



CareerParents

Online Community and content to encourage parents to require their son or daughter to take ownership of their career!

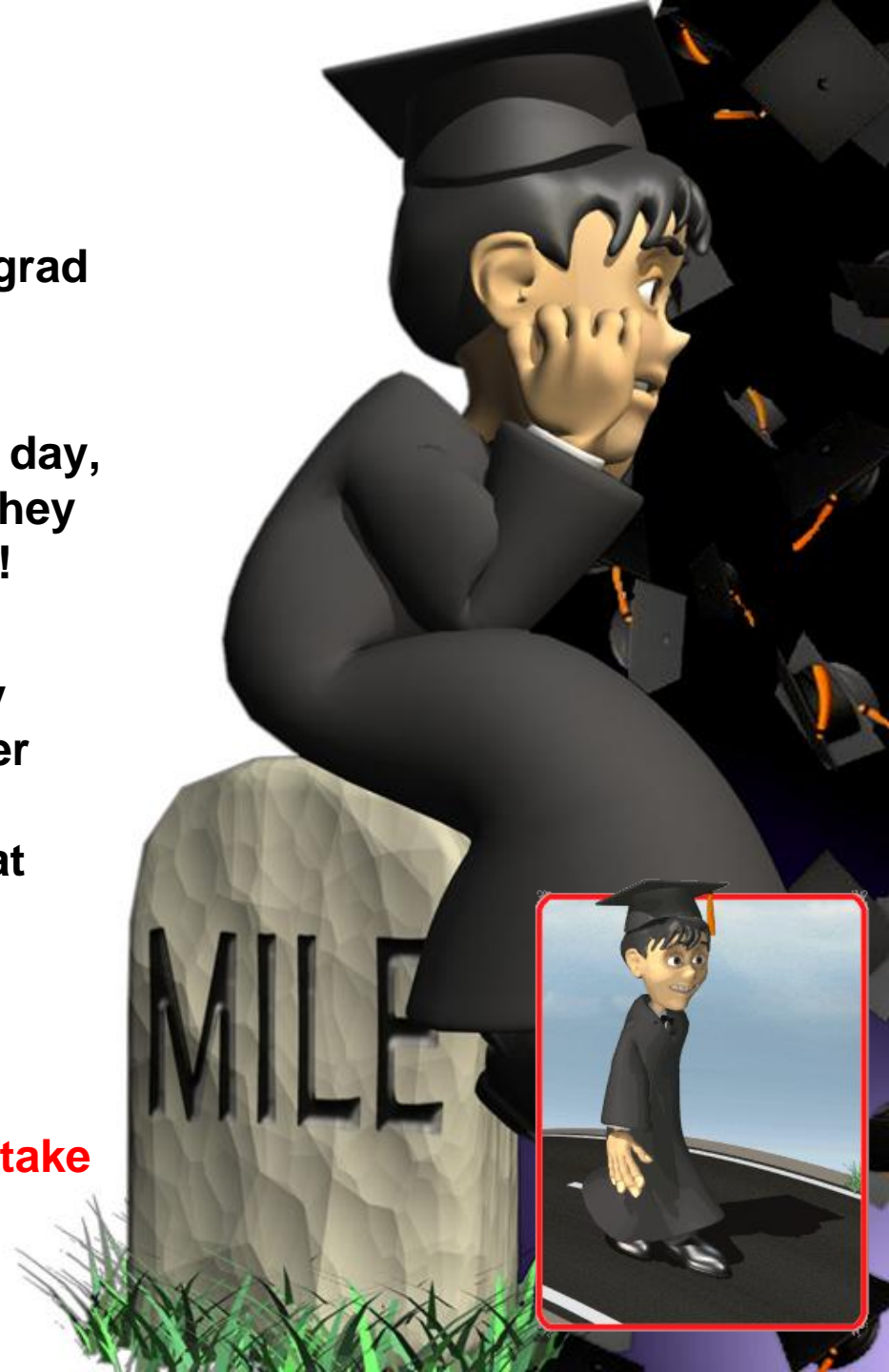
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According to a NACE survey of the graduating class of 2011 the average grad took 7.4 months to find a job.

If these grads had a job by graduation day, they would have earned \$24,000 that they could have used to pay off their loans!

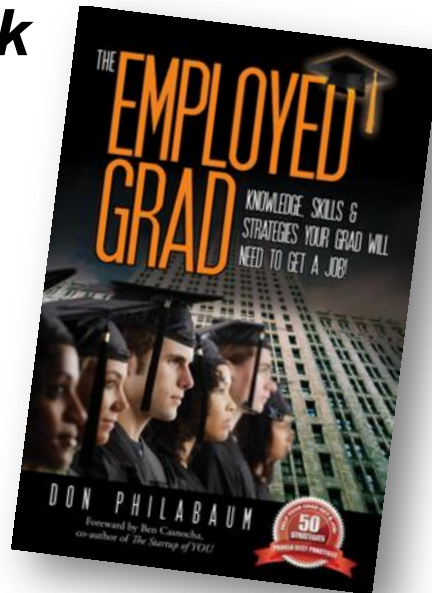
Another study by the Career Advisory Board found that 48.1 percent of career directors do not think grads have the knowledge and skills to get a job. That could be due to the fact that 61% of seniors either never go to the career center - or visit less than twice!

Parents could require their student to take ownership of their career!



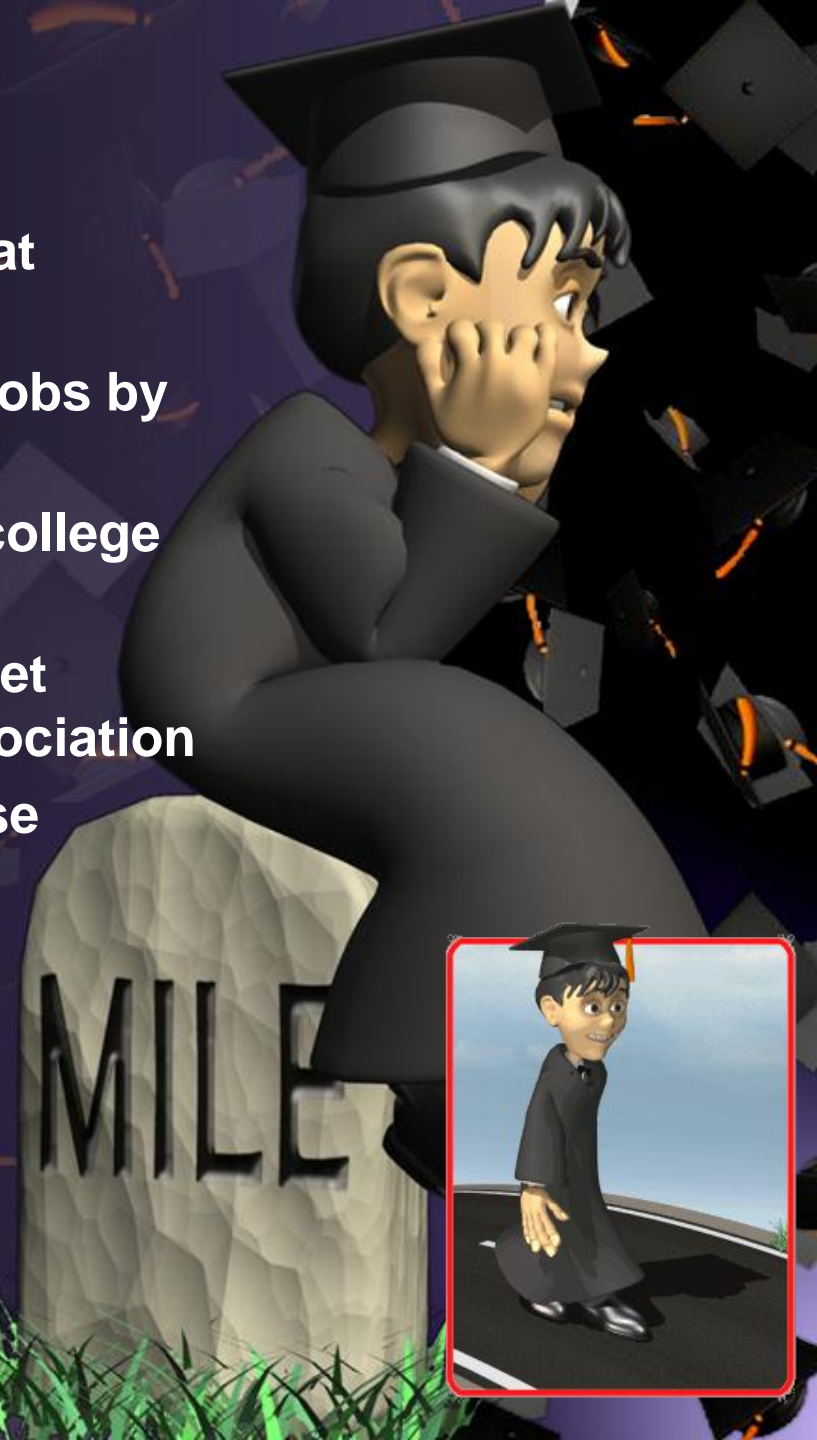
CareerParents includes:

1. *Online Community*
2. *Six Career Videos*
3. *Monthly Webinars*
4. *eNewsletter*
5. *Online Discussions*
6. *Workbooks*
7. *The book*



Benefits

- Increase the number of students that graduate
- Increase the number of grads with jobs by graduation day
- Admissions can show parents the college commitment to careers
- Alumni Associations can use it to get parents involved in the parents association
- Career Centers can use it to increase student participation in events and programs





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