Closing the Gap: Humanities Majors’ Perceptions of Career Services

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Purpose
Little research has explored student’s knowledge and insights of career services resources in higher education institutions. The mission and brand of career services must be marketed in meaningful and intentional ways to connect to and guide humanities majors as they navigate their college experience.

Connecting one’s degree in the humanities to a career path can be an ambiguous challenge in a society focused upon job preparation.

Research Questions
• What are humanities majors perceptions and opinions of career services?
• How effective is career services and what more can be done to assist humanities students in their career development?
• What factors contributed to humanities students seeking or not seeking career guidance from the Career Services Office.

Mixed Methods Research
• 126 surveys w/ opened ended responses
• 6 in-depth interviews
• Upperclassmen humanities majors
• Survey data collected online and in humanities classes and interview participants found through snowballing.
• 95 female, 31 male
• 48 Communication majors, 78 other majors

Humanities students must chart a bolder path

Findings
• Unawareness & misunderstanding of resources
• Apathy and uncertainty
• More focus on career oriented majors/irrelevance
• Perception that services are limited to technical advice
• Students who visited career services in person had a statistically significant higher perception of career services effectiveness
• Confident in choice of major and support from professors

How many students have visited career services?
• Yes: 56  No: 70
• Appt.: 27  No Appt: 99
• 9 utilized walk-in hours

Moving Forward
• Analyze marketing/communication
• Workshops geared towards liberal arts majors & early intervention
• Customized/personalized guidance
• Branding/marketing of resources
• Research focused on faculty insights
• Comparison with career-oriented majors

Effectiveness of Career Services

Understand knowledge and skills of degree
Articulate the value of your degree
Transferable Versatile Holistic Critical Lens
Become comfortable with uncertainty

Most Effective
Effective
Somewhat Effective
Not Very Effective
Least effective

Overall
0 10 20 30 40 50 60

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Humanities Majors

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