Behind the Build: Create a Career Readiness Platform for Any Student, Any Where

Emily Kennelly, NCC
Kyle Roark, PhD
Blueprint for a Career Readiness Program

- About the Build
- Purpose and Outcomes
- Sample Module
- Curriculum Development
- Building Constituents & Partners
- Technology Integrations
- COVID 19 Response
About the Build

• University wide, online career ready badging program

• Active participation and skill acquisition via interactive videos, reflections, activities, and quizzes

• Set of modules in the university LMS

• Integration of NACE career competencies and cognitive information processing career theory

• 100% virtual career instruction and self-help
The Why Behind the Build

• Increase career readiness knowledge and skills

• Provide open access to career services and career information regardless of location

• Integrate career readiness into classrooms

• Create a digital pathway for students to demonstrate career ready skills to employers
The Curriculum & Badges

ProfessioNole Ready

- Learning Objectives
- Instructional career info
- Career assignments
- 3 stackable badges

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Sample Module
Salary & Job Negotiations
Salary and Job Negotiations: Introduction

Module Description & Learning Objectives

This module will provide guidance and helpful information to navigate salary and job negotiations throughout your career.

After completing this module, you will be able to:

- Calculate your personal salary range
- Compare salary offers between geographic locations and compensation packages
- Understand the stages of negotiation and appropriate negotiation behaviors
- Communicate whether you accept or decline an offer using best practices
- Describe reasons why or when to accept, decline, or negotiate a job offer
- Understand how communication, critical thinking, and professionalism are all important skills used in salary and job negotiations
What should I make? What do others make?

**Occupational Outlook Handbook** - The US Bureau of Labor Statistics compiles information for occupations from across the United States that includes job statistics and salary data. To understand the typical salary range of potential careers, it is important to know the annual median pay of that particular occupation.

Use the Fillable **Occupational Salary Analysis Form** to collect information about salary, along with other key factors in selecting an occupation for your career. This is also a Module activity!
Know Your Worth

Researching Salaries

Prior to selecting a career path and applying for positions you hopefully researched what the starting salary ranges are for your targeted positions. Below are some tips for researching salaries:

1. Do your research ahead of time. Get an idea of what the standard salary range is for a particular industry and a particular role within that industry prior to interviewing.

O*NET is another great resource from the US Department of Labor/Employment and Training Administration (USDOL/ETA). Through O*NET you can search for salary data for your selected occupations in specific regions, along with learning about the expected growth in salary for those working in this field over the next 10 years.
Take Time to Evaluate the Offer

The Career Center’s Job Offer Evaluation Worksheet can help you weigh the pro's & con's of your offer!
The Negotiation Process

What to Expect

Negotiation is a process! After a first or second interview, you may receive an offer, at which point you should take time to evaluate the offer and either accept, counter-offer, negotiate, or decline. Use the Career Center’s Negotiating Job Offers guide to help you with this process.
Other Considerations for Negotiations

Compensation is More than Salary

As mentioned, salary is one of many factors that can be negotiated. Use the Career Center’s Consider the Benefits worksheet to help you compare your future job offers. You will also submit this as an assignment for the module.

Benefits Checklist

Use this checklist to identify the benefits that you would like to have in your job. Place a check next to the benefits that you “must have”, would be “nice to have”, or are “not necessary”.

<table>
<thead>
<tr>
<th>Common Benefits</th>
<th>Must Have</th>
<th>Nice to Have</th>
<th>Not Necessary</th>
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<tbody>
<tr>
<td><strong>Wellness</strong></td>
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<td>General Health Care Benefits</td>
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<td>Dental Care</td>
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<td>Vision Care</td>
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<td>Gym Membership, Access, or Reimbursement</td>
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<td>Employee Assistance Programs (e.g., access to personal counseling)</td>
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<td>Childcare Benefits</td>
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<td><strong>Long-Term Planning</strong></td>
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<td>Retirement Plan (401K)</td>
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<td>Life Insurance</td>
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<tr>
<td>Disability Insurance (DI)</td>
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Negotiating is Crucial for Women

Negotiating salary isn’t easy and it can be especially difficult for women. In general, women are less likely to ask for more money when they are offered a job and more likely to stay in a lower paying job. Reasons vary, but some of it involves being uncomfortable discussing salary and being hesitant to ask for more.

Learn concrete steps to negotiate with this video from Duke University Professor Ashleigh Shelby Rosette.

Additional Resources

PayScale’s Gender Pay Gap has resources for the state of the gender pay gap in 2019.
How to Accept or Decline an Offer

Sample Letters

Ready to accept, or decline? Always send your letter in writing and include all of the key details discussed during the negotiation process or outlined in your final offer letter.

Accepting an Offer

- Include the salary, starting date and time, location, any perks, signing bonuses, etc. that you negotiated.

Declining an Offer

- Should be done in writing and as soon as you accept another position. This is an important step because you may need this contact later, so never burn your bridges!

Sample Job Offer Acceptance Letter

1234 Traditions Way
Tallahassee, FL 32304
July 10, 2019

Ms. Lisa Brown
Human Resources Representative
XYZ Radio
Austin, TX 78746

Dear Ms. Brown:

I am pleased to accept your offer for the marketing manager position with the communications division at XYZ Radio. I understand that my initial assignment will be working under the supervision of Ms. Smith at a salary of $48,000 per year.

As we agreed, I will start work on Monday, July 30, and I will report to Human Resources that morning at 8:00 a.m. to complete the necessary paperwork. As you noted in the offer letter, I will be reimbursed for my moving expenses up to $2,500. I appreciate all of your efforts on my behalf. If additional information related to my appointment is needed prior to July 30th, please let me know. I look forward to joining the team.

Sincerely,

Mary Westcott

Sample Declining a Job Offer Letter

1234 Traditions Way
Tallahassee, FL 32304
July 10, 2019

Ms. Lisa Brown
Human Resources Representative
XYZ Radio
Austin, TX 78746

Dear Ms. Brown:

Thank you for the time and effort spent in considering me for the position of marketing manager.

After thoughtful consideration, I must respectfully decline your offer to join XYZ Radio. While I was impressed by your organization and the impact to the community, I believe that another opportunity more closely matches my current interests and qualifications.

Thank you again for your generous consideration.

Sincerely,

Mary Westcott

ProfessionNole Ready
Module Activities: Salary and Job Negotiations

Complete All

To successfully complete the Salary and Job Negotiations module you must complete the following activities.

- **Activity #1: Occupational Salary Comparison Worksheet**
  - Organize your research on potential career paths and the salary data for each occupation

- **Activity #2: Create Your Personal Salary Range**
  - Determine your minimum and maximum salary range

- **Activity #3: Benefits Checklist**
  - Identify which benefits are most important to you in a job offer

- **Activity #4: Salary and Job Negotiations Quiz**
  - Assess your knowledge of negotiation skills

Please note: Assignments are graded weekly throughout the semester. Submitting a badge request will also prompt the Career Center to grade and review your assignments in full.

To submit an activity click on the link(s) above or click Next to view all three
Curriculum Development
What are your “Building Materials”?

- Services
- Programs
- Handouts
- Resources
- Videos
- Vendors
- Events
- Staff/builders
## Map it Out...

<table>
<thead>
<tr>
<th>Interview Ready Module</th>
<th>Possible Content</th>
<th>Possible Assignments</th>
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<tbody>
<tr>
<td><strong>Services/Programs</strong></td>
<td>Mock Interview Program</td>
<td>Complete a mock interview and upload the feedback form</td>
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<td>Career Advising</td>
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<td>• Technical Interviews</td>
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<td><strong>Resources</strong></td>
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<td>YouTube Clips</td>
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<tr>
<td><strong>Vendors</strong></td>
<td>Big Interview</td>
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<td>Candid Careers</td>
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<tr>
<td><strong>Staff</strong></td>
<td>Mock Interview Program Coordinator</td>
<td>Adamit</td>
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<td></td>
<td>Assist with development of assignments and</td>
<td>Adamit</td>
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Putting It All Together

How do we want students to engage with our platform?

Learning Structure
• Introduction of learning objectives and CIP
• Guided path through resources for students
• Ability to complete an students’ own pace
• Allows for structured reflection and documented skill development
• Measurable outcomes
Know Your Technology Resources

• Learning Management Systems
• LMS Apps, Integrations, and Campus Support
• Connecting with Vendors
• Creative Commons and Free Materials
• Using the internet, LinkedIn Learning, etc...
• Building it all in a one stop shop for students
Build the Virtual Assignments

• Quizzes
• Written Reflections
• Worksheets
• Video Submissions
• Center Engagements
Pixar Short Film Video Example

Diversity in the Workplace

Pixar recently released an animated short addressing diversity and belonging in the workplace - it does a good job of keeping attention and touching on diversity and inclusion related issues in a way that is relevant, interesting and light hearted.

Pixar Short Film

What did you think about the video and Purl’s experience at work? Reflect on how it relates to your own experience. The complete one of the activities for this module.

Video Reflection

Question 5

After watching the video and reflecting on your past experiences and future actions, how will you approach your next opportunity? What are specific steps you will take to ensure you are appreciating diversity, being inclusive and staying true to yourself and your values? (Please respond in 150 words or more)

Your Answer:

There are many specific steps I will take to ensure that I appreciate diversity. One is by listening and seeking to learn more when I am unfamiliar with someone’s interests. The other is by going out of my way to be sure that people have an opportunity to become central members of a group instead of remaining on the periphery. I would do this by encouraging their input, listening to them, and championing their ideas and suggestions if they are not being heard. I will remain true to my values of independence and free will by suggesting, motivating, and encouraging, rather than dictating, assigning guilt, or being disparaging. I would extend the same openminded, approachable, understanding demeanor to both the predominant group and minority groups, so that everyone can find common ground without necessarily sacrificing who they are. In short, I would try to re-draw a circle that fits everyone within it, and encourage everyone to enter it.

✓ Submission: Quiz in LMS
✓ Skill Area: Global & Intercultural Fluency, Critical Thinking, Written Communication, Cultural Awareness

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Elevator Pitch Flipgrid Example

Share your Elevator Pitch in under 3 minutes. Start by introducing yourself, provide a summary of what you, explain what you want and then conclude your elevator pitch. View the other videos to see examples of elevator pitches.

Click the green plus to record a video and submit your assignment.

 ✓ Submission: Flipgrid in LMS
 ✓ Skill Areas: Communication, Professionalism, Self-Reflection, Career Management
Big Interview Fast Track Example

To begin, follow the steps below:

1. Visit fsu.biginterview.com
2. Login using your FSU ID and password
   1. If this is your first time using Big Interview you will have to activate your account. Find those directions here: https://career.fsu.edu/resources/big-interview
3. On the homepage find the Fast Track video collection and click “Start Here”
   1. Note: Once you begin the Fast Track set of videos the button will shift to say “Continue”
   2. The system will track your progress so you can see how much you have completed.

The 16 videos included in the Fast Track series include the following:

✓ Submission: Quiz
✓ Skill Areas: Career Management, Critical Thinking, Public Speaking
✓ Student feedback: My favorite module was the Interview module. I did the Fast Track Assessment by watching the videos on how to prepare for an interview. It was very informative, and I learned a lot that I know I will use in my next interview.
Assignment & Module Designers

Use the strengths of your team

Example:

• Mock Interview Program Coordinator
  Created Interview Ready Assignments

• Experiential Learning Coordinator
  Created Gain Experience Assignments

• Communications Career Liaison
  Created Professional Communication Assignments
Assignment Considerations

Integrity of Badges

☐ Reviewing assignments
☐ Providing feedback to students
☐ Requesting revisions
☐ Staffing
☐ Rubrics and assignment guidelines
# Awarding and Managing Badges

**Badgr App Available in Canvas**

<table>
<thead>
<tr>
<th>Module</th>
<th>Complete Module</th>
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<tbody>
<tr>
<td>The ProfessioNole Ready Badge</td>
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<tr>
<td>Choose Your Path</td>
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<td>Gain Experience and Be Recognized</td>
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<td>Ready to Network</td>
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<td>Search for Job Opportunities</td>
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<tr>
<td>Graduate/Professional School Ready</td>
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<td>Ready to Work in a Global Economy</td>
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<tr>
<td>Ready to Use my Graduate Degree</td>
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<tr>
<td>The ProfessioNole Ready Garnet Badge</td>
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<tr>
<td>The ProfessioNole Ready Gold Badge</td>
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</table>
Portfolium Integration

Link Skills to Your Assignments

Title *
Find a Professional Mentor

Instructions *
Find a Professional Mentor
The Professional Mentors program offers opportunities to country, and world and learn more about employment opportunities.

Skills *

- Career Management
- Digital Fluency
- Networking
- Professional Communication
- Professionalism/Work Ethic
- Written Communication Skills
Students Share Their Badges

ProfessioNole Ready Badge
Florida State University
Issued: June 19, 2020 - LastVerified: June 19, 2020

Participation in ProfessioNole Ready interactive learning activities, informational videos, reflective questions, quizzes, and engagement in career center resources, services, and programs

ProfessioNole Ready Black
FSU Career Center
The ProfessioNole Ready badge is the first of three badges of the Career Center's ProfessioNole Ready program and addresses career-ready skills that, upon completion, will help students become more co...

Feb 13, 2020

During a time when we are interacting virtually rather than in a face-to-face format, there are still a multitude of opportunities to further our development as young professionals. One way I have done this is through earning my ProfessioNole Ready badge through the FSU Career Center. This program not only educated me on how to best communicate my career-ready skills to employers and on social platforms, but also helped me feel more confident in my career path post-graduation.

#fsucareercenter #professionaldevelopment #ProfessioNoleReady
What are Students and Faculty Saying?
Building Constituents

- Careers in courses
- Professional development courses
- Internship courses
- First Gen organizations
- Student athletics
- Student workers
Bridging the Gap: Virtual Internships vs. Virtual Training Programs

COVID-19: Transitioning to Remote Work
• Differing levels of success adapting student experience to virtual work across varying industries
• To supplement some of the opportunities lost many organizations have utilized virtual training programs
• These programs mostly focus on teaching students relevant technical skills

Career Readiness Platforms As Virtual Teachers of Transferrable Skills
• Supplement the skills gained in an in-person internship
• Virtual training programs often neglect:
  • How to act professionally in a workplace
  • How to craft a professional email
  • Dressing Professionally
  • How to build your elevator pitch
  • The importance, and how-to, of networking
Thank you for attending this session!

VISIT NACEWEB.ORG FOR MORE RELATED CONTENT