


• STUDENT GUIDE •



Foreword



With college costing of up to forty thousand dollars annually, students simply cannot afford to drift haphazardly through four or more years of school. Fond memories of ivy-covered walls and late-into-the-night debates of esoteric issues won't cover the rent, student loan payments, or a car loan. Boiled down to stark post-graduation reality, your college education is an investment. The question you must ask yourself on Day One is, "Am *I* doing everything *I* can to maximize *my* return on *my* college education investment?" If you're reading this Foreword, I offer you my congratulations—you are embracing reality and are willing to engage in the strategic planning necessary to make your college investment a success.

As President and Founder of Internet career site CollegeRecruiter.com, I interact daily with college students and recent college graduates as well as the employers who want to hire them. While the job hunters fall into numerous, often changing categories, one clear dichotomy remains constant: There are those who have planned to get what they want and those

who will take what they can get. So how do you become a part of the “conscious,” as opposed to the “clueless”? Simple. You strategize, implement, evaluate, modify as necessary, and march forward. In other words, you take to heart the teachings of *The College to Career Road Map: A Four-Year Guide to Finding Your Path*.

The College to Career Road Map is not another “how to” book. Rather, it is an explorative journey—a trek designed to help you find *your* passion. The importance of the role of passion cannot be overstated. What could be more satisfying than preparing yourself to do what you’re passionate about? The authors of *The College to Career Road Map* recognize this timeless truth and challenge you to engage in the introspective analysis necessary to uncover what that passion is.

Every journey begins with a first step. By embracing the teachings of *The College to Career Road Map: A Four-Year Guide to Finding Your Path*, you are enhancing the quality of your journey. May you discover your passion now so that you may live it in the future.

~ STEVEN ROTHBERG • 2006

Founder

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