



# It's more than just a name change

## Transforming Career Services to the Career Design Center

With Career Services transitioning its name to the Career Design Center, it is establishing a bold new direction and igniting future opportunities for the UB student. The Center will build a robust career community that's accessible to all students and challenges them to imagine and design meaningful lives and careers.

## Redefining the College Career Experience

### Career and life design starts early.

Increased student retention, persistence and positive post-graduation outcomes begins with an early-informed, intentional, on-going process resulting in a confident choice.

### Connections lead to a higher job and internship success rate.

80% of jobs and internships are found through building a diverse network. Students are more likely to get job offers after completing an internship.

### Designing your life happens every day.

The average person will have 12+ jobs in their lifetime. Students must be empowered to see, learn and try new experiences that change their perspective. Design studio experiences will create opportunities for students to embrace a growth mindset where career and life collide.

### Major doesn't always equal career.

Career paths are limitless and will have pivots. Majors are the beginning to students' active discovery of possibilities as their lives and careers unfold.

### Upskilled students will compete in the future job market.

Ongoing learning and reflection aimed at future-focused skills like adaptability, flexibility and resilience are requirements to success in an ever-changing world.



**It felt almost wrong to change my career path, but I'm so happy I did. I wouldn't be in the job I am right now and feel so fulfilled.**

**- Whitney Singleton '17**





University at Buffalo

# Career Design Center

Student Life

The new Career Design Center will engage the UB community, employers and alumni to challenge students to see possibilities and seek opportunities in preparation for life after college.



## Building connections is important.

Networking with top local, national and international employers will increase job opportunities for UB students.



## Faculty have a major impact on student success.

Working together with faculty to guide and navigate their student's academic and career success.



## Discovery creates opportunity.

By engaging in multiple interest-based communities students will uncover new paths and directions.



## Empathy drives design experiences.

Student voices, concerns and needs are incorporated into every career life design experience.

Seizing  
the opportunity  
**together**

