
Association of American Medical Colleges

Career Guidance and the Web


A Joining of Forces

George Richard, Ph.D.
 Director, Careers in Medicine Program

Scott M. Rodgers, M.D.
 Asst. Dean for Medical Student Affairs
 Vanderbilt University COM

Sanjay Patel
 Medical Student
 Vanderbilt University COM

November 5, 2005



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Objectives

Discuss issues pertaining to the use of the Web in career guidance

Explore ways to integrate web based career guidance with individual/personal support and guidance – applying the Careers in Medicine model


Discuss integrating national CiM with local web applications


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Web Usage on the Increase

Web usage on the increase

- In the US:
 - 68% of the population has used the internet
 - This is a growth of 113% since 2000
 - 140 million people (47% of population) have internet in their homes
 - Two thirds of them have broadband connections
- Significant rise in availability of Web-based Information and resources
 - ACINet Career Resource Library
 - 5,500 career related links
 - The Riley Guide – leading online career library
 - 4437 links


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Four Types of Career Info on Internet

Career related databases (job openings)

- America's Job Bank
- Monster.com
- Careerbuilder.com

Occupational information

- America's Career InfoNet (ACINet)
- Occupational Outlook Handbook

Assessment services

- Keirsey Temperament Sorter
- Self-Directed Search
- Career Key

Communication and online counseling



Disadvantages of Using The Internet

Relying too much on the Internet and ignoring other potentially valuable information resources

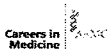
Being overwhelmed with the number of Internet sites or the amount of information available

Becoming sidetracked when surfing and accessing irrelevant information, e.g., staying busy, but unproductive

Accessing fraudulent information or services from unethical Internet sites

Accessing information that is out-of-date, invalid or biased

Risking unwanted contact or harm from individuals as a result of disclosing personal information on the Internet



no one's at the other end (future element)

Advantages Of Internet Based Services

Cost effective, if used appropriately

Availability of expanded resources

Instant access to information and resources

Available 24/7

Flexibility encourages more exploration



What Works in Career Guidance?

Vocational guidance research

Meta-analytic studies of types of career interventions

- Bottom line (Whiston, Spokane, et al)
 - Career interventions are most efficient when a combination of individual/group guidance is paired with the use of technology
- Brown & Ryan Krane's five most effective interventions
 - Written exercises
 - Direct, individually focused interpretations
 - Practical, up-to-date career and occupational information
 - Modeling
 - Helping clients build support networks

of self-appraisals

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Individual
Small Group
Use of Technology alone is not effective

CiM As Web Site

"I don't have time to work with everyone"

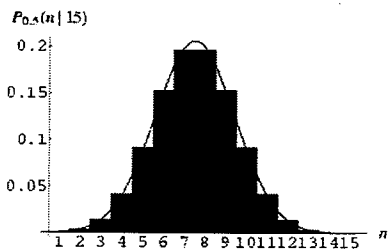
"I just want to send them to the web site"

"I have more than enough work to do, now you want me to do career guidance?!"

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Provides web-based resources & tools to use in personal counseling interactions

Student Services: The Bell Curve



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Workshop on Careers in Medicine

Guidance and the Web: Advisor Role

- Coordinate access to CIM and other relevant web sites
- Help students manage and organize overwhelming amount of information and prevent them from getting discouraged
- Instruct students on proper use of web site information and resources
- Ask/Answer questions about their web-based assessment and exploration activities
- Keep students focused, provide support and encouragement
- Provide school-specific information about important career related events

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Assess ^{Student} Client Needs

- Readiness for career decision making
 - Variations in level of readiness will impact success in independently using internet based resources
- Variations in personality and learning style
 - Investigative/independent types more successful with self-managed approach
 - More social types more successful with interactive/interpersonal approach
- Other barriers and issues
- Type of guidance needed
- Establish career development goals

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Support Self-Understanding

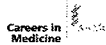
- Encourage completion of self assessments
- Help organize the career assessment process
- Help understand and interpret results of online assessments
- Aid students in accessing additional information about their assessment results

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Many chapters

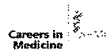
Exploring Options

- Guide students to available online resources for career exploration
- Help students make the link between assessment and exploration
- Help locate and understand meaning of specific specialty-related career information
- Help separate the "wheat from the chaff"
- Manage overwhelming amount of information
- Narrow down specialties with "Specialties to Consider" Exercise



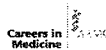
Choosing a Specialty

- Helping the student become "un-stuck"
- Explore decision-making guidelines and activities, how to do it, experience with the process, and results
- Facilitate specialty selection based on career assessment and exploration results
- Guide students through the process (with or without the web)



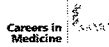
How To Do It

- Workshops**
 - Can be an integral part of your program and the connection with the web site
- Individual advising**
 - Arrange for sessions with access to computer and internet when meeting with students
- Training and development resources**
 - Advisor manual, assessment manuals
 - Regional training workshops
 - Professional development conferences
- Develop local web site



Working With Local School Web Sites

Direct connections with your students
Local information related to specialty career information and career guidance activities at your school
Upcoming events
Provide contacts, physician specialists, informational interviewing



Case Study – Vanderbilt University School of Medicine

check it



Final Thoughts

Get comfortable with the use of internet
Be familiar with what is on the CiM site
Know that other resources are available
• Use CiM (or your own site) as gateway
Know how to evaluate information
Consider how you can integrate local information with CiM web resources
Involve students in the design and development of your site
Be prepared to work with students who need more than just a web site

