BEHIND THE BUILD:
DESIGNING A LOW COST CAREER READINESS PLATFORM FOR ANY STUDENT, ANY WHERE

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The Florida State University Career Center
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BLUEPRINT FOR A CAREER READINESS PROGRAM

About the Build
Purpose and Outcomes
Program Demo
Curriculum Development
Technology Integrations
Diverse Campus Partnerships
ABOUT THE CAREER READINESS PROGRAM

- University 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 and articulate career ready skills to employers
AN INSIDE LOOK...
AN INSIDE LOOK...
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!

<table>
<thead>
<tr>
<th>Occupational Salary Analysis</th>
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<tbody>
<tr>
<td>Occupation Exploration Chart</td>
</tr>
<tr>
<td>Use these sites to help you explore:</td>
</tr>
<tr>
<td>Salary/Pay (lowest, median, highest)</td>
</tr>
<tr>
<td>List the Location (City and State) you plan to look for employment</td>
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<tr>
<td>List the Salary by State and/or City (lowest, median, high)</td>
</tr>
<tr>
<td>Use the CareerOneStop Salary Finder</td>
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<tr>
<td>Education, licenses/certification, &amp; training requirements</td>
</tr>
<tr>
<td>How does this occupation match my values, interests, and skills?</td>
</tr>
<tr>
<td>How can I gain related experience?</td>
</tr>
<tr>
<td><a href="http://www.career.fiu.edu/students/gainexperience">http://www.career.fiu.edu/students/gainexperience</a></td>
</tr>
<tr>
<td><a href="http://career.fiu.edu/weekshdu">http://career.fiu.edu/weekshdu</a></td>
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<tr>
<td>Related occupations</td>
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<tr>
<td>Still interested in the occupation? Why or why not?</td>
</tr>
</tbody>
</table>

**Other Helpful Resources:**

- [http://career.fiu.edu/resources/career-guides - Choosing a Major or Occupation](http://career.fiu.edu/resources/career-guides - Choosing a Major or Occupation)
- [http://career.fiu.edu/resources/match-major-placement - Matching Majors to Potential Occupations](http://career.fiu.edu/resources/match-major-placement - Matching Majors to Potential Occupations)
- [CareerOneStop Wages by Occupation and Local Area](http://career.fiu.edu/resources/match-major-placement - Matching Majors to Potential Occupations)
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.
The Career Center’s [Job Offer Evaluation Worksheet](#) can help you weigh the pro's & con's of your offer!
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>Wellness</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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<tr>
<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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<tr>
<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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</table>
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.

Why Negotiating Is Crucial for Women

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 and 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 78745

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, 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 Declining a Job Offer Letter

1234 Traditions Way
Tallahassee, FL 32304
July 10, 2019

Ms. Lisa Brown
Human Resources Representative
XYZ Radio
Austin, TX 78745

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
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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Services/Programs</strong></td>
<td>Mock Interview Program</td>
<td>Complete a mock interview and upload the feedback form</td>
</tr>
<tr>
<td></td>
<td>Career Advising</td>
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<tr>
<td><strong>Handouts</strong></td>
<td>Interview Guides</td>
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<td></td>
<td>• First Interview</td>
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<td>• Second Interview</td>
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<td>• Video Interviews</td>
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<td>• Phone Interviews</td>
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<td></td>
<td>• Technical Interviews</td>
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<tr>
<td><strong>Resources</strong></td>
<td>Glassdoor Interview Tips</td>
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<td>Hacker Rank</td>
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<td>The Muse</td>
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<td></td>
<td>Other online sites</td>
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<tr>
<td><strong>Videos</strong></td>
<td>Existing Workshop PowerPoints</td>
<td>Watch an interview video and write a reflection</td>
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<td>LinkedIn Learning</td>
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<td>YouTube Clips</td>
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<tr>
<td><strong>Vendors</strong></td>
<td>Big Interview</td>
<td>Watch Big Interview videos and upload to Canvas for review</td>
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<td></td>
<td>Candid Careers</td>
<td></td>
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<tr>
<td><strong>Staff</strong></td>
<td>Mock Interview Program Coordinator</td>
<td>Assist with development of assignments and</td>
</tr>
</tbody>
</table>
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 at students own pace
- Allows for structured reflection and documented skill development
- Measurable outcomes
INTEGRATE TECHNOLOGY

- 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
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.

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

- Automated vs. Personal Review
- Grading Challenges
- Impact on Service Delivery
- Rubrics/Assignment Guidelines
- Integrity of Badges
THE BADGES

Badgr App in Canvas & Portfolium Integration

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
PORTFOLIUM / FOLIO INTEGRATION

Link Skills to Your Assignments

Title *
Find a Professional Mentor

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

Skills *
Career Management 10
Digital Fluency 28
Networking 0
Professional Communication 0
Professionalism/Work Ethic 0
Written Communication Skills 0
CAMPUS PARTNERSHIPS

- Careers in courses
- Professional development courses
- Internship courses
- Student athletics
- Student workers
- First generation partnership...
SUCCESS WITH DIVERSE STUDENT GROUPS

- Partnership with First Gen Office
- Involved in pilot
- Badge requirement
- Connects first gen students to career services early in their career development
PROGRAM EVALUATION

93% of first gen students who earned a badge Strongly Agreed or Agreed that...

- The ProfessioNole Ready program helped me build my career-ready skills and grow as a professional.
- The ProfessioNole Ready program has helped me feel better prepared for post-graduation success.

All Students: 56 Badge Completions
First Gen: 15 Badge Completions (21%)
FEEDBACK FROM FIRST GEN STUDENTS

“Make others in the university more aware of the program. It is something that I think everyone can benefit from and it's a free resource…”

“ProfessioNole Ready has taught me so many things about what it means to be an adult and work in a professional environment, and I feel confident moving forward with my career path. This program, especially during our switch to remote learning, has kept me on track and engaged during difficult times”.
If I were to select a module that stood out to me it would be the one on diversity and inclusion. Being a Black man the PURL video allowed me to do some self-evaluation and remind myself that despite whatever workplace I may enter I should never change who I am because it ultimately will hurt my own community. Some action steps that I may take to continually achieve my career goals are to ensure that I am always ready for career offers made available to me and to ensure my resume and online profiles always are attractive to employers.

With the ProfessioNole Ready program, I was able to solidify my abilities on career readiness and ensure that I was able to acquire new knowledge and information.”
THANK YOU FOR JOINING US!

Contact Information:

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