



**UpperCampus**  
Career Playbook

**MODULE 2:**  
**CAREER EXPLORATION**  
College Edition

  
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Career Playbook

In these unprecedented and challenging times, educators are being asked to navigate uncertainty like never before. UpperCampus is a free end-to-end Career Learning and Success Platform for students, helping them find fulfilling careers and enabling schools and employers to more effectively support and be part of that exploration journey. We are working to help make your transition to remote and/or hybrid learning as seamless as possible, starting with the **UpperCampus Career Playbook**.

We designed the Playbook with the goal of bringing clarity, creativity, and fun to the career exploration process. We have divided our activities into three separate learning modules: **Self Discovery**, **Career Exploration**, and **Future Planning**. The modules work together to help students identify what they are passionate about, the career paths that apply to those passions, and the steps they can take next to turn dream jobs into reality.

There are many questions that do not seem to have answers these days. We want students to know that "*What career path is right for me?*" and "*How do I make my dream job a reality?*" are not among them. The answers to those questions are within the student waiting to be discovered! The UpperCampus Playbook will help them do that and will enable counselors to guide their students towards making those plans a reality.

Welcome to the Playbook. Let's get started!

—The UpperCampus Team

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## 2.1: Kickstarting Your Career Search

### Background:

The purpose of the following exercises is to help students begin their initial career exploration process using the UpperCampus mobile application. UpperCampus is feed-driven, so students have access to thousands of short videos and content related to every career imaginable.

The first group of exercises asks students to explore their feed, various industry sectors, companies they know and love, and companies they didn't know existed. The goal here is to expose students to bite-sized career content that's enjoyable and easy to engage with. In a single class period, students can see hundreds of unique career opportunities and learn more about what it takes to land the jobs at companies that may eventually hire them.

### Target students:

- College students

### Possible Use Cases:

All of the Playbook activities are flexible. They can be distributed as in-class or remote exercises, as homework assignments, extra credit, or preparation for an advising session. The possibilities are endless!

### Lessons:

1. Exploring Your Feed
2. Exploring Your Favorite Brands as Employers
3. Exploring Companies
4. Exploring Industries

## Lesson 1: Exploring Your Feed

### Background:

The purpose of this exercise is to show students how to utilize their personalized UpperCampus feeds to learn more about a diverse set of careers, companies, and career paths. Feeds are populated with bite-sized video content typically lasting 1-3 minutes each, so allow ample time for students to explore.

### Modes of delivery:

**Duration:** 30-40 minutes

- Virtual/Remote exercise
- In-class exercise
- Take-home exercise
- Advising preparation

### Use Cases:

- An exercise to help students kick start their career exploration process.
- A student is completely unaware of career possibilities that exist.
- A student is hoping to learn more about careers in their field of interest.
- A student is deciding what career path to take or what to major in.
- As a follow-up to any of the self-discovery exercises.

## Lesson 1: Exploring Your Feed

### Student Instructions:

Your UpperCampus feed is personalized specifically to the subjects, interests, and companies you selected when registering your account. The more content you consume and posts you save, the more your feed will be tailored to your unique career interests. In this exercise, you'll explore your feed, watch bite-sized career videos, and save posts you find interesting. A chart is provided on the following page for your convenience, but you can write down your answers however you'd like.

### Exercise:

1. Spend a few minutes exploring your feed. Save five career-specific posts that interest you and answer the following questions for each saved post:
  - a. What career is it and what company posted it?
  - b. What about the post caught your attention?
  - c. What did you learn about the career/career path?
  - d. What did you like or dislike about it?
  - e. Is it a career you'd be interested in pursuing? Why or why not?
2. Of the five career posts you saved, choose one of the companies you're most interested in learning more about and view their UpperCampus Company profile. Explore their additional posts, social media channels, and/or company website.
  - a. List 3 things that interest you about the company
  - b. Is it a company you could see yourself working at one day? Why or why not?
3. Referring back to the 5 career posts you saved, select the top 2 careers/career paths that interest you the most. For each, find and watch two more posts related to that career that was posted by a different company. *You can find related posts by navigating to the career profiles or by using the search bar.*
  - a. What insights did you gain from watching the additional career posts?
  - b. List any differences you noticed between how the different companies describe the career.

Post Title	Company	Related Career	Notes

## Lesson 2: Exploring Your Favorite Brands as Employers

### Background:

This exercise will expose students to career opportunities offered by the brands they know and love. Many students fail to realize how many unique career opportunities exist, especially those offered by companies they're passionate about. This exercise is the perfect way for students to explore their favorite companies and, maybe for the first time, think of them as potential future employers.

### Modes of delivery:

**Duration:** 20-25 minutes

- Virtual/Remote exercise
- In-class exercise
- Take-home exercise
- Advising preparation

### Use Cases:

- An activity to help students begin their career exploration process.
- To get students thinking about the possibilities of employment.
- To expose students to a range of career opportunities they were not previously aware of.

## Lesson 2: Exploring Your Favorite Brands as Employers

### Student Instructions:

In this exercise, you'll explore your favorite brands and the diverse career opportunities they offer. Behind every brand that you're passionate about and product or service you consume regularly, there's a career opportunity waiting for you. The goal of this exercise is to help you explore careers that you truly find interesting.

For example, if you're considering a pre-law track and are passionate about music, check out the content on Spotify's legal team. If you love design and Nike is your favorite sneaker brand, check out what it's like to be a shoe designer at Nike.

To begin the exercise, write down or think of five of your favorite brands. This could be your favorite sporting goods company, your favorite cereal brand, a clothing brand you love, your favorite computer brand, etc.

Open the UpperCampus app and search for each of the brands you listed. Explore their company profile, feed, and highlighted content. As you explore content, be sure to like and save posts that spark your interest. Feel free to use the links to check out their company website, company career page, and social media accounts.

### Exercise:

Answer the following questions for each brand:

1. After choosing five of your favorite brands, provide some basic information about each:
  - a. A brief description
  - b. Mission Statement/Company Values

**Tip:** Why should you care about a company's mission and values? Because you want to work for a company that has values and a vision that you believe in! A company's mission is their lifeblood and often what motivates its employees to continue to work hard towards a unified goal.

2. Explore each brand's website and social media pages:
  - a. What did you learn about their company culture?
  - b. What did you learn about the company that you didn't already know?

3. Visit the brand's career page and explore various career opportunities:
  - a. Are there any careers listed that align with your career goals or passions? If so, what are they?
  - b. List two careers that interest you and what you find interesting/appealing about them.
  - c. List at least two careers you didn't realize the company hired for and/or you didn't realize existed before exploring their career page.
  
4. After exploring each company's UpperCampus profile and various pages, is it a company you'd like to work for someday? Why or why not? If yes, like the company so it will appear in your *SAVED CONTENT* under *Employers*.

### **Bonus Question:**

If this is a company you'd like to work for someday, what are the steps you need to take to get there? Use your UpperCampus app to educate yourself on the knowledge and skills that will help you land a career with a company you're passionate about! *Remember, your journey to your dream job isn't always a straight shot. Most of the time, it's more like hopping from one lily pad to another.*

## Lesson 3: Exploring Companies

### Background:

In this exercise, students will explore companies across the 11 industry sectors in the UpperCampus app. The goal of this exercise is for students to learn about companies they were previously unfamiliar with and discover career paths that companies offer.

Students will start by navigating to their UpperCampus menu, selecting *INDUSTRIES*, and exploring each of the 11 industry sectors. Under each industry cluster, students can click *Highlighted Companies* to discover major industry players or scroll through the industry feed to identify companies that pique their interest.

### Modes of delivery:

**Duration:** 20-30 minutes

- Virtual/Remote exercise
- In-class exercise
- Take-home exercise
- Advising preparation

### Use Cases:

- A student is exploring majors, minors, or careers.
- A student is interested in learning about companies that align with their interests and values.
- A student is ready to search for internships or jobs, but is not sure what company is right for them.

## Lesson 3: Exploring Companies

### Student Instructions:

Take a few minutes to explore each of the 11 industry sector profiles in the UpperCampus app. Choose the 5 industry sectors that interest you the most.

For each of the 5 industry sectors you choose, identify two companies that you were previously unfamiliar with and that you find interesting or appealing. To learn more about each company, you can click the company's title or logo to access their UpperCampus company profile.

### Exercise:

For each company you choose, answer the following questions:

1. By exploring the company's profile and content what is your initial impression? In your own words, write a short paragraph about what the company does.
2. Is the company one you'd be interested in working for one day? Why or why not?
3. Identify one career/career path that you find interesting. Explain what it is, what you learned about it, and why you found it interesting/appealing.
4. For each company, identify one career/career path you find unappealing. Explain what it is, what you learned about it, and why you don't find it interesting/appealing.

Make sure to save the companies you found interesting by clicking the heart icon in the upper right-hand corner of the company profiles. You can reference these companies in your Saved Content as you continue your career exploration journey.

## Lesson 4: Exploring Industries

## Background:

UpperCampus categorizes careers into 11 industry sectors that help refine the exploration process. All 11 industry sectors include valuable information on the different career paths within the industry, which companies hire within the industry, external sources of information students can explore, and unique feed with industry-specific content. In this exercise, students will explore each industry sector to refine their career search and receive a more holistic understanding of the economy and the variety of career opportunities.

## Modes of delivery:

**Duration:** 15-20 minutes

- Virtual/Remote exercise
- In-class exercise
- Take-home exercise
- Advising preparation

## Use Cases:

- A student is exploring majors, minors, or careers
- Early college students (freshmen and sophomores) who are beginning the career exploration process.

## Lesson 4: Exploring Industries

### Student Instructions:

There are job opportunities across many different industries. Though it's generally a good thing to have a wide range of industry career choices, it can also be overwhelming and difficult at times to find the direction that is best for you. In this exercise, you will walk through the 11 industry sectors in the UpperCampus app, learning a bit about each in the process. From there, you will be instructed to rank the industries from most to least interesting to you to give you an idea of what direction you might want to pursue in the future.

### Exercise:

1. Explore each industry profile in the UpperCampus app. Read through the description and explore the companies that hire in the field, the different careers within the industry, and the various posts on the feed.
  - a. For each industry, choose a career path that interests you and a company you'd enjoy working for.
  - b. Explain why you chose each career path and company
  - c. Are there any commonalities among the career paths and companies you chose across the eleven industries? Are there any common traits that piqued your interest?
2. Rank the eleven industries based on your interest level. 1- highest interest and 11- lowest interest.
3. Now that you have an idea of what industries you are interested in, or at least which industries you are not interested in, you can hone in on the top 3-5 industries you've identified and continue to explore their career feeds.

## Lesson 5: Your Favorite TV Characters and Their Careers

## Background:

In this exercise, students will take a unique approach to explore careers. It's no mystery that students spend a significant portion of their time watching movies, television shows, and different content creators on social media. And while there are certainly negative consequences to binge-watching, there are some positives as well. Many students take career inspiration from their favorite movies and television show characters. A study in the UK found that **39% of millennials (ages 18-24) took career inspiration from television**. While completing this exercise, students will explore the careers of their favorite fictional characters and what those careers are like in the real world.

## Modes of delivery:

Duration: 20-25 minutes

- Virtual/Remote exercise
- In-class exercise
- Take-home exercise

## Use Cases:

- A student is having a difficult time thinking of possible career paths
- A student doesn't know what he or she is interested in but has favorite movie and television characters

## Lesson 5: Your Favorite TV Characters

### Student Instructions:

We've all watched our favorite television show protagonists prevail heroically and thought to ourselves, "that's what I want to do with my life!" Whether it's Don Draper from *Mad Men* and his "old-school cool" persona as an advertising creative director, or *Grey's Anatomy* protagonist Meredith Grey and her poise and confidence in surgery, cinema makes careers look cool.

While the careers of our favorite television characters often fail to represent the day-to-day reality of the roles they portray, they can provide inspiration and a window into our inner motivations and aspirations. Cinema portrays the trials and tribulations of characters in legitimate career roles because those careers exist! Being a criminal investigator or a popular news anchor doesn't have to be reserved for fictional entertainment.

In this exercise, you're going to discover what the careers of your favorite television characters are like. No, you're not going to learn about what it's like to be the heir to the Lancaster throne, but the goal is for you to better understand the valuable career information that directors conveniently leave out.

### Exercise:

1. List three of your favorite TV or movie characters and the career roles they portray. *If you're having trouble thinking of characters, feel free to reference the list of popular characters on the next page.*
2. Describe what you've learned about the character's career from watching the show.
3. Use the UpperCampus app to learn more about the real-life careers that the characters portray. Explore content and posts related to each career through the career profiles and feed.
4. What did you learn about each career, and how does each career differ from how it's portrayed on the show?
5. With your newfound knowledge of each career, are you interested in potentially pursuing them as career-paths? Why or why not?

### Exhibit 2: Character List

Feel free to refer to this list when exploring additional careers. Referencing careers portrayed in popular shows is an easy way to explore a diverse range of career paths and determine paths you may be interested in pursuing.

Television Show	Character	Career	Career Category
<i>30 Rock</i>	Liz Lemon	TV show head writer	Writing
<i>Ballers</i>	Spencer Strasmore	Sports financial manager	Business
<i>Breaking Bad</i>	Walter White	High School Chemistry Teacher	Education
<i>CSI</i>	N/A	Crime Technicians	Law Enforcement
<i>CSI</i>	N/A	Crime Scene Investigator	Law Enforcement
<i>CSI</i>	N/A	Crime Scene Photographer	Law Enforcement
<i>CSI</i>	N/A	Evidence Collector	Law Enforcement
<i>CSI</i>	N/A	DNA Specialist	Law Enforcement
<i>CSI</i>	N/A	Forensic Artist	Law Enforcement
<i>Desperate Housewives</i>	Susan Mayer Delfino	Children's book author	Writing
<i>Dexter</i>	Dexter Morgan	Forensic scientist	Law enforcement
<i>Empire</i>	Lucious Lyon	Music company CEO	Business
<i>ER</i>	Doug Ross	Emergency Room Doctor	Healthcare
<i>Frasier</i>	Dr. Frasier Crane	Radio Psychiatrist	Healthcare
<i>Friends</i>	Monica	Head chef	Culinary
<i>Friends</i>	Ross Geller	Paleontologist	Science
<i>Gilmore Girls</i>	Lorelai and Sookie	Bed and Breakfast Owner	Business
<i>Grey's Anatomy</i>	Meredith Grey	Surgeon	Healthcare
<i>Homeland</i>	Carrie Mathison	CIA Officer	Law
<i>House of Cards</i>	Claire Underwood	Non-profit CEO	Politics
<i>House of Lies</i>	Marty Kaan	Management Consultant	Business
<i>How I Met Your Mother</i>	Ted Mosby	Architect	Architecture
<i>How I Met Your Mother</i>	Marshall Erickson	Judge	Law
<i>How I Met Your Mother</i>	Lily Aldrin	Kindergarten teacher	Education
<i>King of the Hill</i>	Hank Hill	Propane Salesman	Business
<i>Law and Order</i>	Jack McCoy	District Attorney	Law
<i>Living With Yourself</i>	Miles Elliot	Brand Campaign Specialist	Business
<i>Mad Men</i>	Don Draper	Creative Director	Business
<i>Mad Men</i>	Pete	Account Executive	Business

<i>Mad Men</i>	Peggy	Copywriter	Business
<i>Modern Family</i>	Phil Dunphy	Real-estate Agent	Business
<i>Mr. Robot</i>	Elliot Alders	Cybersecurity Engineer	Technology
<i>Mr. Robot</i>	Angela Moss	PR Manager & Account Executive	Business
<i>Mr. Robot</i>	Tyrell Wellick	Chief Technology Officer	Technology/Business
<i>Mr. Robot</i>	Philip Price	CEO	Business
<i>New Girl</i>	Schmidt	Marketing Specialist	Business
<i>New Girl</i>	Jess	Middle school teacher and Vice Principal	Education
<i>New Girl</i>	Winston	Police Officer	Law Enforcement
<i>New Girl</i>	Nick	Bartender/Bar-Owner/Writer	Entertainment
<i>Newsroom</i>	Will McAvoy	Anchor and Managing Editor	News
<i>Parks and Recreation</i>	Leslie Knope	Deputy Director	Government
<i>Scandal</i>	Olivia Pope	Crisis manager	Politics
<i>Sex and the City</i>	Carrie Bradshaw	Relationship columnist	Writing
<i>Sharp Objects</i>	Camille Preaker	Journalist	Journalism
<i>Silicon Valley</i>	Richard Hendricks	Entrepreneur & Developer	Technology/Business
<i>Silicon Valley</i>	Jared Dunn	Chief Operating Officer	Business
<i>Silicon Valley</i>	Dinesh Chughai	Software Designer	Technology
<i>Silicon Valley</i>	Monica Hall	Associate Partner (investment firm)	Business/Finance
<i>Suits</i>	Rachel Zane	Associate Attorney and Paralegal	Law
<i>The Big Bang Theory</i>	Sheldon Cooper	Physicist	Science
<i>The Good Place</i>	Chidi Anagonye	Ethics Professor	Education
<i>The Mindy Project</i>	Mindy	OB-GYN	Healthcare
<i>The Office</i>	Michael Scott	Regional Sales Manager	Business
<i>Two and a Half Men</i>	Charlie Harper	Jingle songwriter	Entertainment
<i>Ugly Betty</i>	Wilhelmina Slater	Magazine art director:	Arts
<i>Will and Grace</i>	Grace Adler	Interior Designer	Arts
<i>Younger</i>	Liza Miller	Marketing Assistant	Business

## Lesson 6: Exploring Trade and Technical Careers

## Background:

This exercise is designed specifically for students attending community colleges, to help them begin exploring their options outside of the traditional post-secondary education paths. Trade and vocational careers are excellent opportunities for students who do not intend to take the traditional four-year college route. The goal of this exercise is to educate students about alternative career paths.

## Modes of delivery:

**Duration:** 20-25 minutes

- Virtual/Remote exercise
- In-class exercise
- Take-home exercise

## Use Cases:

- A community college student is unsure whether they should continue their education or enter the workforce.
- A community college student is unaware of available career opportunities upon entering the workforce after receiving their associate's degree.

## **Lesson 6:** Exploring Trade and Technical Careers

### Student Instructions:

A traditional 4-year college isn't the path for everyone. The society-created narrative that college is a necessity for landing a rewarding and fruitful career can be frustrating and defeating for some students. However, UpperCampus recognizes that a trade profession can be a better option for certain students. If you're on the fence about whether or not attending a traditional four-year college is the right choice for you, this exercise will help you learn more about career opportunities that trade or vocational schools prepare you for.

Here is a list of some possible occupations trade or technical school can prepare you for:

Trade and Technical Careers	
<ul style="list-style-type: none"> <li>• Welder</li> <li>• Cosmetologist/hairdresser</li> <li>• Electrical installer or technician/maintenance</li> <li>• Automotive repair, technology or maintenance</li> <li>• Medical assistance (medical assistant, technician, billing, coding, etc.)</li> <li>• Emergency medical services</li> <li>• Dental assistant</li> <li>• HVAC technology</li> <li>• Aviation maintenance</li> <li>• Carpenter</li> <li>• Hotel and restaurant manager</li> <li>• Paralegal</li> </ul>	<ul style="list-style-type: none"> <li>• Massage therapist</li> <li>• Childcare work</li> <li>• Construction</li> <li>• Air traffic control</li> <li>• Radiation therapist</li> <li>• Web developer</li> <li>• Landscape architect</li> <li>• Mortician/funeral director</li> <li>• Drafting/CAD Specialist</li> <li>• Electrician</li> <li>• Plumbing</li> <li>• Engineering technology</li> <li>• Vocational/practical nursing</li> <li>• Culinary/.chef</li> </ul>

### Exercise:

1. Read the list of trade occupations above and identify 3-5 that spark your interest.
2. Use your UpperCampus app to explore each occupation further by searching related keywords or exploring career profiles.
3. For each trade occupation, identify a post that you found informative, explain what you learned about it and if you're interested in pursuing it as a possible career path or not. If you'd like, use the chart on the following page to record your work.

Occupation	Related Post	What You Learned	Level of Interest
<i>Ex. Welder</i>	<i>Ex. A World of Opportunity With Welding</i>	<i>Ex. I learned about the need for welders and how welding...</i>	<i>Ex. My interest is relatively high. I don't intend to go to college so this is a career...</i>

**Feeling inspired? Keep going!**

Activities to do next:

**Future Planning Module**

**Lesson 4:** Exploring Trade and Technical Schools

**2.2:** Refining Your Career Search

## Background:

The purpose of the following exercises is to help students refine their career search. In using the UpperCampus mobile application, students should quickly realize just how many unique and rewarding careers are available to them, now it's time to help them refine their exploration and start to identify the careers and career paths that resonate with them the most.

## Target students:

- College students looking to refine their list of potential career paths
- Students trying to choose a major or minor

## Possible Use Cases:

- A student knows he or she is interested in a handful of career paths or industry sectors but is having a difficult time making a decision on which path is ideal.
- A freshman or sophomore is struggling to decide on what to major in.

## Lessons:

7. Exploring What You Don't Want To Do
- 8 Exploring Careers With a Family Member
9. Analyzing Your Favorite Posts

## **Lesson 7:** Exploring What You Don't Want To Do

## Background:

In this exercise, students will explore their UpperCampus Feeds and identify careers they don't find appealing whatsoever. It may be beneficial for students to also complete the "Thinking Critically About Past Jobs" exercise, as the two complement one another nicely.

The purpose of this exercise is for students to begin utilizing their personalized UpperCampus feeds to learn more about a diverse set of careers, companies, and career paths.

## Modes of delivery:

**Duration:** 20-25 minutes

- Virtual/Remote exercise
- In-class exercise
- Take-home exercise
- Advising preparation

## Use Cases:

- An exercise to help students kick start their career exploration process.
- A student is having a difficult time determining what careers they'd find rewarding and/or excel in.

## Lesson 7: Exploring What You Don't Want To Do

### Student Instructions:

When exploring different career paths, spotting careers you *don't* want to pursue can sometimes be easier than spotting careers you *do* want to pursue. Though it may feel counterproductive, identifying careers that you don't find rewarding or interesting is an important and often overlooked part of the career exploration process.

### Exercise:

Explore your UpperCampus feed and identify 5-10 careers that you would *not* want to pursue. For each post that discusses a career you find undesirable, visit the related career page to learn more and make sure it's truly a career you're not interested in.

1. Compile a list of 5-10 of these careers
2. For each career, explain why it isn't for you. Here are a few things to consider:
  - Was it the working conditions or the work environment that caused your disinterest? Were the skills required to succeed in the job not suited for you? Why not?
  - Does the career not allow your creativity to flourish? Or is the career too people-oriented and not analytical enough?
3. Think about all the reasons you found the careers unappealing. Did you find any commonalities throughout your list? If so, write them down or highlight them.
4. Now that you've considered what made the careers *unappealing*, think about what it would take to make each career *appealing*. Write it down.
5. Explain how the exercise helped you identify what you would find appealing or rewarding in a career.

## Lesson 8: Exploring Careers With a Family Member

### Background:

In this exercise, students will involve family member(s) in their career exploration by exposing them to the career content they've saved on their UpperCampus apps. The goal of this exercise is for students to involve their families in the career exploration process and gain useful insights/opinions from external sources.

### Modes of delivery:

**Duration:** 15-20 minutes

- Virtual/Remote exercise
- Take-home exercise

### Use Cases:

- An exercise to help students take the next steps in their career exploration process.
- A student is having a difficult time determining what skills they have and the careers they'd find rewarding and/or excel in.
- A student is looking to expand their network and is ready to involve other people in their career exploration process.

## Lesson 8: Exploring Careers With a Family Member

### Student Instructions:

Find a time to sit down with your family member(s) and inform them of your use of UpperCampus as a career-exploration tool. If they are unaware of what UpperCampus is, it may be useful to give them a brief overview of the app and how you've used it with your advisers or professors. Feel free to show them a [brief overview video](#) of UpperCampus! Follow the steps below to facilitate your conversation.

### Exercise:

1. After giving your family member(s) a brief rundown of the UpperCampus app, open your saved content. If you've yet to save any posts or career content, explore the app and have at least 5 career-related posts and/or careers saved beforehand.
2. Give your family member(s) ample time to view the content you've saved.
3. Ask them some questions to gain their feedback. Here are a few questions you may consider asking: (feel free to ask more questions!)
  - a. Which career do you think I'd be best suited for and why?
  - b. What do you know about these careers?
  - c. Do you have any recommendations for related careers or companies I should explore? Based on the content I've saved, do you have any recommendations for unrelated careers that I should explore?
4. Record a summary of their thoughts/feedback and answer the following questions:
  - a. What did you learn from your discussion?
  - b. Did your discussion affirm your career interests? How so?
  - c. Did your discussion open your eyes to new careers or career paths? If so, what are they?
  - d. How do you plan to involve your family member(s) when exploring careers in the future?

## Lesson 9: Analyzing Your Favorite Posts

### Background:

In this exercise, students will go through their favorite posts from their UpperCampus feed, identifying whether they like the company, the career, or both. The goal of this exercise is to have students create a refined list of companies and careers that they are interested in.

### Modes of delivery:

**Duration:** 20-30 minutes

- Virtual/Remote exercise
- In-class exercise
- Take-home exercise
- Advising preparation

### Use Cases:

- A student is ready to refine their career and/or company prospects.
- A student has completed earlier exercises and has saved posts

## Lesson 9: Analyzing Your Favorite Posts

### Student Instructions:

Explore your UpperCampus feed and save 10-15 posts that catch your attention. You may complete this exercise by saving 10-15 new posts or referencing posts you saved previously.

### Exercise:

1. Either on a piece of paper or a computer, make two columns. Review the 10-15 posts that you have saved on the UpperCampus app.
2. Put "Careers" in the top left column. List the titles of posts you saved because you were more attracted to the actual career/position that was discussed in the post than the idea of working for the company that posted it.
  - a. For example, you saved a post about the day in the life of a plaintiff attorney. The post was very informative and made you excited about the possibility of practicing law, but it was the career information that piqued your interest, not necessarily working for the firm.
3. Put "Companies" at the top of the next column. List the titles of posts you saved because you were more attracted to working for the company/organization than the career itself.
  - a. For example, you saved a post about working at Netflix, and in the post you learned about their exciting company culture and attractive company values. You saved it because working at Netflix sounds like a blast.
4. For the posts you listed under "Companies," explore each company's UpperCampus profile in the app (feel free to explore the company's website or social media channels as well, all of which are linked in the company's profile in the app.)

Here are a few examples of what to look for:

- Is the company's mission appealing to you?
- Do you like the impact the company has on an issue, industry, etc.?
- Do you like the company's approach to work?
- Do they have a great company culture?
- Are they environmentally conscious?
- Is there room for growth?

Try not to get bogged down by the details! focus on the big picture. Mark your top 3-5 companies of the column by either underlining/highlighting/circling them.

## Feedback

UpperCampus Playbook is designed for *you*. Therefore, your feedback is important to us. Our Academic Advisory Council is in place to accurately assess the value of our activities in an academic setting. In addition to this, we ask that you send us any feedback, thoughts, ideas, and/or questions you may have for Playbook.

To get in touch, please email us at [support@uppercampus.com](mailto:support@uppercampus.com).