

Teaching Career Development: A Look at Career Courses, Past and Present



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Presentation Overview



- ❧ Importance
- ❧ History
- ❧ Career Courses Today
- ❧ Career Course Development
- ❧ Remarks by Dr. Osborn

Why Are Career Courses Important?



- ❧ Growing cost of higher education
- ❧ Increasing emphasis on career services
- ❧ Positive research on effectiveness

Career Course Effectiveness



Review of **82** findings from **147** documents on career courses:

- **90%** reported positive gains in outputs
(ex. career decision-making skills)
- **91%** reported positive gains in outcomes
(ex. job satisfaction in field)

(Reardon, Folsom, Lee & Clark, 2011)

History



- ❧ Emerged at turn of the century (1900's)
- ❧ Steady growth from 1900-1970:
- ❧ Renewed popularity in early 1970's
- ❧ Today 32% of academic institutions offer a career course for credit

(Reardon, Folsom, Lee & Clark, 2011)

Career Courses Today



- ❧ Broad Focus:
 - ❧ Career Development, Career Information, Job Searching, or a combination
- ❧ Integrated or Stand-Alone Course
- ❧ Specific Population or General Population

Textbooks



Things to consider:

Price

Purpose

Topics Covered

Theory/Conceptual Base

Instructional Support

Custom Publishing



Meant for a very specific population, consider:

❧ Print vs. Digital Materials

❧ Price

❧ Writing your Own text vs. Various Chapters
from Various Texts/ Articles

❧ Permission cleared for material

❧ Timeline



SDS 3340 Case Study

Demographics (Fall 2010)



155 Undergraduate Students

90 Male = 58%

65 Female = 42%

Ethnicity

American Indian/Alaska Native = <2%

Asian = <1%

African American = ~26%

Hispanic/Latino = ~10%

White = ~59%

Other = <1%

Prefer Not Respond = <1%

Class Standing

Freshmen = 9%

Sophomores = 27%

Juniors = ~21%

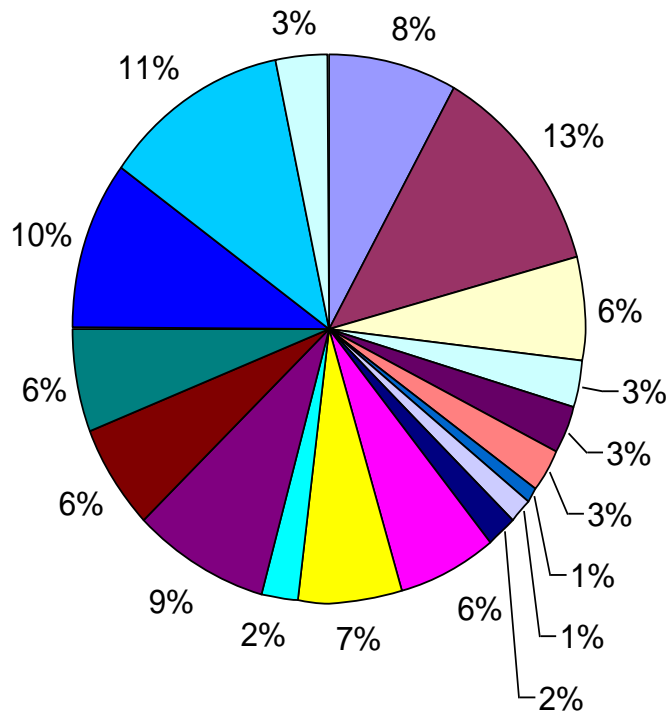
Seniors = 42.5%

Graduate = 0%

Demographics (Fall 2010)



Student Reasons for Taking SDS 3340



8%	Choose a major
13%	Get advice on career and major options
6%	Learn more about business/careers
3%	Learn about CC offerings
3%	Develop skills in my major
3%	Learn of alternative career jobs
1%	Better understand ins and outs of Careers
1%	Learn decision-making skills
2%	Learn more about myself
6%	Develop Job skills
7%	Gain knowledge to apply in real world environment
2%	Develop a career portfolio
9%	How to write an effective resume
6%	Learn hiring strategies to land a good job
6%	Learn tools to sharpen my knowledge/skills
10%	Find a career after graduation
11%	Decide on a career path
3%	Find internship

Instructional Design



- ❧ 5 sections/~31 students per section
- ❧ Variable Credit hours
 - ❧ Unit focuses
- ❧ Instructor to student ratio: 1-7/8
- ❧ Career Center Utilization
- ❧ CIP Theory Base
- ❧ Team Taught
 - ❧ Lead Instructor/Graduate Assistants
 - ❧ Small Groups/Individual Conferences

Activities / Assignments



- ❧ Autobiography
- ❧ Scavenger Hunt
- ❧ Holland Party Game
- ❧ Values Auction
- ❧ ePortfolio
Assignment
- ❧ Analyze CASVE
- ❧ Metacognitions
- ❧ Resume / Cover
Letter
- ❧ Internet Job
Searching
- ❧ Employer Panels
- ❧ Organizational
Culture

How to Develop A Career Course



College of Communication
Case Study



Dr. Osborn Remarks

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