



the stevenson career report

2016

The Career ArchitectureSM
Model in Action



STEVENSON'S CAREER ARCHITECTURESM

MODEL IN ACTION:

Stevenson University is well positioned to prepare students for an ever-changing workforce. Career exploration and preparation, combined with experiential learning, are clearly stated goals in the University's Mission. Stevenson's distinctive *Career Architecture* model helps our students develop a personalized strategic plan based upon motivated strengths, interests, values, personality, and individual goals. Whether students are deciding upon a major or have defined a career interest, the *Career Architecture* process helps students to explore new paths, change destinations, and map their own visions for the future.

Introduction

Each year we highlight several examples of the *Career Architecture* model in action at Stevenson University. A few highlights from the past year include:

- » The creation of a Four-Year *Career Architecture* plan outlined in a newly designed publication.
- » Developments in technology and career services for the School of Graduate and Professional Studies.
- » The implementation of an interactive recruiting tool called *Handshake* that has the look and feel of social media.
- » A redesign of the student portal with customized resources for each School.
- » *Career Architecture* in the classrooms including sales and digital resumes.

Career Architecture Four-Year Checklist

Like most processes, the *Career Architecture* model is fluid but not necessarily linear. *Career Architecture* is a process that we all move in and out of throughout our professional careers. In an effort to engage students, the Office of Career Services created a four-year checklist that highlights suggested steps to take in each year for Personal Direction, Discipline Expertise, and Professional Know-How.

A fun fact-filled publication was designed and incorporated into each Freshmen Year Seminar as staff facilitated the discussion of how *Career Architecture* will impact their college career and position them

for success in the workforce or graduate school. The timeline is also incorporated into the Career Plan module of *Handshake*. Within *Handshake*, students can monitor their progress and assess where they need further work and development. For a snapshot of the four-year timeline, visit <stevenson.edu/career-success/career-architecture-process/timeline>.



Meeting Students Where They Are: Online

With rapidly changing technology and ease of use a priority for students, a transition to a new recruiting tool was made in fall 2015. *Handshake* is the newest mobile platform for students, career centers, and recruiters to connect with one another on all things related to recruiting. With the look and feel of a dynamic social media tool, students are finding the resource easy to use. Within one semester, students submitted more than 1,500 job applications on *Handshake*, and more than 3,500 jobs were advertised. Students can search for companies worldwide, monitor their *Career Architecture* progress, apply for interviews on campus, upload job search documents and apply for jobs, register for events, make appointments with career counselors, and communicate directly with their Industry Specialists from the convenience of their phone or other mobile device.

The Career Services student portal was also redesigned to address the needs of students in each of the Schools as well as to customize resource sections for veterans and other diverse populations. Downloadable resources, events calendars, a career blog, assessment tools, and job search sites are all readily accessible from the portal.



Career Services Advances in the School of Graduate and Professional Studies

Career Services provides the School of Graduate and Professional Studies with the means to support the needs of non-traditional students by adding a variety of ways to make the resources and information readily available to students in preparing for their job search and in assessing their strengths, interests, and values.

One of these resources is the addition of a new on-line portal specifically for the School of Graduate and Professional Studies. Designed for adult learners, the portal provides accessibility to a multitude of career resources and information within each element of *Career Architecture*. The portal can be used as a teaching tool in individualized meetings or by the student independently. It also provides students a step by step career guide assisting them with career exploration through the job search process.

Additionally, the Office of Career Services has developed resources and materials to meet the diverse needs of this population. One resource that has been notably helpful to these students has been a new resume format. This format is different than the traditional resume, designed to highlight the student's skills sets and educational coursework by identifying and relating their skills to the requirements of the position, providing career focus and direction. It already has been extremely helpful in establishing the framework for starting a new career, changing careers, or building new skills for current careers.



Industry Recruiting Brought Into the Classroom: Marketing 316–Negotiation and Sales

In fall 2014, the Office of Career Services approached Jim Kucher, Assistant Professor in Business Administration, about having an employer visit the Negotiation and Sales class. The class had recently been revised to include a series of scenarios where the students practiced their sales skills in live role play. In a moment of collaborative inspiration, a new process was constructed where the employer would visit the class, make a brief presentation about career opportunities in their firm and their industry, and then help to coach the students during the role play exercise. As additional motivation for the students, the employers were able to contact students who seemed to be particularly adept at professional selling to discuss potential career opportunities.

The instructional team very quickly realized that they had hit on a winning formula that engaged both students and employers in a more direct and compelling way. The following semester (and every semester since), five different employers have been invited to participate in this useful and effective program. Word has traveled quickly through the employer community and there is now a waiting list of employers looking to participate. Student motivation and engagement have increased dramatically and several students are in discussion with these employers about internships and potential careers.

Building a Digital Marketing Resume

Part of the Digital Marketing program's initiative is to get students to think differently about their professional brands by creating new and interesting ways to stand out. Takisha Toler, Assistant Professor for Marketing and Business Administration, tasked her class with building a digital resume that could be hosted on their website, LinkedIn profile, or sent as a link to a recruiter along with the traditional resume.

Students chose to build their presentations with the tools they were most comfortable with. Some created automated PowerPoint presentations, others used Prezi, and one student created a video.

The students were given the following guidelines: present an overview of skills; highlight interests outside of the classroom; consider reflecting the cultural fit that best matched their career interests; choose music without lyrics that sets the appropriate mood for the visual story; and end the presentation with social media and contact information.

Once the students finalized their visual stories, R2integrated's Digital Marketing team came to class for the student presentations to critique the digital resumes and give feedback to students about what could be improved.

The exercise gave students the opportunity to put together their discipline expertise to build their professional brand by learning to tell their own story. Hearing feedback directly from industry experts was invaluable to the process as they got to experience firsthand how the choices they made in their presentation could negatively and positively affect an employer's perception of a candidate during the hiring process.

For more information on Stevenson's Career Architecture model, please contact:

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