

Preparing BA Sociologists for Careers

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WHAT ARE EMPLOYERS LOOKING FOR?

Major Take Aways from Employer Surveys

1. Employers value skills and knowledge that cut across majors
2. Employers are interested in hiring graduates who know how to apply those skills

93% of employers agree that demonstrated capacity to think critically, communicate clearly, and solve complex problems is more important than major.

(AAC&U 2013)



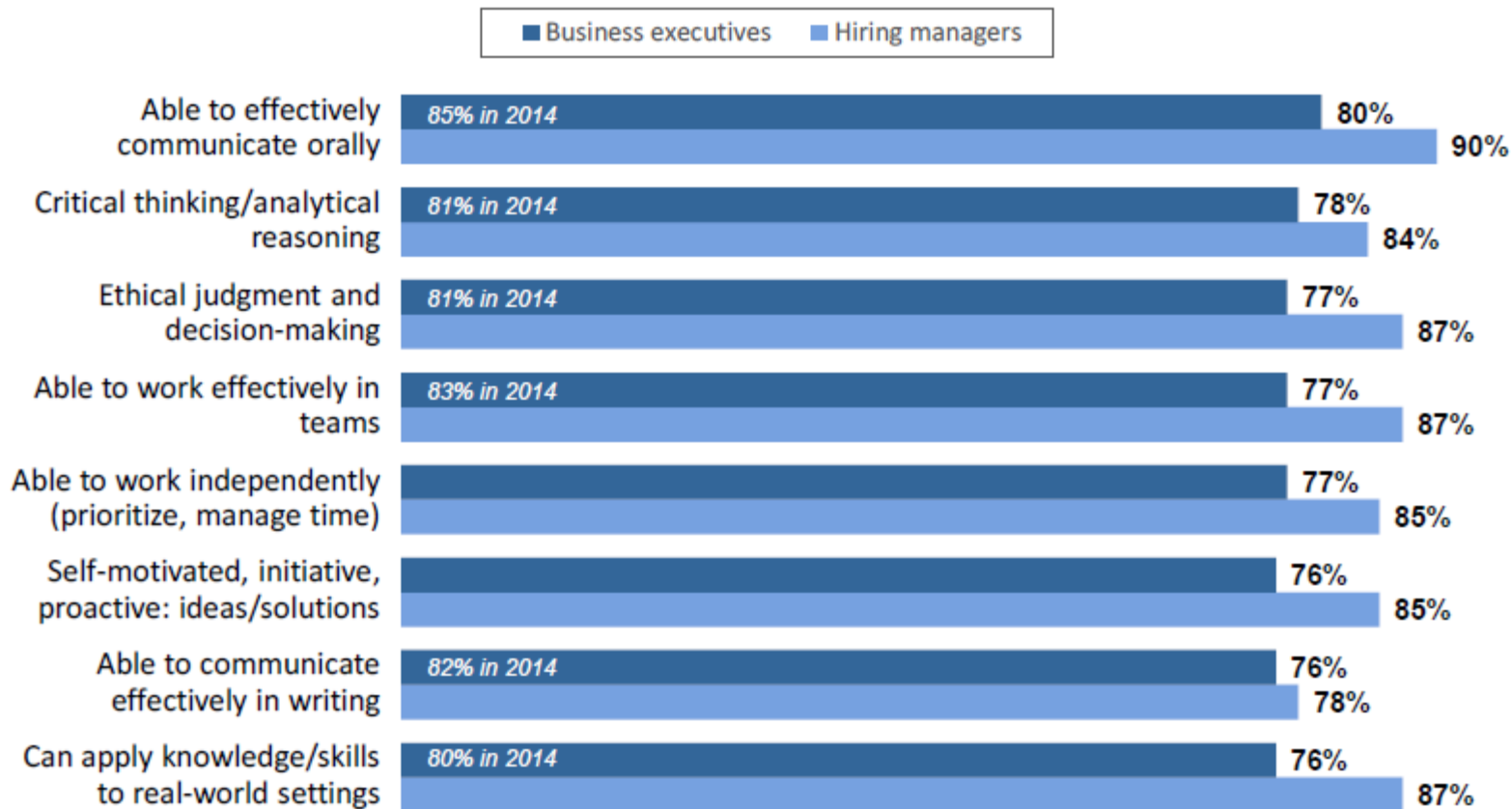
Attributes Employers Seek on a Resume



Source: National Association of Colleges and Employers *Job Outlook 2019*



Very Important Skills for Recent College Grads We Are Hiring

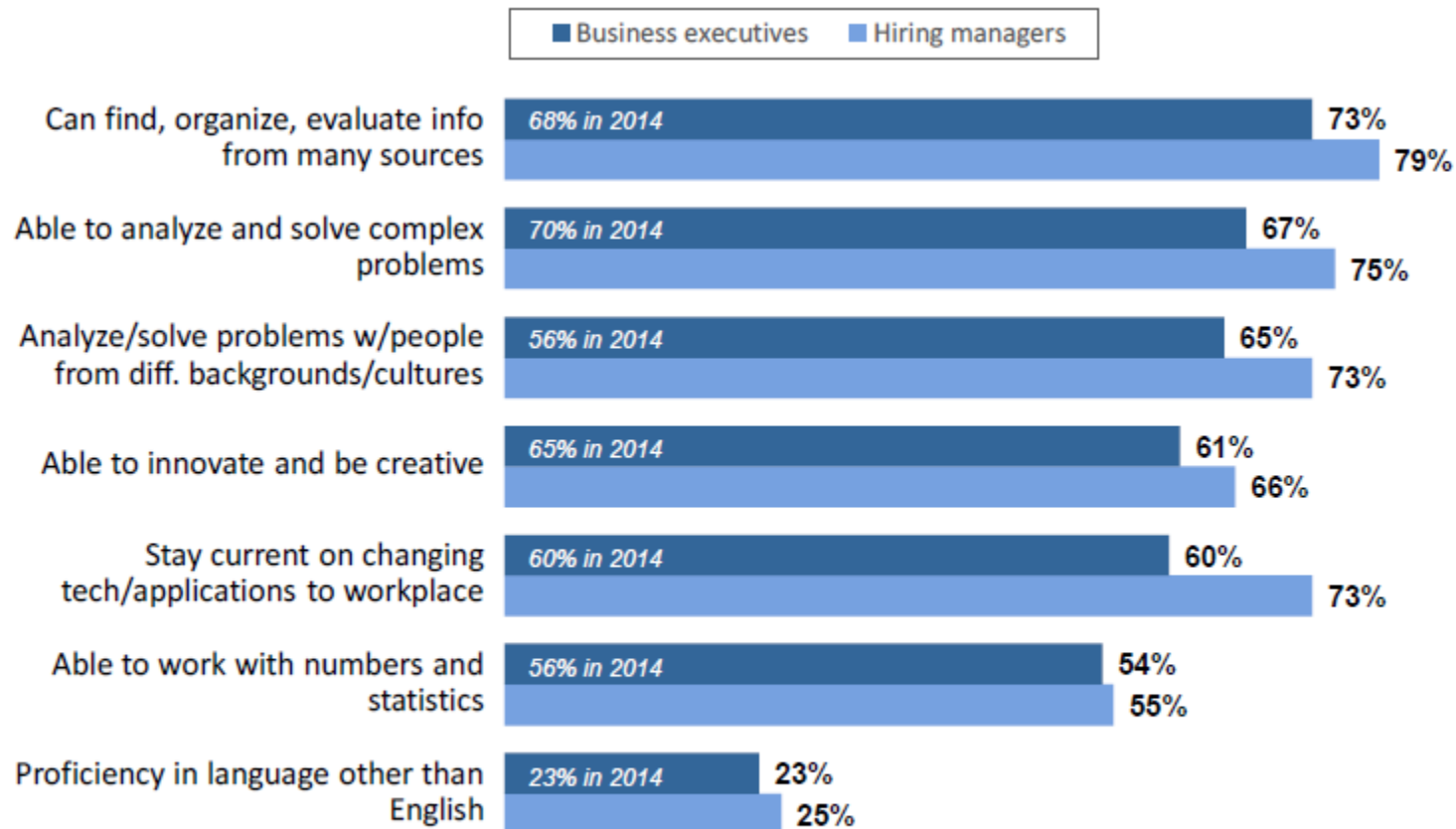


* 8-10 ratings on a 0-to-10 scale; 15 outcomes tested

Source: AAC&U 2018



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Gap between importance and perceived preparation:



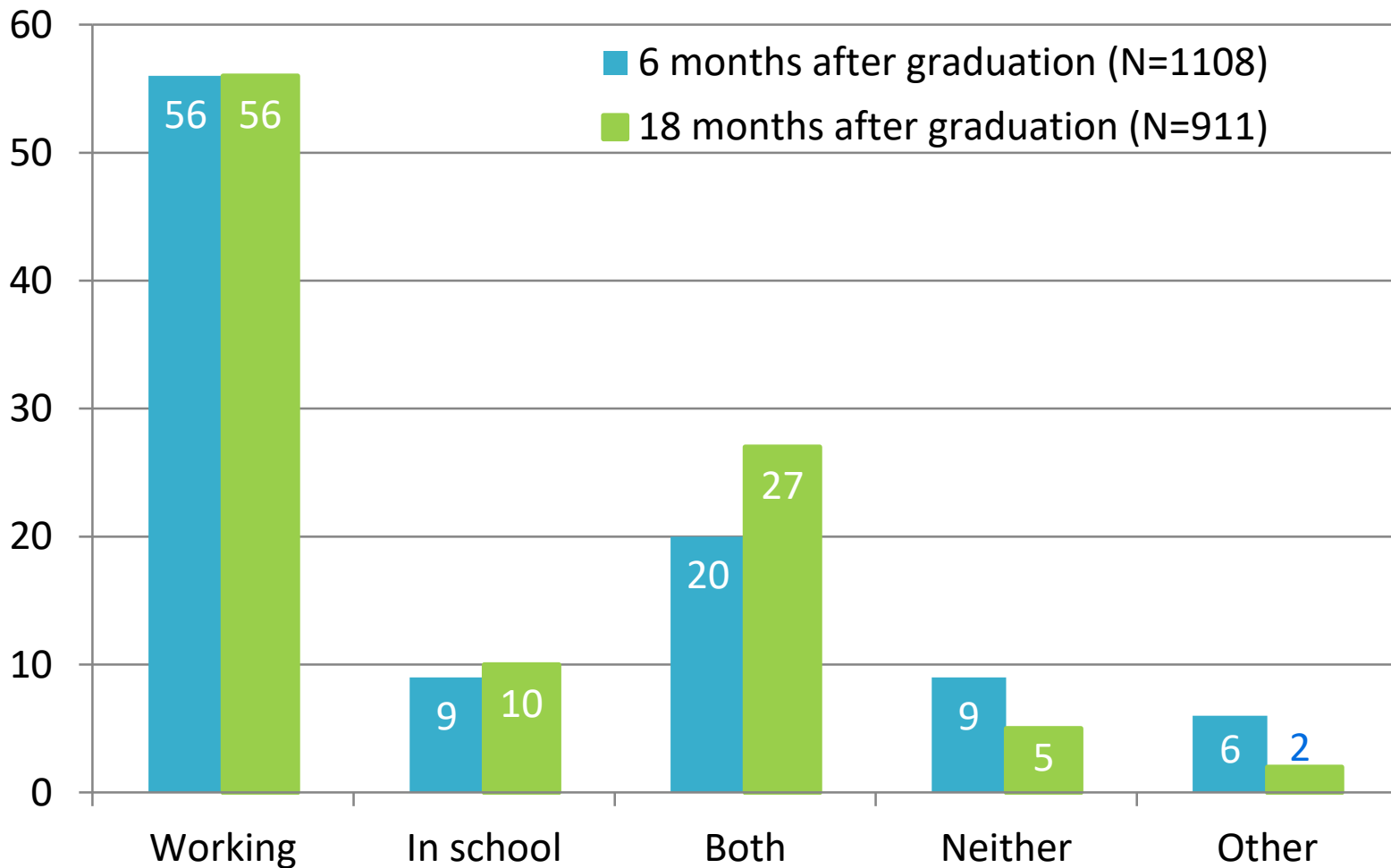


Bachelors and Beyond (2012)

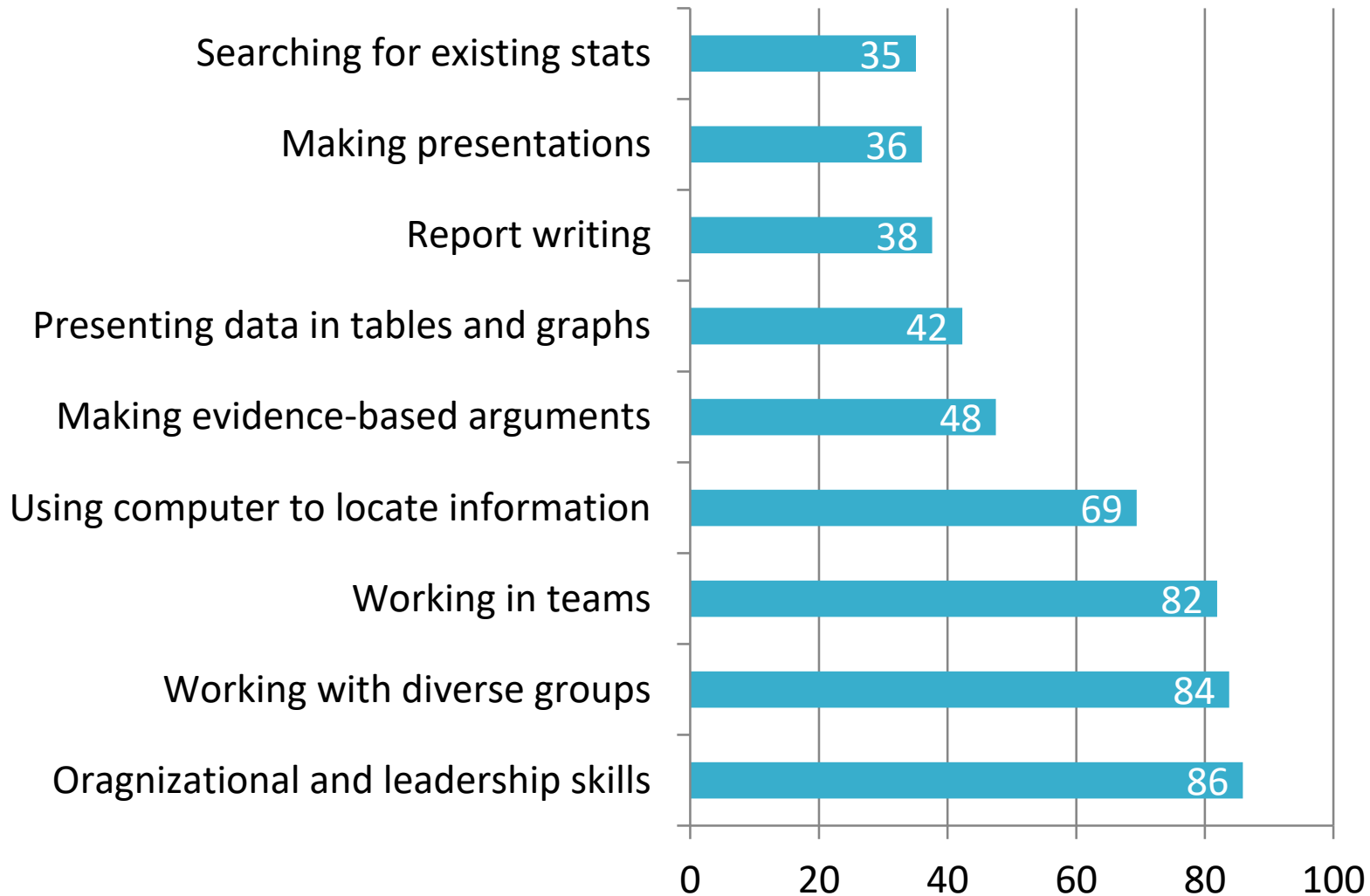
WHAT ABOUT SOCIOLOGY MAJORS?



What are sociology majors doing?



What practical skills are sociology grads using in their jobs?



Ability to
articulate skills

Applied experience
& networking
opportunities

Working in
sociology-related job

More job
satisfaction

What skills do they wish they had learned?

- More applied experiences
- More opportunities for internships
- More help finding a job
- More experience with technology and statistical analysis



WHAT CAN DEPARTMENTS DO?



Helping students better articulate their skills

- Integrating assignments into courses with explicit skills identified
- Relationships with alumni
 - Alumni panels and networking events with students
 - Visible on website
 - Advisory boards
 - Alumni surveys
- Partnerships with Career Services
 - Educating them about what skills our students gain

Integrating applied experiences & networking opportunities

- Applied sociology course
- Integrating applied assignments into other courses
- Alumni networking events
- Developing a robust internship program
- One-credit skills courses

Curricular Support for Student Career Readiness

1. Assignments
2. Courses across the sociology curriculum
3. Connections between courses
4. Partnerships with other campus units



Additional Resources

- Downey et al. 2019. “Navigating the Process of Curriculum Redesign in Sociology: Challenges and Lessons from One Program.” *Teaching Sociology* 47(2).
- NACE Career Readiness Resources:
<https://www.naceweb.org/career-readiness/competencies/career-readiness-resources/>
- [21st Century Careers with an Undergraduate Degree in Sociology](#) (3rd edition coming in fall)
- Pike et al. 2017. *The Sociology Major in the Changing Landscape of Higher Education*. American Sociological Association. Available at
<http://www.asanet.org/sites/default/files/asa-booklet-2017.pdf>