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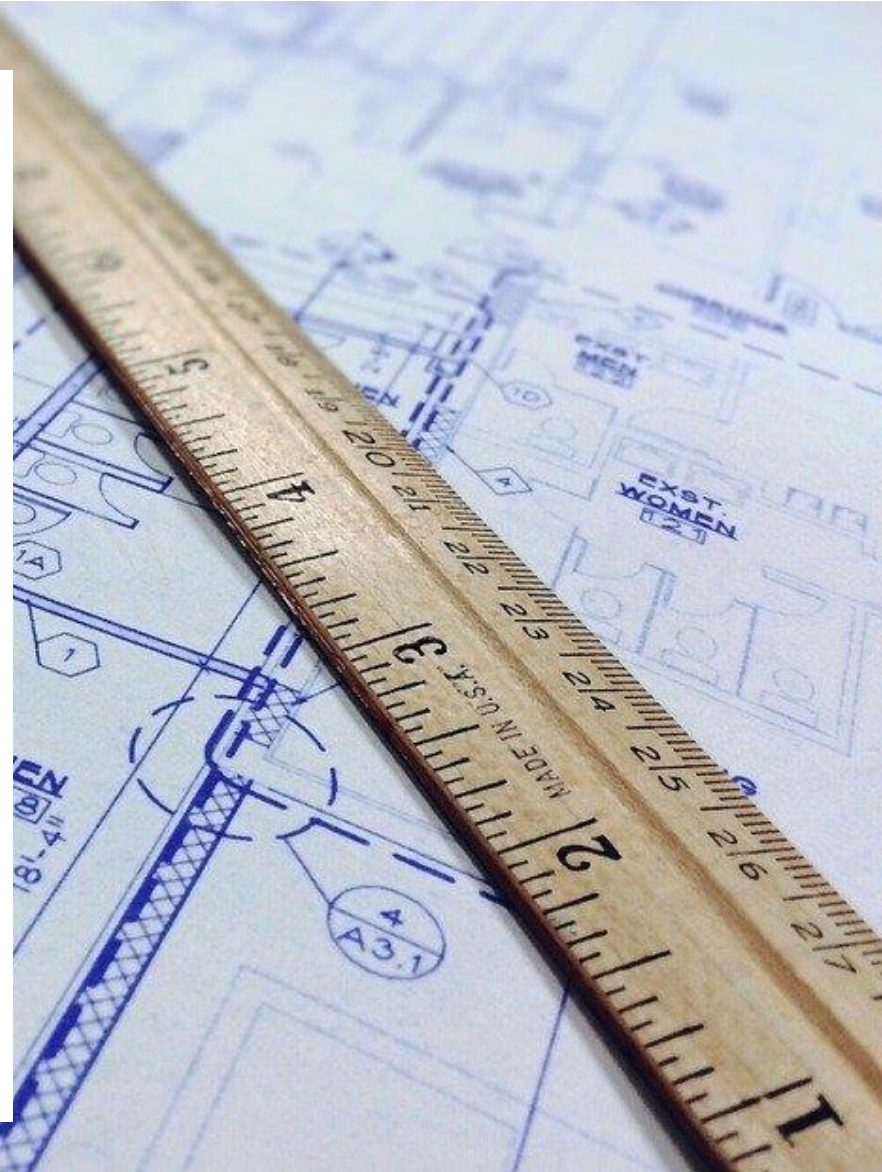
Emily Kennelly, NCC

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

ProfessioNole Ready

7 **required** career ready modules = ProfessioNole Ready

ProfessioNole Ready Garnet **ProfessioNole Ready Gold**

8-11 career ready modules = ProfessioNole Ready Garnet
12-14 career ready modules = ProfessioNole Ready Gold

Career Ready
Discover the skills that employees value the most

Professional Communication
Written/oral communication in the workplace and beyond

Resume Ready
Create a resume to market yourself in professional settings

Interview Ready
Interview basics to prep for interviews of all types

Career Portfolio
Showcase your skills to employers and grad school

Diversity & Inclusion
Achieve career goals both inside and outside of the academy

Salary and Job Negotiations
Tools to research salaries and navigate the negotiation process

Choose Your Path
Resources to enhance knowledge of self and career options

Gain Experience and Be Recognized
Find and receive recognition for hands-on experiences

Learn to Network
Techniques to approach networking with confidence

Search for Job Opportunities
Job search strategies and resources for finding opportunities

Prepare for Graduate School
Research and apply to graduate/professional school programs

Use my Graduate Degree
Achieve career goals both inside and outside of the academy

Work in a Global Economy
Study, intern, or work cross cultural and abroad

⊕ Start Here   ⑦ Frequently Asked Questions

- Learning Objectives

- Instructional career info

- Career assignments

- 3 stackable badges

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!

Occupational Salary Analysis

Occupation Exploration Chart *Use these sites to help you explore:* https://www.bls.gov/ooh/ (OOH) https://www.onetonline.org/(ONET)	Occupation #1	Occupation #2	Occupation #3
Salary/Pay (lowest, median, highest)			
List the Location (City and State) you plan to look for employment			
List the Salary by State and/or City (lowest, median, high) Use the CareerOneStop Salary Finder			
Education, licenses/certification, & training requirements			
How does this occupation match my values, interests, and skills?			
How can I gain related experience? http://www.career.fiu.edu/students/gain experience http://career.fiu.edu/handshake			
Related occupations			
Still interested in the occupation? Why or why not?			

Other Helpful Resources:
http://career.fiu.edu/resources/career-guides - *Choosing a Major or Occupation*
http://career.fiu.edu/resources/match-major-sheets - *Matching Majors to Potential Occupations*
CareerOneStop Wages by Occupation and Local Area

Alternative Format Available | Revised 09/2019

The Career Center

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.

Accepting a Job Offer
WHAT TO CONSIDER

- Job Description
- Career Path
- The Organization
- Working Conditions
- Benefits
- Compensation

ProfessioNole Ready

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

Job Offer Evaluation Worksheet

Directions: Write the factors that are important to you in a job offer in the blank spaces under the "Job Offer Factors" column. We have listed some example factors, but feel free to edit these.

Weight
Using the numbers below, weight how important you think each factor is for you.

1 – Very Important
2 – Important
3 – Somewhat Important

Rating
Using the numbers below, rate how well you think the job offer will fulfill each factor:

1 – Exact Match
2 – High Match
3 – Close Match
4 – Poor Match

Job Offer Factors	Weight	Rating	Weight X Rating
Salary (https://www.salary.com/research/cost-of-living)			
Benefits (Health Care, 401K, Stock options, Gym reimbursement)			
Company Culture (Team Building, After Work Socials, Community Service)			
On-the-Job Training (Development Program, Rotational Program)			
Work Schedule (Mon-Fri, 8-5, 9-5, On Call)			
Management Support (Mentoring, Team Leaders)			
Distance to Work (MapQuest Commute, Train/Bus, Remote)			
Working Conditions (Autonomy, Job Security, Workload)			
Matches Work Values (Integrity, Diversity, Fun, Leadership, Innovative)			
Tuition Reimbursement			

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.

Negotiating Job Offers

Objectives

1. Learn appropriate negotiating behaviors.
2. Identify factors involved in negotiation decisions.
3. Understand the negotiation process from initial offer to acceptance or decline.

Considerations

Once you have received a job offer, you have more power than at any other time in the interviewing process. Aside from the main goal of making the right decision, much can be gained (or lost) from the way you negotiate your offer.

Timing

An offer can arrive anywhere from one day to six weeks after your second or third interview. Occasionally, employers will give you the offer in person at your final interview.

Etiquette and Impressions

Continue to be mindful of your behavior and the impression you are making upon the employer when the offer arrives. Let employers know you are pleased to receive an offer, reiterate your interest in the position, and thank them for their consideration. Throughout the negotiation process, it is best to maintain a professional attitude that expresses gratitude, humility, and willingness to reach an agreement with which both parties can be satisfied. As stated above, you have more power to negotiate and advocate for the best possible compensation package after receiving a job offer than at any other time in the employment process. However, it is important to remember that an employer can revoke the offer if something undesirable comes up (like a negative attitude) at any time in the negotiation process.

What's Inside

Research as much as you can about the organization, labor market, and what other individuals in similar positions are receiving. Be prepared to justify your negotiation with solid evidence as to why your requests are fair and reasonable.
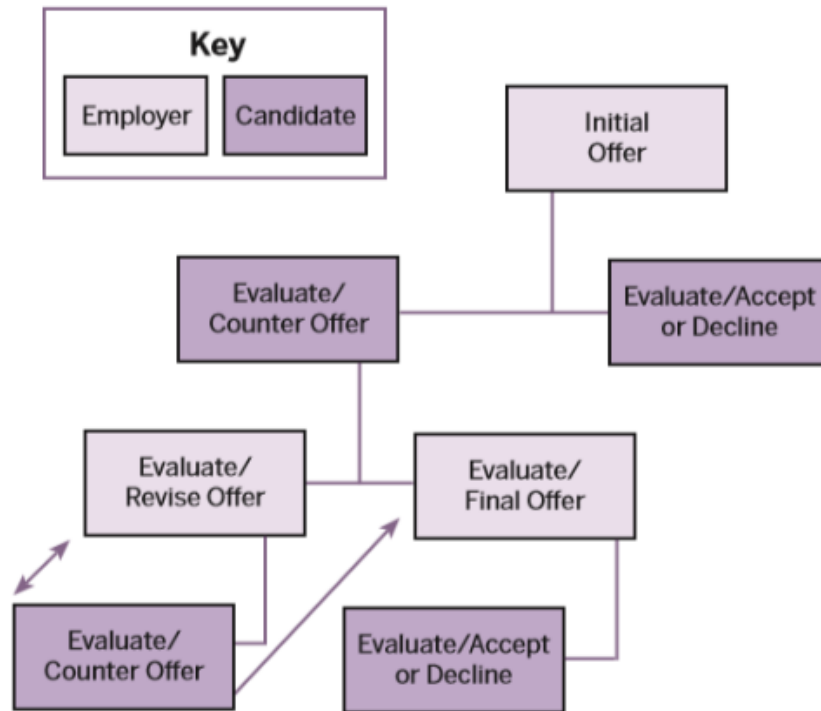
Clarify the Offer

Be clear on all the factors that make up the offer. Get the following information before you get off the phone or leave the employer:

- Salary
- Location
- Reporting date
- Relocation expenses offered
- Signing bonus (if any)
- When they need your answer

Take Time to Evaluate the Offer

It is generally not in a candidate's best interest to accept a job offer on the spot. Time is needed to evaluate all the important factors of an employment decision. Determine what you feel to be a reasonable length of time to make your decision (a few days to a week is most common), and be ready to ask the employer for this time when you receive an offer. Employers know you are interviewing with other organizations and will appreciate your being honest and careful about your decision.

The Negotiation Process

Key

| Employer | Candidate |

Initial Offer

Evaluate/Accept or Decline

Evaluate/Counter Offer

Evaluate/Revise Offer

Evaluate/Final Offer

Evaluate/Counter Offer

Evaluate/Accept or Decline

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 <u>Consider the Benefits</u> 🖼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".

Common Benefits	Must Have	Nice to Have	Not Necessary
Wellness			
General Health Care Benefits			
Dental Care			
Vision Care			
Gym Membership, Access, or Reimbursement			
Employee Assistance Programs (e.g., access to personal counseling)			
Childcare Benefits			
Long-Term Planning			
Retirement Plan (401K)			
Life Insurance			
Disability Insurance (DI)			

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.

LEAN IN

FOR WOMEN   FOR ALLIES   FOR COMPANIES   ISSUES   LEAN IN CIRCLES   ABOUT US   🔍   Sign In

Why Negotiating Is Crucial for Women

▶

VIDEO SERIES

Negotiating For Women (4 videos)

▶ Why Negotiating Is Crucial for Women (2 mins)

▶ Negotiation Advice for Women: Make The First Offer (4 mins)

▶ Negotiating for Women: Use Positive Emotions to Get to a "Yes" (4 mins)

▶ Negotiation Advice for Women: Win by Working Together (4 mins)

Additional Resources

THE STATE OF THE GENDER PAY GAP 2019

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!

1234 Traditions Way
Tallahassee, FL 32304

July 10, 2019

Ms. Lisa Brown
Human Resources Representative
XYZ Radio
Austin, TX 80745

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 $45,000 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, but not exceeding, $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 Job Offer Acceptance Letter

ProfessioNole Ready

1234 Traditions Way
Tallahassee, FL 32304

July 10, 2019

Ms. Lisa Brown
Human Resources Representative
XYZ Radio
Austin, TX 80745

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

Sample Declining a Job Offer Letter

ProfessioNole 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
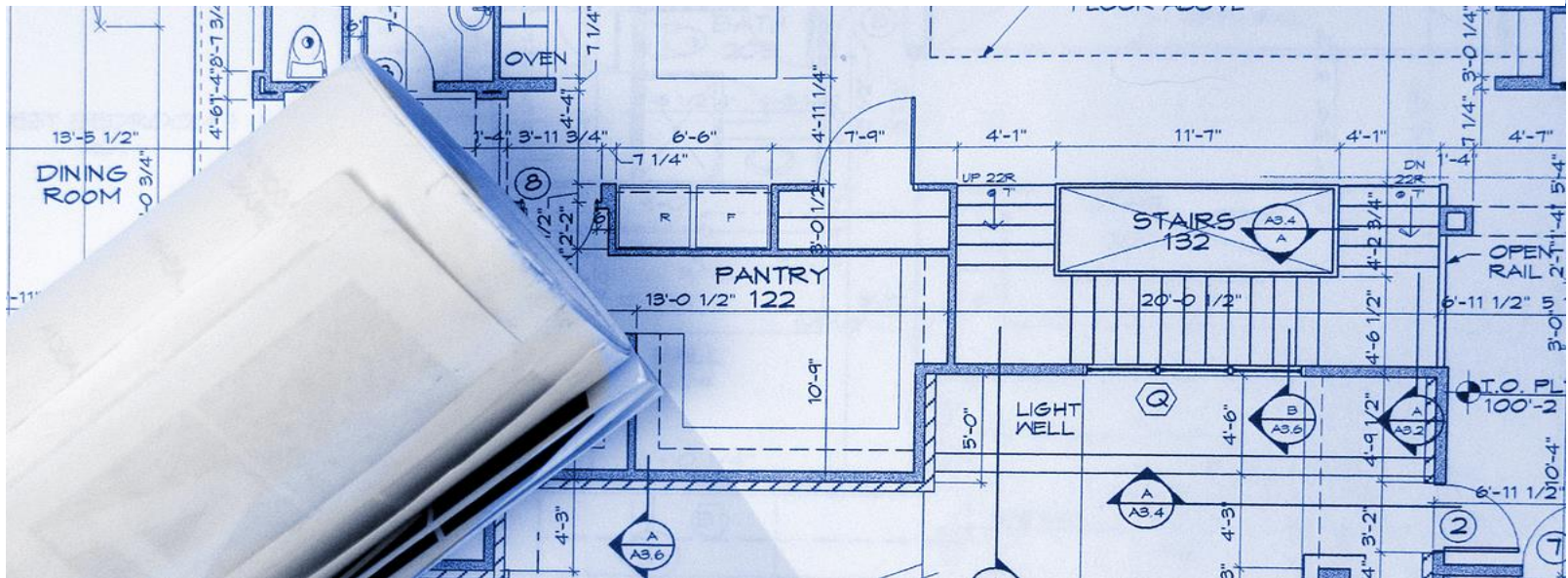 - Assess your knowledge of negotiation skills

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
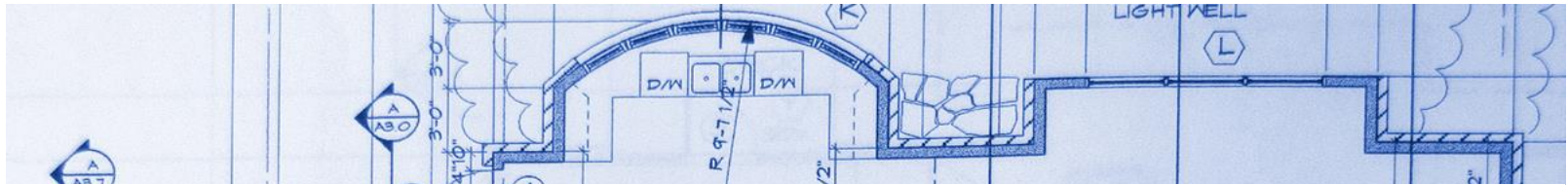
Curriculum Development

What are your "Building Materials"?

☐ Services

☐ Programs

☐ Handouts

☐ Resources

☐ Videos

☐ Vendors

☐ Events

☐ Staff/builders

Map it Out…

Interview Ready Module	Possible Content	Possible Assignments
Services/Programs	Mock Interview Program Career Advising	Complete a mock interview and upload the feedback form
Handouts	Interview Guides • First Interview • Second Interview • Video Interviews • Phone Interviews • Technical Interviews	
Resources	Glassdoor Interview Tips Hacker Rank The Muse Other online sites	
Videos	Existing Workshop PowerPoints LinkedIn Learning YouTube Clips	Watch an interview video and write a reflection
Vendors	Big Interview Candid Careers	Watch Big Interview videos and upload to Canvas for review
Staff	Mock Interview Program Coordinator	Assist with development of assignments and

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 Short Film

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:

Purl | Pixar SparkShorts
Watch later   Share

💬 Video Reflection

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.

Question 5   1 / 1 pts

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

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

Fast Track
16 VIDEO LESSONS

Continue

38%
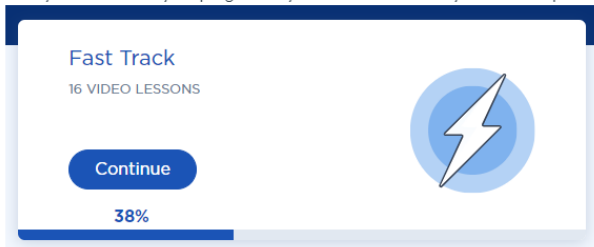
The 16 videos included in the Fast Track series include the following:

Question 6 [1] / 1 pts

Describe the outfit you would wear to a first-round interview. *Be as specific as possible.*

Your Answer:

To a first round interview, I would wear a pant suit, with blazer and slacks the same color, and a very basic button-up undershirt. Paired with basic, closed toed shoes, minimal accessories, and my hair pulled back in a sleek ponytail.

Additional Comments:

Question 7 [1] / 1 pts

What does nonverbal communication include? *Select all that apply.*

- Correct! ☐ Eye contact
- Correct! ☐ Body language
- Correct! ☐ Posture
- Correct! ☐ Gestures
- Correct! ☐ Facial expressions
- Correct! ☐ Nervous habits, like fidgeting, ums and ahs, etc.

Additional Comments:

✓ 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

Krystle Graham

Kate Herron

Michelle Futo

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

				Module
The ProfessioNole Ready Badge	⬛ ProfessioNole Ready Black		×	Complete Module
Choose Your Path			▾	Complete Module
Gain Experience and Be Recognized			▾	Complete Module
Ready to Network			▾	Complete Module
Search for Job Opportunities			▾	Complete Module
Graduate/Professional School Ready			▾	Complete Module
Ready to Work in a Global Economy			▾	Complete Module
Ready to Use my Graduate Degree			▾	Complete Module
The ProfessioNole Ready Garnet Badge	🔴 ProfessioNole Ready Garnet		×	Complete Module
The ProfessioNole Ready Gold Badge	🟡 ProfessioNole Ready Gold		×	Complete Module

Portfolium Integration

Link Skills to Your Assignments

Students Share Their Badges

ProfessioNole Ready Badge ✓

Florida State University

Issued: June 19, 2020 - Last Verified: 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   Share

Incoming J.D. Candidate at Georgetown Law
2mo · 🌐

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

ProfessioNole Ready

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

NACE®

Thank you for attending this session!

VISIT NACEWEB.ORG FOR MORE RELATED CONTENT