

# What you can do with your **GEOGRAPHY MAJOR**



## Major Skills:



### Integrative & Systems Thinking

You understand the interdependencies among and across human societal dynamics, people and environment relations, and earth systems. You take a holistic approach to assessing how these processes operate and integrate across scale and over time.



### Spatial Reasoning & Critical Thinking

You employ spatial reasoning strategies to detect patterns and identify processes that make sense of the dynamic interplay between human and natural characteristics of place and space.



### Place-Based Problem Solving

You analyze issues within geographic contexts to inform far-reaching decisions impacting the Earth and society. You deploy these skills to inform policy, public and private sector planning, and community-engagement strategies.



### Theories, Methodologies, and Research Design

You use theories and methodologies from the earth sciences, humanities, and social sciences to design and carry out research, identify strengths and weaknesses of chosen methods, collaborate as a team, make informed recommendations, and present findings.



### Digital Literacy & Data Analysis

You interpret qualitative and quantitative spatial data, using appropriate theories, methods, and GIS tools. You take care to identify and respond to ethical issues in research practice and geodata.



### Communication

You communicate complex geographic concepts and information using written, oral, and visual forms of communication for technical and non-technical, community-based audiences.

## Supplement Your Skills With:



Leadership and mentoring opportunities in student orgs and community groups



Global & intercultural perspectives through courses and interactions



Hands-on experience through research opportunities and internships



Experience Fostering Professional Equity & Inclusion



Career and self-development through involvement in department and community life



Ethical training in research conduct, data analysis & data privacy

## Chart Your Path Forward

### Activate Your Handshake Account

for connections to jobs, internships, employer & alumni networking.

### Get Specialized Career Advising

from the Economics Career Development Office:  
[econ.wisc.edu/careers](http://econ.wisc.edu/careers)

### Get Career & Internship Advising

from SuccessWorks to make a plan, whether you're a first-year student or about to graduate.

**Get Started: [successworks.wisc.edu](http://successworks.wisc.edu)**

# Put your Geography major to **WORK**

## Frequent Alumni Job Titles:

1. Business Owner
2. Geographic Information Systems Analyst
3. Executive Director/Director
4. Product Manager
5. Project Manager
6. Chief Executive Officer
7. Geographic Information Systems Coordinator
8. Planner
9. Account Manager
10. Community Development Director
11. Consultant
12. Director of Development
13. Director of Finance
14. Partner
15. Principal
16. Professor
17. Architect
18. Business Development Director
19. Cartographer
20. Contractor

## Top Employers of Alumni:

1. 3M
2. 5 Elements Design + Construction
3. Apple
4. Avid Ratings
5. City of Madison, WI
6. City of Milwaukee Health Department
7. Cityworks / Azteca Systems, LLC
8. Continental Mapping Consultants
9. ESRI
10. Exact Sciences
11. Madison Gas & Electric
12. Mandli Communications
13. National Geographic
14. State of Wisconsin
15. US Army Corps of Engineers
16. US Environmental Protection Agency (EPA)
17. US Geological Survey
18. UnityPoint Health - Meriter
19. Wisconsin Department of Natural Resources
20. Wisconsin Department of Transportation

## Post-Graduation Plans 2016-2021:

- 80%** Employment
- 13%** Continuing Education or Grad School
- 4%** Military Service
- 3%** Volunteer/Service Program

## Industry of Employment 2016-2021:

1. Government
2. Information Technology
3. Non-Profit
4. Education
5. Aviation & Aerospace
6. Construction
7. Defense & Space
8. Engineering
9. Human Resources
10. Military

## Where Alumni Live & Work:

- 32%** Wisconsin
- 9%** California
- 5%** Illinois
- 5%** Minnesota
- 49%** Other



"My geography major taught me how to problem-solve with a spatial lens: to focus on questions of where things are located, why they are located there, and who benefits and who pays on account of their location. This helps me ground my approach to policy problems from a perspective that always returns to the way solutions impact the day-to-day experiences of people who are living and working in places."

**Colin Higgins, 2015**

Policy Advisor, U.S. Department of Housing and Urban Development  
Washington, D.C.



"The most important thing I took away from my Geography major is the value of interdisciplinary connections. My Geography major has encouraged me to move through my career and life with a lens of collaboration, which has led me to many joyful and impactful partnerships, projects, and people."

**Breana Nehls, 2016**

Program Manager, American Society of Adaptation Professionals  
Silverthorne, Colorado

## Career Communities for Geography Majors

SuccessWorks has eight Career Communities to connect you with career advising, resources and programs. Here are a few suggestions on where Geography majors can start.

Not inspired by these options? Visit SuccessWorks to explore more widely.

- **Government, Policy, International Affairs & Law**
- **Environment, Natural Resources & Wildlife**
- **Technology, Data & Analytics**
- **Consulting, Finance, Management & Client Relations**

**successworks.wisc.edu**