
Coplin's Book (summary)

- Professor Bill Coplin
- Author of *30 Things Employers Want you to Learn in College*
- Director Public Affairs Program, Maxwell School and College of Arts and Sciences, Syracuse University

Goal of Presentation

- Plan Your College Years So You are Ready for the Job Market When You Graduate Starting **NOW**
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Good News About Undergraduate Education

Lifetime Earnings:

- \$1.2m for HS grad
- \$2.1m for College Grad
- \$4.4m for professional degree

Bad News About Undergraduate Education

- 63% of students who begin at a four-year college do not finish in 4 years and 42% do not finish in 6 years.
- 67% of graduating seniors in 2007 borrowed a mean average of \$22,700.
- 60% of college graduates plan to live with their parents after graduation.
- 20% of 450 employers say that students are not prepared for the work force.

GPA is not as important as your Know-how Score (KHS)

- **452 Employers Rank GPA as 17 on a list of 20 skills they are looking for.**



What's the X?

- A College Degree and a Dollar Will Get You Four Quarters

 - A College Degree + X = Satisfying Career
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Employers rate the importance of candidate qualities/skills

1. Communication skills
(verbal and written)
 2. Honesty/integrity
 3. Teamwork skills
(works well with others)
 4. Interpersonal skills
(relates well to others)
 5. Strong work ethic
 6. Motivation/initiative
 7. Flexibility/adaptability
 8. Analytical skills
 9. Computer Skills
 10. Organizational Skills
 11. Detail oriented
 12. Leadership skills
 13. Self-confidence
 14. Friendly/outgoing personality
 15. Well mannered/polite
 16. Tactfulness
 - 17. GPA (3.0 or better)**
 18. Creativity
 19. Sense of humor
 20. Entrepreneurial skills/risk-taker
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Establishing a Work Ethic

- Kick Yourself in the Butt
- Be Honest
- Manage Your Time



Communicating Well

- Converse One-on-One
- Present to Groups
- Use Visual Displays



*COMMUNICATING THROUGH
PRESENTATIONS*

Communicating Well (continued)

- Write Well
- Edit and Proof
- Use Word-Processing Tools
- Send Information Electronically



*COMMUNICATING THROUGH
WRITING*

Working Directly with People

- Build Good Relationships
- Work in Teams
- Teach Others



Gathering Information

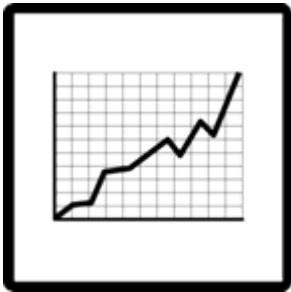
- Use Google Scholar
- Use the Library Databases
- Search the Web
- Construct Surveys

GATHERING INFORMATION



Using Quantitative Tools

- Use Numbers
- Use Graphs and Tables
- Use Spreadsheet Programs



Asking & Answering the Right Questions

- Detect Nonsense
- Pay Attention to Detail
- Apply Knowledge

