

Strategic Planning for a Community College Student's Job Search

**Career Conference: Engaging
Students in Career Exploration
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Agenda

1. Strategic Planning Overview
2. Environmental Scan
3. SWOTT Analysis
4. Organizational Culture Assessment
5. Assessment of These Activities

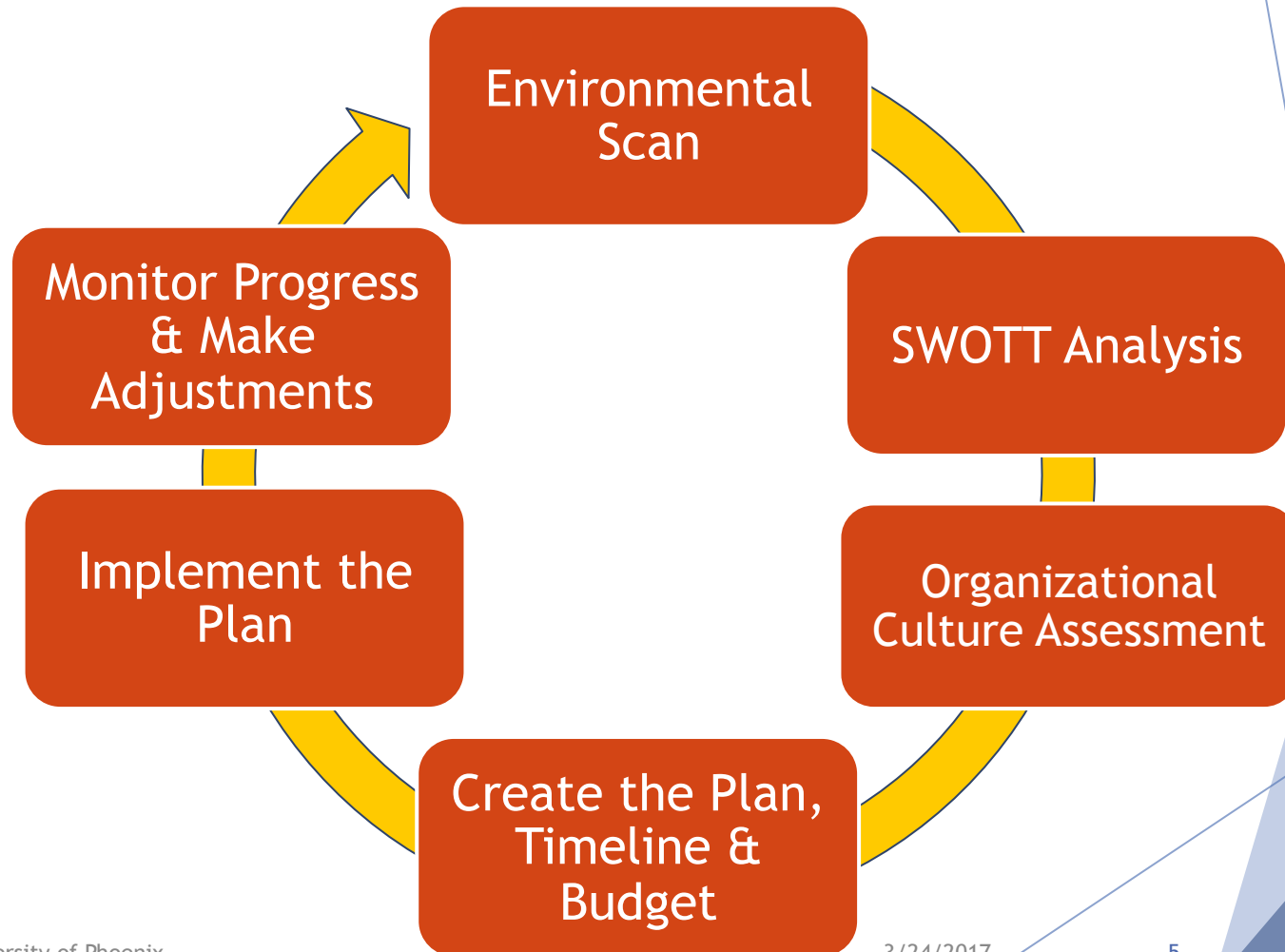
How Would Your Students Answer These Questions in an Interview?

- ▶ Tell me about yourself (your “personal brand”)
- ▶ What is it about this job that interests you?
- ▶ You don’t have all the qualifications for this job.
Why should I hire you?
- ▶ What is your weakness? (take ownership)

Strategic Planning

- ▶ What is Strategic Planning?
- ▶ How do businesses use Strategic Planning?
- ▶ How can students use Strategic Planning for career planning and job searches?

Strategic Planning Process



Environmental Scan

- ▶ Involves reviewing the external environment of an organization to determine if there are changes taking place or expected to take place that could positively or negatively impact the organization.
- ▶ Should be done proactively to detect external opportunities or issues before the competition.
- ▶ Should include continually monitoring of the external environment and competitor's activities to anticipate changes and decrease response time.

(Dess, Eisner, Lumpkin & McNamara, 2014)

Activity #1: Environmental Scan

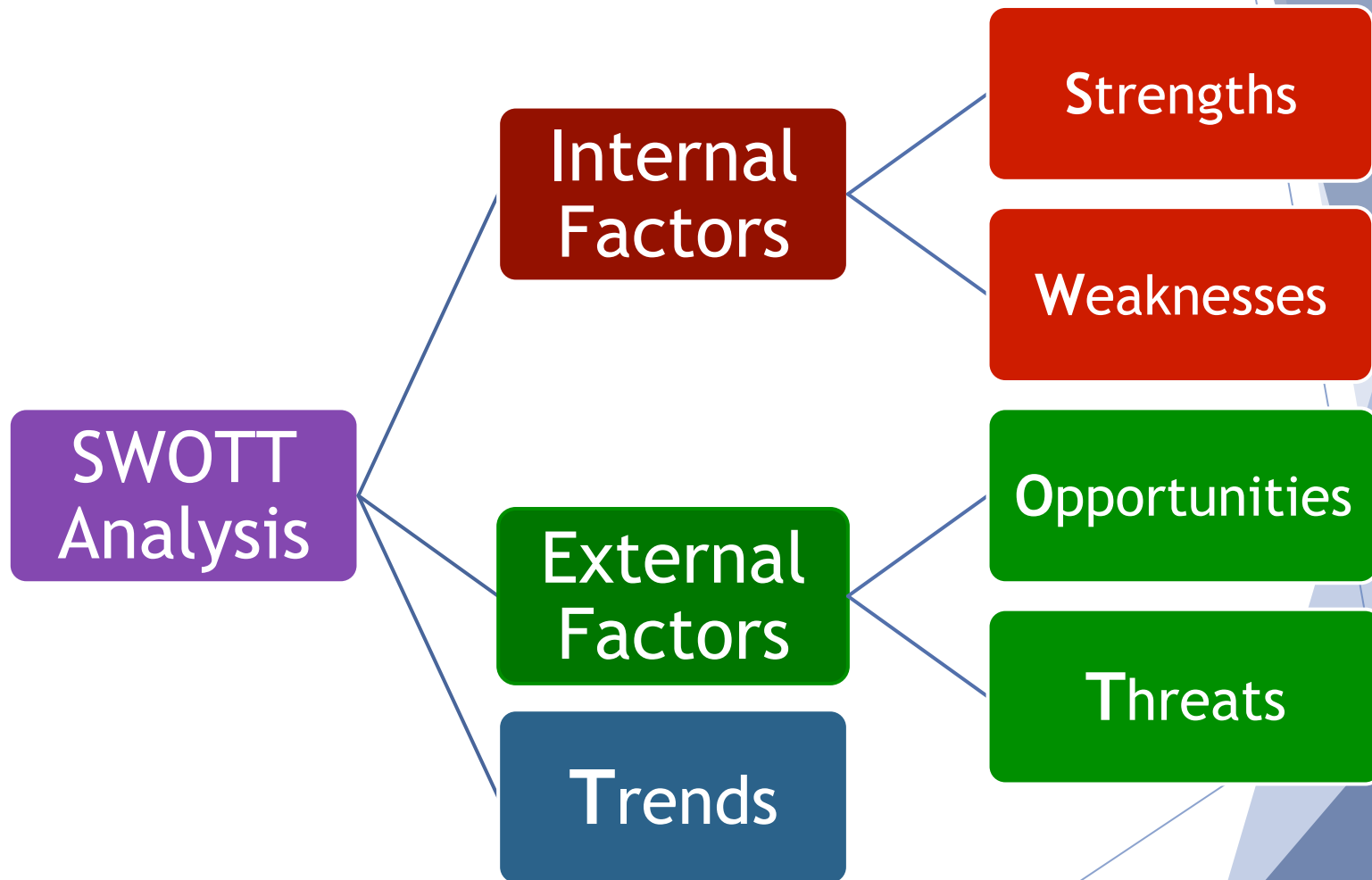
Parameters for your career search

1. What type of job do you want to do?
 - ▶ In what field or industry?
2. What type of organization?
 - ▶ What kind of organizational culture?
3. Geographically where do you want to be?
4. Salary range?
5. Other criteria?

Assessment: Environmental Scan

- ▶ What are the potential benefits of a community college student doing an Environmental Scan?
- ▶ What are the potential challenges?
- ▶ How can you guide the students through this activity?

SWOTT Analysis



SWOTT Analysis

An excellent tool for determining ...

- ✓ Your **strengths** (i.e., excellent problem solving skills)
- ✓ Your **weaknesses** (i.e., not much “field” experience, since you are about to graduate)
- ✓ The **opportunities** that are “out there” for you to take advantage of (i.e., job posting or someone opening a door for you)
- ✓ The **threats** to you getting the job (i.e., the competition has more experience)
- ✓ The **trends** in the industry, job market, geographic area, etc.

Activity #2 - SWOTT Analysis

Strength

- 1.
- 2.

Weakness

- 1.
- 2.

Opportunities

- 1.
- 2.

Threats

- 1.
- 2.

Trends

- 1.
- 2.

Assessment: SWOTT Analysis

- ▶ What are the potential benefits of a community college student doing a SWOTT Analysis?
- ▶ What are the potential challenges?
- ▶ How can you guide the students through this activity?

Organizational Culture Assessment

- ▶ Organizational culture is a group's shared concepts, attitudes, expectations, and assumptions about the work environment. It influences how individuals and teams behave at work, and is socialized over time.
 - ▶ Organization's mission, vision, and strategies
 - ▶ Industry standards
 - ▶ Behavior of leaders
- ▶ Person-organization fit (PO) is how closely one's personality and values match the organizational culture to increase positive employee work attitudes and performance, while decreasing stress.

(Kinicki & Fugate, 2016)

Activity #3: Reading Job Postings for Organizational Culture (Part 1)

Enterprise Rent-a-Car

Sales Management Trainee (Job ID: 184995)

Regardless of college major or professional experience, nearly 100% of our full-time employees start out in our Management Training Program. This allows everyone to learn our business from the ground up and understand how they play a significant role in seeing it succeed.

... You'll learn valuable business skills from capable mentors who were once in your shoes. Nearly 100% of all our managers and corporate executives started out as Management Trainees.

(<https://careers.enterprise.com>)

Activity #3: Reading Job Postings for Organizational Culture (Part 2)

Men's Wearhouse

Retail Sales Representative

What we do matters. We are hiring retail sales consultants that have a passion for helping people love how they look by providing a personal, convenient, one of a kind retail shopping experience ... Reaching your full potential matters. Come experience Men's Wearhouse engaging workplace focused on teamwork, growth, and respect. Our core values (live the Golden Rule, practice teamwork, have respect for each other, be trustworthy, and keep an open mind and heart) are the center of our extraordinary culture, and our fun, family-like atmosphere.

(job-openings.monster.com)

Assessment: Organizational Culture

- ▶ What are the potential benefits of a community college student doing an Organizational Culture assessment?
- ▶ What are the potential challenges?
- ▶ How can you guide the students through this activity?

It's Your Turn: Implementing a Strategic Planning Process at Your Campus

How will you use the three Strategic Planning tools when working with students on a job search?

- ▶ Environmental Scan
- ▶ SWOTT Analysis
- ▶ Organizational Culture Analysis

How will you know if these activities were useful to your students?

References

The [Phoenix Career Guidance System](https://www.phoenix.edu/career-services/explorer.html) is available to everyone (even if you are not a student at the University of Phoenix) at

<https://www.phoenix.edu/career-services/explorer.html>

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Thank you.

Note: If you want a copy of this presentation,
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