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The Career Leadership Collective partners with Career Launch to help colleges equitably scale the skillset of launching job and internship searches in the hidden job market

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For Immediate Release

[The Career Leadership Collective](#), a solutions group helping colleges and universities build capacity around career development and home of the [National Alumni Career Mobility Survey](#), has partnered with [Career Launch](#) to help colleges and universities more effectively and equitably scale students' ability to launch job or internship searches in the hidden job market, especially for students with few to no employment connections. The hidden job market is known to represent up to 80% of available jobs that never get posted on job boards, but rather come through networking and relationships.

Career Launch is a social enterprise founded by Sean O'Keefe. Sean is a faculty member at Santa Clara University where he teaches in the business school and first-generation student program. Santa Clara has provided encouragement and support for Career Launch to scale its partnerships with other colleges and universities nationwide.

"Having worked with Sean over the last 3 years at Santa Clara University, I've experienced first-hand the way students respond to Career Launch in and outside of the classroom. It's transformational for students in a way I've rarely seen in the space of higher ed - and is especially so for underserved and marginalized student populations. At a time when students are experiencing painful career self-efficacy and impostor syndrome challenges, Career Launch gives teeth to students' aspirations for upward mobility and access to social capital," said Rose Nakamoto, Director of the Career Center at Santa Clara University.

Career Launch is the home of the Career Launch Method™, a pragmatic, step-by-step framework that has been honed with data and interaction with thousands of students over the last 10 years. Career Launch provides scaffolded, multimodal programs, and their partners can opt to have their career leaders become Certified Career Launch Coaches. Their flagship program, the Career Launch Academy, centers on three modes of student-friendly delivery:

- 1) micro-learning sent via text message and email with friction-less access to a personalized student learning portal,
- 2) an interactive workbook that is mapped to the micro-learning, and
- 3) live group coaching sessions.

Marieli Rubio, Partner and Director of Impact at Career Launch, went through the Career Launch curriculum as a sophomore and landed a competitive STEM internship the summer following her sophomore year. As a first-generation Latina, she says that the Career Launch Method was life-changing, “While going through the program my confidence came to life. I built professional relationships from scratch and earned an internship that I really wanted. I realized the power gaining social capital through intentional outreach and career conversations with employers. I am delighted to now be a leader of the Career Launch movement and pay it forward through our partnerships across the country.”

Career Launch evaluations show that 96% of program participants report great gains in their self-confidence related to career readiness and 91% report great gains in their ability to network and maintain potential or current employer relationships. Additionally, Career Launch recently unveiled new collaborative research done with Barry Posner, co-author of *The Leadership Challenge* and the world renowned *Leadership Practices Inventory* (LPI) which showed that students who conduct at least one career conversation (informational interview) are four times as likely to obtain an internship.

This coming May of 2021, O’Keefe, in partnership with The Career Leadership Collective will release the book, *Launch Your Career: How ANY Student Can Create Strategic Connections and Land the Jobs and Internships They Want*, which will be distributed by Penguin Random House. Every book will include online access to the Career Launch Readiness Assessment, which provides students with an inventory of their current career launch strengths and weaknesses. Students will receive personalized feedback and recommendations for improvement to improve their chances for career success. The assessment and the book, along with the Career Launch Academy, are some of the benefits students can receive through their campus’ Career Launch partnership.

“We are extremely excited to partner with Career Launch. Their mission toward equitable student success dovetails with our efforts to equip career services leaders and senior administrators to scale career development equitably across campus. The Career Launch programs help students in all four significant high impact career mobility practices from our National Alumni Career Mobility survey with special attention to thoughtful strategies that help students connect to and network with the employers they want to meet,” said Jeremy Podany, CEO of The Career Leadership Collective.

Student participants in the Career Launch curriculum engage in a high-touch experience through each step of the Career Launch Method inside a personalized campus student portal, receiving inspiring and practical micro-learning videos via text message and email. “The program is analogous to an Orangetheory Fitness-like program that is high-intensity, community-based, yet personalized and individually driven, but specifically focused on the hidden job market,” Podany said.

“Career Launch has de-stigmatized the concept of intentional, proactive networking and has helped my students feel confident in their abilities to conduct a holistic internship and job search. Students mention they value being held accountable through the program’s daily text messages, which pushes them to step out of their comfort zones.” said Tori Bussey-Neal, Success Coach at UC San Diego.

Career Launch programs can be adopted as a stand-alone time-saver for career staff that complements their current services. Or, career staff teams or student success coaches can also choose to become certified coaches of the Career Launch Method to be able to administer the curriculum independently.

More information can be found on the Career Launch website at: <https://www.careerlaunch.academy/>

Inquiries about partnering with Career Launch can be made to: impact@careerlaunch.academy