

# Career Transitions

## Complete, online, self-paced solution for graduates seeking successful careers

*Career Transitions* walks college and university students through the entire career exploration process — from resume-building to job placement and skills development. In today's challenging economy, *Career Transitions* supports their transition from post-secondary education endeavors to family-sustaining wage careers. It provides immediate help for:

- **Colleges and universities and their career services and placement center advisors.** *Career Transitions* provides advisors with tools to help guide students of all types toward the most promising future by offering step-by-step career guidance.
- **Graduates seeking employment.** *Career Transitions* supports career development of ALL majors — not just technical majors. It helps students focus on employers and industries with better prospects to pursue their “dream” targets, explore nontraditional opportunities and stay prepared for what's to come.
- **Communities as a whole.** *Career Transitions* aims to increase the nation's supply of highly qualified workers by connecting college students with the tools and knowledge they need to achieve their career goals.

The screenshot shows the Career Transitions website interface. At the top, there's a navigation bar with 'Home' and 'Unemployed? Get Help Now'. Below that, a progress bar indicates five steps: 1. Discover my interests, 2. Explore Careers, 3. Prepare Resume, 4. Improve my Chances, 5. Find Jobs. The main content area is titled 'Explore Opportunities' and features a 'Your Targets Summary' section with three columns: 'My Career Targets...' (Retail Salespersons, Marketing Managers), 'My Industry Targets...' (Packaging and Labeling Services, Language Schools, All Other Miscellaneous Schools and Instruction), and 'My State Targets...' (Arizona, Colorado, Idaho, Michigan, North Carolina). Below these are 'Suggested Careers' and 'Suggested Industries'. On the right, the 'Career Optimizer' table shows data for 'My Targets', 'Careers', 'Industries', and 'Avg. Salary'. A video player with a woman speaking is also visible.

My Targets	Number Employed	Projected Growth
Careers:	358,700	+9%
Industries:	4,991,908	+21%
Avg. Salary:	\$59,147	

*Career Transitions* is an online, turn-key career guidance center for college students and their career advisors.

## An integrated source

*Career Transitions* assists students from all backgrounds. It offers a practical, personalized guided experience that integrates all the tools needed in the career exploration and development process, including:

- Resume wizard, job application wizard and a personal profile that stores a user's references, action plan and more
- Assessment engine that identifies career interests and helps users explore related careers
- Career explorer, industry explorer, state explorer and career optimizer
- Ability to target specific careers, industries and states and see their projected growth
- Interviewing, networking and job application help
- Low-fee distance learning classes to enhance specific skills and supplement current coursework
- Focused job searching informed by students' career, industry and state interests
- Inspiration to keep motivated
- And more

### What is the Career Optimizer?

The Career Optimizer shows current and future employment data for the Careers, Industries and States that you have targeted.

#### What does the data mean?

**Number Employed** is the most recently reported number of jobs.

**Projected Growth** is the expected increase in employment over ten years.

**Source:** Bureau of Labor Statistics and state governments.

# From post-secondary education to profitable careers

*Career Transitions* walks students through the career exploration process from beginning to end — at their own pace and in simple-to-navigate, online portals. Users can return to their profile from their college or career placement center — or remotely — to track and update their progress.

**1. Discover Interests.** Explore occupational interests and match them with career paths that will be fulfilling and productive:

- Interests profiler
- Identify work activities and requirements

**2. Explore Careers.** Investigate thousands of career paths, industries, companies and states — target the fastest-growing ones:

- State Explorer
- Industry Explorer
- Career Explorer
- Career Optimizer

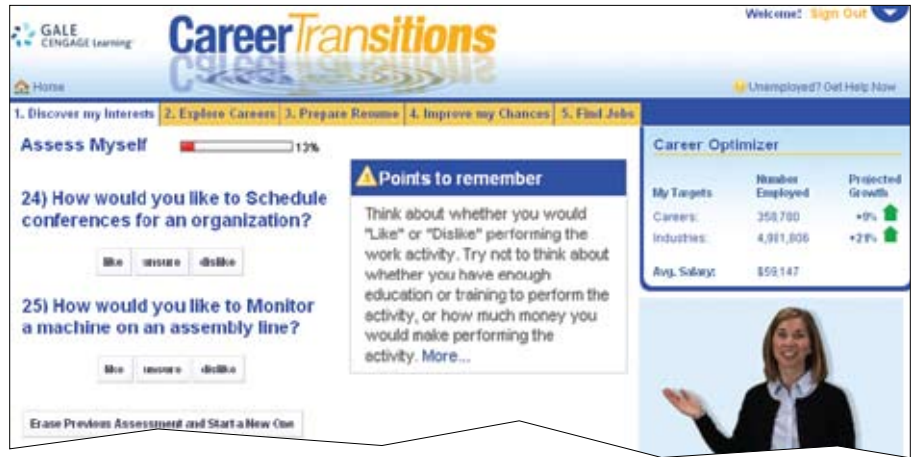
**3. Prepare Resume.** Build, save, retrieve and update a professional resume and list of references:

- Easy-to-use resume wizard
- References wizard
- Tips, examples, articles and more

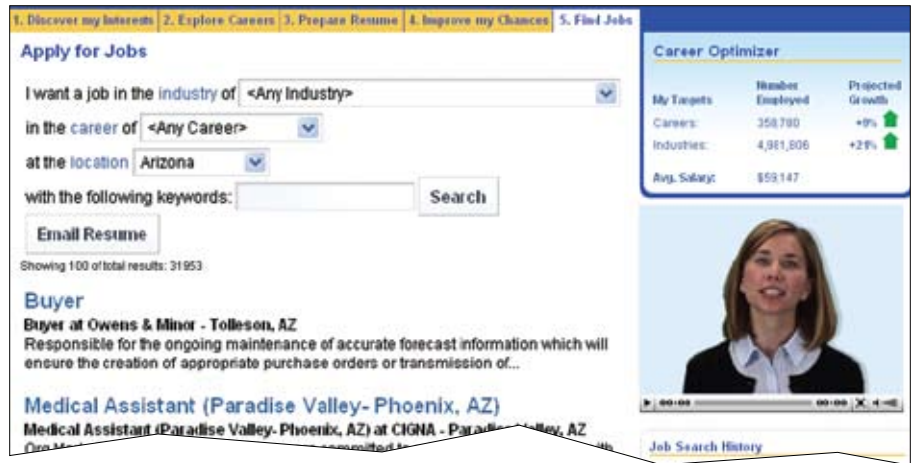
**4. Improve Chances.** Find educational opportunities and take classes to brush up on skills and increase hiring chances:

- Take courses
- Become a better interviewer
- Learn to network to tap the hidden job market
- Join trade associations
- Read business journals
- Target companies

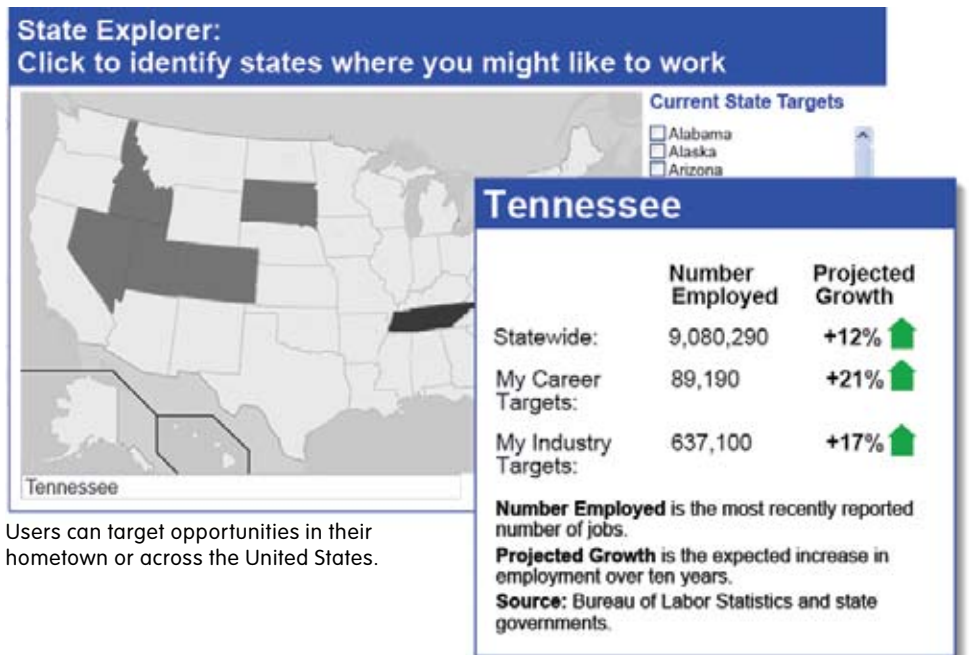
**5. Find Jobs.** Job listings from around the country allow users to search for positions that meet their criteria. A job application wizard helps them make the leap to a new career.



Helps users identify their interests — everything from animal science to acting to operations analysis.



Nationwide job listings combined with a job application wizard makes *Career Transitions* a complete career center.



Users can target opportunities in their hometown or across the United States.