

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

February 13, 2018



# Welcome!



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# Today's Guest Presenter



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# Questions & Conversation

- Submit your questions in the chat box

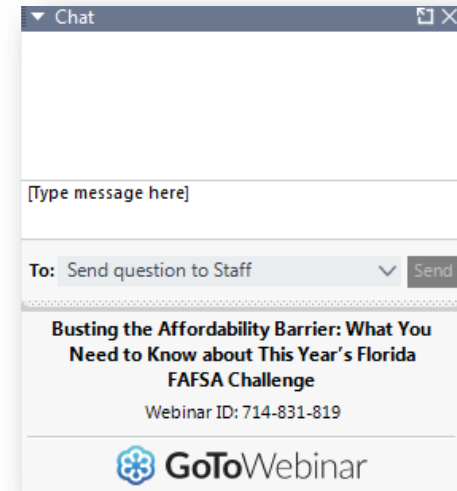
- Share on social media

@FLCollegeAccess

#FCAN

@USFCareerServ

#CareerReadinessBadging



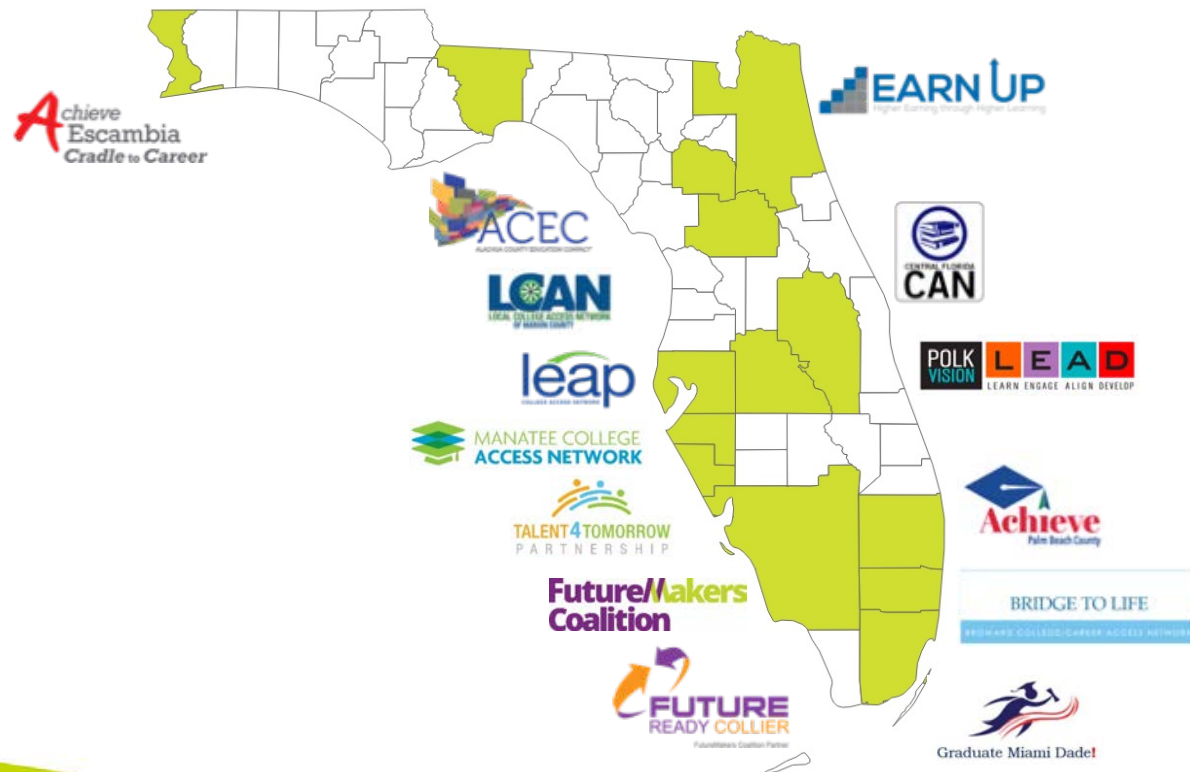
*This webinar is being recorded; all materials will be available within a week of recording*

# 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

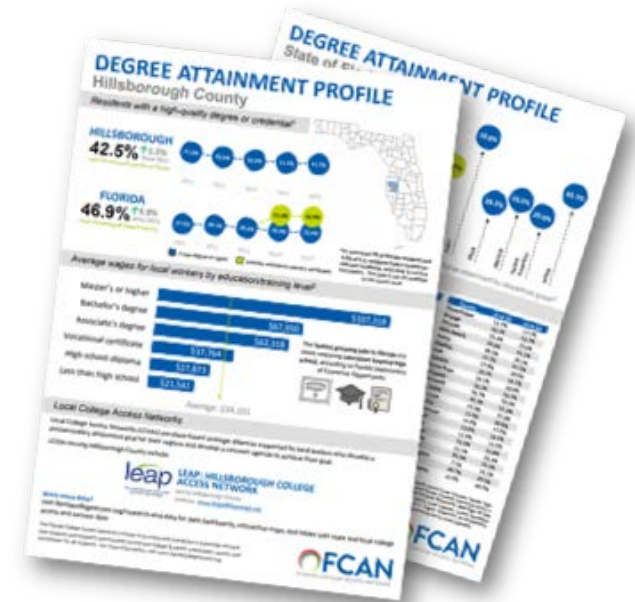
# Local College Access Networks in Florida



**FLORIDA**  
COLLEGE ACCESS NETWORK

# 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  
FAF\$A  
CHALLENGE**

**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



# Lost in Translation

- 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**

# Lost in Translation

- **Collegiate Employment Research Institute**  
([www.ceri.msu.edu](http://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.**

# Lost in Translation

- **The 2017 Employer Summit**

(Consortium of Florida Metropolitan Research Universities - [www.floridaconsortium.com](http://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)**

# Lost in Translation

- 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”

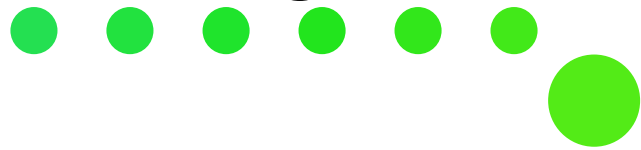
## Today's Conversation

- 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

Learning



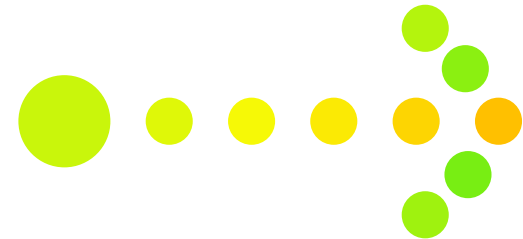
Experience



Reflection



**NACE**



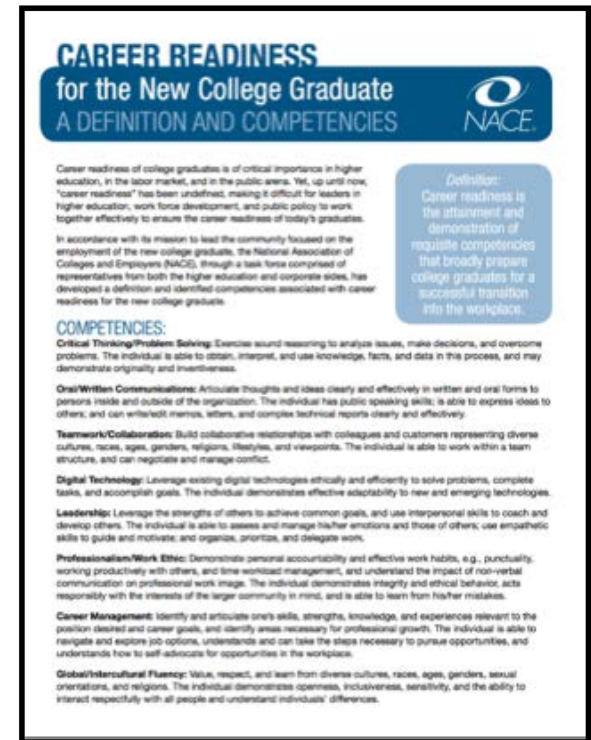
# Using NACE for Our Competency Framework

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



## 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.



*discover*  
**Career Readiness**

**USF** STUDENT AFFAIRS  
& STUDENT SUCCESS  
UNIVERSITY OF SOUTH FLORIDA

**FLORIDA**  
COLLEGE ACCESS NETWORK

# 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

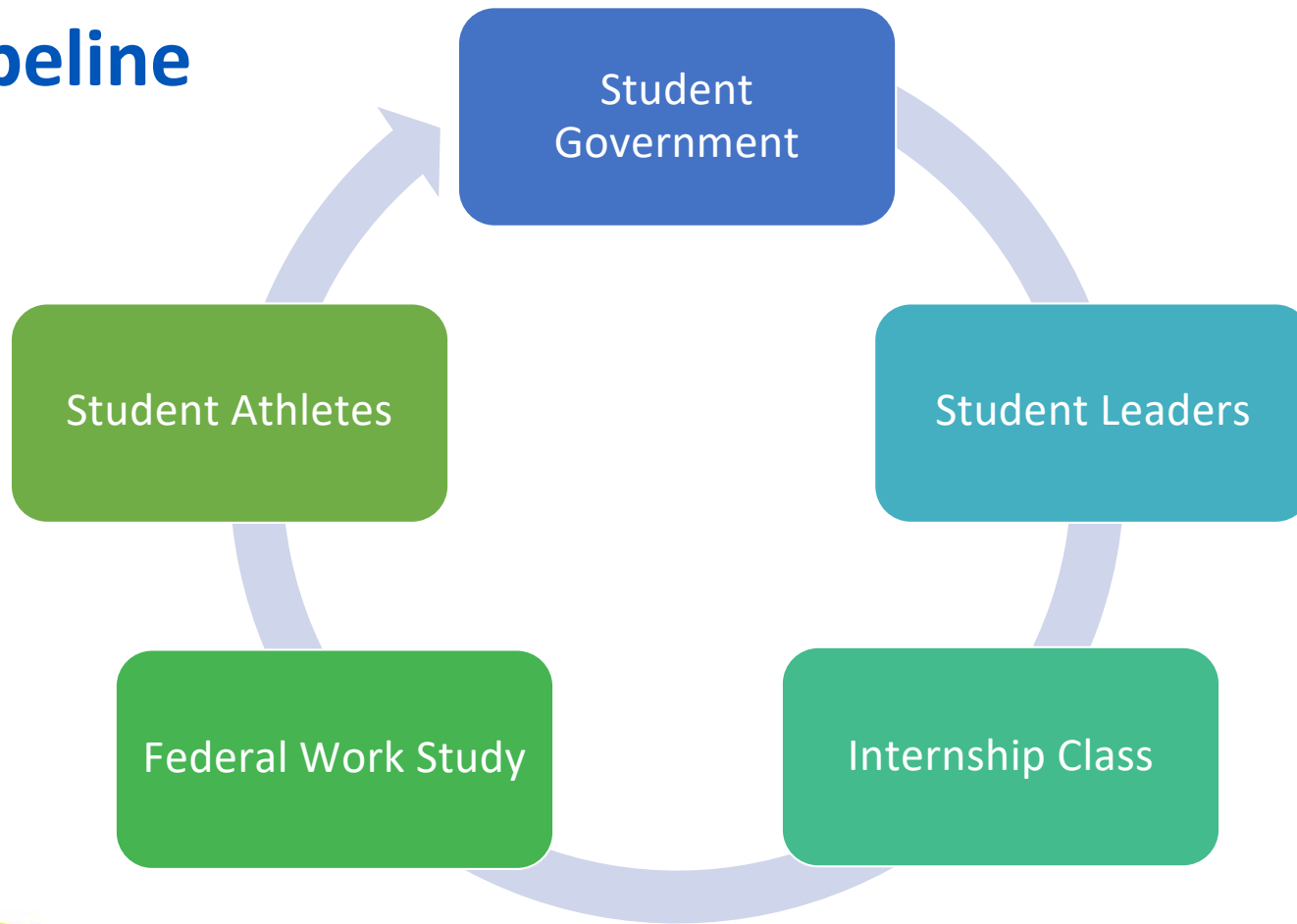
- Career Services (CS) – ICR Team
- CS – Career Planning Team Liaison
- CS – Marketing & Communications Team (designs & MORE!)
- ICR Graduate Assistant - TA
- Career Peers & Interns
- Career Services AVP

= **Our Career Readiness Badging  
Program 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



LEARN IT



students have many  
ways of learning skills



**DO IT**



**students have many  
ways of building  
experience**



**SHOW IT**



**they lacked a way to  
talk about their  
learning and  
experiences**

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# ALIGNMENT

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**we're partnering with  
Faculty and Departments**



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# CONNECTING

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and with campus  
experience providers



## Building competency through critical reflection

Students are connecting their learning across courses and experiences

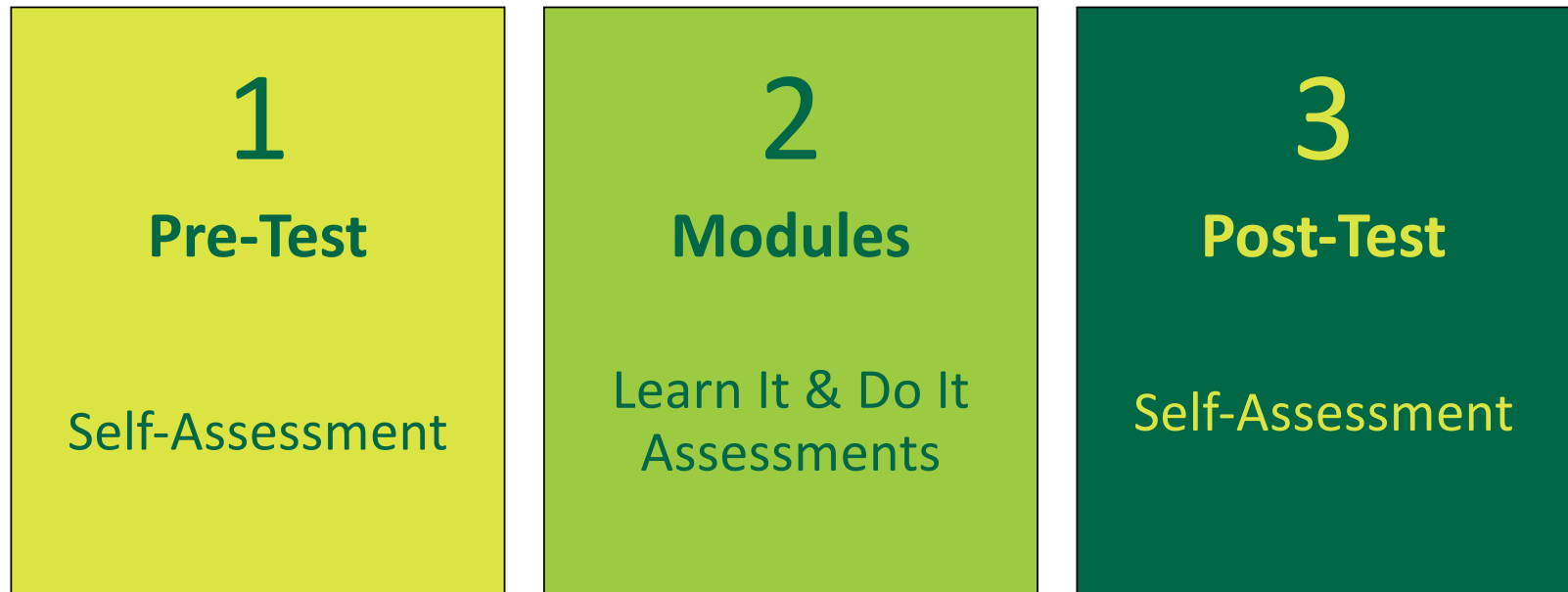
Students are building their story through the learn it, do it, show it steps involving a deeper dive into their journey

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



# 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

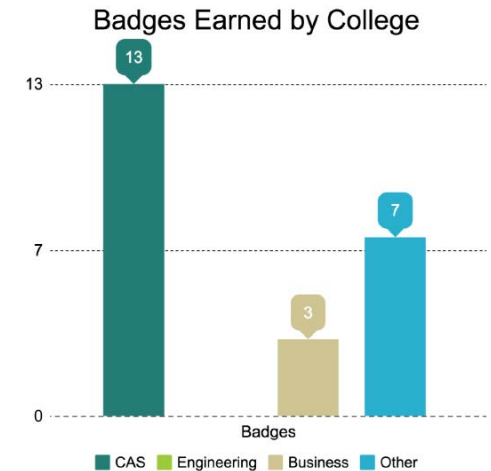
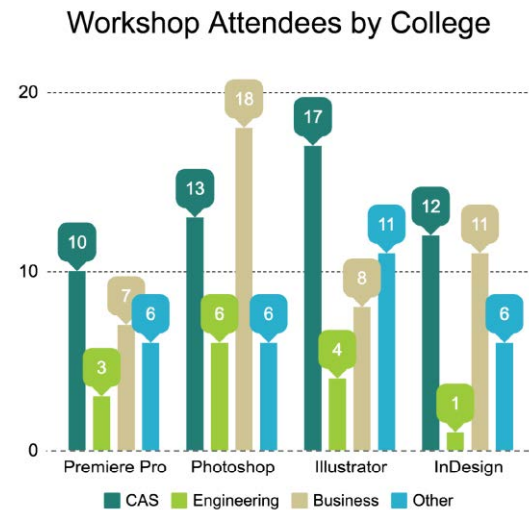
## 73 Library Technology Badges Earned

Workshops started in September

## 72 CRBP Badges Earned

Over 300 Students Engaged

Site 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



# Questions?



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# Conclusion



# Save the Date!

## 2018 Florida College Access Network Summit

May 10<sup>th</sup> – 11<sup>th</sup>

Hyatt Regency Orlando

*Featuring sessions on college access, affordability, success and completion*

*Register at [FCANsummit.org](http://FCANsummit.org)*



# Join us for our next webinar

## Scholarship Innovation: How Funders and Communities are Meeting the Needs of Today's Students

February 22<sup>nd</sup>, 1-2 pm

*Featuring Helios Education Foundation*

*Register at [FloridaCollegeAccess.org/events](https://FloridaCollegeAccess.org/events)*

