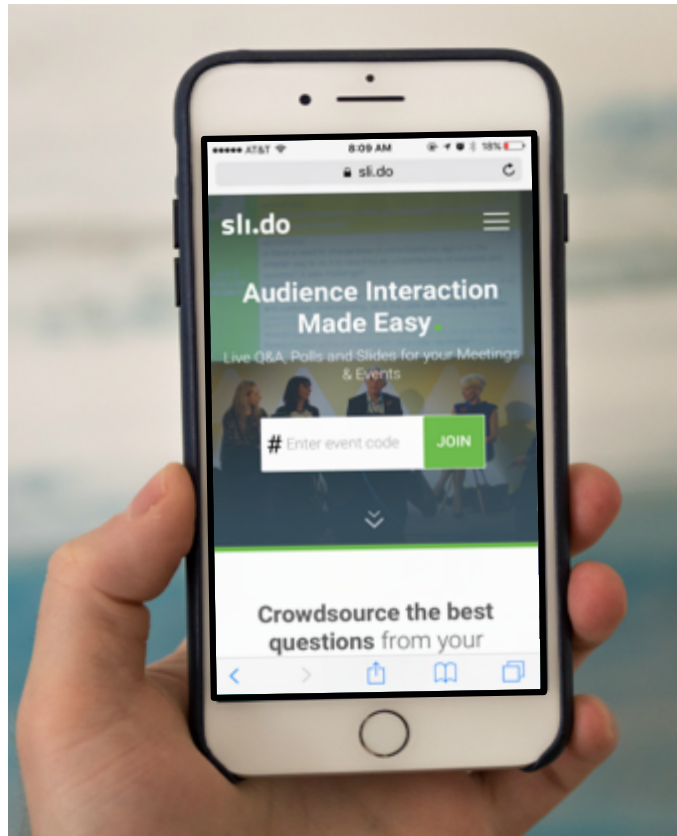


Putting Your Psychology Degree to Work

LAURA K. MORTENSEN

APRIL 11, 2017

Submit Your Questions Online



- ▶ Go to sli.do
- ▶ Event Code: **#uhpsychology**
- ▶ Post questions anonymously
- ▶ Vote on those you want to hear answered

Laura Mortensen

- ▶ **Education:** Bachelor in Psychology, University of Houston; Masters in Personnel Administration in Higher Education, Texas A&M University
- ▶ **Professional:**
 - ▶ 8 years in Knowledge Management at ExxonMobil; currently in Expertise Transfer
 - ▶ 6 years in SharePoint and Knowledge Management at large Global Real Estate company
 - ▶ 8 years in Executive Recruiting at Executive Search Firms
- ▶ **Personal:** Live in The Woodlands; Aunt to 22 yr. old niece and 12 yr. old nephew; 8th generation Texan and native Houstonian
- ▶ **Hobbies/Interests:** Social butterfly; traveling; cooking; listening/dancing to live music/concerts; target shooting; animal lover
- ▶ **Volunteer:** UH Sorority Advisor, Houston Rodeo Wine Committee, Memorial Hermann Trauma Center, Ronald McDonald, HAWC Rape Crisis, Angel Reach, Sunday School Social Director



What to Expect Today

- ▶ Skills You Have to Market
- ▶ Thinking-Outside-The-Box Career Paths
- ▶ Examples of Jobs
- ▶ What is Knowledge Management
- ▶ Grad School or Not
- ▶ Deciding on a Career
- ▶ Finding Your First Job
- ▶ University Career Services



Great News for Psychology Majors

- ▶ **You DON'T need a graduate degree to find a good job**
- ▶ **Job outlook for psychology majors is EXCELLENT**
 - ▶ Wide array of useful and transferrable skills
 - ▶ Very versatile and flexible – It's about understanding people, so just about any job that works with people is a possibility
- ▶ **KEY - Know yourself, network and know how to market YOU!**



You've Got the Skills Employers Want

- ▶ Critical thinking skills - “think on your feet” and analyze what you encounter in the workplace
- ▶ Problem solving skills
- ▶ Oral, written and interpersonal communication skills
- ▶ Ability to locate, organize and evaluate information from multiple sources
- ▶ Appreciation of diversity and individual differences
- ▶ Innovation and creativity - think outside the box
- ▶ Manage difficult situations and high stress environments
- ▶ Ability to apply knowledge and skills in real-world settings



Think-Outside-The-Box



Source: What Can I Do With This Major?



Go to sli.do
#uhpsychology

HUMAN & SOCIAL SERVICES

Careers

- Genetics Counselor**
- **Social/Community Service Coordinator****
- **Health Services Managers****
- **Substance Abuse Counselor**
- **Case Manager**
- **Behavior Interventionist**
- **Crisis Worker**
- **Director of Volunteer Services**

Bold = Grad degree not required
****** = Jobs in high demand

Employers

- Federal and state governments (FBI, Dept of Human Services, Dept of Mental Health, Community Health Centers,
- Hospitals/healthcare providers
- Non-profit organization
- College and university counseling centers

Tips

- Gain experience through volunteering and internships
- Learn to work well with difference types of people
- Minor in specialized field of interest
- Take courses to build counseling-related skills



Genetics Counselor

- ▶ **Responsibilities:** Work at hospitals, universities, laboratories, and private clinics to determine potential predispositions for physical and mental diseases and disorders in patients. Provide genetic testing and offer education and counseling to patients and their families.
- ▶ **Education:** Masters degree and certification required
- ▶ **Salary:** Avg ~\$70K
- ▶ **Tips:** Strongly recommend paid or volunteer experience prior to enrolling
- ▶ **Outlook:** Expected to be in high demand because of the new analyses they can perform



EDUCATION

Careers

- **Teacher / Adult Learning ****
- Information/Library Science
- **Student Affairs Administration in Higher Education***
 - Admissions
 - Academic Advising
 - Career Services
 - Student Activities
- Guidance/School Counselor

Bold = Grad degree not required

****** = Jobs in high demand

***** = Some entry-level don't require graduate degree

Employers

- Public and private K-12 schools
- Colleges and universities
- Government agencies

Tips

- Pursue graduate degrees or certifications
- Tutor or volunteer with students
- Volunteer on college campus



RESEARCH

Careers

- **Market Research Analyst****
- **Social Research Analyst**
- **Data Analyst**
- **Testing/Test Development**
- **Clinical Research Assistant**
- **Research Study Coordinator**

Bold = Grad degree not required
****** = Jobs in high demand

Employers

- Federal, state and local government agencies (e.g., National Institute of Health)
- Non-profit organizations
- Universities and colleges
- Market research companies
- Consulting firms
- Market research depts. in consumer goods and manufacturing companies

Tips

- Get research experience by working on faculty projects
- Take additional math, stats, and science courses
- Get part time job or internship with market research firm



CRIMINAL JUSTICE & LAW

Careers

- **Probation/Parole Officer**
- **Correctional Treatment Specialist**
- **Victims Advocate**
- **Arbitrator or Mediator**
- **Air Marshal**
- **Special Agent/Detective**
- **Federal Agent**
- **Emergency Management Director**
- **Security Manager**
- Attorney
- Forensic Psychologist

Bold = Grad degree not required

Employers

- State and local police departments
- Government Agencies (FBI, CIA, DEA)
- Federal, state and local courts

Tips

- Gain experience through volunteering and internships
- Take elective courses in criminal justice
- Learn a second language



BUSINESS AND INDUSTRY

▶ **Why business / industry?**

- ▶ Skills learned are applicable to many industries so the opportunities are limitless
- ▶ Study conducted by the Education Resources Information Center found that, over a 10-year span, nearly half of psychology graduates gravitated toward careers in business
- ▶ Most do not require a graduate degree
- ▶ Present the greatest earning opportunities

▶ **My advice**

- ▶ Earn a minor in business or supplement curriculum with business or communication courses
- ▶ Obtain relevant experience through internships or part-time jobs
- ▶ Work a part-time or summer job in a retail store. Demonstrate a willingness to take on additional responsibilities such as “assistant manager.”
- ▶ Participate in student organizations and seek leadership roles
- ▶ Learn to work well with different types of people. Develop a strong commitment to customer satisfaction.



Major Industries at a Glance

Energy / Oil
& Gas

Consumer
Products

Legal Service

Aerospace

eCommerce

Telecom

Financial
Services

Accounting

Manufacturing

Technology

Healthcare &
Biomedical

Mgmt
Consulting
Firms

Mass Media



BUSINESS AND INDUSTRY JOBS

- ▶ **Sales Representative****
- ▶ **Marketing Specialist****
- ▶ **Management Consultant****
- ▶ **Management Analyst****
- ▶ **Customer Service Representative****
- ▶ **Media and Advertising Agent**
- ▶ **Communications Coordinator**
- ▶ **Data Analyst**
- ▶ **Purchasing Agent**
- ▶ **Project Analyst**
- ▶ **Business Analyst**
- ▶ **Information Management Analyst**
- ▶ **Process Improvement Analyst**
- ▶ **Innovation Analyst**
- ▶ **Enterprise Collaboration**
- ▶ **User-Centered Design Analyst**
- ▶ **Meeting & Event Planner**
- ▶ **Public Relations Specialist**
- ▶ **Competitive Intelligence Analyst**
- ▶ **Change Management Specialist**

Bold = Grad degree not required
****** = Jobs in high demand



Sales Rep/Account Exec/Account Mgr

- ▶ **Responsibilities:** Contact current and new customers, demonstrate products or services to them and negotiate prices and service agreements
- ▶ **Skills needed:** listening, verbal communication, presentation, critical thinking, customer service
 - ▶ Need to understand how people think and behave in order to decide how to sell products to them
- ▶ **Salary:** avg \$55K but often >\$100K (salary + commission)
- ▶ **Tips:** Minor in or take marketing classes; acquire experience



HUMAN RESOURCES

▶ **Why HR?**

- ▶ Understanding of the human mind and behavior makes psychology majors especially well-suited for HR, as do their problem-solving skills.
- ▶ Majority of public and private companies/organizations/firms have an HR department
- ▶ Lots of opportunity to move around

▶ **Advice**

- ▶ Gain relevant experience in HR by completing an internship
- ▶ Earn a minor in business or supplement curriculum with business courses
- ▶ Seek leadership positions in student organizations
- ▶ Develop strong computer skills
- ▶ Earn an MBA or a graduate degree in human resources to attain higher level positions



HUMAN RESOURCES JOBS

- ▶ **Learning & Development Specialist****
- ▶ **HR Specialist****
- ▶ **Recruitment Specialist**
- ▶ **Talent Acquisition Specialist**
- ▶ **Organizational Learning/KM Advisor**
- ▶ **Organizational Development Specialist**
- ▶ **Organizational Effectiveness Advisor**
- ▶ **Staffing & Development**
- ▶ **Benefits Administration**
- ▶ **Labor Relations**
- ▶ **Recruiter (External)**
- ▶ **Employment Specialist**

Bold = Grad degree not required
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Learning & Development Specialist

- ▶ **Responsibilities:** Design, conduct and organize training programs to improve employee performance and ensure organizational productivity. Help develop and implement new training materials such as manuals, training videos and slide show presentations. Conducting surveys with focus groups, instructors, managers and experts is also part of their responsibilities.
- ▶ **Skills needed:** critical thinking, interpersonal, decision-making and communication skills, budgeting and organizational management, eLearning, Learning Management Systems (LMS)
- ▶ **Salary:** Avg ~\$60K
- ▶ **Tips:** Minor in HR or business or take courses; acquire presentation and teaching skills; get Certified Professional in Learning and Performance credential through ASTD

AKA – Training & Development Specialist



HR Specialist

- ▶ **Responsibilities:** Screen, interview and hire new employees, organizing employee orientation and trainings, supervising time sheets, holiday pay and/or company bonuses, addressing co-worker conflicts and employee-management conflicts.
 - ▶ Can be specialist or generalist
- ▶ **Skills needed:** listening, social perceptiveness, speaking and writing, good judgment and decision making
- ▶ **Salary:** Avg ~\$58K
- ▶ **Tips:** Minor or dual major in HR or business or take courses in HR; get certified through SHRM or HR Certification Institute



Organizational Development Specialist

- ▶ **Responsibilities:** Analyze organizational structures, responsibilities, team work, business or operating procedures, reporting relationships and work processes to design efficient methods of accomplishing work.
- ▶ **Skills needed:** critical thinking, listening, social perceptiveness, speaking and writing, good judgment and decision making
- ▶ **Salary:** Avg ~\$70K
- ▶ **Tips:** Take I/O Psychology courses; Minor in HR or business or take courses in HR; consider getting a graduation degree in OD or I/O Psychology



What is Knowledge Management?

- ▶ Process of creating, sharing, using and managing the knowledge and information of an organization to enhance its performance and competitiveness
- ▶ It is based on two critical activities: (1) transfer and capture of individuals **explicit** and **tacit** knowledge, and (2) its dissemination within the organization
- ▶ Examples of KM efforts include:
 - ▶ Lessons Learned
 - ▶ Best Practices
 - ▶ Communities of Practice
 - ▶ Expertise Locators
 - ▶ Innovation
 - ▶ Knowledge Bases
 - ▶ Knowledge Continuity
- ▶ Check out APQC for more info on KM



Knowledge Continuity

- ▶ Process to identify specific experts, retiring or transitioning to a job, that have unique and **critical tacit knowledge** and transfer it to the next generation of experts before it walks out the door. Target their cognitive skills (aka tacit knowledge)- wisdom, intuition, pattern recognition, decision making, problem solving abilities.
- ▶ **Challenges:**
 - ▶ Experts don't know what they know and they don't know what they know that you don't know
 - ▶ Without aid, experts can't convey up to 70% of what they know
 - ▶ Experts know more than they can say and can say more than they can write
- ▶ **Transfer Methods Used:** Storytelling, Socratic Questioning, Thinking Aloud, Cognitive Apprenticeship, Master Class



Grad School or Not

- ▶ Take a good and honest look at what's driving and motivating you
- ▶ Going for the wrong reasons can put you on the wrong career path and waste your time and money
- ▶ Reconsider going if:
 - ▶ You just want to help people
 - ▶ You can't find a job
 - ▶ It's the logical next step
 - ▶ You have visions of being rich
 - ▶ You want to better understand yourself
- ▶ If you're not sure, take some time off between undergraduate and graduate school to really learn about the field and the job prospects



Deciding on a Career Path

- ▶ **Plan Early** – “Failing to plan is planning to fail”
- ▶ **Discover Yourself** (Myers-Briggs and Strong -\$15 each at UCS)
- ▶ **Gain Experience** (Internships, Volunteering and/or Student Organizations)
- ▶ **Explore Your Options**
 - ▶ **Join LinkedIn** – Establish profile and interview people in jobs you like
 - ▶ **Think Outside Your Degree** - Consider Business or HR
 - ▶ **Pick a Lifestyle, Not a Job**



Finding Your First Job

- ▶ **Manage your Online Image**
- ▶ **Learn How to Market Yourself**
- ▶ **NETWORK, NETWORK, NETWORK** – It's not WHAT you know, but WHO you know
- ▶ **Don't Get Caught Up in Finding the Perfect Job**– First job is a stepping stone; also consider contract jobs.
- ▶ **Take Advantage of University Campus Services** (even after graduation)



University Career Services

- ▶ Career Counseling
- ▶ On-Campus Interviews (1 yr prior to graduation)
- ▶ Career Assessments
- ▶ Internship Services
- ▶ Career Fairs - one major one each semester for all majors with over 100 companies attending. Great way to find internships.
- ▶ Weekly Career Workshops

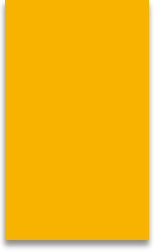


Lauren Berryhill
Career Counselor



Zach Wortzel
Career Counselor





Hold your bachelor in psychology degree high —
it offers you more opportunities than you may
have ever imagined



Questions



Back Up

My Career Path

