Career Readiness in the Academic Space:

CURRICULUM DEVELOPMENT, IMPLEMENTATION, AND ASSESSMENT





66% of students felt they were not well prepared to succeed in a job search

75% said they did not know which positions were an appropriate fit

71% had visited their university's career services center two times or fewer in their college career

INSIDE HIGHER ED , "WHY COLLEGE GRADS

CAN'T FIND JOBS," 1/17/2018

72% of students say higher education has appreciably improved their ability to secure a job.

85% of seniors say college significantly helped them understand their career goals.

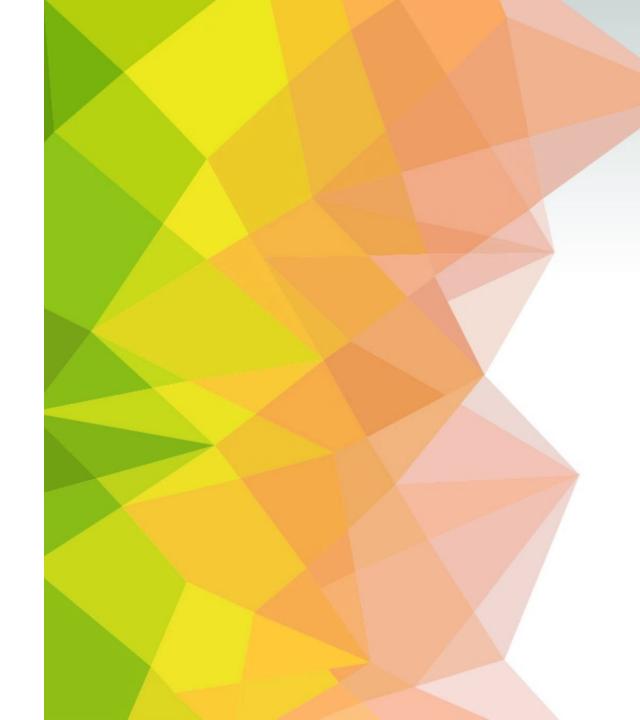
60% of students say they feel pessimistic about finding meaningful employment after graduation.



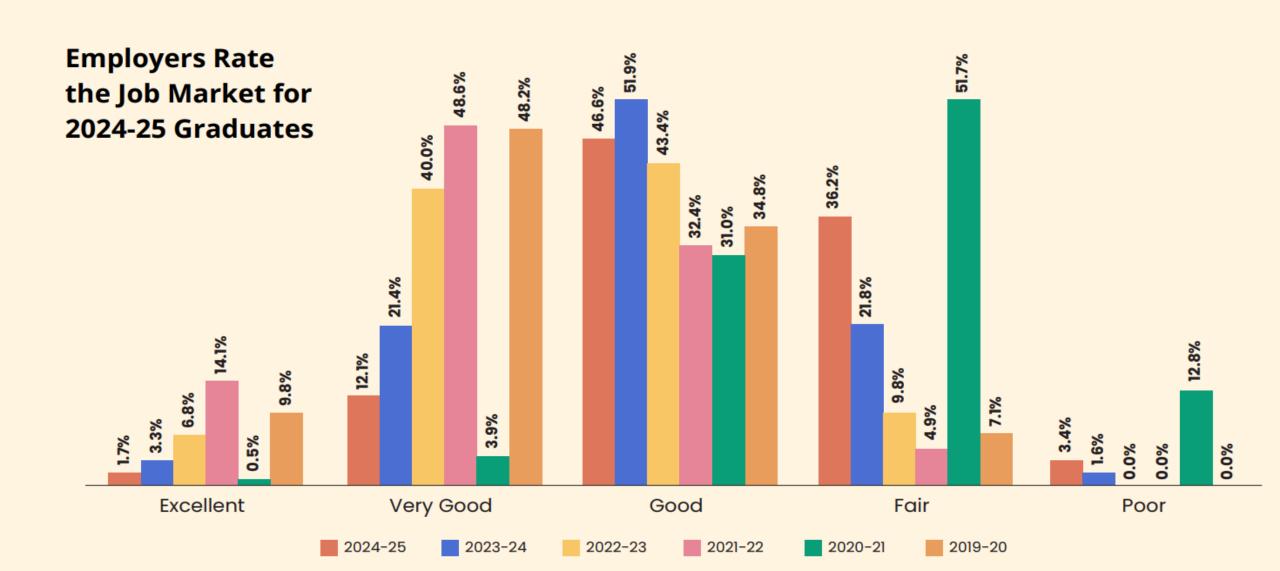
65% of employers use skills-based hiring practices

75% of employers hire majors that are not exclusive to their industry

88% of employers value problem-solving skills above all other attributes



Despite Hiring Gains, Employers Have Less Positive View of Job Market



(Dis)illusioning Findings

Career Advice: Frequency of Access to Resources

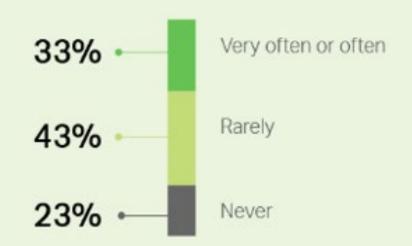
While attending [Institution], how often did you visit or access resources provided by the career services office?

22% • Very often or often

51% • Rarely

Never

How often did you receive career advice from other faculty or staff members at [Institution] who were not career service employees?

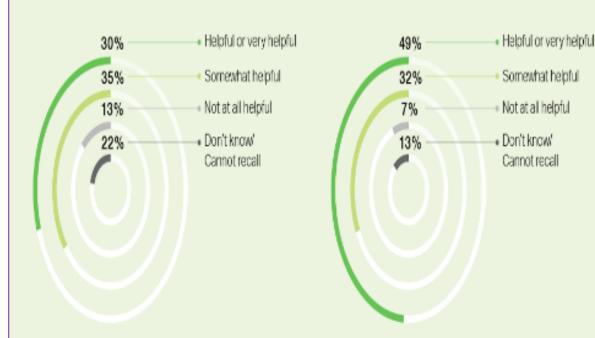


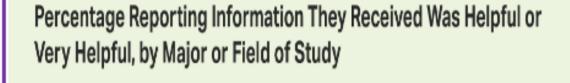
2018 Strada-Gallup Alumni Survey

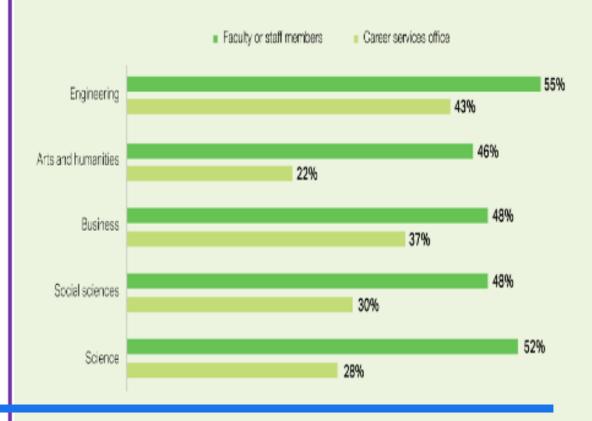
Illuminating Findings

Career Advice: Helpfulness of Advice by Source

How helpful was the information you received from the career services office? How helpful was the career-related information you received from these faculty or staff members who were not career service employees?







2018 Strada-Gallup Alumni Survey

2018 Strada-Gallup Alumni Survey

Data Summary



While a high percentage of students feel their college education improved their chances of securing employment, more than half of students feel pessimistic about getting a job.

Almost ¾ of students visit their career services center fewer than two times during their academic pursuits, and the same percentage of students feel they do not know what jobs are a good fit for them.

A majority of students go to the faculty for career advice.

Employers focus on skills-based hiring and have a less favorable view of the job market prospects than they have had in five years.

A vast majority of employers hire candidates with demonstrable problem-solving and critical thinking skills, and ¾ hire candidates with majors not exclusive to the industry.



AWARENESS

You become aware of the career-readiness competencies and skills that employers value most.







CONNECTION

You practice how to articulate the connection between these skills, the competencies, and your coursework and the co-curricular activities you encounter during your undergraduate studies.

DEMONSTRATION

You have opportunities to post examples of your proficiency in career competencies. You have access to a free e-portfolio and will receive training on how to best present your professional abilities.



College to Career: Learning Outcomes



Career Services in the Classroom



CAREER-READINESS
CURRICULUM



MAJOR-SPECIFIC CAREER EXPLORER DATA



SKILLS BRIEFCASE



FACULTY FELLOWSHIPS AND DEPARTMENTAL GRANTS

CAREER-READINESS CURRICULUM

Integrated curriculum aligned with three learning outcomes

Assessed annually

Developed in Learning Management System

Faculty training through online modules



Career-readiness
Modules:
Orientation course,
English 1101 and
1102, and Signature
Experience courses

	COLLEGE to-CAREER
	In this section, you will
	1. Learn about NACE career competencies and skills
	2. Watch competencies video
	3. View the skills to competencies graph
	4. As a class, walk through the skills-builder tool
	5. For homework, complete the competences quiz and
	reflection assignment.
Harry Control	

The National Association of Colleges and Employers (NACE) selected eight career competencies as the competencies most valued by employers. This module introduces you to these competencies and the career skills you must practice in order to gain a proficiency in each of them.

In addition to learning about the competencies, you will have an opportunity to reflect on which competencies and skills you have encountered in your other courses, how these skills connect to the work you do in those courses, and how to best articulate the skills you have or are developing.

Competencies



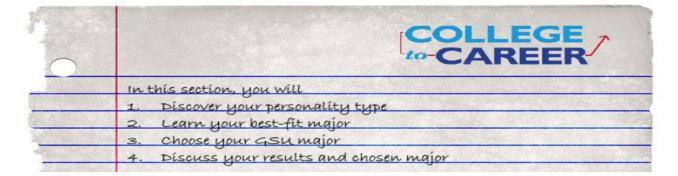






GSU 1010, a first-year orientation course, utilizes a set of College to Career modules in its course.

Modules introduce competencies and skills, have quizzes and short answer responses to questions about skills development, and direct students to Career Services to complete assignments.



Personality and Major Discovery

Choosing a major can take years, but knowing your personality can help you select a major and career that will best suit you.

Even if you already know your major, taking a personality test can help you discover a field withit your major in which you may work best or how to focus your strengths for that major.

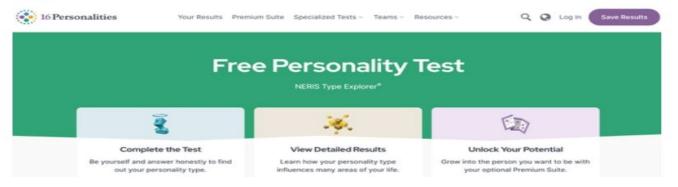
This week you will take **two online tests** to discover more about your personality and the majors GSU.

The first test is a free online personality assessment that follows a Meyers Briggs format. You me have already taken a personality test before, but it's important to complete it. The test will not o give you insight into yourself, but will list strengths, suggest occupations, and describe work environments that suit you best.

The second is a test on majors available at GSU.

You will be asked to review your results and to pay special attention to strengths, personal qualit and the list of majors for you.

Looking Ahead: This assignment will help you with your Linked-In Profile Summary and Elevato Pitch.



The orientation modules also introduce students to the **Career Explorer** and have them use it to explore major options and associated degree maps.

COLLEGE CAREER
In this section, you will
1. Explore GSU-specific data for your major on the Career Explorer
website
2. uncover the top employers, salaries, skills, flexible careers, and
GSU alumní for your major
3. Present your findings in small groups

Career Explorer and Your Major

Congratulations! You've learned more about yourself and selected a major that suits you. Now, you are ready to explore more about your chosen GSU major and what opportunities are available to a GSU graduate with this major.

GSU has taken steps to present data about each major in order to help you decide if that major will benefit you. In our **College to Career** site, you can navigate **Career Explorer**, which has a webpage for <u>every</u> major at GSU.

On every major's webpage, you will find data about the major, skills associated with the major, top employers and salaries, flexible career paths, and alumni.

This week, you will read through this information for you chosen major and discuss your findings.

Looking Ahead: Your findings this week will prepare you for your LinkedIn Summary Profile and your Elevator Pitch.

Tools of the Trade: Data Helps You Prepare for Your Career

WHICH DEGREES LEAD TO SUCCESSFUL EMPLOYMENT IN SPECIFIC INDUSTRIES?
WHAT IS THE SALARY FORECAST BY DEGREE, BY SKILL SET, AND BY EMPLOYMENT FIELD?

DATA POINTS HELP YOU MAKE INFORMED DECISIONS ABOUT YOUR CAREER PATH.

Step One: Find Your Major on Career Explorer

The College to Career website houses many services and tools for GSU students that help optimize your ability to graduate and land the career you want. Career Explorer is one of those tools.

Watch the video below to find your major on the College to Career website and learn what information to review on your major's webpage.

LinkedIn account and present these account pages in class. The assignment requires they write a compelling bio, sit for a professional headshot (free at Career Services), and build a network of at least five contacts related to each of their career interests.

0	COLLEGE COLLEGE
	In this section, you will
	1. Learn about Linkedin for students
	2. Create and edit your LinkedIn profile
	3. Add your Linkedin headshot and headline
	4. Add to your Network on LinkedIn

Understanding LinkedIn

As you progress through the course, you will need a LinkedIn account set up. If you do not already have one, the following information will help you to create a LinkedIn account.

You will soon be writing your **LinkedIn Profile Summary**, using your personality test results and major selection. But first, let's review LinkedIn and set up or refine your LinkedIn Profile and Network.

Looking Ahead: This lesson will prepare you for your upcoming LinkedIn Profile Summary

Step One: Learning about LinkedIn

Regardless of if you have a LinkedIn account or not, you've probably heard of LinkedIn. It's a social networking site for professionals to connect, network, find jobs, and promote their professional accomplishments.

Even though you're a college student, you should have a LinkedIn profile to begin your career networking journey.

Don't have a degree yet? No worries! LinkedIn can help you make connections now that will help you once you earn your degree.

Watch this video to learn how LinkedIn can help you



Students create their first resumes. This module contains a step-by-step video and student examples. It also connects them to Handshake and requires them to open an account and upload their resume.

COLLEGE COCKER					
In this section, you will					
1. Learn the information that should be included in a resume and					
how it should be formatted					
2. Craft a one-page resume based on your current professional					
and academic experiences					

When you apply for internships, jobs, scholarships, graduate school, and other opportunities, your resume will help others understand your qualifications. Your resume is often your first impression, so it is important that it presents you as the best possible candidate. In this module, you will learn how to articulate and present your skills in a one-page resume format. This resume will serve as the foundation on which you can continue to document the skills and knowledge you acquire as you progress through Georgia State.

WHAT IS A RESUME?



Contrary to popular belief, a resume is not simply for job seekers. The purpose of your resume is to clearly articulate relevant experiences (personal, academic, or professional) to a targeted audience in order to attain a preferred role. Your resume, like your preferred role and interests, will change and develop over time. A resume is a brief document that summarizes your education, work history, and personal and professional experiences that are relevant to your qualifications for a specific position.

Watch the video below to learn more about the importance of developing an effective resume!

Automated data reporting takes the pressure off of faculty for grading and reporting.





	COLLEGE to-CAREER
In this section, you will:	
1. Complete the final assignment	

Show Us What You Know!

For homework, complete the final assignment below. This assignment is worth points toward your final grade in this course, so don't forget to complete it!

Final Assignment

Upload / Create 💙

Existing Activities >



MAJOR-SPECIFIC CAREER EXPLORER DATA

Includes real-time employment data for students

Developed faculty and training videos for Steppingblocks

Career Explorer and majorspecific storytelling



The Career Explorer uses Steppingblocks data to provide realtime employment outcomes for GSU graduates.

Each major is mapped in the Career Explorer. Students can use the tool to explore possible majors, and faculty can use it to advise students on employment outcomes.

Earn A Future Flexible Degree

Think of your undergraduate degree as an opportunity to master the career-readiness skills most valued by employers. No matter what major you choose, you will encounter, practice, and become proficient in the skills that make you marketable to many job opportunities.

YOU MIGHT BE SURPRISED TO SEE THE INDUSTRY THAT INTERESTS YOU MOST HIRES EMPLOYEES WITH DIVERSE DEGREE BACKGROUNDS.

Andrew Young School of Policy Studies



College of Nursing and Health Professions



College of Arts & Sciences



Education & Human Development



Career Explorer



College of the Arts



Perimeter College



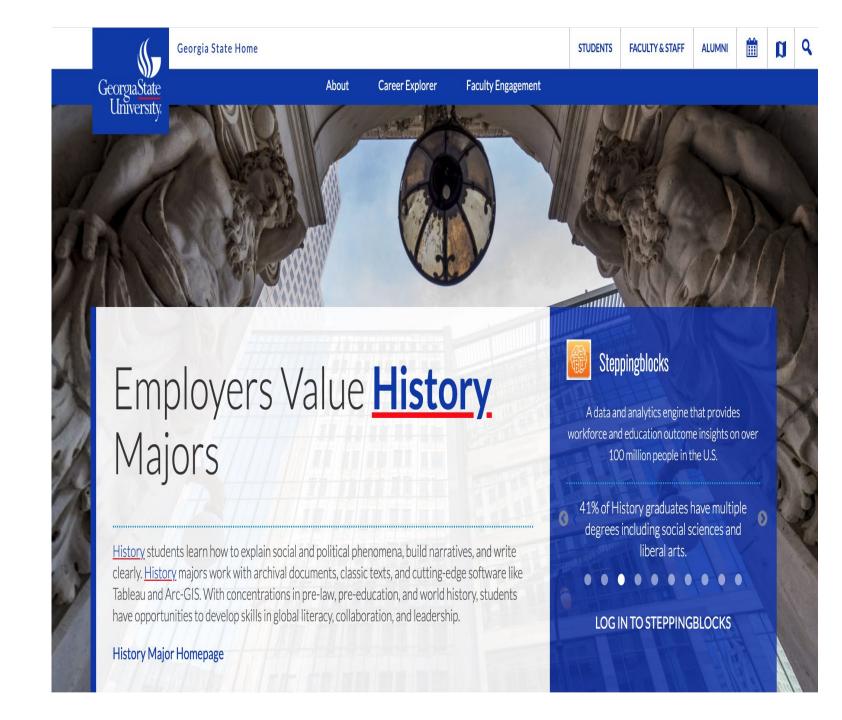
College of Business



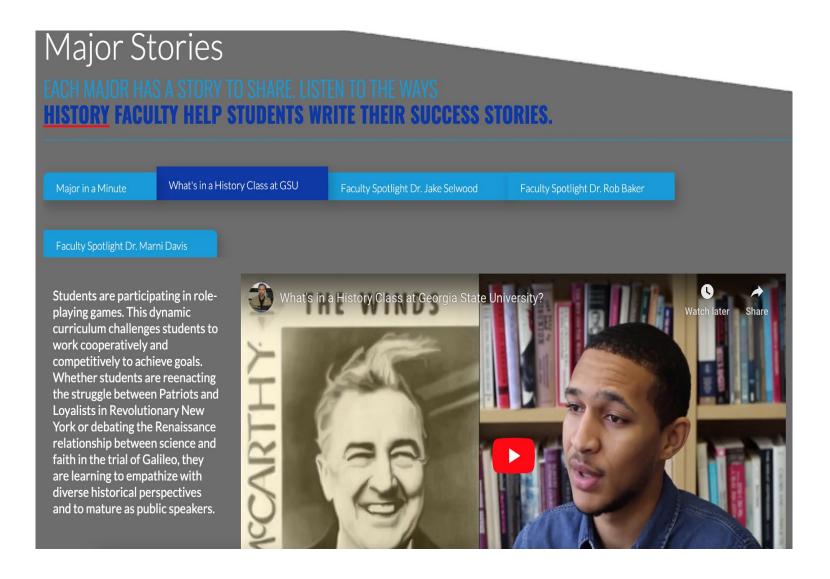
School of Public Health



Each page contains a set of "wow facts" about the major and employment opportunities.



The pages also highlight student and faculty perspectives.



Each page contains a "Your Degree at Work" section that highlights the top five industries hiring GSU graduates with that degree.

Your Degree at Work

WHO HIRES GEORGIA STATE UNIVERSITY ENGLISH MAJORS?

HERE ARE THE TOP FIVE EMPLOYMENT FIELDS OF GSU STUDENTS WITH AN ENGLISH DEGREE.

Select an industry below to explore how English majors flourish Non-Profit **INDUSTRY MEDIA** AVG. SALARY AVG. YEARS OF EXPERIENCE 16.7 COMMON JOB TITLES Editor, Producer, Account Manager.

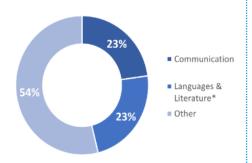


YOU HAVE SKILLS FOR A VARIETY OF EMPLOYMENT OPPORTUNITIES

A study from the Federal Reserve Bank of New York found that only 27% of employees work in a field directly related to their degree (Inside Higher Ed, August 2019).

Employers hire candidates with degrees outside the industry. The "future flexible" section reminds students that finding a job after graduation has a lot to do with their ability to translate their skills.

EDITOR



*includes English degrees

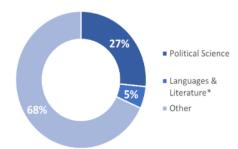
77%

Over 77% of 50,855 editors majored in fields other than Communications. The chart above shows what they studied.

11,839

11,839 editors majored in Language & Literature (includes English).

POLITICAL ORGANIZER



*includes English degrees

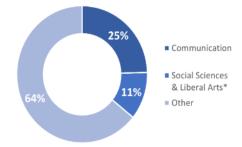
73%

About 73% of 578 political organizers majored in fields other than Political Science. The chart above shows what they studied.

30

30 political organizers majored in Language & Literature (includes English).

DIGITAL MEDIA



*includes English degrees

75%

Over 75% of 37,155 people working in digital media majored in fields other than Communication. The chart above shows what they studied.

4,176

4,176 people working in digital media majored in Language & Literature (includes English).

To highlight skills development, the Career Explorer allows departments to connect courses and activities to the NACE competencies.

English Majors Have Skills!

HOW WILL YOU DEVELOP YOUR CAREER READINESS SKILLS BEYOND THE CLASSROOM?

TAKE A LOOK AT THE CO-CURRICULAR PROGRAMMING AVAILABLE TO ENGLISH MAJORS.

In every class, at every event, and in every program in which you participate, you practice *skills* that connect to the competencies employers value most. Click on an icon below to explore the courses and programs available to English majors.













Equity/ Inclusion Critical Thinking

Teamwork

Technology

Leadership

English Majors Have Skills!

HOW WILL YOU DEVELOP YOUR CAREER READINESS SKILLS REVOND THE CLASSROOM?

CAREER/SELF-DEVELOPMENT

Courses to Consider:

ENGL 4500 Internship

ENGL 4510 Grant and Proposal Writing

ENGL 3140 Editing for Publication

ENGL 3195 Teaching in English Studies

ENGL 4030 Literature in the City

Opportunities in the Major:

Students majoring in English learn to manage their career opportunities by sampling courses from the four different concentrations to learn their strengths.

Associated Skills:

Adapt to professional situations

Demonstrate an awareness to digital presence

Set and achieve goals

Articulate interests, skills, and values

Show attention to detail

Take initiative

Network

Curate e-portfolio

Identify support groups needed to achieve goals

Implement solutions

The pages also highlight recent graduates and invite students to connect with them on LinkedIn, which ties into their assignment in the GSU 1010 orientation course.

Actuarial Science Majors Excel After Graduation



KAREN BENNETT '19

Senior Analyst - Bermuda Monetary Authority

"Georgia State provided me support and resources that allowed me to have a well-rounded undergraduate experience through undergraduate research, interdisciplinary studies, and opportunities to learn and apply knowledge outside of the classroom."

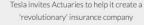
Meet me on LinkedIn!

in

"[GSU] PROVIDED ME SUPPORT AND RESOURCES THAT ALLOWED ME TO HAVE A WELL-ROUNDED UNDERGRADUATE EXPERIENCE..."

<u>Actuarial Science</u> Studies in the News







Ranked First among most valuable college majors



Why becoming an Actuary was the best career decision I ever made



What does an Actuary do? (+salary and skills required)

.....

SKILLS BRIEFCASE

Permits easy connection between the work students do in class and the skills needed to be competitive on the job market

The briefcase serves as a portfolio of work that students can share with perspective employers.



CAREER READINESS COMPETENCIES & SKILLS

COLLEGE to CAREER ()

CRITICAL THINKING / PROBLEM SOLVING

- · Recognize, build, and appraise arguments
- · Create and implement action plans
- Analyze visual data
- Conduct academic and archival research
- Mine and analyze data
- Create and implement solutions to crises/problems
- · Identify errors in reasoning
- Provide useful summaries/precis
- Connect valid research to support arguments/claims
- Weigh options by considering impact

ORAL / WRITTEN COMMUNICATION

- Communicate to a mass audience
- Use presentation software effectively
- Produce successful and convincing proposals
- Engage in social/community/political activism
- · Edit and publish material
- Engage in storytelling and analyze narrative
- Prepare interview questions and answers
- Curate and maintain social media information
- Translate research
- Participate in active listening and respond appropriately

TEAMWORK / COLLABORATION

- · Assist in organizing and planning
- Collaborate in group projects
- Participate in collaborative writing
- Design and assess tasks
- Prioritize tasks
- Follow through on tasks
- Manage executive order function
- Navigate conflict
- Listen and respond appropriately
- · Show commitment and follow through

DIGITAL TECHNOLOGY

- Demonstrate technical and program literacy
- Design creative digital solutions
- · Know and apply field-related tech to solve challenges
- Engage in copywriting and editing tasks
- Translate data
- Create audience-appropriate layouts
- · Engage in variety of digital publishing formats
- · Produce audio and video solutions
- Manage podcast projects
- Use variety of modalities to express meaning

LEADERSHIP

- Organize and manage projects
- Develop time management strategies
- Train/teach others how to perform tasks
- Observe and reflect
- Perform an advisory role
- Develop and implement outcomes
- Promote critical literacy
- Take calculated risks
- Manage conflict resolution
- Generate ideas

PROFESSIONALISM / WORK ETHICS

- · Meet deadlines
- Demonstrates sensitivity to other's concerns
- · Ask and respond appropriately to questions
- Accept responsibility
- Anticipate needs
- · Seek other perspectives
- Demonstrate time management
- Adapt to changed circumstances/environment
- · Interpret other's emotions
- Solicit and adjust to feedback

CAREER MANAGEMENT

- Adapt to professional situations
- Demonstrate an awareness to digital presence
- · Set and achieve goals
- · Articulate interests, skills, and values
- · Show attention to detail
- Take initiative
- Network
- Curate e-portfolio
- Identify support groups needed to achieve goals
- Implement solutions

GLOBAL / INTERCULTURAL FLUENCY

- Show an awareness of diverse perspectives
- Demonstrate respect for other cultures
- Approach team/group communication with sensitivity and openness
- Show awareness of global/community issues
- Question forms of power, privilege, and inequality
- Develop a sense of personal and civic responsibility
- Analyze cultural norms and values
- Understand the influence of history, geography, gender, race, ethnicity, etc. on identity
- Develop strategies for communicating with people with different languages
- Demonstrate self-sufficiency in 'outside the comfort zone' situation

Competencies are automatically added to all Core IMPACTS courses

Allows faculty to align Career-Ready Competencies with any assignment in iCollege

Faculty use a simple assessment rubric to indicate student performance

Competency assessments do NOT factor into the academic grade for the assignment

Reporting features allow faculty to demonstrate their participation in Student Success and USG initiatives

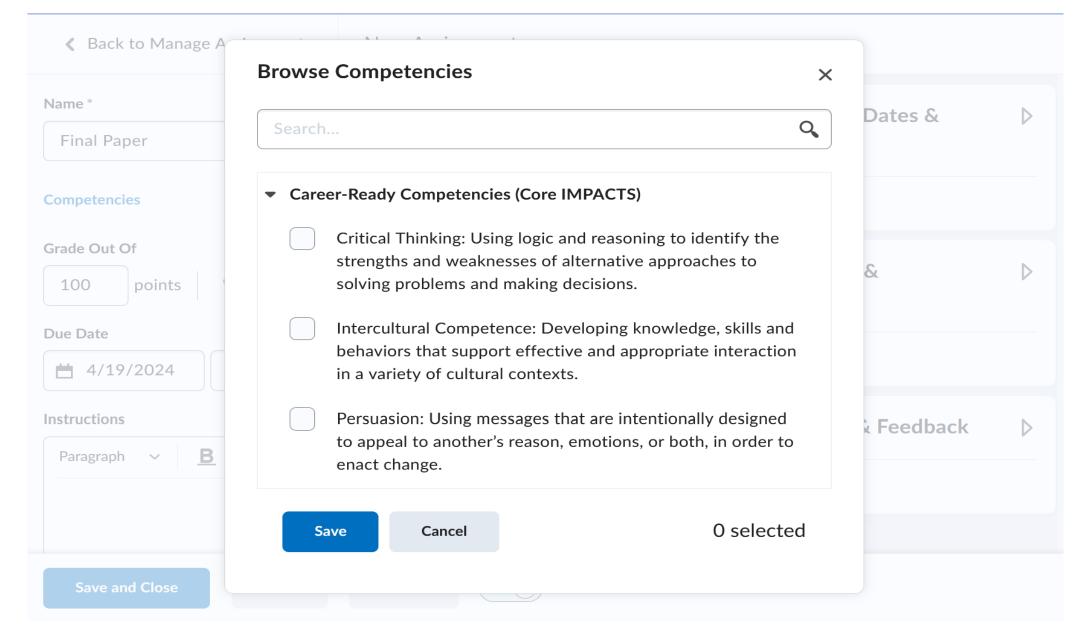
Empowers students to more easily track their own skill development over time



Adding Competencies to Assignments

New Assignment ∢ Back to Manage Assignments Name * **Availability Dates &** D **Final Paper Conditions Competencies** Always available **Grade Out Of** Submission & 100 points Completion **Due Date** File submission **#** 4/19/2024 11:59 PM Instructions **Evaluation & Feedback** \triangleright <u>B</u> ~ | ≡ ~ | Paragraph ~ No rubric added **Save and Close** Visible Save Cancel

Adding Competencies to Assignments



Scoring Competencies

∢ Back to Submissions

Final Paper
AMERICAN GOVERNMENT Section 002 Spring Semester 2024



User 2 of 2



BS Brian Student

No submissions made for this assignment

Competencies

Critical Thinking: Using logic and reasoning to identify the strengths and weaknesses of alternative approaches to solving problems and making decisions.

Below Ex... **Meets Ex...** Exceeds E...

Intercultural Competence:
Developing knowledge, skills and behaviors that support effective and appropriate interaction in a variety of cultural contexts.

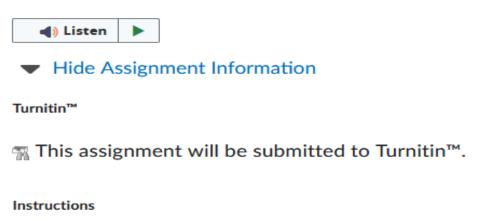
Below Ex... | Meets Ex... | Exceeds E...

Publish

Save Draft

Student View of Competencies

Turn It In original work



Explore TII originality/similarity check

For this assignment, create and upload an original 3-4 paragraph essay topic of your choosing.

Due on Jun 30, 2023 5:15 PM

Competencies

Edit and publish material

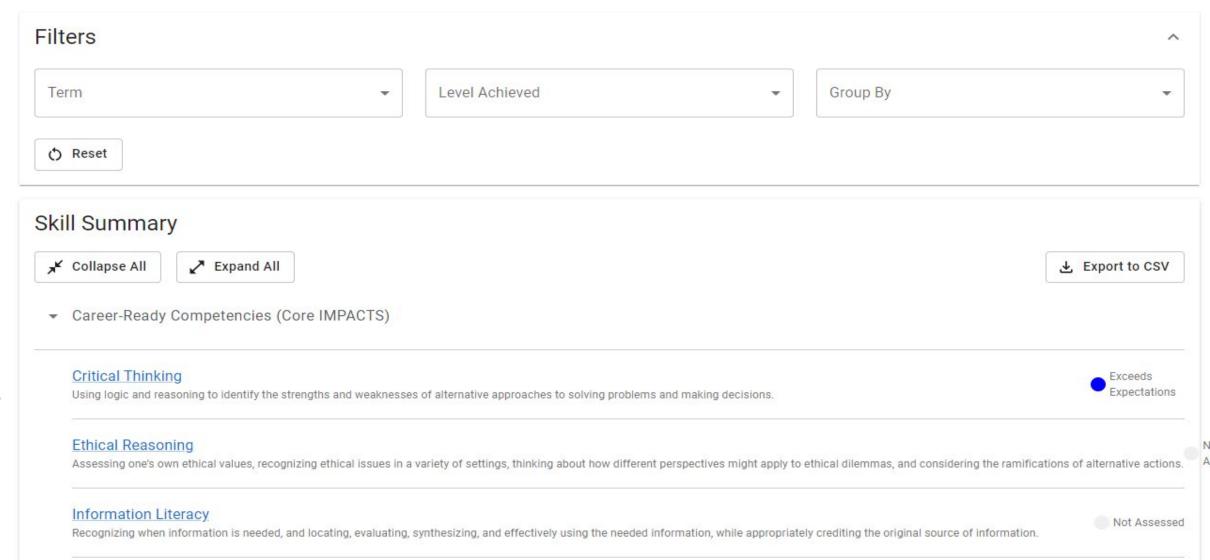
Meet deadlines

Below Expectations Meets Expectations Exceeds Expectatio...

Below Expectations Meets Expectations Exceeds Expectatio...

Career-Ready Competencies: Skills Briefcase (Faculty)

The competencies assessments you see here do not factor into the academic grade you earned on these assignments. This feedback is for informational purposes only. Use the information collected in your Skills Briefcase to track areas of professional skills growth and determine areas that need more skills development.



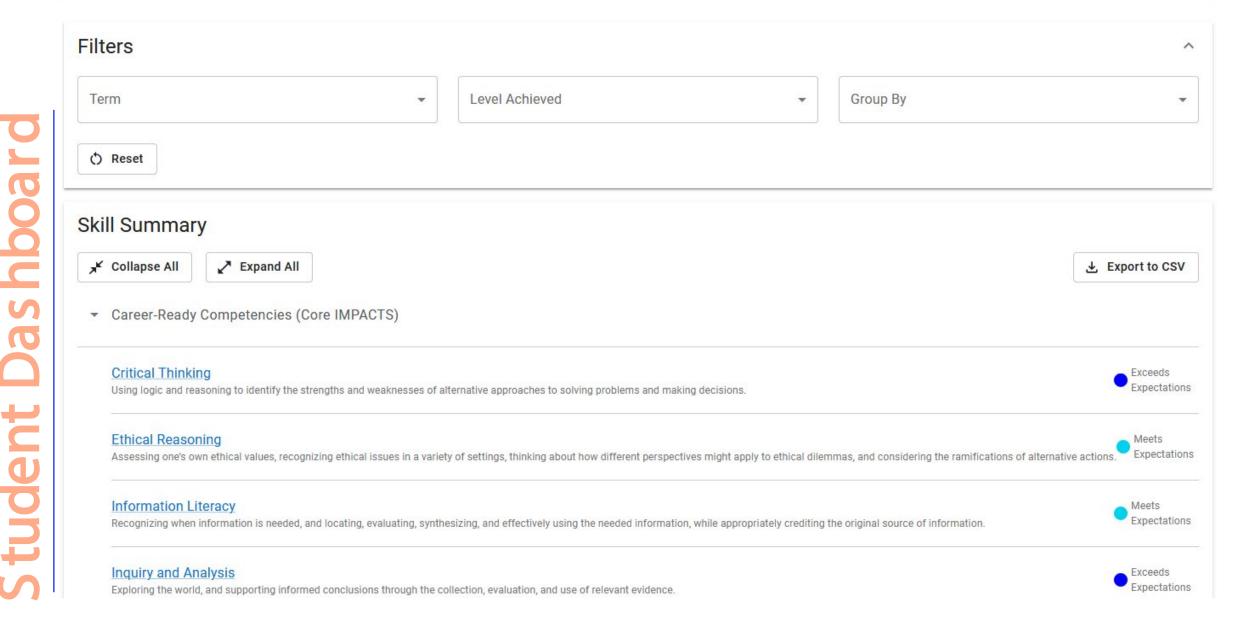
George Career-Read	ly Competencies: Skills Brie	efcase (Faculty)								
Filters										^
Term		*	Level Achieved			+	Group By			*
↑ Reset										
← Skill Details	s: Critical Thinking									
Using logic and reasoni	ing to identify the strengths and w	eaknesses of alternative approache	s to solving problems and making	g decisions.						
Assessments by M	Month and Level Achieved									
10										
8										
4					•					
2					2					
0 ————————————————————————————————————	ring 2022 Summer 2	022 Fall 2022	Spring 2023	Summer 2023	Fall 2023		Spring 2024	Summer 2024	Fall 2024	
			 Below Expectations 	 Meets Expectations 	Exceeds Expectations					
Total Assessments	s by Level Achieved									
Below Expec	ctations: 1 Mee	ets Expectations: 2			Exceeds I	Expect	ations: 6			
Assessment Detail	ls									
III Columns 😾 Filt	ters 🕁 Export									
Assessed On ↓	Assessed For Semester	Course	Assignme	ent	Level Achieved					
2023-11-29 11:23:49	jbarger Spring Semester 2024	AMERICAN GOVERNMENT Section 0	02 Spring Semester 2024 Written A	ssignment 1	Exceeds Expectations					_
2023-11-27 15:57:21	pmiller Spring Semester 2024	AMERICAN GOVERNMENT Section 0	02 Spring Semester 2024 Persuasiv	ve Speech Assignment	Exceeds Expectations					
2023-11-27 15:57:14	mforest Spring Semester 2024	AMERICAN GOVERNMENT Section 0	02 Spring Semester 2024 Persuasiv	ve Speech Assignment	Exceeds Expectations					

Total Assessments by Level Achieved



Assessment Details





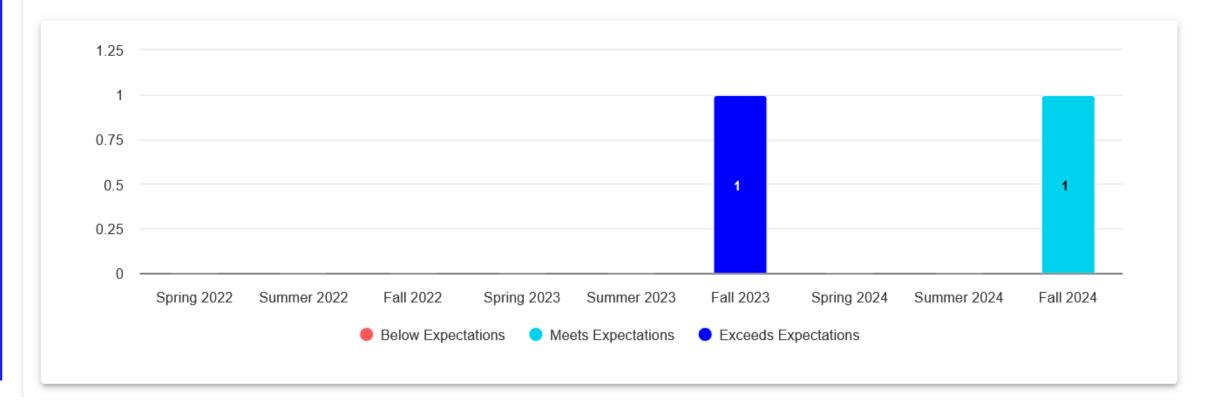
Career-Ready Con	npetencies: Skills Brief	fcase (Student)							
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Reset									
Skill Details: Crit	ical Thinking								
g logic and reasoning to id	lentify the strengths and we	aknesses of alternative a	pproaches to solving probl	lems and making decisions.					
essments by Month	and Level Achieved								
1.25									
0.75									
0.5									
0.25									
0 Spring 20	22 Summ	mer 2022	Fall 2022	Spring 2023 Below Expectations	Summer 2023 feets Expectations Exceeds B	Fall 2023 Expectations	Spring 2024	Summer 2024	Fall 2024
Assessments by Le	evel Achieved								
		Meets Expectation	ons: 1				Exceeds Expectation	is: 1	
essment Details									
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Columns 〒 Filters .↓.	Export								
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Georgia State University Career-Ready Competencies: Skills Briefcase (Student)

Skill Details: Critical Thinking

Using logic and reasoning to identify the strengths and weaknesses of alternative approaches to solving problems and making decisions.

Assessments by Month and Level Achieved



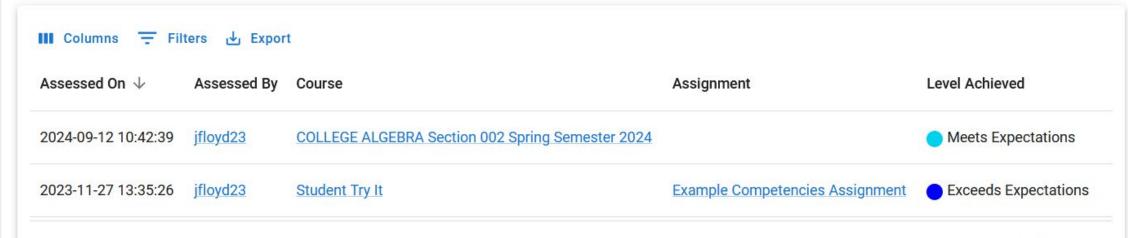


Georgia State Career-Ready Competencies: Skills Briefcase (Student)

Total Assessments by Level Achieved

Meets Expectations: 1 **Exceeds Expectations: 1**

Assessment Details



Total Rows: 2

FACULTY FELLOWSHIPS AND DEPARTMENT GRANTS

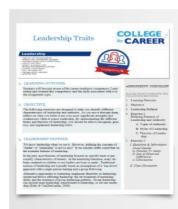
Projects include curriculum design, training, module design, and faculty outreach

Departments receive funding to develop a career-readiness pathway through the major

Faculty received training and support for curricular development through GSU's Center for Excellence in Teaching and Online Learning



Faculty support included the LOR (in our LMS system), online training on all platforms (Steppingblocks, Career Explorer, and Skills Briefcase), and support through fellowships and departmental grants.



Learning Object Repository (LOR)

TAKE A LOOK AT THE ASSIGNMENTS AVAILABLE IN THE LOR

You can adopt one or more of these assignments when in a specific course in your iCollege account. Open a module in the course, choose upload/create, add object from LOR, then click on Repository, and then on College to Career. There is at least one assignment for each of the eight competencies. These assignments were developed by faculty and piloted with Georgia State Students during the 2019

LOR Assignment Access Walkthrough

Download LOR Assignments

College to Career Fellowship and Grant Opportunitites

The Schools and Colleges of Georgia State University, under the direction of the Executive Committee of the QEP, are seeking qualified faculty and academic departments to take part in a College to Career (CTC) curriculum development program ...

A CALL FOR PROPOSALS FOR THE 2021/22 ROUND OF GRANT APPLICATIONS WILL BE ISSUED SOON



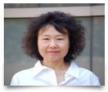




Meet our College To Career Faculty Fellows



Christa Wright







Jung Ha Kim

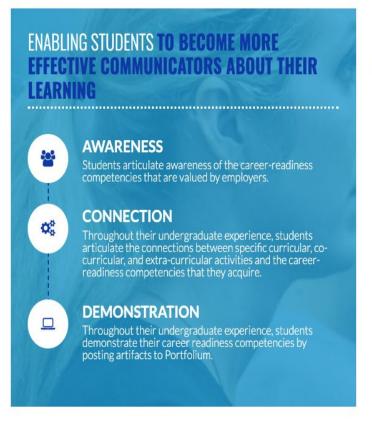
Natalie L. Stickney

Sahithya Reddivari

Paul Ulrich

QEP funds supported 100% of GSU departments and awarded over 60 faculty fellowships.

CTC Program Development in the Majors and Co-Curricular Programs



DEPARTMENT GRANT RECIPIENTS: CLICK AN IMAGE BELOW TO SEE HOW THE QEP'S LEARNING OUTCOMES ARE BEING ADOPTED



Department of Geosciences

Faculty and departments highlighted their work on our CTC website and connected it to the learning outcomes: Awareness, Connection, and Demonstration.



What have we learned?



Angela Christie, PhD National Institute for Student Success Georgia State University