



University degree should come with help finding a job

Posted: Wednesday, February 1, 2017

As noted recently in the Daily News, Kentucky is moving forward with the development of new accountability measures for colleges and universities. Currently, administrators focus almost exclusively on recruitment and retention to graduation as the primary indicators of institutional efficacy.

For better or worse – and as economic realities continue to evolve in response to globalization, diversity and technology – higher education is increasingly seen as the only viable path to an enhanced quality of life for most citizens.

As graduates complete their programs of study in higher numbers, however, it is imperative that colleges and universities take a more proactive approach to helping them secure jobs commensurate with the significant investment it takes to acquire a credential these days. No graduate should walk across the stage at commencement only to arrive at the unemployment (or the underemployment) line.

While students obviously need to take a lead role in their quest to find suitable employment, institutions need to step up and become much more actively involved in the overall process. Our commitment to the students we serve does not end at commencement; indeed, our responsibility extends to helping them find jobs as well as making sure they succeed in their chosen professions.

Placement rates are becoming much more important as the primary means of gauging how well colleges and universities are fulfilling their societal obligation. Making sure students leave our colleges and universities gainfully employed – in jobs directly related to their majors – is quickly becoming the criterion that will determine the future of the academy.

Students who graduate thousands of dollars in debt deserve more than help in writing cover letters, developing resumes, and coaching for interviews. They need their alma maters to aggressively pursue job placement as a seamless and expected part of the total college experience.

Aaron W. Hughey
Bowling Green

www.bgdailynews.com