

Student Playbook Primary Research AT A GLANCE



GLOBAL LEARNINGS

- ✓ **Parents worried** about students' career readiness.
- ✓ **Parents expect institutions** to develop skills for career launch.
- ✓ **Parents have limited awareness** of career services' programs and resources.
- ✓ **Career services departments are under-resourced.**
- ✓ Students best served by engaging in **career planning throughout college.**
- ✓ **Students need and want more career-readiness support**, but are not inclined to pursue it.
- ✓ **Students benefit greatly from experiential learning.**
- ✓ **Students require development** of interpersonal skills.
- ✓ **Schools seeing shift in student attitude toward parent involvement.** Parents want to be involved; students want their help. Schools see change as positive.

Employer Key Findings

EMPLOYER RECOMMENDATIONS FOR STUDENTS:

- Build people skills, like problem solving and communication
- Research employers
- Become an excellent interviewee

EMPLOYER RECOMMENDATIONS FOR COLLEGES:

- Really partner with employers
- Prepare graduates for interview process
- Prepare graduates for onboarding process



TO LEARN MORE ABOUT STUDENT PLAYBOOK OR OUR RESEARCH, PLEASE CONTACT:

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These findings are based on studies, surveys, focus groups, and interviews, conducted and commissioned by Student Playbook, of college students, recent graduates, and parents, as well as higher ed senior administrators and corporate leaders from:

ALUMNI & CAREER SERVICE LEADERS



HR/CAMPUS RECRUITING LEADERSHIP



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