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Whether college is ending or you are a returning alum, many turn to their university career center for advice when preparing to start a job search. And there is no doubt that university career centers have the best intentions: your success will be, by way of extension, a reflection on the university's degree quality and overall success. To this end, many provide a wealth of good advice.

A quick review of career centers found online, however, reveals the advice can vary greatly. Depending on the career center, the advice they give on resume writing may be outdated or simply ineffective in today's job search.

Consider, for example, the familiar "resume writing packet" dispensed by career centers. It might contain some valuable nuggets, such as long-held strategies and recommendations that continue to be good advice. But many of these resources are simply not being updated frequently enough to meet the changing expectations of hiring managers and technology requirements.

recent years a multitude of factors have dramatically arch. With the increased influence of social media<sup>1</sup>, stems, and job boards, what recently may have been a potential hindrance. Many companies now use their hiring resources, to catch the biggest pool of sort applications electronically<sup>2</sup>, and even to aid in the decision-making process<sup>3</sup>!

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Sitting there with a Yoga Teacher Training certificate in-hand yet perturbed about the outcomes? Do not fret as the job market is taking a positive move in coming years. Years ago, Industries like Engineering, Medicine, and Security were the more focused ones and artistic fields, health, and wellness did not receive the shine they deserved. However, with time everything has changed – job market, choices of peo-

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4 Smart Tips for Using College Rankings to Find Your Perfect School

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The release of more data on college costs and outcomes in recent years has led to an explosion in college rankings that aim to guide students in their selection process. But like any tool, rankings are only helpful if you use them correctly. As you review MONEY's rankings—and others—follow this advice.

Read the Fine Print

A clear and transparent methodology is critical, says Michelle Kretschmar, founder of DIYCollegeRankings.com. (We explain our process here.) All rankings are based on some objective data. But all of them also make subjective decisions around what matters most. The methodology will tell you what the authors value: selectivity or access? Research prestige or career success? MONEY's rankings, for example, put more emphasis on affordability than other college rankings do.

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