Closing the Gap: Examining Humanities Majors' Perceptions of Career Services

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Title: 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

**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

**Effectiveness of Career Services**

- Most Effective
- Effective
- Somewhat Effective
- Not Very Effective
- Least Effective

**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

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