Overview

• CLA Undergraduate Education
• Career Readiness Initiative
• Career Readiness Defined
• CLA Core Career Competencies
• Career Readiness Integration
• Career Management Model
CLA Undergraduate Education

- Largest college in Minnesota
- 13,000 undergraduate students (~50% of UMN-TC)
- 31 departments, 69 majors, 67 minors
- 3,100 B.A. & B.S. degrees
- 30% of undergraduates are 1st generation students
- 20% students of color
CLA Career Readiness Initiative

• Part of Dean’s Road Map for CLA
• “CLA graduates will be the most desirable graduates available”
• Partially in response to public discourse about value of higher education
• Partially in response to students’ question about “why liberal arts?”
• Compass Team: college-wide effort
Career Readiness Defined

• Readiness defined by mastery in 10 Core Career Competencies
• Competencies inherent to liberal arts
• Mirror University SLO
• Readiness understood holistically
  • More than ‘major’ or ‘skills for 1st job’
• Emphasize competitive advantage of CLA graduates
• Forceful response to public & internal criticism
Career Readiness Integration

• Common language of Core Career Competencies
• Career-related curriculum
• First Year Experience – embed Career Readiness and career activity
• Leverage Academic Advising contact
• Academic Advising – career infused
Core Career Competencies

- Analytical & Critical Thinking
- Applied Problem Solving
- Ethical Reasoning & Decision Making
- Innovation & Creativity
- Oral & Written Communication
- Teamwork & Leadership
- Engaging Diversity
- Active Citizenship & Community Engagement
- Digital Literacy
- Career Management
Career Management

*Career Management* is the active engagement in the process of exploring possible careers, gaining meaningful experience, and building skills that help one excel after college and lead to employment or other successful post-graduation outcomes.

**Those competent in Career Management:**

- Understand their values, interests, identity, personality, skills, strengths, and Core Career Competencies
- Are able to articulate how those characteristics, combined with and shaped by a liberal arts education, lead to career success
CLA Career Management Model

Navigating your lifelong career development process

EXPLORE
- values
- identity & culture
- interests & personality
- skills & strengths
- needs
- core career competencies
- academic & career options

EXPERIENCE
- academics
- internships
- part-time jobs
- service & volunteering
- research
- off-campus study
- campus leadership

EXCEL
- resume
- cover letter
- interviewing
- networking
- job search
- grad school prep

REFLECTION & DECISION MAKING
Career Readiness Culture

- Allows all units across Undergraduate Education to support the career readiness of CLA students
- Career Readiness is integrated across the CLA student experience – Advising, FYE, Career Services
- Fosters a stronger career culture in CLA
- Career Curriculum – *ID 2201: Career Readiness for CLA Students*
Career Readiness Messages Reinforced by Advising

- Exploration is necessary
- You are ‘More than Your Major’
- Make the most of your education
- Planning for the development of competencies
- Employers value competencies
SuperStrong Goals

• Provide a tool to help facilitate more career-infused advising conversations

• Explore majors and careers as they relate to students’ interests to help foster a stronger career culture in CLA

• Provide concrete information for advisors and career counselors on where students are at in their decision-making process regarding major and career

• Facilitate stronger collaboration between advising and career services

• Enhance student satisfaction with options in CLA that match their interests
SuperStrong

• Integrate Strong Interest Inventory across FYE, Academic Advising and Career Services
• Certified 36 academic advisors and career counselors (CAPE)
• Trained all CLA, PES, MLK, Honors academic advisors
• Created workgroups for implementation
Integration of SuperStrong FYE/Advising

• First Year Experience 1001 and 1002
• SuperStrong – 95% completed assignments
• Expectation for advisors to discuss results of interests
• Available to other CLA students
Student Communication

• Available to all CLA students
• Demonstration of CLA’s commitment to Career Readiness
• Leverages career services expertise
• Utilized by all CLA staff to provide a common language
• Designed to be used in FYE in future years and CLA Career Courses
Class of 2020 Experience

• Introduced to Career Readiness in FYE
• Experienced the SuperStrong
• Developing career-infused Advising
• Sophomore Year: ID 2201 Career Readiness for CLA Students
• Junior and Senior Year – building towards their experience
Career Readiness Vision for CLA

- Curriculum/faculty (RATE)
- Expand career-related curriculum
- Proposing a certificate in Career Readiness
- Transfer student experience
- Focus on “significant experiences” earlier
  - Internships
  - Learning abroad
  - Research
  - Mentoring
cla.umn.edu/career-readiness