your first year. What sparked an interest? What did you learn about yourself regarding majors and careers?
2nd Year – SOPHOMORE

Confirm Major & Complete Prerequisites
As you start your second year, you typically have a better understanding of your academic abilities; but you may have discovered that your interests have changed or that you need more information. While you continue with activities from the first year, here are some additional things to focus on:

• Talk with professionals in your career field(s) of interest.
• Join student clubs/organizations related to your major to network and grow in your field.
• Try out your career interests through part-time jobs or volunteering.
• Start researching possible internships and cooperative education positions.
• Explore study abroad options as an experience for building life and workplace skills.

3rd Year - JUNIOR

Develop Employability Skills & Gain Relevant Work Experience
By this point, you should be in the “Career Implementation” phase of the career planning process, which includes making sure you are on track academically while gaining work experience related to your major and career interests.

• Meet with your Career Services “College Liaison” to develop your career action plan.
• Secure an internship or cooperative education position.
• Take required tests (i.e. GRE, LSAT, MCAT) for graduate or professional schools.
• Participate in the S.T. A. R. Program for workshops on Job Search, Resume Writing, and Interviewing.
• Review and update your resume to ensure it targets your career interests.
• Seek job openings related to your career interests.
• Research companies with job opportunities related to your career interests.
• Update your profile in Career Wings to fully maximize recruiting programs and services.
• Attend additional Career Services events, workshops and employer-sponsored sessions.
• Complete appropriate steps for graduate or professional school. Remember, the application process for some schools could take up to a year.
• Obtain a copy of The Edge, a manual providing tips, information and resources for transitioning smoothly from college into your chosen career.

4th Year - SENIOR

Commence the Job Search Process
Now, you can apply all of the career development activities you engaged in the first three years to your job search plan and get the job you want.

• Meet with your Career Services “College Liaison” to develop your job search plan.
• Participate in the S.T. A. R. Program for services and workshops on Job Search, Resume Writing, and Interviewing.
• Review and update your resume to ensure it targets your career interests.
• Seek job openings related to your career interests.
• Research companies with job opportunities related to your career interests.
• Update your profile in Career Wings to fully maximize recruiting programs and services.
• Attend additional Career Services events, workshops and employer-sponsored sessions.
• Complete appropriate steps for graduate or professional school. Remember, the application process for some schools could take up to a year.
• Obtain a copy of The Edge, a manual providing tips, information and resources for transitioning smoothly from college into your chosen career.
How fast you move through the career planning process depends on your motivation level and time commitment. It is important to remember that career planning is a continuous process. Starting this process now will help you at the various points throughout life where you will have to make and evaluate decisions concerning your career goals.

The career planning process may seem tedious. This is normal, as it takes time to evaluate and make important life decisions. However, you should remember that while career planning is a lifelong process, your current career goals are not life-long decisions. Your journey through life will expose you to many different experiences in college and in employment settings that will help you continuously reevaluate your career goals.
Remember ...
• There are many careers in which you could be equally satisfied.
• Majors don’t always necessarily relate to careers.
• Career decisions do not happen overnight. Start the career planning process early to allow adequate time to confirm your major and discover your career path.
• Do not select or eliminate a career or major until it’s been fully researched and evaluated.
• Evaluate career advice from peers and significant others. Although well meaning, their opinions may have more to do with their interests or biases and little to do with your interests or goals.
• The average person usually changes jobs several times over the course of their life. Focus on making a smart choice based on the information currently available to you.
• It is okay to be “confused” about major selection and your career plans. Allow that confusion to motivate you to seek assistance. Career Counselors are eager to help!

Final points to remember:
• There are several career options suitable for you...not just one right career.
• The world of work is constantly changing; stay abreast of employment trends and issues.
• Be proactive and take charge of your career future.
• You are the best person to determine which career path is best for you.

Take charge, start the career planning process now and discover the best path for you!

TRANSITIONING TO JUNIOR YEAR
Career Services offers a comprehensive array of programs and services. While Career Discoveries is targeted to freshman and sophomore level students needing assistance with selecting majors and careers, we have additional programs and services for students in the implementation phase of the career planning process. Please take advantage of the following resources:

THE EDGE
This companion resource to Career Discoveries provides detailed insight on developing job readiness knowledge and employability skills (i.e. job searching, resume writing, interviewing) to give you a competitive edge and help you transition effectively from college to the world of work.

S.T.A.R. Program: Skills To Achieve Results
The STAR Program is a series of seminars, workshops, services, and events designed to help you develop employability skills and present yourself professionally to potential employers and be successful after you graduate from UNF.
There are few companies where you can immediately influence the marketing strategies for some of the largest brands in the world.

This is one of them.

We are currently looking for star players in:
Sales & Marketing • IT Development • Research
Business Management

Visit our booth at the career fair to learn more about our career opportunities
meclabs.com/careers