

# ANALYSIS & SYNTHESIS

## Team: Rethink Your Resume

### Problem:

**Do students understand the value or importance of the diploma, transcript or college experience?**

Team Rethink Your Resume set out to understand the value and position that credentials take in the lives of students. What they found is that credentials can be precarious things. On one hand they can be the saving grace and a guarantee to a successful career, on the other, they guarantee nothing. Their interviews revealed that the diploma was only a piece of a much greater puzzle that students must put together.



*“We observed that when credentialed students (relating back to their initial assumption that a college degree was synonymous with a job) realized that the diploma was not the only signal of value that employers were looking for, the successful students were able to adapt. They were able to develop new and communicate existing attributes to signal their value to companies and attract employment. In large measure they did so separate to their experiences and interaction with the university”  
- Jesse F.*

This team felt that students largely come into college thinking that the end goal is a diploma and that it is a ticket to greater earning potential. In fact, many of the students they interviewed had become very familiar with what it really took to secure a successful career. Through much trial and error these students had to take the abstract experience of college and translate it into a marketable aspect of themselves. Some were more successful than others and some were even completely ignorant of the need to such a thing. The students who were best at this were able to leverage their internships and other extra curricular experiences to attract employers.



*“We found outside-of-the-classroom experiences gave students the ability to better convey the things they know about their field of study through application in a real world environment.”*  
- Braden

What surprised the team was how little the university seemed to be involved in this process. Students came to college, learned and were exposed to new ideas, but were left to their own devices to make what they learned relevant and valuable in their future careers.



*“Understanding this journey is important because it does point out the disconnect between the student and the university. Students begin with idea that the degree is really all they need. They should strive to get good grades. They often times don’t know what career they want, or even what to do to prepare for a specific career. Students often times feel lost and confused in the system and don’t know how to prepare or where to go for guidance.”*  
- Jana