SEGMENTING ALUMNI:
THE POWER OF CAREER DEVELOPMENT STAGES

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ICARe ALUMNI
INTERNATIONAL CONFERENCE ON ALUMNI RELATIONS

WHERE I COME FROM…

- Brazil: samba, bossa nova, carnival, Pelé, football/soccer, social and economic inequality and many other contradictions

- Estimated population in 2023: 220.000.000
  - About 20% of young adults (25-34 yo) have higher degree
  - OECD mean: 47%
  - Average wage
  - non-graduate x graduate workers: 2,4x
  - non-graduate x post-graduate workers: 4.5x
  - 40% of graduate young adults are "over educated": work in jobs that don't require a degree

(Brazil Education Ministry, 2021)
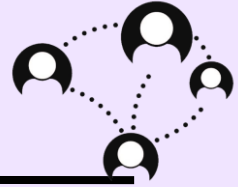
Work as a mean to social mobility
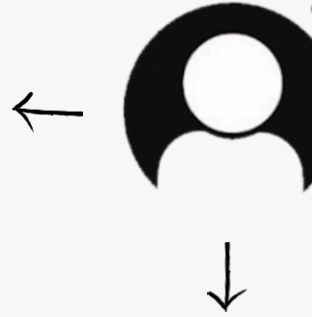
Science and Technology as a mean for the extinction of

inequality and improvement of well-being

Higher education as a tool for a better society

And the careers of individuals during and after university?

CAREERS IN THE 21ST CENTURY

These are both challenging and exciting times for the field of career development and counseling (Lent, 2013, p. 2)

Today, occupational prospects seem farless definable and predictable, with job transitions more frequent and difficult. These changes require workers to develop skills and competences that differ substantially from the knowledge and abilities required by 20th century occupations. Insecure workers in the information age must become lifelong learners who can use sophisticated technologies, embrace flexibility rather than stability, maintain employability, and create their own opportunities (Savickas et al., 2009, p. 240)
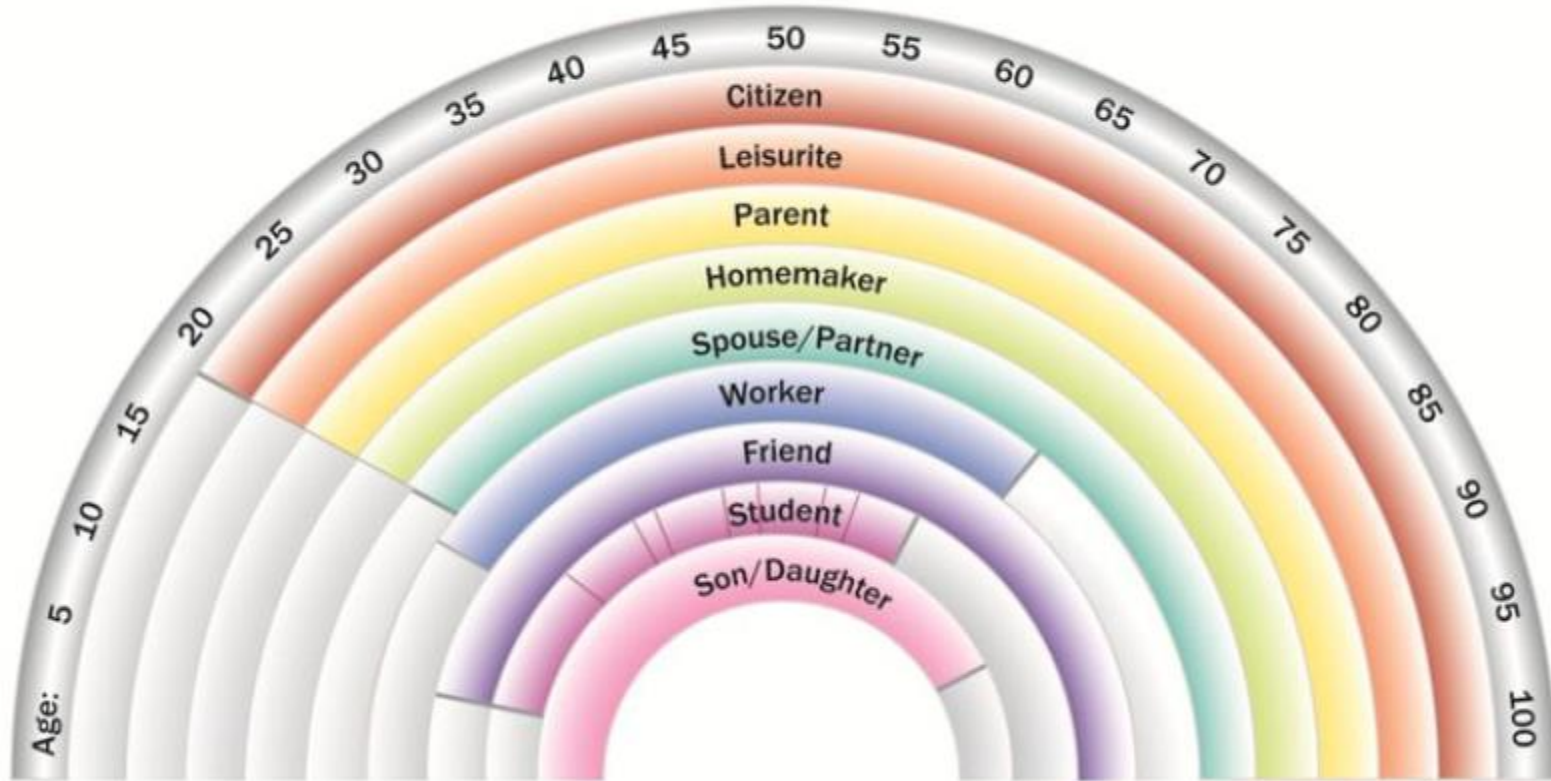
BACK TO THE 80'S (AND EARLIER…)

LIFE-SPAN / LIFE-SPACE THEORY

- Donald E. Super

- 1910 (Honolulu, Hawaii) - 1994 (Savannah, Georgia)

- His career development theory was built upon a longitudinal research named Career Patterns Study started in 1949 - 100 8th and 9th grade students - all boys, during two decades

- Main concepts: career maturity, career stages (The Life-Career Rainbow), roles and scenarios.

The Life-Career Rainbow

Age: 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100

Citizen
Leisurite
Parent
Homemaker
Spouse/Partner
Worker
Friend
Student
Son/Daughter

— Denotes that **Student** is an intermittent role in today's world of life-long learning.

LIFE-SPAN / LIFE-SPACE THEORY

Despite interesting until now, this theory:

- was published in 1980, then written in the 70's or 60's

- after II World War

- approached only boys/men...

- ...who lived in a small city in the countryside of USA

In the transition to the 21st Century, Mark Savickas updated Super's Theory

- From career maturity to career adaptability

- From life-span stages to many minicycles during life

THINKING ABOUT THE STAGES IN OUR TIME

- Based on Lent and Brown (2013)

- Developmental tasks for alumni in different stages

- 1st year, undergraduate students (freshmen, pre-alumni)
- Stage: Exploration
  - Social integration in the university
  - Development of basic self-regulation, study strategies, skills and habits
  - Foster career positive attitudes and refine interests within broader area
  - Developing social, problem-solving and adult life skills
  - Developing preliminary sub-areas, work-relevant interests and values
  - Forming provisional career aspirations and self-concept

DEVELOPMENTAL TASKS FOR ALUMNI IN DIFFERENT STAGES

- Final year, undergraduate students
- Stages: Exploration/Establishment

-Developing work readiness and employability skills

-Exploring possible career paths

-Acquiring career-relevant experiences and skills

-Making and implementing career-relevant decisions

-Managing transitions

-Forming more specific career and educational goals and plans

- Recent graduates looking for jobs
- Stages: Exploration/Establishment

-Managing transitions

-Searching for and obtaining employment

-Coping with negative events

-Engaging in self-advocacy/assertion

DEVELOPMENTAL TASKS FOR ALUMNI IN DIFFERENT STAGES

- Workers in the early stages of professional life
- Stage: Establishment

-Becoming socialized within one's work environment

-Adjusting to work requirements

-Managing work stresses and dissatisfactions, and work-family-life conflicts

-Refining interpersonal, political, and networking skills

-Managing aspects of one's personal identity at work

-Preparing for career-related changes or "emergencies"

-Revising or stabilizing vocational goals and plans

- Workers in the intermediate phase of professional life
- Stages: Establishment/Maintenance

-Recycling through Exploration and Establishment period tasks, especially if one has voluntarily or involuntarily changed job/career paths

-Building job niches

-Developing career self-renewal plans

-Preparing for retirement, leisure, bridge employment, or an encore career

-Revising or stabilizing vocational goals and plans

DEVELOPMENTAL TASKS FOR ALUMNI IN DIFFERENT STAGES

- Workers close to retirement
- Stage: Maintenance/disengagement

-Developing career self-renewal plans

-Preparing for retirement, leisure, bridge employment, or an encore career

-Revising or stabilizing career goals and plans

-Managing transition from work to leisure, community service, bridge employment, or an encore career

-Coping with stresses and conflicts related to one's new role and responsibilities

- Retirees
- Stages: Disengagement/reengagement

-Recycling through Exploration and Establishment period tasks, especially as one plans to take on different job responsibilities or leisure, family, or volunteer roles

-Managing transition from work to leisure, community service, bridge employment, or an encore career

-Coping with stresses and conflicts related to one's new role and responsibilities

And so… what?

How this knowledge about career stages may help in our work?

CAREER STAGES MAP

https://br.freepik.com/

Maps help to choose the right path

People engage in activities that bring value to them (Outcome expectations; Bandura, 1986)

1st year, undergraduate students (freshmen, pre-alumni)

So different from High School...I don´t know anyone... Am I on the right course? Will I get good grades?

Social & institutional integration meetings by academic areas/courses:

In the first 2 months (the sooner, the better)

Present alumni/career office activities & other institutional academic/career-related resources

Invite alumni from similar academic areas for Q&A

If someone at your institution already organize these meetings, ask to join them ☺

Final year students & Recent graduates

What should I do to find a job? I am so scared of job interviews...What kind of job suits me? Am I a competent worker?

Job-search skills workshops (eg. CV, job interview training)

Job-search support groups

Professional & personal branding exploration workshops

First job experience support groups

Soft skills training

Workers in the early stages of professional life Stage: Establishment

I don´t fit into this organization...I am unsatisfied with my job, but the salary is so good...Where did my free time go? I don´t have a work-life balance...

Time and stress management

Career transitions workshop

Life & career values exploration

Workers in the intermediate phase of professional life

My values differ from the organizational ones...Is this really what I want to do for the rest of my working life? I never thought I could get fired!!!

Advanced Job-search skills workshops (eg. professional networking)

Professional & personal development plan (Revising career goals/plans; academic upgrade?)

Workers close to retirement

What did I do so far in my life? So many years have passed and I forgot to take care of ME....What do I want for my future? Should I leave this job or even change my career field? And what about my leisure interests?

Career & life cycles understanding and exploration activities (e.g. interests, values)

Retirement preparation workshops

Professional & personal development plan

Retirees   Stages: Disengagement/reengagement

I am bored and don't know what to do with so much free time... How can I get the most out of the next years of my life? What or who can help me keep my autonomy?

Back in the old days' activities

Non-working roles and activities exploration workshops (eg. leisure, volunteering)

A university-based senior support house?

And so much more we can do...

Check the career map and use your creativity ☺