

Lost in Translation: Helping Students Translate College Experience into Professional Skills Employers Value

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Today's Guest Presenter



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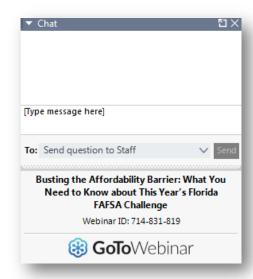




Questions & Conversation

- Submit your questions in the chat box
- Share on social media
 @FLCollegeAccess
 #FCAN

@USFCareerServ
#CareerReadinessBadging



This webinar is being recorded; all materials will be available within a week of recording



Florida College Access Network

Our mission: To create and strengthen a statewide network that catalyzes and supports communities to improve college and career readiness, access, and completion for all students

Our vision: At least 60% of working-age Floridians will hold a high-quality postsecondary degree or credential by the year 2025



Local College Access Networks in Florida





FCAN's Research, Data, & Policy Work

- Produce student-centered research & policy analysis
- Clearinghouse for college and career readiness, access and completion data
- Develop local, state and national partnerships and policy alignment around degree attainment





College Ready Florida





FLORIDA COLLEGE DECISION DAY





Skills Employers Value

Top 10 Skills Employers Value

Attribute	% of Employer Respondents	Attribute	% of Employer Respondents
Ability to work in a team	78.0%	Leadership	68.9%
Problem-solving skills	77.3%	Initiative	65.9%
Communication skills (written)	75.0%	Analytical / quantitative skills	64.4%
Strong work ethic	72.0%	Flexibility / adaptability	63.6%
Communication skills (verbal)	70.5%	Detailed-oriented	62.1%

Source: National Association of Colleges and Employers (NACE) Job Outlook 2017 report







University of South Florida Career Readiness Badging Program

• Employers are looking for new talent to enter the workforce prepared in certain specific skill areas.

Career Management
Communication
Critical Thinking
Global Citizenship

Leadership
Professionalism
Team Work
Technology





• Collegiate Employment Research Institute (www.ceri.msu.edu)

What's most important depends in part on the industry.

Employers may struggle with new hires due to other issues such as location, pay, or other aspects unrelated to skills.





The 2017 Employer Summit

(Consortium of Florida Metropolitan Research Universities - www.floridaconsortium.com)

Students are learning what they need in college (they're smart!)

More students than ever are doing internships (they're skilled!)

They don't know how to market themselves (tell their story)





 Students don't know how to communicate the skills they have acquired in school

87% of new grads feel prepared for the jobs they are seeking; only 50% of managers agree.

• USF Student: "I learned that I needed to learn how to talk to employers when I didn't get the internship I interviewed for ... twice."





Closing the Perception Gap

This disconnect is fueling the perception of a "skills gap"

Today's Conversation

- The framework used at the University of South Florida to help students translate their experience by taking a whole-campus approach
- Preparing students to present their skills in interviews through USF's learning progression – from learning and experiential activities for each skill area to being equipped to share their unique career readiness story





Bridge the Gap by Helping Students Connect the Dots







Using NACE for Our Competency Framework

Built with input from employers and faculty

Creates a common language

Helps inform students on how to connect with employers

Mirrors competencies addressed in the curriculum



Career readment of college graduation is of critical importance in higher education, in the labor market, and in the public areas. Yet, just the next yet a public areas. Yet, just the next readment from deducation, work force development, and public policy to work together effectively to ensure the career readment of tribingly approximate.

In accordance with its resource to lead the community focused on the employment of the tree origing graduals, the following descriptor of Codinges and Employme (MACE), through a task force comprised of excessed tallers have both the follower decided and corporate sides, has developed a definition and identified competencies associated with caree readinces for the tree origing products. Career rendiness is the atturnment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.

COMPETENCIES:

Ortical Thresing/Problem Selving: Exercise sound resouring to analyze issues, make decisions, and overcome problems. The individual is able to data, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and investments.

Oral Witten Consequence Anious in thoughts and ideas dearly and effectively in written and oral forms to persons haide and outside of the organization. The individual has public speaking withs in a size to express ideas to others; and our write-eff remove, witten, and complies technical reports dearly and effectively.

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

Digital Technology: Leverage existing digital technologies efficially 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 goels, and use interpersonal skills to coach and develop others. The individual is able to assess and manage higher emotions and those of others; use empathetic skills to guide and motivate; and organizes, profittes, and delegate work.

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

Conver Management, identify and articulate one's side, strengths, knowledge, and experiences relevant to the position related and carere goals, and clarify areas recessary for professional growth. The redvictual is able to revisible and explore job options, undestands and can take the steps recessary to pursue opportunities, and undestands for the tall efficiency for options of the statement of 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, reclaiveness, sensitivity, and the ability to interact respectify with all people and understand individuals' differences.





Our Solution ... Their Choice

- We built out the framework in Canvas (our online learning management system) to help our students connect what they are learning in and outside of the classroom to the essential skills they need for life after USF.
- The process coaches them to connect their learning and experience; conduct critical reflection using constructive feedback; and develop self-assessment skills (pre/post and inter-module) to promote progress.







Our Solution ... Their Choice

- Unlimited combinations based on their own unique journey!
- Maximizing the skills students are building in focus areas (depth)
- Building the skills that aren't as strong as students need them to be (breadth)
- Broadening their education and their ability to use "employer" language via NACE to market themselves and their skills







The Diversity of Our Team was Key to Our Results

- On a campus of our size it takes building relationships, partnerships and program capacity and support
 - Career Services (CS) ICR Team
 - CS Career Planning Team Liaison
 - CS Marketing & Communications Team (designs & MORE!)
 - ICR Graduate Assistant TA
 - Career Peers & Interns
 - Career Services AVP
 - Our Career Readiness BadgingProgram committee / champions

- USF Library DMC ★
- USF IT (Canvas, Badgr, Lynda.com)
- USF Student Affairs and Student Success offices/programs/staff
- USF SGA & Campus Peer Leaders
- Academic Departments & Faculty
- SASS Administration
- Our launch partners / Program Ambassadors





The Pipeline

Student Government

Student Athletes

Student Leaders

Federal Work Study

Internship Class

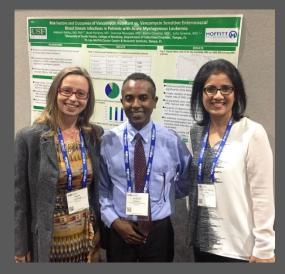




LEARN IT







students have many ways of learning skills

DO IT







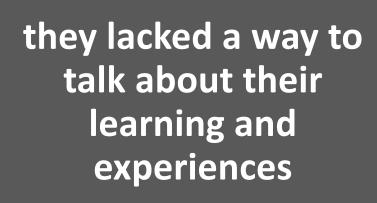
students have many ways of building experience

SHOW IT



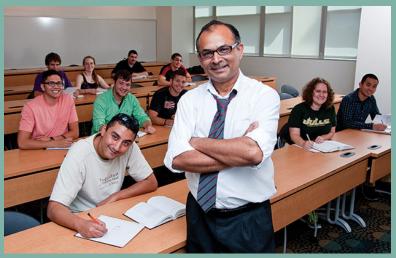






ALIGNMENT





we're partnering with Faculty and Departments

CONNECTING







and with campus experience providers

Building competency through critical reflection

Students are connecting their learning across courses and experiences

Students are building their story through the learn it, do it, show it steps involving a deeper dive into their journey

They choose what was their most relevant content and experience for each competency

Through this process, they feel authentic, validated, and confident



And Tracking Progress to Coach for Improvement

1

Pre-Test

Self-Assessment

2

Modules

Learn It & Do It
Assessments

3

Post-Test

Self-Assessment





Why Badges?

- "Chunked" Framework Workload is more evenly distributed for students
- Micro-Credentials Emerging trend for demonstrating specific skill(s)
- Gamification Allows us to make the process fun and engaging for students
- Portability Allows students to take this with them
 - Export to LinkedIn and social media
 - Badgr and the badge backpack



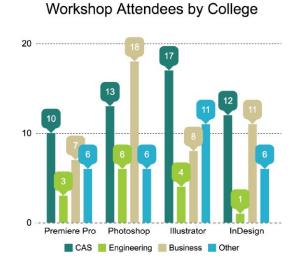


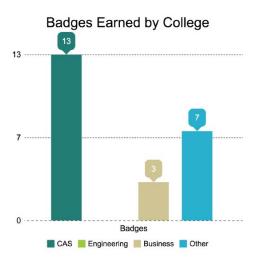
Results: Early Engagement Indicators are Positive

73 Library Technology Badges Earned

Workshops started in September

72 CRBP Badges EarnedOver 300 Students EngagedSite opened in October









In Summary

- Provides a value-add to the USF degree
- Allows students to do it their way
- Offered to all colleges / majors scalable for our campus of 47,000 as well as the USF campuses at St. Petersburg and Sarasota-Manatee
- Embraced by students, staff, faculty, and administration across campus
- Shared ownership for the program has been key for buy-in and expansion





What We're Hearing About Our Program

Student

"My USF degree will finally have value."

Faculty Member

"This helps our courses have career relevance."

Colleague

"Our programs now relate to the student's career."

Employer

"This helps students to connect the dots."







We're Just Getting Started! Our Next Steps ...

- Curriculum alignment with Gen Ed
- High-Impact Practices
- Incorporating ePortfolios
- Candidate search via LinkedIn and Handshake
- Impact data







For More Information

Visit Our Website ...

- Executive Summary
- NACE Standards
- Faculty Resources

http://CareerReady.usfcs.info











Questions

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Conclusion

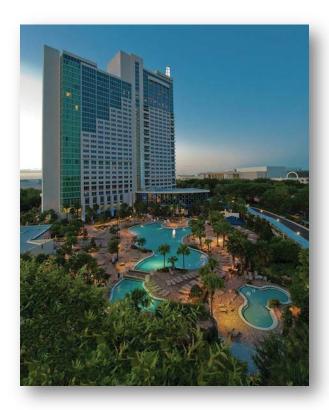
Save the Date!

2018 Florida College Access Network Summit

May 10th – 11th Hyatt Regency Orlando

Featuring sessions on college access, affordability, success and completion

Register at FCANsummit.org





Join us for our next webinar

Scholarship Innovation:

How Funders and Communities are Meeting the Needs of Today's Students

February 22nd, 1-2 pm

Featuring Helios Education Foundation

Register at FloridaCollegeAccess.org/events

