
Strategically Planning Your Career in Higher Education

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1. Who Are You?

Poll: current roles

- **What gets you excited?**
Mine through current and past roles to identify what gets you up in the morning
- **Ideal work situation?**
Environment, supervision, type of role
- **Likely Opportunities**
What type of higher ed, what areas within higher ed, how can you identify opportunities you don't know about?

How to identify opportunities at your current institution



Tips

- Think about networking outside the box
- Create your own mentor and job shadowing opportunities
- Identify in-demand skills

How to identify opportunities Outside your institution



Tips

Look in job families and skills match rather than titles

Utilize strategic job search engines & sites

Let people know what you are looking to do

The ability to **PIVOT**
and **TRANSFER** skills
is the most important
strength in building an
UPWARD career
trajectory



Tips

Maintain a master CV document to track projects, skills, achievements

Draw on this master CV to strategically craft resumes and cover letters unique to each position

YOU are your brand.

Utilize your self-knowledge to identify your brand.

What do you want to be recognized for?

Look for opportunities to promote your brand (YOU!) in ways that align with who you are and what you want to achieve

Examples

- Social media accounts relevant to your industry
- Academic publications and presentations
- organizations and community-building





2. More on branding:

→ **Elevator Speech**

What is your 30-second pitch for what you do?

→ **Look the Part**

Dress for the role you want, not the role you have.

→ **Professional Organizations**

Strategically participate in groups around shared career interests



Tip

Use questions to guide formation of your personal advisory board. Who can proofread your resume? Pick an interview outfit? Review your LinkedIn profile?

You need an advisory board

- Outside perspective
- Diversity of thought
- Leveraging strengths of those already invested in your success

What is a good mentor?



3. Testimonials

Collect and save testimonials to your work. These may come through:

- **Thank you notes & emails**
- **Performance evaluations**
- **LinkedIn Recommendations**
- **Student Evaluations**
- **Letters of Reference**

Consider including them on your personal website, social media, CV or resume, email signature line

What people are saying

"She cultivates an environment where her employees can soar to their highest dreams only to realize that they can go even higher."

Susan

"Wendy's knowledge of national best practices is encyclopedic."

Forrest

"She sets the standard of excellence in teaching"

Floyd



Further Reading

[Coach Yourself to a New Career](#)

[Reinventing You](#)

[What Got You Here Won't Get You There](#)

[So Good They Can't Ignore You](#)

[Disrupt Yourself](#)

[Entrepreneurial You](#)