



Perceptions of Career Development from Working America

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Conducted by



The Background

- Now is a time when we are thinking and working differently and challenging many of the work orthodoxies of the past. **Therefore, it is important to take some time to discuss how this intersects with the work you do with students.**

The Background

- The COVID-19 pandemic accelerated existing trends in the world of work. The pandemic disrupted labor markets globally during 2020.
- The short-term consequences were sudden and often severe: As the US job market begins to rebound from the global pandemic, the services provided by career development practitioners are more vital than ever.

The Harris Poll

- The National Career Development Association (NCDA) commissioned The Harris Poll to conduct a National Survey of Working America. The poll assessed the perceptions of today's workforce on the effectiveness of career development practitioners, the need for expanded workforce training opportunities and the hardships implicit in selecting, changing or getting a job in the current economic climate.
- The feedback is very clear: career practitioners are a vital resource for the livelihood of our nation's workforce and are underutilized relative to their potential need and value.

The Harris Poll

- This survey was conducted online among 1,500 adults, 18 years of age or older.
- The sample represents a total population of 328.2 million adults, based on the U.S. Census current population reports.
- The study examined adults' attitudes and experience related to work and the selection of a career or job.

Past Career Experiences

Most Americans found the job they are currently (or were previously) in by relying on some sort of external influence, either personal connections or professional services. Receiving career assistance from past employers or outside sources is felt to be helpful, though many adults seem to especially appreciate more independent or objective support from sources like professional career specialists and career assistance centers.

There is no one way to choose a job, but for more than two in five all adults (42%) the process involved being influenced by other people. This includes friends/associates (22%), parents/relatives (17%), school/private counselors (13%) or counselors in public service/job training programs (9%)¹.

When it comes to making *career* plans, a slight majority of all Americans (57%) have accessed outside help, and three-quarters (74%) of those who have received support found career specialists in private practice to be *very helpful*. Further, around three in five or more have found career specialists at a place of employment (67%), career specialists at schools or other educational settings (62%), and career websites (59%) to be *very helpful*².

Nearly two-thirds of those who have a past employer (65%) have received career assistance from them, and for those employees the most helpful resource utilized was a career assistance center where they can meet with a counselor, participate in group career activities or read career information (75% *very/extremely helpful*)³.

Looking Forward – The Need For Career Resources

As U.S. adults in the labor force explore their future career plans, many hope to receive help from career websites and career services professionals. There are many national (and international) trends and events that will undoubtedly influence the working landscape going forward, and the majority of employed adults think they personally will need to adapt their work lives in some way due these shifts.

If they could start over again and plan their career or work life, over half of all Americans (53%) would try to get more or different information about jobs or career options than they did the first time¹.

Thinking ahead to the next few years, most employed adults (56%) do *not* plan to stay with their current employer. If adults in the labor force need help in the future to aid their career plans such as selecting, changing, or getting a job, over a third indicate that they will seek support from career websites (36%), and a quarter would seek help from a career specialists (25%)².

Looking ahead to future trends, the majority of adults in the labor force believe the effects of technological automation (70%) and the "globalization of the American economy" (64%) will be impactful, either to them personally (53%) or to the job market in general (30% technical automation, 20% globalization). Around one-fifth say these trends will have a significant impact on their job or career (19% technical automation, 21% globalization) and many others say they will be forced to learn new skills (32%, 32%), will need to be re-trained (17%, 15%), or will lose their job altogether (10%, 9%)³.

Looking Forward – The Value of Career Resources

There is little doubt that working adults see getting support from a career services professional as a valuable step as they pursue a job hunt or figure out their future career path. Further, most Americans express some regret over not seeking support and think it would be a good idea for them personally to seek help from a career services professional in the future. Recent events may be fueling these sentiments, as the majority of those who experienced career impacts from COVID-19 think it would have been valuable to talk to a career services professional over the course of the pandemic.

The vast majority U.S. adults (85%) feel that career services professionals provide valuable assistance and nearly seven in ten (68%) believe most people need career assistance from a career services professional. When reflecting on their past choices, the majority (58%) wish they personally had sought services from a career professional. Now looking forward, most U.S. adults (65%) agree it would be helpful for them to talk to a career services professional as they explore future jobs or careers¹.

For about one in three adults (32%) the COVID-19 pandemic has had an impact on their career, in particular by having hours/shifts cut (12%), being laid off/furloughed (11%) or changing their career path (9%)².

The majority of those whose job has been impacted by COVID-19 (59%) think it would have been valuable to talk to a career services professional over the course of the pandemic, and over one-third (37%) would have found this type of support to be *very* valuable³.

Career Experiences by Employment Status

While employed adults are more likely to recognize the value of career services professionals when asked, their unemployed counterparts seem to be more likely to need these career services in the short term. Unemployed adults are more likely to consider a career change in the next few years, and to desire information on resume building, interviewing skills, and job search strategies.

Most adults in the labor force (64%) are at least somewhat likely to consider a new career in the next few years, and more than one-quarter (26%) are very likely, especially those who are unemployed (43% vs 25% employed)¹.

Employed adults feel more strongly than those unemployed that most people need career assistance from a career services professional (72% vs. 62%). Likewise, employed adults are more likely to recognize the value of a career services professional for them personally as they explore future jobs and careers (69% vs. 60%) and to say their career choice was influenced by someone in this role in the past (48% vs. 30%)².

When thinking about career assistance they would like to receive from future employers, unemployed adults are more likely than their employed counterparts to desire training programs that would help them advance to a better job (48% vs. 34%)³.

Further, those who are unemployed but looking for work are more likely to feel that resume and interviewing skills (50% vs. 27% of those currently employed), and job search strategies (39% vs. 26%) would be helpful to know more about⁴.

Career Experiences by Race/Ethnicity

Hispanic and Black adults are more likely than their White peers to be looking for a career change in the next few years, and Hispanic adults seem to be more likely to appreciate that a career services professional would provide value to them. Further, the events of the past year seem to have impacted adults of color in particular, and as a result, nine in ten say it would have been valuable for them to speak with a career services professional over the course of the pandemic.

When reflecting on how they landed their current or previous job, White adults (35%) were more inclined to make a conscious choice and follow a definite plan than their Black (22%) and Hispanic (18%) peers were¹.

And, when thinking ahead to the future, Hispanic and Black adults are more likely to be looking for a career change compared to their White colleagues (81% and 71% at least somewhat likely vs. 55%)².

Hispanic adults, more than their White counterparts, are inclined to feel that most people need the support of a career services professional (76% vs. 66%), to say that their career choice has been inspired by someone like this in the past (50% vs. 35%), and to agree that it would be helpful to talk to a career professional in the future (75% vs. 61%)³.

The COVID-19 pandemic has had disproportional effects on people of color, as two in five (41%) reported career impacts as a result of the pandemic compared to just 25% of White adults. Perhaps unsurprisingly then, adults of color are more likely to feel it would have been at least somewhat valuable for them to talk to a career services professional over the course of the pandemic (89% vs. 78% White adults)⁴.



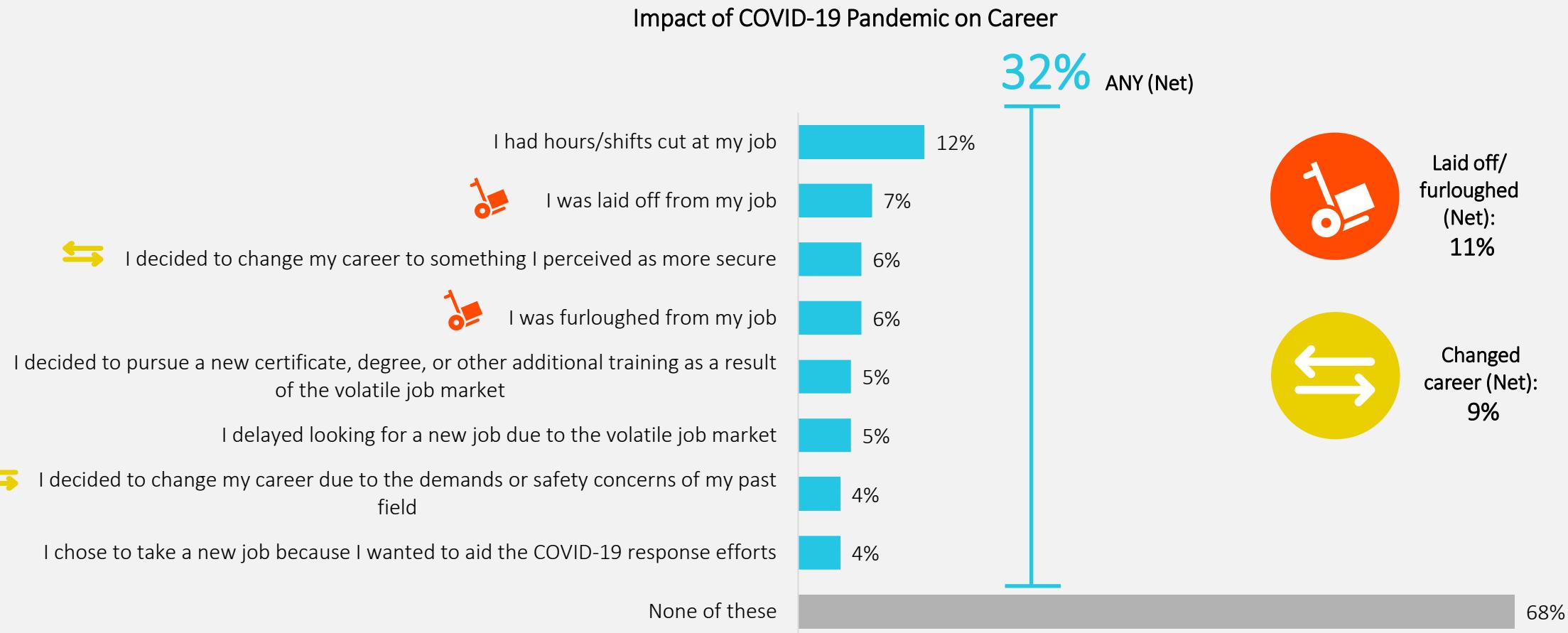
COVID-19 Impact

The Impact of Covid-19

- The pandemic has been a vocational magnifying glass, bringing elements of career development, work and life to the forefront.
- Currently more people are working remotely and want to continue.
- Artificial Intelligence and automation is omnipresent in our everyday lives and society.
- Both work and the workforce are becoming more flexible.



Nearly a Third of Americans Experienced Some Sort of Career Impact During The COVID-19 Pandemic





Implications for School Counselors

Career Guidance for all in K-12 – If Not Now, When?

A recent report (2021) entitled “If Not Now, When?, The Urgent Need for an All-One-System Approach to Youth Policy”, authored by Anthony P. Carnevale, Artem Gulish and Kathryn Peltier Campbell of the Georgetown University Center on Education and the Workforce proposes what effective Career Guidance would look like in K-12 Schools.

Interventions that would “smooth out transitions traversing education and work,... expand opportunity at every juncture.” Specifically there would be focus on college affordability and workforce training.

Integration at all levels of education of schools, community , employers and government to provide a continuum of support towards economic independence.

Funding of Work Based Learning and Career Technical Education, Apprenticeship and Community Based programs for work experience. More Education-Industry Partnerships

Replace a disjointed system with a holistic approach which requires data-informed, personalized education and career counseling delivered by caring professionals at all points along the youth to adulthood journey.

A Career Counseling System that provides information and mentorship needed to plan and pursue educational and career goals.

Continuous academic and career counseling and improved transfer policies.

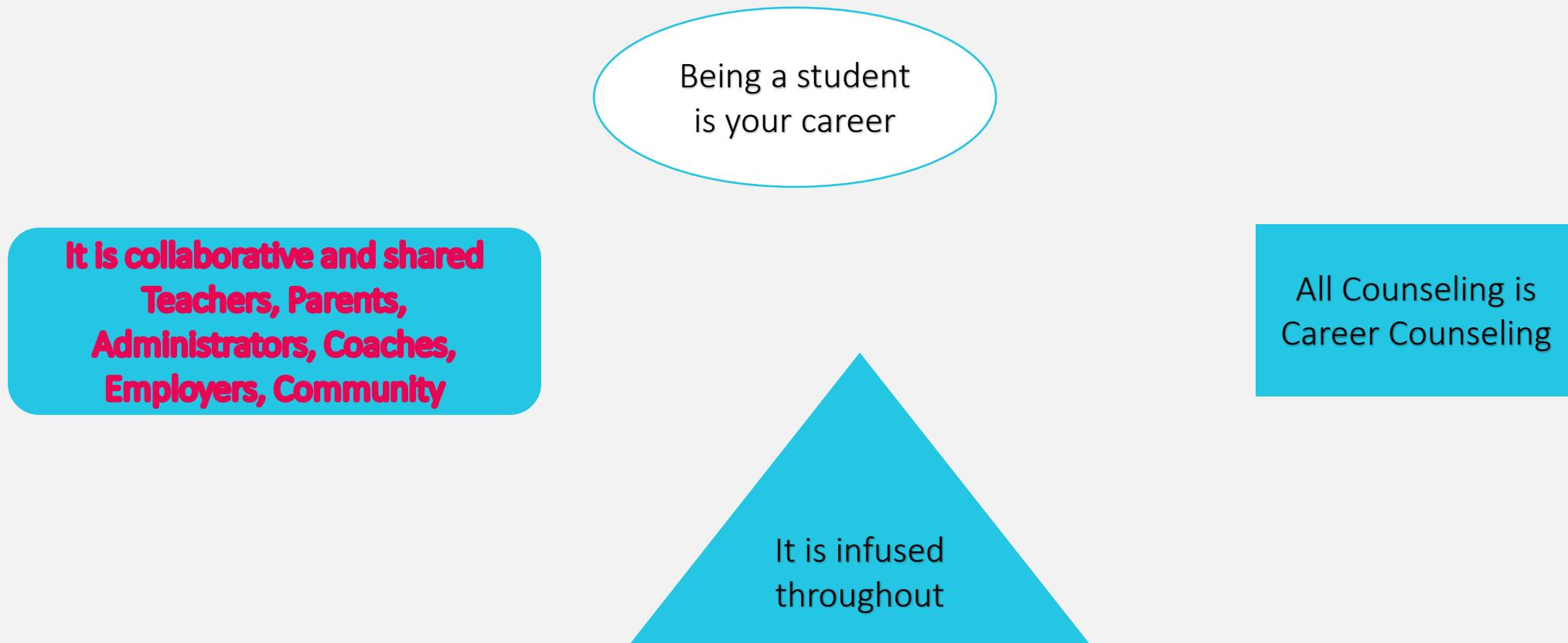
What does great Career Guidance/Counseling Look like in K-12?

The ideas that follow were presented by Dr. Rebecca Dedmond, Professor and NCDA Fellow in a 2009 article entitled “A Life-long Transition: From School to Career”

What are the outcomes that we are looking for? How will we measure success?

- Every Student has a personalized, realistic plan to become a self-sufficient life-long learner.
- Every student has a sense of belonging.
- Students make good choices.
- Students take responsibility for their own learning
- Students adapt to challenges and Change

What does great Career Guidance/Counseling Look like in K-12?



What does great Career Guidance/Counseling Look like in K-12?

What are some best practices that school counselors can integrate into their Comprehensive School Counseling Programs?



Are the Robots Here? “The Future of Work: The Role of Artificial Intelligence and Automation” What do you imagine the workforce will be like in 5 years? 10 years? What role will robots and automation play in the future of work? What new jobs will be available in the future? Robots, artificial intelligence and other disruptive technologies are poised to radically change the future of work. According to Frey and Osborne: about 47 percent of total US employment is at risk for automation; 51% of job activities can be automated, but less than 5% of jobs are fully automatable. The future of work will be seen in the growth of new jobs and new skills. Entry-level and middle skill jobs will see less growth than jobs requiring greater education and more advanced skills. Of the children entering primary school today, 65% will end up working in job categories that do not yet exist

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Infusing Career Development to Strengthen Middle School English Language Arts Curriculum
(Career Development Quarterly, June 2 016, Volume 64, Number 2

During an 8 week program, School Counselors, Career Specialists, Special Education Teachers and English Teachers collaborated to introduce positive language based on career development constructs and activities that led students to explore their interests, abilities and possible selves by using a narrative approach.

- School Counselors helped students to understand their assessment results
- Students discussed career development issues at school and with their families
- Students were able to interact with college students who were like them as role models
- Students were provided up to date, accurate information about colleges and careers
- Students engaged in inquiry, research and writing
- Students developed concrete goals and plans for their future

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There are many other ways that School Counselors support student career development in K-12 education.

- Self Awareness Activities
- Exploration of World of Work through career fairs, field trips, school enterprises and classroom roles
- Elective Courses that explore careers or offer experiences outside of the regular academic curriculum
- Leadership Opportunities through student government, clubs and sports
- Career Speakers
- Experiential Learning –Co-op, volunteer work, job shadowing, career days
- Exploration of post-secondary options – College, 2 and 4 year, Apprenticeship, Military, OJT
- CTE Programs

The Academic, Career and Personal/Social Domains all work together to prepare students for their lives after high school and while we may label some activities as belonging primarily in one domain, in reality all domains intersect all of the time.

What does great Career Guidance/Counseling Look like in K-12?

Sources

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CONCUSSION



Conclusions

- Disruption has become the new normal, organizations are being forced to constantly reassess and reimagine their work, workforce, and workplace strategies. If there is a silver lining to disruption, it is having an opportunity to take a fresh look at the way we deliver services and view the future of work with optimism, and resilience.

Conclusions

- Redefining the human dimension of work in today's world of perpetual disruption is a continuous process, without a single-entry point. It has lead to a path of transforming and evolving with a strategic focus on work and the purpose, meaning, and value.
- What resonated with me the most from the Harris poll is seeing the impact that we, as career development professionals can make on the lives of others.

Conclusions- My HOPE.....

- My hope is that this report will create new lenses in which people will see greater value for our work. Ultimately my hope is that this report shines a bright light on the world of work, career development and the diverse group of career development professionals who help others discover their purpose.
- **Please review the full report on the ncda's website. (ncda.org)**



Thank You

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