

CAREER SERVICES AND RURAL FIRST-GENERATION COLLEGE STUDENTS

EXECUTIVE SUMMARY

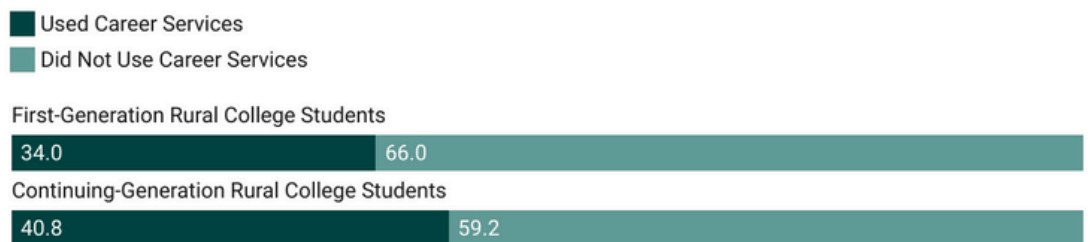
College or university career services can help college students gain the guidance and resources to overcome many employment-related barriers. As we highlight on page 2 below, rural first-generation students who use career services are more likely to negotiate for salary and benefits and obtain employment aligned with their academic fields.

Although career services are important, rural first-generation college students are less likely to use career services compared to continuing-generation college students. We encourage career services offices to extend additional outreach efforts to rural, first-generation college students.

USE OF CAREER SERVICES BY PARENTAL EDUCATION

According to the data, only 34% of rural first-generation college students used career services compared to 40.8% of continuing-generation students.

Figure 1. Rural College Students' Use of Career Services by Parents' Education



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BENEFITS OF CAREER SERVICES

Rural first-generation college students are more likely to obtain the bargaining skills to negotiate their salary when using career services (Figure 2).

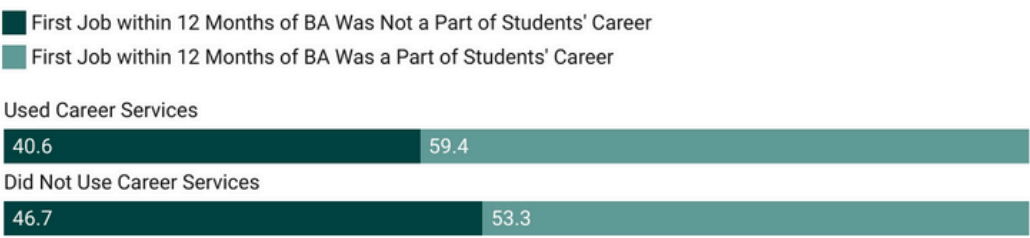
Furthermore, rural first-generation college students are more likely to obtain a job in their field of study when using career services (Figure 3).

Figure 2. Rural First-Generation College Students' Use of Career Services and Salary Negotiation



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Figure 3. Rural First-Generation College Students' Use of Career Services and Whether Their First Job Was Part of Their Career



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Recommended citation:

Reichardt, K., & Soria, K. M. (2024). *Career services and rural first-generation college students*. AREAS Consortium.

Methodology:

We analyzed data from the 2016/2020 Baccalaureate and Beyond (B&B) longitudinal survey. The National Center for Education Statistics oversees data collection for the B&B, which follows graduating college seniors 1, 4, and 10 years after completing their bachelor's degree. Learn more about the B&B at <https://nces.ed.gov/surveys/b&b/>.

Our research is funded by the Ascendium Education Group and the University of Idaho. Ascendium Education Group is a 501(c)(3) nonprofit organization committed to helping people reach the education and career goals that matter to them. Ascendium invests in initiatives designed to increase the number of students from low-income backgrounds who complete postsecondary degrees, certificates and workforce training programs, with an emphasis on first-generation students, incarcerated adults, rural community members, students of color and veterans. Ascendium's work identifies, validates and expands best practices to promote large-scale change at the institutional, system and state levels, with the intention of elevating opportunity for all. For more information, visit <https://www.ascendiumphilanthropy.org>.