

Meeting Creatives Where They Are: Reimagining Embedded Career Services in the Arts

Traditional career services models often fall short when engaging visual and performing arts students whose career pathways are non-linear, and professional success looks different from conventional trajectories. This roundtable explores how Syracuse University's College of Visual and Performing Arts has transformed student engagement through an embedded career services model. Participants will discuss three key strategies: targeted event planning that aligns with creative students' schedules and interests—moving beyond campus-centric career and professional development offices and generic career fairs to discipline-specific showcases, portfolio reviews, and industry networking events; programming that expands beyond typical career development to include freelance business management and navigating the gig economy; and cultivating industry-specific engagement with alumni and working professionals who understand artists' unique career journeys. This discussion will provide practical insights for career and advising professionals seeking to enhance engagement with creative populations. Attendees will leave with actionable strategies for adapting career support to meet the distinct needs of arts students through an embedded model.

Presented by:

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