

Everyday We're (Side)Hustlin':
How the "Gig Economy" Shapes both Career Advising and the Advisors


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Gooooood afternoon!

- ★ Who I am and what my hustle is
- ★ Naming the Players
- ★ Rewind to Help their Grind
- ★ Do the Hustle!

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Sabrina
Career Advisor
Liaison to School of Business
Manager, Ralph's Italian Ices

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Defining Side-Hustles & the Gig Economy

Spoiler Alert: It's Difficult.

- Statistics are murky at best, detrimental at worst
 - 25-40% of total workforce
 - Quantity and quality of existing research
 - Business/Professional Services, Construction, Education, Healthcare
- <https://gigeconomydata.org> (Cornell ILR & Aspen Institute Future of Work Initiative)
- Companies formed around gig workers are groundbreaking in theory, but (mostly) underperforming in market

Our Division: Supplemental (SH) vs. Main Source of Income (GW)

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Where our students are...

- In 2017, over half of college students in a national survey reported working at least 27 weeks a year while enrolled in college... and there are MANY reasons for doing so
- Recent Study: While working during school can be correlated to lower grades, it can also lead to commanding higher salaries post-graduation — even if they do not complete the degree
- At Hofstra, over half of our students are enrolled in industries whose workforce has a large number of independent workers:

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Helping Students Navigate: In-School

Choosing A Hustle

- Skills, Values, Passions

With a Hustle

- Balancing Responsibilities
 - Prioritization
 - Expectation
- Utilizing & Transferring Skills
- #FOMO

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Helping Students Navigate: Looking towards Graduation

- Identify & Harness Strengths
- Multiple Identities
- Planning for Failure
- Understanding Finances
- Translating to the Resume/Job Search

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Using Transferable Skills

According to the NACE 2019 Job Outlook Survey, here are the transferable skills that employers are currently looking for in applicants:

- | | |
|------------------------------------------|--------------------------------------|
| Teamwork/Collaboration | Professionalism/Work Ethic |
| Digital Technology | Leadership |
| Critical Thinking/Problem Solving | Global/Multi-cultural Fluency |
| Oral/Written Communications | Career Management |

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How are you Transferable?



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Finding (or Maximizing) Your Hustle

- What's your motivation?
- Goal-setting
- What you know... and what you'll learn
- Your Board of Directors

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Thank You!



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Are there any questions we can answer for you?

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