

Preparing Students through Professional Development Certificates following the NACE Career Readiness Competencies

Presenters:

Jody Burum, MA, GCDF, CCSP
Career Counselor

Aleta Wolfe, MA, CDF
Career Counselor

FRESNO STATE

Career Development Center

Session Goals

- Fresno State Demographics
- NACE Career Readiness Competencies
- Professional Development Certificate Programs
- Lessons Learned and Opportunities for Change
- Q&A

Fresno State - Who We Are

- Four-year, public university and one of 23 campus system
- Located in Fresno, California
 - Central San Joaquin Valley
- Designated as Hispanic Serving Institution (**HSI**) and Asian American and Native American Pacific Islander Serving Institution (**AANAPISI**)



Fresno State Demographics

As of Fall 2016

- 24,403 total student enrollment
 - 21,502 undergraduate and 2,239 graduate
- Student Demographics
 - 47.7% Hispanic (11,649)
 - 21.1% White (5,157)
 - 13.7% Asian (3,352)
 - 69% First-Generation (16,838)

Source: Office of Institutional Effectiveness (OIE)

NACE Career Readiness

National Association of Colleges and Employers (NACE)

- National survey and focus groups of HR professionals, employers, and career centers
- 606 representatives from nearly 20 industries were surveyed

Career Readiness Definition

- *“Attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace”*
- Serves as foundation for the work necessary to prepare college students for successful entry into the workforce.

NACE Competencies Quiz

Circle the NACE Competencies

When completed – please raise your hand

- First person to answer correctly will receive a prize

01:00

NACE Competencies Quiz

Critical Thinking/Problem Solving

Interpersonal/Relationship Building

Entrepreneurial

Oral/Written Communications

Teamwork/Collaboration

Initiative/Motivated

Public Speaking/Presentations

Digital Technology

Analytical/Quantitative

Strategic Planning

Conflict Resolution

Friendly/Personable

Financial Management

Leadership

Flexibility/Adaptability

Professionalism/Work Ethic

Creativity

Detail/Organized

Career Management

Positive Attitude

Global/Intercultural Fluency

Personal Management

NACE Competencies

CAREER READINESS for the New College Graduate A DEFINITION AND COMPETENCIES



Career readiness of college graduates is of critical importance in higher education, in the labor market, and in the public arena. Yet, up until now, "career readiness" has been undefined, making it difficult for leaders in higher education, work force development, and public policy to work together effectively to ensure the career readiness of today's graduates.

In accordance with its mission to lead the community focused on the employment of the new college graduate, the National Association of Colleges and Employers (NACE), through a task force comprised of representatives from both the higher education and corporate sides, has developed a definition and identified competencies associated with career readiness for the new college graduate.

Definition:
Career readiness is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.

COMPETENCIES:

Critical Thinking/Problem Solving: Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

Oral/Written Communications: Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

Teamwork/Collaboration: Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.

Digital Technology: Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.

Leadership: Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.

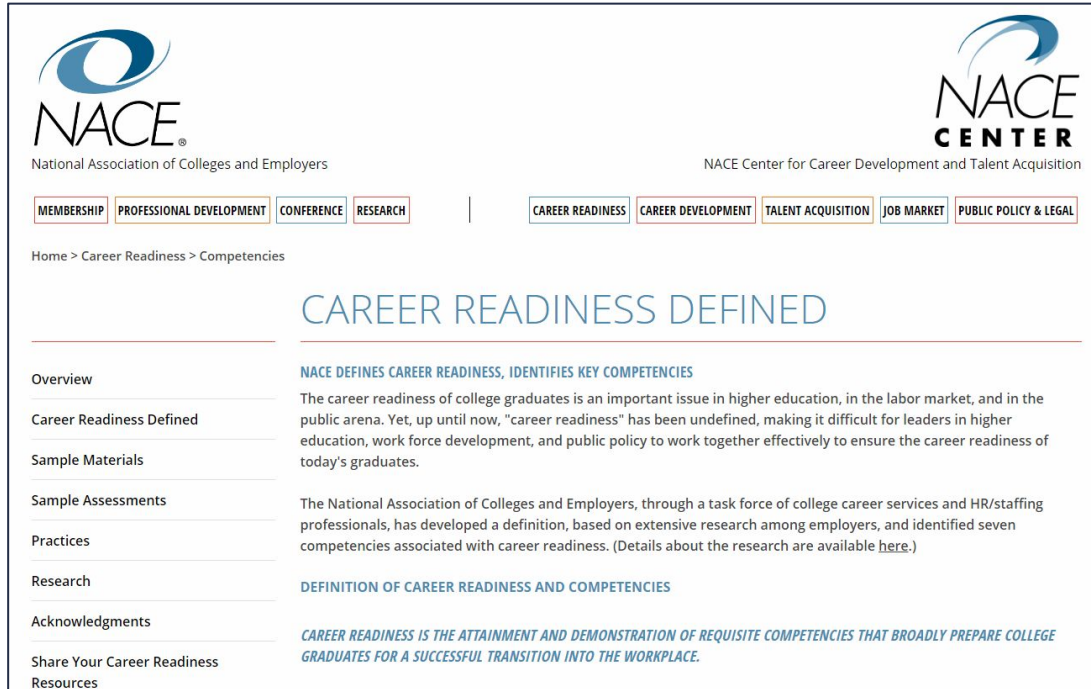
Professionalism/Work Ethic: Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

Career Management: Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

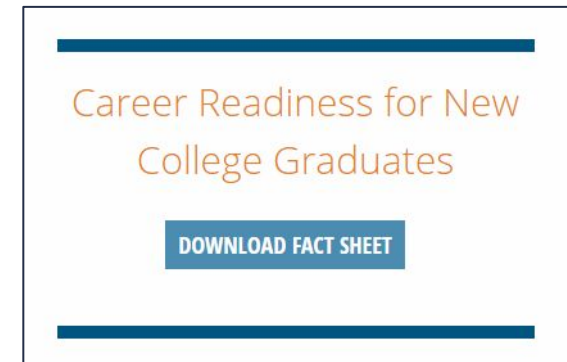
Global/Intercultural Fluency: Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.

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

NACE Resources



The screenshot shows the NACE website's "Career Readiness Defined" page. At the top left is the NACE logo (National Association of Colleges and Employers). At the top right is the NACE Center logo (NACE Center for Career Development and Talent Acquisition). Below the logos are navigation tabs: MEMBERSHIP, PROFESSIONAL DEVELOPMENT, CONFERENCE, RESEARCH, CAREER READINESS, CAREER DEVELOPMENT, TALENT ACQUISITION, JOB MARKET, and PUBLIC POLICY & LEGAL. The breadcrumb trail reads "Home > Career Readiness > Competencies". The main heading is "CAREER READINESS DEFINED". A sub-heading reads "NACE DEFINES CAREER READINESS, IDENTIFIES KEY COMPETENCIES". The main text states: "The career readiness of college graduates is an important issue in higher education, in the labor market, and in the public arena. Yet, up until now, 'career readiness' has been undefined, making it difficult for leaders in higher education, work force development, and public policy to work together effectively to ensure the career readiness of today's graduates." Below this is another sub-heading: "DEFINITION OF CAREER READINESS AND COMPETENCIES". The text continues: "The National Association of Colleges and Employers, through a task force of college career services and HR/staffing professionals, has developed a definition, based on extensive research among employers, and identified seven competencies associated with career readiness. (Details about the research are available [here](#).)" At the bottom, it reads: "CAREER READINESS IS THE ATTAINMENT AND DEMONSTRATION OF REQUISITE COMPETENCIES THAT BROADLY PREPARE COLLEGE GRADUATES FOR A SUCCESSFUL TRANSITION INTO THE WORKPLACE." On the left side of the page is a navigation menu with links: Overview, Career Readiness Defined, Sample Materials, Sample Assessments, Practices, Research, Acknowledgments, and Share Your Career Readiness Resources.



The image shows a call-to-action box for a fact sheet. It features a blue horizontal bar at the top, followed by the text "Career Readiness for New College Graduates" in orange. Below the text is a blue button with the white text "DOWNLOAD FACT SHEET". A second blue horizontal bar is at the bottom.

<http://www.nacweb.org/career-readiness/competencies/career-readiness-defined/>

Integrating the Core Competencies

- **(GOAL)** Integrate the NACE competencies to further students professional development
- **(WHY)** Support student in their transition from student to professional (Fresno State CDC motto)
- **(RESULT)** Students making informed career decisions
- **(ADDITIONAL BENEFIT)** Increase attendance to scheduled workshops and events

Professional Development Certificate Programs

- **Two Programs**

- Professional Development
- Career Readiness



- **Paid Coordinators**

- Graduate-level counseling students
- Practicum fieldwork experience
- Training



Professional Development Certificate Programs

Professional Development	Career Readiness
<ul style="list-style-type: none">• Hybrid program: Blackboard and F2F activities	<ul style="list-style-type: none">• Interactive program: In-person and online submissions
<ul style="list-style-type: none">• Target Group: All Students (Undergrad and Grad)	<ul style="list-style-type: none">• Target Group: Sophomore/Junior (2nd to 4th year)
<ul style="list-style-type: none">• Flexible & student personalized activities	<ul style="list-style-type: none">• Structured curriculum
<ul style="list-style-type: none">• Padfolio + Certificate	<ul style="list-style-type: none">• Padfolio + Certificate (1st + Money)
<ul style="list-style-type: none">• Maximum Participants: 175	<ul style="list-style-type: none">• Maximum Participants: 75 (1st – 40)

Partnerships

- **Grants**

- Associated Students, Inc. (ASI) - \$10,000
 - Instructionally Related Activity (IRA) funding
 - \$5,000 for each Certificate program
 - IRA program provides student fee funding for out-of-class experiences for students participating in an academic program, discipline, or department

- **Student Services Programs – Student Referral**

- CAMP, Cross Cultural and Gender Center, EOP, Learning Center, Student Involvement/Leadership, Veterans Programs, etc.

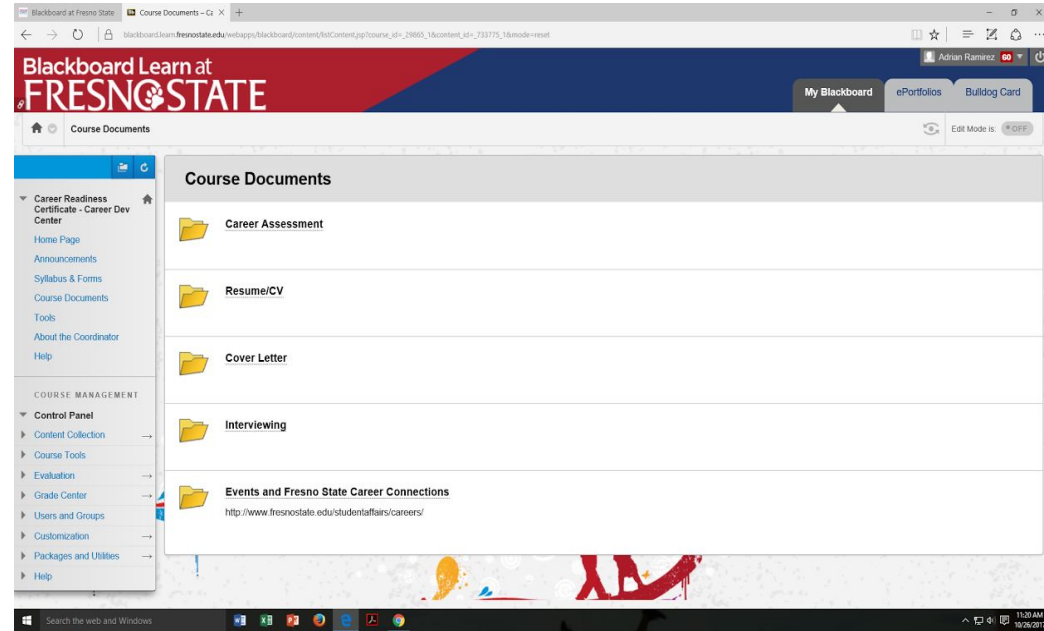
Student Registration - Marketing

- Email notifications through GradesFirst online system
- Professional Dev – All students
- Career Readiness – 24 units to 60 units
- Online registration using Qualtrics survey
 - First-come, first-serve



Program Outline Sample: Prof. Dev.

- Orientation
- Review Outline/Syllabus and Learning Outcomes
- Discuss Expectations
- Complete Career Mapping Activity
- Develop Program Plan
- Blackboard Organization Access
- Reflection and Discussion Boards



Syllabus



**Career Development Center
Professional Development Program
Fall 2017**

Overview

The Professional Development Program seeks to ensure the career readiness of students through various activities and events integrating the NACE Professional Career Competencies and Fresno State's Career Development Process- D.I.G.S. The program is limited to the first 150 students, and each student who completes the program requirements will receive an officially signed certificate and a professional padfolio. This is not an official university course and will not affect or contribute to your academic record.

Professional Career Competencies

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

Learning Outcomes

1. Establish a career direction and produce career action plans
2. Better understand individual career-related personality, skills, interests, and work values
3. Identify and articulate skills, strengths, knowledge, and experiences relevant to desired position and career goals
4. Develop a competitive resume
5. Develop networking skills
6. Engage in professional development workshops and activities

Steps to Complete Your Program

1. Schedule a 20-minute meeting with a Career Counselor/Coach/Intern to complete orientation and career mapping activity.
2. Complete a Pre-test Survey.
3. Join the Blackboard Organization to obtain announcements and instructions on each activity and event.
4. Complete a Career Assessment (Focus 2/Kuder Journey/Keirseley Temperament) and complete an action plan.
5. Create a resume and email to careercoach@csufresno.edu to receive feedback.
6. Complete 2 Workshops/Applications and 1 Event/Activity and submit an action plan for each.
7. Complete a Post-test survey upon completion of the program.

Career Mapping Activity

Career Mapping Activity

1. Write your name.
2. From your name, branch out to write (1) Education (2) Passions (3) Long-term goal.
 3. Branch out from your long term goal to create short-term goals.
4. For each short term goal, brainstorm how you plan on getting there. What do you need to work on?

Professional Development Plan

FRESNO STATE
Career Development Center

Professional Development Plan

Name: _____ Student ID#: _____ Major: _____

Professional Goals: _____

Students participating in the Professional Development Program must fulfill the following requirements and complete an **action plan** for every completed workshop and activity. All assignments must be completed by **November 22, 2017**.

Professional Development Achievement

- Orientation & Career Mapping
- Career Assessment
Focus 2 / Kuder / Keirsey
- Resume
- 1 Event/Activity
- 2 Workshops/Application

1.

2.

*For any questions and concerns, contact Program Coordinator, Sandy Ho, at careercoach@csufresno.edu

Career Readiness Plan

FRESNO STATE
Career Development Center

Career Readiness Plan

Student ID #: _____
Major: _____
Career Field of Interests: _____

All students participating in the Professional Development Certificate must fulfill sections **A, B, and C** listed below.

A)

3 Workshops	OR	2 Workshops and Assessment
1. _____ 2. _____ 3. _____		1. _____ 2. _____ 3. Kuder or Keirsey Appointment Interpretation Date: _____

B)
Activity/ Event:
1. _____

C)
Career Connections:
1. _____

By signing below, I agree to complete the requirements listed above.

Student: _____ Date: _____
(Signature)

CDC Staff: _____ Date: _____
(Signature)

*Make a copy for coordinator, hand student the original
*If you make any changes, you must email the coordinator with your changes
*Contact Coordinator, ~~Brisena~~ Castaneda for any questions or concerns at careercoach@csufresno.edu

CDC Workshops/Event

Additional Events/Activities

FALL 2017 EVENTS AND WORKSHOPS SCHEDULE	OCTOBER	NOVEMBER
SEPTEMBER	<p>Monday, October 2 Professionalism in the Workplace 3:00 - 4:00 pm, Library 3212</p> <p>Thursday, October 5 Healthcare and Human Services Career & Internship Fair, 1:00 - 5:00 pm, Satellite Student Union</p> <p>Monday, October 9 Advance Your Career Opportunities - Researching Companies using Library Resources 12:30 - 1:30 pm, Library 2127</p> <p>Tuesday, October 10 Graduate School Preparation 4:00 - 5:00 pm, Zoom - http://bit.ly/2eO4U4t</p> <p>Wednesday, October 11 Writing Successful Personal Statements 4:00 - 5:00 pm, Zoom - http://bit.ly/2tDc8e8</p> <p>Thursday, October 12 Be a STAR - Interviewing Techniques 12:30 - 1:30 pm, USU 312 Free Pizza and Soda! Sponsored by Target Corporation</p> <p>Monday, October 16 Creating a Stand Out Curriculum Vitae 4:00 - 5:00 pm, Thomas 103</p> <p>Monday, October 16 Suit Up! 4:00 - 6:00 pm, Satellite Student Union Co-Sponsored by HBSA and FAME Student Organizations</p> <p>Wednesday, October 18 Changing Major? Explore Majors using Focus 2 9:00 - 10:00 am, ED 165</p> <p>Thursday, October 19 Resume Writing Essentials 11:00 am - 12:00 pm, Library 3212</p> <p>Monday, October 23 Be a STAR - Interviewing Techniques 9:00 - 10:00 am, Library 3212</p> <p>Thursday, October 26 Professionalism in the Workplace 4:00 - 5:00 pm, Library 3212</p>	<p>Wednesday, November 1 Professional & Business Services Career & Internship Fair, 1:00 - 5:00 pm, Satellite Student Union</p> <p>Thursday, November 2 Changing Major? Explore Majors using Focus 2 2:00 - 3:00 pm, ED 165</p> <p>Tuesday, November 7 How Employers Use LinkedIn to Find You 12:30 - 1:30 pm, Thomas 103</p> <p>Wednesday, November 8 Advance Your Career Opportunities - Researching Companies using Library Resources 12:00 - 1:00 pm, Library 2127</p> <p>Thursday, November 9 Resume Writing Essentials 1:00 - 2:00 pm, Library 3212</p> <p>Wednesday, November 15 Be a STAR - Interviewing Techniques 3:00 - 4:00 pm, Library 3212</p> <p>Thursday, November 16 Professionalism in the Workplace 10:00 - 11:00 am, Library 3212</p> <p>If you require specific accommodations, please call the Career Development Center at 559.278.2381 at least 72 hours in advance.</p> <p style="background-color: #e91e63; color: white; padding: 5px;">OFFICE WALK-IN HOURS 10 - 15 minute sessions Thomas 103 Monday, 1:00 - 3:00 pm Wednesday, 8:30 am - 3:00 pm Thursday, 1:00 pm - 4:00 pm</p> <p style="background-color: #e91e63; color: white; padding: 5px;">EVENING DROP-IN HOURS 30 minute sessions Library 2108 Tuesday, 5:00 - 8:00 pm</p>
SEPTEMBER	<p>Wednesday, September 6 Professionalism in the Workplace 10:00 - 11:00 am, Library 3212</p> <p>Tuesday, September 12 Be a STAR - Interviewing Techniques 11:00 am - 12:00 pm, Library 3212</p> <p>Wednesday, September 13 Graduate School Preparation 4:00 - 5:00 pm, Zoom - http://bit.ly/2vJdyVS</p> <p>Thursday, September 14 Writing Successful Personal Statements 4:00 - 5:00 pm, Zoom - http://bit.ly/2vJ9TqM</p> <p>Tuesday, September 19 Creating a Stand Out Curriculum Vitae 4:00 - 5:00 pm, Thomas 103</p> <p>Wednesday, September 20 Resume Writing Essentials 12:00 - 1:00 pm, USU 312 Free Pizza and Soda! Sponsored by Target Corporation</p> <p>Thursday, September 21 Making the Most Out of a Career Fair 3:30 - 4:30 pm, Thomas 103</p> <p>Tuesday, September 26 Career & Internship Fair 1:00 - 5:00 pm, Satellite Student Union</p>	

- Complete a LinkedIn Profile
 - Explore industry, jobs
 - Connect with a Professional
- Job Shadow
- Interview a Professional
- Apply for an Experience
 - Job, Internship, or Volunteer
- Participate in a Mock Interview
 - In-person or Big Interview (online)

Student Example 1

FRESNO STATE
Career Development Center

Professional Development Plan

Name: [REDACTED] Student ID#: [REDACTED] Major: Environmental Science

Professional Goals: [REDACTED]

Students participating in the Professional Development Program must fulfill the following requirements and complete an action plan for every completed workshop and activity. All assignments must be completed by **November 22, 2017**.

Professional Development Achievement

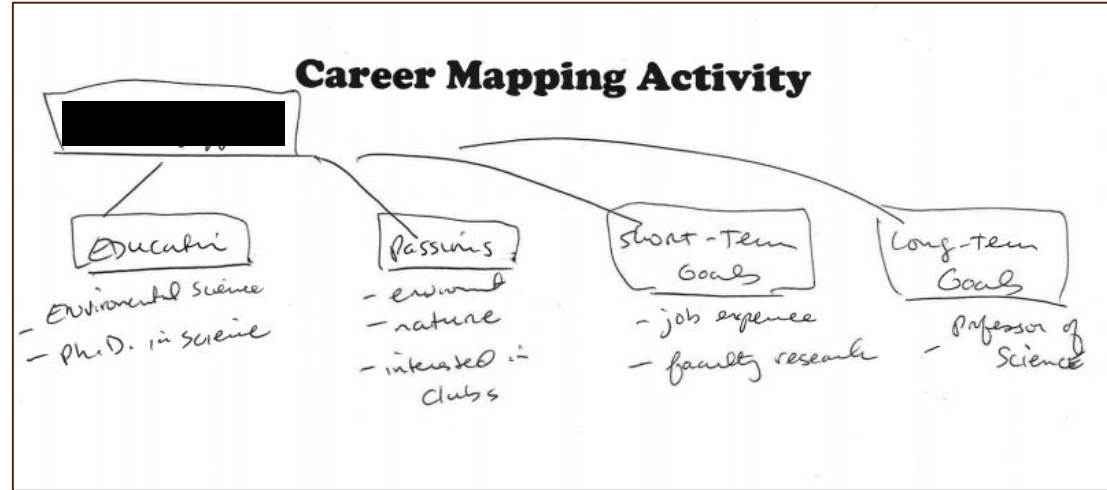
- Orientation & Career Mapping ✓
- Career Assessment
Focus 2 / Kuder / Keirsey
- Resume
- 1 Event/Activity
- 2 Workshops/Application

① Job Shadow/Interview - CSM faculty

Winter Workshop
Nov. 7
12:30 - 1:30pm
Thomas 103

NCBI Train
Oct 27th
8:30 AM - 4:30pm
Usage Room

*For any questions and concerns, contact Program Coordinator, Sandy Ho, at careercoach@csufresno.edu



Student Example 2

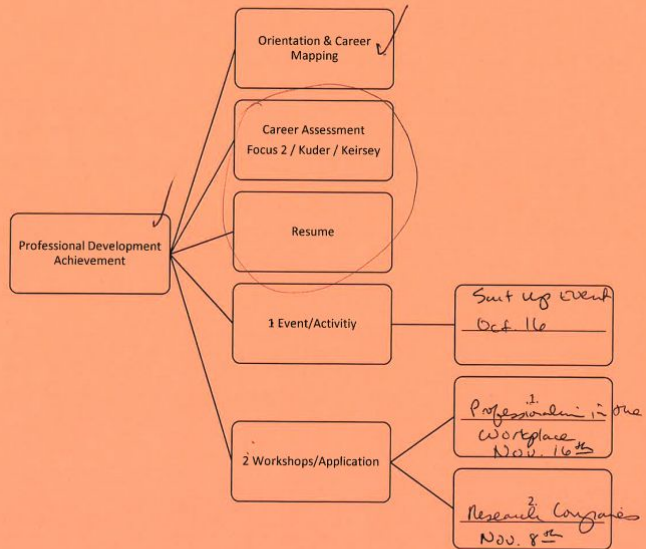
FRESNO STATE

Career Development Center

Professional Development Plan

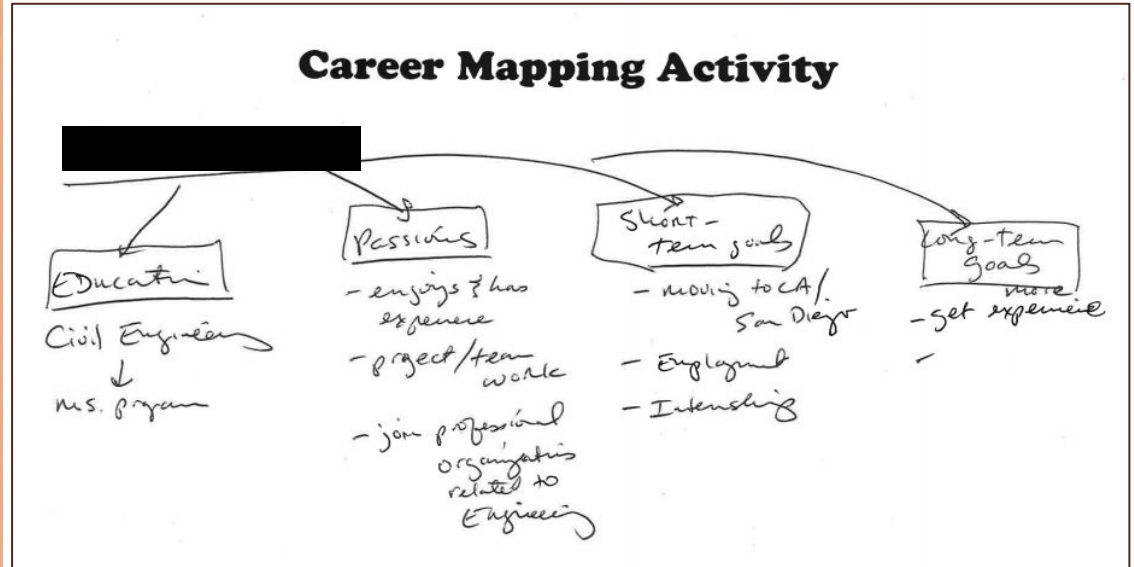
Name: [REDACTED] Student ID#: [REDACTED] Major: *Civil Engineering*

Students participating in the Professional Development Program must fulfill the following requirements and complete an action plan for every completed workshop and activity. All assignments must be completed by **November 22, 2017**.



*For any questions and concerns, contact Program Coordinator, Sandy Ho, at careercoach@csufresno.edu

Career Mapping Activity



FRESNO STATE

Career Development Center

End of Semester Celebration

- Refreshments served
- Certificate awarded
- Professional Padfolio presented



Program Outcomes

Programs	Fall 2016			Spring 2017			Fall 2017	
	Began	Completed	Rate	Began	Completed	Rate	Began	Completed
Professional Development	109	40	37%	162	40	25%	130	--
Career Readiness	33	29	88%	60	34	57%	70	--



Stipend available (\$100)
22 earned stipend (eligible)

Program Demographics

African American	7	4.5%
Asian	18	13%
Hispanic	91	64%
Two or More	3	2%
Unknown	7	4.5%
White	17	12%
	143	100%

Professional Development	80	56%
Career Readiness	63	44%
	143	100%

Pre & Post Surveys

- Questions asked:
 - Skills developed using the Likert scale
 - Overall experience and comments

Pre & Post Survey

- Sample: Career Readiness One Semester Results

Skills Developed	Pre-Test	Post-Test	% Difference
Understands career skills, interests, and work values.	4.39	5.59	+27%
Knows how to market self in a resume.	3.94	5.52	+40%
Understands the purpose of a cover letter and know how to write one.	3.42	5.66	+65%
Is confident in ability to answer questions during an interview.	4.00	5.24	+31%
Has clear career goals.	4.27	5.57	+30%
Knows where to look for resources to help with career planning.	4.00	5.75	+44%

Likert Scale

1-Strongly disagree, 2-Disagree, 3-Somewhat Disagree, 4-Somewhat Agree, 5-Agree, 6-Strongly Agree

Student Feedback

Professional Development

“This is a very helpful program for students to use Career Center resources. I would have never visited the Career Fair.”

“I feel like my chances of getting the job are increased after taking this program!”

Student Feedback

Career Readiness

"I would recommend this to students trying to obtain one-on-one help with their career readiness."

"I loved that I could customize my plan to my interests and career."

Lessons Learned

- Implementation
 - Enrollment and final deadlines
 - Student-motivation, commitment, work ethic, and responsibility
 - Completion/Attrition (Low Retention)
 - Certificate of Completion - Achievement Award

Opportunities for Change

- Increase contact with student participants
 - Regularly check students progress through Blackboard
 - Additional emails and personalize based on progress
 - Offer weekly drop-in for one-on-one sessions for those who require additional assistance
- Offer incentives for those completing quickly
- Program name change
- Increase engagement/interaction among participants
 - Create interactive/food related group meetings
 - Encourage participants to engage in “Group Discussion” on Blackboard
 - Create opportunities for student networking (events, trips, etc.)

Program Benefits

- Student
 - Improved career readiness and development based on NACE Competencies
 - Increased awareness of available career resources and employment readiness
 - Professional portfolio and resume
- Program Coordinators (Interns)
 - Practicum hours
 - Professional experience (e.g., leadership, coordination, teaching modalities, and counseling techniques)
- Career Development Center
 - 20% increase in attendance for Career Center workshops/events

Questions?

Materials - <http://bit.ly/2yMmG0d>



Jody Burum, MA, GCDF, CCSP
Career Counselor
jburum@csufresno.edu
559.278.5058



Aleta Wolfe, MA, CDF
Career Counselor
aletaw@csufresno.edu
559.278.5050