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

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