2019
Lafayette College Career Tracks Program

A program sponsored by the

EXPLORE an Interesting Career
DEVELOP Networking Contacts
BUILD Your Resume
EXPERIENCE a New and Exciting World
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Timeline

OCTOBER 2018
Submit essay & resume, to your top two choices of the industry track and location, to CareerSpot before 12PM (NOON), Fri., Oct. 26th.

NOVEMBER 2018
Students selected to participate will be notified via email by November 13th.
Mandatory Orientations will be held November 14 & 15 (12:15 and 4:30PM) - attend one.
Financial assistance applications due to the office of Development & College Relations, located on the 3rd floor of Markle Hall in late November.

DECEMBER 2018
Students will be contacted by alumni who are leading the Career Track programs with the final details regarding their particular Career Track.
Students are notified of financial assistance award by mid-December.

JANUARY 2019
Career Tracks take place during the weeks of January 7th, 14th, and 21st.
Students send thank you letters to hosts upon conclusion of the Career Track.

FEBRUARY 2019
Financial assistance recipients submit receipts for reimbursement to Career Center.
Students submit evaluations to the Gateway Career Center.
What is the career track program?
An innovative program gives students a valuable, insider perspective on what it’s like to work in a particular industry and city. Students are given the opportunity to explore an urban environment and learn about the industries and career paths available there over a three-to-four day period in January. Students must select a specific location and track that’s of interest. Each track can accommodate between 15-20 participants and students should apply to one to two industry track.

When do the career tracks take place?
All Career Tracks are scheduled during the first three full weeks of January break. For 2019, these are the weeks of January 7th, 14th, and 21st. Career Tracks occur in four geographical location and contain 2-3 industry tracks. Career Tracks include a common day experience for students in each city/region, alumni panels, graduate school panels, and either a half day or full day visit to an employer.

For January 2019 the Career Tracks are scheduled as follows:

- January 7-9, 2019 Lehigh Valley: consumer products/innovation track, legal track, real estate track
- January 14-17, 2019 Boston: financial services track, life sciences track, technology/innovation track
- January 21-24, 2019 New York City: financial services track, media/communications track, technology/innovation track
- January 22-25, 2019 Chicago: consumer products track, consulting track

Students participating in interim or spring 2019 study abroad programs may be unable to participate in career tracks if timing overlap exists between both programs. The Career Center recommends that students applying to the January Externship Program carefully consider those dates associated with the Externship experience before applying to a Career Track. The pre-scheduled dates for the Career Track program will not change. There is a possibility a conflict of dates may occur, so applying to only one program will allow for flexible scheduling should an Extern host's availability change.

Why participate?
The benefits that you receive from participating are invaluable. In addition to helping you consider career choices, you will gain opportunities “networking.” Each day students will rotate to different employers and organizations to provide a broader look at a particular industry. Each employer visit will provide new industry knowledge and include a variety of activities.

The benefits you receive as a Career Track participant are invaluable.

- Exposure to a specific industry and career path to help you determine if it’s the right fit for you. You will spend time at a broad range of employer sites.
- Some tracks offer access to Human Resource professionals who can offer skill development and insight about recruiting cycles and processes that are particular to an industry.
- Stand out to a potential employer and keep abreast of their hiring needs.
- Attend a networking reception with other students, parents, alumni, and employers to build your professional contacts and deepen career knowledge.
• Explore a city or region to see if it’s a place you can envision working or attending graduate school.

• Connect with successful alumni, parents, and friends of the College, who can give insight and support to benefit your future career ambitions.

WHO ARE THE HOSTS?
Alumni, parents, and friends of the College volunteer their time to share their expertise with students. These volunteers hold various professional roles in companies and industries that align with each specific track. These experiences can include tours, panels, presentations by business executives, mock interviews, and talks with human resources professionals, etc. Students have the opportunity to ask professionals questions to better understand the field they are considering as a possible career.

HOW WILL I GET TO AND FROM MY CAREER TRACK?
You are responsible for all travel planning and expenses, meals and housing connected with the Career Track. In some cases, employer hosts do provide breakfast or lunch. Students are encouraged to connect with each other and double up in hotel rooms, stay with family/friends, etc. to keep lodging expenses to a minimum.

If your ability to cover travel costs is restricted, you may apply for financial assistance through grants provided by the Development & College Relations office. These grants help cover a portion of your traveling and housing expenses (maximum amount awarded is typically $300). Applications for financial assistance will be distributed during the Orientation Meeting. Be aware that grants are awarded on a receipt reimbursement basis after the Career Track is completed, so plan accordingly when making your selections.
HOW CAN I APPLY FOR A CAREER TRACK?
Carefully read ALL Career Track descriptions on the following pages, along with the application requirements. Your application must be submitted through CareerSpot prior to Noon on October 26th.

By submitting your application, you are agreeing to accept the Career Track opportunity you selected and honor the commitment. Therefore, be sure to plan carefully and thoughtfully to be sure you are available the week of the event and consider travel expenses. Financial assistance is available.

APPLICATION REQUIREMENTS
1. Resume
2. 500 word original essay that addresses your answers to the following questions:
   • Why are you interested in doing this Career Track? Discuss your two selections.
   • What do you hope to gain from the experience?
   • How do you plan to prepare for and make the most of your experience?

IMPORTANT: Please respond to prompts within one cohesive 500 word essay, NOT a short answer format.

ESSAY MAY NOT CONTAIN ANY PORTIONS OF A PREVIOUSLY SUBMITTED ESSAY YOU USED TO PARTICIPATE IN THE EXTERNSHIP PROGRAM IN PRIOR YEARS. This is considered a violation of Academic Integrity as defined in the Student Handbook.

SUBMITTING YOUR APPLICATION:
Submit your essay, resume, and top two choices for the Career Tracks. (Note: space is limited and we cannot guarantee a first choice selection) by FRIDAY, OCTOBER 26th at 12pm (NOON) through CAREERSPOT. You must submit all items. DO NOT PROCRASTINATE.

To find the Career Tracks program, search for the employer ‘Lafayette College Career Track Program’. Industry tracks will be set up individually, by track and location. BEFORE you apply, verify that the industry track(s) you are applying to is in the location (city) you desire.

WHAT HAPPENS NEXT?
By November 13th, you will receive an email indicating if you have been accepted. If you are accepted, you are required to attend one of the Orientation Meetings. Orientation Meetings will be held at 12:15PM and 4:30PM on WEDNESDAY, NOVEMBER 14th and THURSDAY, NOVEMBER 15th. At this session, you will receive valuable advice on how to make the most of your experience. Please note: Applying for a Career Track means that you are making a commitment to this experience. ONCE ACCEPTED, PARTICIPATION IS MANDATORY.

ADDITIONAL QUESTIONS?
✓ Call the Gateway Career Center (610-330-5115) or visit the Career Tracks pages of the Career Center website at: https://careerservices.lafayette.edu/career-planning/careertracks.

REMEMBER: SUBMIT ALL APPLICATION MATERIALS ON OR BEFORE FRIDAY, OCTOBER 26th AT 12PM (NOON).
IMPORTANT: Applications missing any documents will be considered incomplete and therefore, will not be accepted.
Application Instructions

All students applying for the program MUST apply using this online procedure. The application process contains **TWO STEPS** and must be completed by 12pm (NOON) on Friday, October 26th, 2018. NO EXCEPTIONS.

The details are outlined below.

**STEP ONE: COMPLETE CAREERSPOT PROFILES & UPLOAD DOCUMENTS**

Access CareerSpot via the “Get Career Support” block found within your portal account (my.lafayette.edu).

A. The required fields of your CareerSpot account profiles (Academic, Personal, Career Interests), if you haven’t completed them, must be complete before applying. Just getting started with CareerSpot? Access our resources here: https://careerservices.lafayette.edu/career-planning/careerspot/.

B. In order to apply, you must upload your resume and essay to your CareerSpot account. To do this, upload them by clicking My Documents on the left-hand tool bar. Select Publish My Resume, then click Documents, then ADD NEW. Using the Document Type selections, be sure to select Resume to upload your resume. Select Other Document when uploading your essay. It is recommended that you convert your documents to PDF files before uploading.

C. When uploading your resume and essay, please name them with your Lafayette username, class year, and document type as shown here:
   - For the resume: LAFAYETTE USERNAME and 21resume (for example, SMITHJ21resume)
   - For the essay: LAFAYETTE USERNAME and 21essay (for example, SMITHJ21essay)

   *please put your name on all pages of your essay*

   This prevents errors when the Gateway Career Center accesses the documents of all applicants.

*NOTE: YOUR ESSAY MAY NOT CONTAIN ANY PORTION OF AN ESSAY YOU MAY HAVE SUBMITTED TO THE EXTERNSHIP PROGRAM IN PRIOR YEARS. This is considered a violation of Academic Integrity as defined in the Student Handbook.*

**STEP TWO: APPLY TO POSTING & SUBMIT DOCUMENTS ON CAREERSPOT**

A. To apply on CareerSpot, click “Employers” on the left-hand tool bar, then select “ALL” from the drop-down menu. Next, type “Lafayette College Career Tracks” in the KEYWORD search box. Click on Lafayette College Career Tracks and then click “Available Positions” to access the posting.

B. Each Track is set up individually so read the information provided in the posting. It will contain information about the itinerary and content of that particular track. In the top-right corner, select the Apply button. This is where you will submit your already uploaded resume and essay. Follow the directions carefully and click on Submit to complete the application. Please note that the “Apply” button will not appear until you have uploaded the required documents into the CareerSpot system.

C. Because space is limited in each Career Track, we recommend that students select either two industries within a certain location or two different locations.

Since you may need to complete the required sections of your profile and/or need guidance with using CareerSpot, **DO NOT WAIT UNTIL THE LAST DAY TO SUBMIT THESE DOCUMENTS.** Due to the high volume of applicants, the Gateway Career Center cannot provide last-minute assistance.

**IMPORTANT: Applications missing one of the steps will be considered incomplete and will not be accepted. Questions?** Contact the Gateway Career Center at 610-330-5115, or stop by 201 Hogg Hall, for assistance.
Career Track Categories

The Career Tracks program offers industry-specific, immersive, multi-day group experiences in Boston, Chicago, the Lehigh Valley, and New York. The objectives of the program are the following:

- To expose students to professional settings in their chosen areas of interest; this exposure is designed to provide industry fluency and career clarity;
- To explore a specific industry and learn about different sectors of that industry by learning from junior to seasoned professionals in those settings;
- To provide students with the skills and opportunities to network and follow up with local alumni, parents, employers and friends of the College;
- To experience each city and region as a place to launch a career and/or as personal or professional location of interest.

Each city/region features two to three professional “tracks” that represent sectors of economic importance. Students decide upon the city/region and track to which they will apply which will include between 15-20 students. Over the course of 3-4 days students will visit a broad range of employer sites within their chosen track. The sessions at each employer site are interactive, may include presentations from campus recruiters, and are designed to showcase different business functions within a certain field. The tracks are a valuable platform for students to increase their fluency and understanding of specific industries. For example, the media and communications track will expose students to media planning, sales, the life cycle of a television script, the production cycle, tours of studios, mock interviews relevant to that industry, etc.

Most employer visits are for half a day, although some are a full day. At certain points tracks will intersect and conduct a joint session. For example, Finance and Technology tracks will intersect for certain visits in New York and Boston.

Students will have the opportunity to network with local alumni, parents and employers at an event in each city/region. This offers an unprecedented opportunity to build professional contacts and understand recruiting processes and hiring needs. A networking night is included as part of this program. Most employers will offer a light breakfast or lunch, depending on the time of the visit on each day.

Career tracks are open to all students and majors; that said, some employers do wish to interact with first year and sophomores given their recruiting cycles and goals. For example, many financial firms are eager to meet sophomores for a sneak preview of talent for the following summer.

On the following pages are track descriptions for each city/region. Students should choose two for full consideration in their application process. Please note that additional employer hosts will be added throughout October and that confirmed hosts are included in the descriptions.
• **Boston:**

  o **Financial Services Track:** In the world of finance, Boston is perhaps best known as the home of world-class asset management firms and banks. In this track, students will explore the investment decision-making process for institutions and individuals, holistic approaches to wealth management and how these decisions are executed and managed in capital markets. Confirmed hosts include: Fidelity Investments, Cambridge Associates, Citizens Financial, Modera Wealth Management and Harvard Business School. Students will receive exposure to a sales and trading floor, case studies, an MBA panel at HBS, presentations by HR professionals, and opportunities to network with junior and seasoned professionals, in addition to interactive presentations from business leaders at these financial institutions.

  o **Life Sciences Track:** Boston is a global hub for the life sciences and bio-tech industries and the Kendall Square and Cambridge areas are rife with start-ups to iconic brands. This track will expose students to the scientific research world as well as the processes for bringing new products to market and provide exposure to the research and development and innovation hubs of this sector. Confirmed hosts include Novartis, Synlogic, Blue Cross Blue Shield of Massachusetts, the Precision Medicine Accelerator at Harvard Business School, and the Department of Molecular Biology at Harvard Medical School (which offers a prestigious REU each summer). Students will tour research labs and clinical labs, hear from current graduate students, gain access to giants in the world of life science, and learn about the business and research side too.

  o **Technology & Innovation Track:** Driven by access to high quality human and investment capital, technology and innovation play a critical role in Boston’s present and future and quite frankly innovation in technology is driving the future of work. Many organizations are investing enormous capital in their businesses and students in this track will be exposed to both emerging and established firms. They will get insight into how historically non-technology firms are now adopting more innovative tech strategies to transform their business models. Product development, the importance of M & A activity, and program management will all be covered. Confirmed hosts include Klaviyo, Duck Tree Technologies, Fidelity Labs/Center for Applied Technology, and TOAST. Students will tour facilities, speak with business leaders and HR professionals, while deepening their understanding of how leading as an intrapreneur focused on innovation impacts one’s career trajectory.

• **Chicago:**

  o **Consumer Products Track:** Chicago is home to many of the top consumer products companies as its Midwest location is ideal. This track will offer students a great opportunity to gain an in-depth understanding of multiple aspects of the consumer products field. Students will interact with members of the firms including alumni and other key leaders about the different types of work they do and what it takes to be successful in the world of consumer products. Some sample companies on this track include: Eli’s Cheesecakes and HERE Technologies.

  o **Consulting Track:** Chicago is a vibrant Midwestern city with many of the world’s top consulting firms having a strong presence there. This track will offer students a great opportunity to gain an in-depth understanding of multiple aspects of the consulting field. Students will interact with members of the firms including alumni and other key leaders about the different types of work they do and what it takes to be successful in this field. Some sample firms on this track include: Bluestein & Associates, Accenture and Boston Consulting Group (BCG).
• Lehigh Valley:
  
  o **Entrepreneurship & Innovation Track:** The Lehigh Valley has a great mix of start-up ventures and innovative market leaders to power its economic engine. In this track students will get a close up look at the entrepreneurial experiences of local alumni and parents who lead successful, brand name businesses. Additionally, they will visit and learn how more mature companies, such as Victaulic, innovate with new products and services to maintain their market leadership while other firms such as AblePay launch into new markets. Brand companies with strong alumni presence at firms are targeted as well and we will offer panel presentations, tours, access to HR, and dynamic presentations for students interested in the world of innovation and consumer goods.

  o **Real Estate Track:** The Lehigh Valley offers students a great opportunity to gain an in-depth understanding of multiple aspects of the real estate field, including residential and commercial development & planning, urban redevelopment, property management and financing. Students will take tours of properties/facilities, participate in various alumni/business leaders’ panels, and experience the range of real estate development in the cities of Bethlehem, Allentown, and Easton. Direct interaction with hosts such as City Center of Allentown which has invested millions into urban development will help students understand the life cycle of real estate projects while providing inside access to key leaders in the real estate field.

  o **Law & Justice Track:** For those considering a legal career, this is your track because it provides a deep dive into various sectors of the legal profession and offers access to local government, as well as host judges and attorneys. Its criminal court week the week of Jan 7, 2019 in the Lehigh Valley which means students will observe court proceedings, participate in in a civil law and criminal law alumni panels, listen to presentations about ethics and mental health, and read case law. This track will feature time in Northampton County Courts & Lehigh County Courts and will feature the opportunity to meet with law school representatives, current law students (who are young alumni), and professionals who will provide skills development and mock interviews.

• New York City:
  
  o **Financial Services Track:** New York remains the center of the global financial universe. In this track students will get unparalleled access to the worlds of corporate finance, sales & trading, private and commercial banking, as well as investment management and banking. Students who are committed to learning more about the various sectors of this industry will receive high quality exposure to a range of professionals which includes stock pitch training, alumni panels, tours of trading desks, case studies, and access to key financial services based resources. Confirmed hosts include Morgan Stanley, Goldman Sachs, Citi, Bank of America Merrill Lynch, Barclays, Brown Brothers Harriman and Societe Generale. Some firms will offer presentations by their HR teams and we will provide skills based presentations as well.

  o **Media/Communications Track:** Media and Communications businesses are prominent in New York’s economy. Students in this track will cover a range of enterprises from print & digital media to television and brand management. Students will meet and interact with industry leaders in their respective fields. Confirmed hosts include Dow Jones Media, NBC Universal and Left/Right Media (producer of “The Circus” on Showtime). Students will spend the day at Dow Jones Media and NBC; DJM is the home of iconic brands such as the New York Times and the Wall Street Journal and students will participate in interactive presentations by business leaders and also receive coaching on resumes and interviews. At NBC, students will gain access to the life cycle of a script and gain hands on experience in that cycle of a tv show from the USA Network. The alumni hosts are Emmy award winning and/or leading these organizations.
Technology/Innovation Track: “Silicon Alley” is home to some of the most innovative technology firms in the world. Participants in this track will visit a range of firms and gain exposure to a range of business models. Students will learn about how technology is applied in both global financial and consumer goods companies and hear from alumni executives who lead innovation at their organizations. Confirmed employer hosts include Google, EY Wave Labs, and Nike (with Facebook executives included as well). Students will receive tours of facilities, speak to HR professionals, and hear how innovation is transforming business models within some of the world’s most leading brands.