The Future of Work, COVID-19, and the Impact on Student Career Readiness
Experience Rochester

September 2020

Our Discussion

• Future of Work Trends
• Career Education + Responding to Student Needs
• Together for Rochester Campaign
• Discussion Hosted by Sidhant Ahluwalia ‘18
A Shifting Mindset
The Knowledge Economy + Critical Skills

1. Synthesizing information
2. Abstract knowledge
3. Cohesive, interdisciplinary solutions
Top Skills

in 2020
1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015
1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

Source: Future of Jobs Report, World Economic Forum
“Companies need to focus not just on knowing what but on knowing how because in today’s fast-paced world - where the what changes all the time - the application of knowledge has become especially critical. ”

Boston Consulting Group Report 2020
Education Structure + Adaptive Lifelong Learning

1. Micro-credentialing
2. Skill development + Re-skilling
3. Blended learning environments
“...Another basis of competition has risen above them all in the digital age: learning advantage. The winners of tomorrow will be those that can accelerate their rate of learning.”

Boston Consulting Group “Why it’s time to bring learning to the C-suite” 2020
The Freelance Economy + Mobility

1. Control where, who, what, time
2. Entrepreneurial mindset
3. Structural societal + legal challenges
There were 56.7 million American freelancers in 2018. 61% said they’ve chosen to work this way... an 8% increase since 2014.

World Economic Forum Freelancing in America 2018 Report
Equity as a Goal

1. Globalization + Climate Change
2. Access, Technology + Data
3. The Inclusive (+ Anti-racist) Leader
“Diversity is a fact, inclusion is a practice, and equity is a goal.”

Dereca Blackmon, Associate Dean and Director of Stanford’s First Gen and Diversity Office
Chat Question: What are some other future of work trends that you think are on the horizon?
Career Education + Responding to Student Needs
Career Education Context

Source: Evolution of Career Services in Higher Education 1900-2030 (Dey & Cruzvergara 2019)
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<tr>
<td>Environmental Factors</td>
<td>GI Bill &amp; Manufacturing Boom</td>
<td>Self-Actualization Movements, Diversity of Candidates and Opportunities, &amp; Less Jobs</td>
<td>Dot Com Boom, Technology, University Funding, Globalization, &amp; Generational Changes</td>
<td>Economic Downturn, Less Jobs, Society’s Expectations, Value of Higher Education, &amp; Social Media</td>
<td>High cost of education, equity and inclusion, social mobility, &amp; technological advances</td>
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<tr>
<td>Stakeholders</td>
<td>Students + Employers</td>
<td>Students</td>
<td>Students, Employers + Parents</td>
<td>Community: Students, Alumni, Employers, Parents, Faculty, Administrators, &amp; Government</td>
<td>Students, Alumni, Employers, Families, Faculty, Administrators, tech partners, associations, &amp; Government</td>
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<tr>
<td>Theoretical Orientation</td>
<td>Trait-Factor (criteria matching)</td>
<td>Typology: matching based on personality, interests, &amp; skills</td>
<td>Eclectic: based on counselor’s theoretical orientation</td>
<td>Design Thinking: Strength Based, Chaos, &amp; Happenstance</td>
<td>Life Design</td>
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Source: Evolution of Career Services in Higher Education 1900-2030 (Dey & Cruzvergara 2019)
Career Education Context

“...the focus of career centers will hinge on facilitating social mobility through equitable access to connections and experiences for all students regardless of background or social capital.”

Source: 5 Future Directions in University Career Services (Dey & Cruzvergara 2019)
“...the generation that first entered the job market in the aftermath of the Great Recession is now going through its second ‘once-in-a-lifetime’ downturn.”

“Recession graduates, with limited opportunities, will start in jobs that are a worse fit. Once the economy recovers, they will compete for jobs with people who have more experience. In addition, Ms. Kahn noted, recession graduates seem more risk averse. “People that graduate into a recession don’t change jobs as often as people that graduate into booms,” she noted. And these job changes are one of the best ways to get a raise.”

_Facing Adulthood With an Economic Disaster’s Lasting Scars_  
Those entering the job market in a downturn may never catch up in pay, opportunities or confidence.
So what does it look like to prepare students for the future of work and a changing landscape brought on in 2020?
Building Culture + Infrastructure

- Life + Career Design Curriculum
- Integration into Academic Programs
- Expanding Skill Development Options
- Expanding Career Education Technology + Delivery
- Taking Action on Equity + Access Initiatives
- Deeper Industry + Employer Engagement
- Alumni Support + Engagement
- Monitoring + Integrating Workforce and Industry Trends
Initiatives + Services

First Year, Sophomore, Juniors
- Internships, research + summer employment;
- Alternative options for skill development

Masters
- Advising individual students; Monitoring impact on certain industry sectors

Seniors
- Monitoring + cultivating organizations still hiring; Graduate + professional school applications; 1-on-1 outreach

Doctoral
- Alt-academic preparation + industry engagement; Supporting their progress towards degree

Young Alumni
- Providing community and coaching; Monitoring impact on certain geographic and industry sectors

Alumni
- Providing individual coaching (alumni to alumni); Support through community and group-based initiatives
The pandemic exposed gaps or accelerated change...

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<tr>
<th>Exposing Gaps</th>
<th>Accelerating Change</th>
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<td>Access for students (technology, learning, networks...)</td>
<td>Student adaptability and storytelling</td>
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<td>Virtual and project-based experience options</td>
<td>Supporting alumni career education</td>
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<td>Technology infrastructure (University, employers)</td>
<td>The location of work (remote, virtual)</td>
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<td>Varied impact on different industry sectors</td>
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Together for Rochester Campaign
One University.

SCHOOLS + PROGRAMS

• School of Arts & Sciences
• Hajim School of Engineering
• Eastman School of Music
• Simon Business School
• Warner School of Education
• School of Medicine and Dentistry
• School of Nursing
• Eastman Institute for Oral Health
• Libraries

PARTNERS

• Memorial Art Gallery
• Golisano Children's Hospital
• Wilmot Cancer Institute
• Musculoskeletal Institute
• Del Monte Neuroscience Institute
• Center for Coronavirus Research

• Alumni and Constituent Engagement
• University and school-based Career Programs
• Office of Equity and Inclusion
Engagement

45,000 closest alumni and friends
4,000 volunteer leaders
2,000 new actively involved
1,000 More alumni

Giving

$100M
50-100 new endowed funds
25 new internship support funds

Focus on:
Research
Equity + Access
Scholarships
Faculty support

Career

750 full-time job or internship opportunities posted
1,000 new members of The Meliora Collective
500 career volunteers
150 organizations recruiting virtually

Equity + Access

Targeted support for institutional priorities
Launch three new affinity networks
Increase participation by diverse alumni
Cultivate student-to-alumni connections
**TARGETS**

- 750 full-time job or internship opportunities posted
- 1,000 new members of The Meliora Collective
- 500 career volunteers
- 150 organizations recruiting virtually
- 25 internship support funds

**ACTION**

- Generate more opportunities for students and alumni by leveraging the UR network in competitive markets
- Expand the network and activate the community
- Provide opportunity for volunteers to offer industry sector insights, advice, mentorship, and access to information
- Access recruiting relationships in a virtual environment
- Ensure access by removing barriers to internships and research which are critical to for jobs and graduate school
As with many of us, the lives of our students have been disrupted by Covid-19. The plans that some students had have been interrupted and they have lost opportunities to learn, build relationships, and try things out: internships, research opportunities, international experiences, summer jobs, and connecting in the community. Other students were in the midst of a full-time job search and will have their share of challenges in finding jobs that jump start their career path and help them build the next chapter of their stories.

University of Rochester is seeking out volunteers to help these talented students find new opportunities to build skills and to gain experiences that will help them succeed in their education and beyond. We want you to be a part of the stories of our students by volunteering their expertise, sharing connections and job opportunities, and more. Once you complete this form, a member of our team will contact you with additional details.

Fields with * are required.

First Name *

Email Address *

Last Name *

Phone Number *
Poll
Discussion with Sidhant Ahluwalia ‘18
Works Cited

- Future of Work + The Future of Us
- Five Future Directions In University Career Services
- Artificial Intelligence Will Create New Kinds of Work
- Artificial Intelligence Will Create New Kinds of Work
- Jobs of Tomorrow (World Economic Forum)
- Deloitte Future of Work
- Jobs lost, jobs gained: What the future of work will mean for jobs, skills, and wages
- BCG: Why it’s important to bring learning to the C-suite
- World Economic Forum: the Fourth Industrial Revolution: what it means, how to respond
“We are living in a time like no other. The pandemic, political divisiveness, and civil unrest have all had an effect on the University community. If we can come together, and unite in our efforts, Rochester will come back even stronger.”

— SARAH C. MANGELSDORF
PRESIDENT AND G. ROBERT WITMER JR. UNIVERSITY PROFESSOR