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

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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
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
Skills Employers Value
# Top 10 Skills Employers Value

<table>
<thead>
<tr>
<th>Attribute</th>
<th>% of Employer Respondents</th>
<th>Attribute</th>
<th>% of Employer Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to work in a team</td>
<td>78.0%</td>
<td>Leadership</td>
<td>68.9%</td>
</tr>
<tr>
<td>Problem-solving skills</td>
<td>77.3%</td>
<td>Initiative</td>
<td>65.9%</td>
</tr>
<tr>
<td>Communication skills (written)</td>
<td>75.0%</td>
<td>Analytical / quantitative skills</td>
<td>64.4%</td>
</tr>
<tr>
<td>Strong work ethic</td>
<td>72.0%</td>
<td>Flexibility / adaptability</td>
<td>63.6%</td>
</tr>
<tr>
<td>Communication skills (verbal)</td>
<td>70.5%</td>
<td>Detailed-oriented</td>
<td>62.1%</td>
</tr>
</tbody>
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*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  Leadership
Communication  Professionalism
Critical Thinking  Team Work
Global Citizenship  Technology
Lost in Translation

• 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.
Lost in Translation

• 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)
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.
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

Student Athletes

Student Leaders

Federal Work Study

Internship Class

Student Government
students have many ways of learning skills
students have many ways of building experience
they lacked a way to talk about their learning and experiences
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 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
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Conclusion
Save the Date!

2018 Florida College Access Network Summit

May 10\textsuperscript{th} – 11\textsuperscript{th}

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 22\textsuperscript{nd}, 1-2 pm

Featuring Helios Education Foundation

Register at FloridaCollegeAccess.org/events