

ABSTRACT

CREATIVE PROJECT: Informational Interviewing: A Pathway for Student Success and Alumni Engagement

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The purpose of this creative project was to create the Informational Interview Program for use by the Ball State University Career Center. Career development theorists acknowledge career exploration as a key aspect of career development. As career services at institutions of higher education have evolved over the past decades, career development activities have begun occurring in the context of the academic classroom. One example of such is the informational interview. An informational interview is a time during which a job seeker, or student, can gather information from a working professional about their specific occupation and career path. The Informational Interview Program was designed to be infused into course curriculum of any academic discipline at Ball State University, or could stand-alone as a resource for students to explore potential career paths. Additionally, the Informational Interview Program utilizes the Cardinal Career Network, an online network of alumni and friends of Ball State who have volunteered to connect with students as they explore careers. The Cardinal Career Network allows alumni to engage with the institution in a unique manner.