

# IDEATION & BRAINSTORMING


## Team: Rethink Your Resume

### Problem:

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


### Opportunity Areas

- How might we help students more consciously consider what college is, the place it takes in their lives and end goals in order to make more informed intelligent decisions?
- How might the university better help students understand the importance of internships and experience opportunities?
- How might the university help the students connect the college experience to finding a career, rather than just helping students to “check off the boxes” and getting a degree?



*“There seems to be a gap between going through the steps and getting a diploma, and actually preparing for a career. People continue to graduate from school, and yet they have a hard time finding a job. I wonder if advising and career services could be more connected? That way the college experience and the career preparation would be more closely connected.”*

*- Jana P.*



*“The problem with training and credentials is that, while they create a group of people who have well defined qualities, they all have the same qualities.”*

*- Jesse F.*