



## Setting Career Goals

College students typically have many questions about career options and what they will do after completing their degree(s). These questions include:

- What type of work will I find enjoyable?
- What career fields relate to what I'm learning in the classroom?
- Which jobs fit with my skills and experiences?

While it may be tempting to bypass answering these questions because of the mental challenges associated both with soul-searching and with researching career fields, you are strongly encouraged to follow the planning process described below before you jump into searching for jobs for after graduation or applying to graduate or professional school.

## Self-analysis

Questions to Answer	Steps to Get Started
<ul style="list-style-type: none"> <li>• What are my strongest interest areas?</li> <li>• Which skills do I enjoy using?</li> <li>• What do I need to feel successful?</li> <li>• How would I describe the ideal work environment?</li> </ul>	<ul style="list-style-type: none"> <li>• Reflect on past/current jobs: Which work duties do you perform well and most enjoy?</li> <li>• Complete an internship and meet with an advisor to discuss the aspects of the experience you found enjoyable as well as self-discoveries related to your skills, preferred work environments, etc.</li> <li>• Tap into the career counseling services available at Career Counseling and Support Services: <a href="http://www.careerconnection.osu.edu">www.careerconnection.osu.edu</a></li> <li>• Can you easily rank the following in terms of their importance to you?                         <ul style="list-style-type: none"> <li>– making a positive impact on society</li> <li>– being able to quickly advance at work</li> <li>– developing expertise in a career field</li> </ul> </li> </ul> <p>If you haven't examined which values you want to fulfill through employment, you will likely benefit from completing a values assessment like the one found at: <a href="http://career-advice.monster.com/job-search/career-assessment/work-values-check-list/article.aspx">http://career-advice.monster.com/job-search/career-assessment/work-values-check-list/article.aspx</a></p>

# Career Exploration

Questions to Answer	Steps to Get Started
<ul style="list-style-type: none"> <li>• What types of jobs match my interests?</li> <li>• What steps should I take now to close gaps in qualifications? (What are the requirements of my chosen career field and do I have the relevant education, skills, and experiences?)</li> <li>• What types of jobs are good “stepping stones” to the type of work that most interests me?</li> <li>• What jobs do I qualify for with my major?</li> </ul>	<ul style="list-style-type: none"> <li>• Go online to research job titles that have been suggested to you (helpful resource: <i>Occupational Outlook Handbook</i>, <a href="http://www.bls.gov">www.bls.gov</a>)</li> <li>• Peruse the job postings on FutureLink, which are geared toward college students, to get information about the qualifications desired by those recruiting for jobs in your chosen career field.</li> <li>• When chatting with people, find out what they do to “make a living.” What do they enjoy about their work? What don’t they like about their jobs?</li> <li>• Visit with faculty and department advisors to see if they have information on the career paths of graduates from your academic program.</li> <li>• While exploring connections between your major and career fields is a good step to take, you will almost always need experience beyond the classroom to “qualify” for post-graduation jobs (helpful resource: <a href="http://whatcanidowiththismajor.com/major/majors">http://whatcanidowiththismajor.com/major/majors</a> )</li> </ul>

# Market Research

Questions to Answer	Steps to Get Started
<ul style="list-style-type: none"> <li>• Who hires people to do what I want to do?</li> <li>• How do those employers typically recruit college seniors or recent graduates?</li> <li>• In what types of organizations am I likely to find jobs that require my skills and experiences?</li> <li>• Are there parts of the country where the prospects are better for finding employment in my chosen career field?</li> <li>• What salary averages are associated with the entry-level jobs in my chosen career field?</li> </ul>	<ul style="list-style-type: none"> <li>• Set up informational interviews with people working in the career fields that most interest you. Which companies/ organizations do they suggest you target during an employment search? Refer to the Networking Resources tip sheet, found at <a href="http://asccareerservices.osu.edu/guides">asccareerservices.osu.edu/guides</a>, for more information on how to find career professionals to reach out for advice.</li> <li>• Review reports to identify leading companies and trends within the industries that appeal to you (helpful resource: IBISWorld, access via <a href="http://www.library.osu.edu">www.library.osu.edu</a>).</li> <li>• Join the student chapters of the professional associations in your target career field(s). Network with association members. Use <a href="http://www.weddles.com/associations/">www.weddles.com/associations/</a> to identify associations matching your interest areas.</li> <li>• Use the following resources to find information about employment rates and salary averages across the U.S.:             <ul style="list-style-type: none"> <li>– <b>NACE Salary Calculator</b> <a href="http://www.jobsearchintelligence.com/NACE/jobseekers/salary-calculator.php">http://www.jobsearchintelligence.com/NACE/jobseekers/salary-calculator.php</a></li> <li>– <b>CareerOneStop</b> <a href="http://www.acinet.org/">http://www.acinet.org/</a></li> </ul> </li> </ul>

As you review the above list of recommended steps, consider which stand out as priorities. Then, develop a plan for when you can work on completing those steps. Which steps can you pursue this semester? Which can you do next semester? The goal of working through the planning process described above is to be able to complete the goal setting worksheet found on the following page.

Across the university, there is a network of staff and faculty to assist with your career planning. Beyond the forms of assistance provided by the Arts and Sciences Career Services Office and the Career Counseling and Support Services office, there are a variety of services offered by academic advisors, departmental internship coordinators, and faculty. To learn about these services, a good first step is to consult with your departmental advisor.

## Career Counseling and Support Services ([www.careerconnection.osu.edu](http://www.careerconnection.osu.edu))

Open to all students at The Ohio State University, the Career Counseling and Support Services office assists students with defining career goals, exploring any related personal concerns, and developing a plan for pursuing their goals. Services include individual career counseling and interpretation of a wide variety of assessments geared toward helping students understand how their interests, skills, values, and personality relate to occupational fields. Additionally, Career Counseling and Support Services offers a career exploration course, EDU PAES 2270.02, available autumn and spring semesters.

# Goal Setting Worksheet

When completing the worksheet, keep in mind that there are thousands of job titles in the U.S. labor market. There will not be one single job title that is the perfect complement to your skills, personality, interests, and values. Therefore, you are encouraged to set a goal that represents a good starting point rather than trying to lock in on the “correct” job.

## Career Planning Glossary

*Job Title:* The name used to label a specific position; e.g., video editor, marriage counselor, biochemist, advertising manager.

*Job Functions:* Describe the main activities associated with a particular job title. For example, a marriage counselor typically conducts counseling sessions, manages paperwork, organizes and delivers workshops for couples, and may manage billing if he/she works in private practice.

*Occupational Field:* A broad grouping of related job titles. For example, within the field of counseling, you find psychologists, substance abuse counselors, marriage counselors, as well as other types of counselors.

*Work Sector:* Refers to the type of organization, options include: nonprofit organizations, government agencies, schools, large companies with national operations, and small, privately owned companies.

*Industry:* Companies that provide similar products or services comprise an industry. Examples of industries include: financial services, entertainment, healthcare, and travel and tourism. People holding the same job title (e.g., advertising manager) in different industries generally face different challenges even though they perform the same job functions.

JOB TITLES BEING CONSIDERED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

JOB FUNCTIONS THAT SEEM LIKE A GOOD FIT: \_\_\_\_\_  
\_\_\_\_\_  
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OCCUPATIONAL FIELDS BEING CONSIDERED: \_\_\_\_\_  
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ANY PREFERRED WORK SECTORS? \_\_\_\_\_  
\_\_\_\_\_  
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ANY PREFERRED INDUSTRIES? \_\_\_\_\_  
\_\_\_\_\_  
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GEOGRAPHICAL PREFERENCES: \_\_\_\_\_  
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SALARY NEEDS (consider housing, loans, transportation costs, etc.): \_\_\_\_\_  
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GOAL STATEMENT: \_\_\_\_\_  
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*SAMPLE GOAL STATEMENT: Interested in working for a small company that manages charity fundraisers and other events. Would like to apply my project management skills, outgoing nature, and creativity to plan events, coordinate with vendors, and provide day-of-event support. Open to moving anywhere in the U.S. that has a good public transportation system; would prefer to work in Philadelphia or Chicago. Seeking a company with tuition reimbursement and health benefits. Depending upon housing options, will need a minimum annual pay of \$34,000.*