



AN INVESTMENT THAT WORKS

FOR THE CALIFORNIA COMMUNITY COLLEGES



OUR MISSION

We have extraordinary faculty.

IS THEIR

We have superior career services.

SUCCESS

They're looking to us.



**THEY ARE OUR
FUTURE**

California Community Colleges — the largest system of higher education in the world. We are called on to prepare over **2.9 million students each year** to live and work in a rapidly changing, open and dynamic economy; a global economy driven by new advances in technologies of information and communication.

This 21st century economy demands a smart, flexible, highly skilled worker who can effectively negotiate the rigors of a constantly changing job market and deal with the insecurities it brings.

Yes, the world of work has changed dramatically; and California Community College students need our help to successfully manage and thrive in today's ever-changing workplace. Their future, our future, California's future depends on them!



**THEY'RE LOOKING FOR
DIRECTION**

The Gallup Organization studied over 2 million people to find out what qualities, skills or talents it took to be successful. They discovered that individuals who identified and concentrated on building their own natural strengths found the greatest success.

Our California Community College Career Centers have the tools, assessments, resources, and counseling services to help students identify and focus on their own uniqueness and find careers and majors that match their talents and strengths.

By taking advantage of the career center services on their campus, students find direction.



**THEY WANT THE
REAL STORY**

Students need current information on the job market that includes such things as hot jobs, qualities employers' value, behavioral interviewing strategies, building personal networks and using technology to their advantage.

Students need to know that internships and service learning experiences can help them land really cool jobs. Students need to connect with companies, conduct informational interviews, find mentors, and be exposed to the opportunities and challenges of an unpredictable work environment.

Students need the straight talk that California Community Colleges deliver via their instructors, career counselors, community contacts, and workplace connections.



SPARK
THEIR INTEREST

AND THEY'LL KEEP COMING BACK

Today's world of work constantly demands new skills that match and exceed new technologies. The idea of lifelong learning has never been more important.

A student entering the workforce for the first time can expect 9 to 13 job changes in his/her lifetime, 3 to 5 career changes, and a longer working life.

Over the last four decades, community college enrollments have increased five-fold. Our students will continue to return to train and retrain for their future. If we provide them access to a great education along with the career services they need and want, they will surely keep coming back!



**SMALL INVESTMENT
BIG RETURN**

Armed with effective career information, experiences, and direction, students do better in their classes, and have higher retention and graduation rates.

According to *BluePrint for Life/Work Designs*, students who find the work they love to do are more successful in the workforce, make more money, and have fewer health problems. They produce more goods and services and experience shorter unemployment periods.

Helping students develop career management skills is part of the California Community College Mission. Our career centers offer the support services that help students succeed, and our faculty integrate “real world” career outcomes into courses they teach.

A small investment in your campus’s career efforts will give you a big return; a growing enrollment, a thriving community, and a prosperous state.



**CAREER EDUCATION IS
EVERYONE'S JOB!**

Make a **BIG** impact on your campus with these investments of time, energy and resources:

- Visit and meet with your career center staff to explore ways to build and support career services on your campus.
- Introduce faculty across your campus to career programs and services through the Career QT (Quick Tips) e-newsletters and activities.
- Encourage academic faculty to enrich their courses by circulating the “Best in CLASS” (Classroom Learning Activities for Student Success) e-newsletters to English, Math, Science, Social Science, and Art faculty.
- Support cross-campus participation in Regional Workshops for staff and faculty.

Find out more about these programs at www.cccareers.org



This message brought to you by California Community College
Chancellor's Office Statewide Advisory Committee for Career Development.

Visit our site at www.cccareers.org for more information