

# **Transforming Traditional Career Services to an Integrated Model for Career Readiness and Job Placement**

Breakout #2

February 18, 2020



# Friendly Reminders (Please Read Me, Thank you)

- Please add all your content onto this template
- Will you need handouts printed? Please email Valeria (vtorres@clpca.org) by **February 12th**
- Presentation content will be **1 hour and 40 minutes** including time for Q&A



**Andrea Vizenor**  
Dean



**STRATEGIC  
PARTNERSHIPS  
& WORKFORCE  
DEVELOPMENT**

- **Career Readiness and Job Placement**
- **Adult Education**
- **Cooperative Education - COOP / Work Experience**
- **Skyline College NOW - College for Working Adults**
- **K-12 Transitions and Dual Enrollment**
- **Strong Workforce Program and Carl Perkins**
- **Industry and Community Engagement**
- **Workforce Grants and Innovations**

What are you hoping to gain from this session?  
and or...

What are your interests in joining this conversation?

# Session Outcomes

- Explore engagement strategies that led to the Transformation of Traditional Career Services to an Integrated Model for Career Readiness and Job Placement
- Discover valuable resources that can be leveraged to develop innovative programming as colleges “design with careers in mind”
- Examine tools and practices that led to effective sourcing of paid internships and careers specific to a Meta Major

**Focus Group** with:

**Students** - Designing for Transitions - Stanford University Partnership

**Board of Trustees** - Panel Experience - Engagement Graphic

**Executive Leadership** - Planning Retreat

Development of a Job Placement **Task Force**:

**Instructional Faculty**

**Counselors**

**Classified Professionals**

**Employers**

## Focus Group:

### Students - Designing for Transitions - Stanford University Partnership

“To be honest, I should have been finished last semester, but I didn’t really know what to do next...”

“I don’t feel like I can get a job in Silicon Valley, it feels like those jobs aren’t for me”

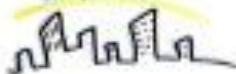
“I do not have a solid network of people who share my interests or to hang out with or learn from”

“We should be prepared to find a job the same way we are prepared for our degree”

# SMCCCD JOB PLACEMENT: October 11<sup>th</sup> 2017



TAKE ADVANTAGE  
OF LOCATION



CLOSE COMMUNITY  
GAP

Opportunities

100% STUDENTS  
SEEKING EMPLOYMENT  
FIND JOB & 100%  
EMPLOYERS FILL  
POSITIONS

Hard to talk about  
jobs without looking  
at economy...

FOCUS ON EMPLOYMENT  
Which employers are we trying  
to serve?



Essential NETWORKS,  
STAKEHOLDERS, AND  
COMMUNITY MEMBERS  
to Engage

COUNTY OFFICE  
OF EDUCATION - K-12

Transition is  
Seamless



PUBLIC  
SECTOR

BUSINESS &  
INDUSTRY FORKS

COMMUNITY - Work with  
Young people  
Labor unions  
Foundations & non-profits

STUDENTS

Often ahead of  
us when thinking  
about successful  
Employment

VETERANS  
Grants



Core elements  
of  
JOB PLACEMENT

SUPPORT



JOB PLACEMENT  
SERVICES &  
INFRASTRUCTURE

Launch  
by FALL 2018

Capitalize  
on Relationships  
with BUSINESS  
INDUSTRY

Local  
RESOURCES  
that support  
Educational  
EXPENSES

MATCHING  
NEEDS OF  
EMPLOYER

Online  
Portal



Interest in our  
Students!

MARKET

What we do to  
Students with  
DATA - For EVERY  
TUTOR and  
Demonstrate  
SUCCESS - Share to our  
FUNDING

"We have X" number  
of students who  
SUCCEEDED in the  
MARKET



MAURICE  
GOODMAN

RICHARD  
HOLOBER

Glad we had  
this DISCUSSION  
in this FORUM

DAVE  
MANDEL



What additional stakeholders might your college want to engage around transforming the career service function on your campus?

And what would be the best way to do that?

# Activity

How may we assist you in landing your dream job?

What would your college need to ensure students can access their “dream job”?



Traditional Career Services  
transformed to  
Career Readiness and Job Placement

# Integrated Model

- ***Campus Programming*** - Promise Program, WMLA, TRIO, BAM, Dual Enrollment
- ***Foundational Courses*** - English, Math, Comm Studies, Counseling
- ***Pathway Maps:*** Career Education Certificate Courses in Sequence
- ***Unit Attainment:*** Associate Degree for Transfer (Unit / Semester)



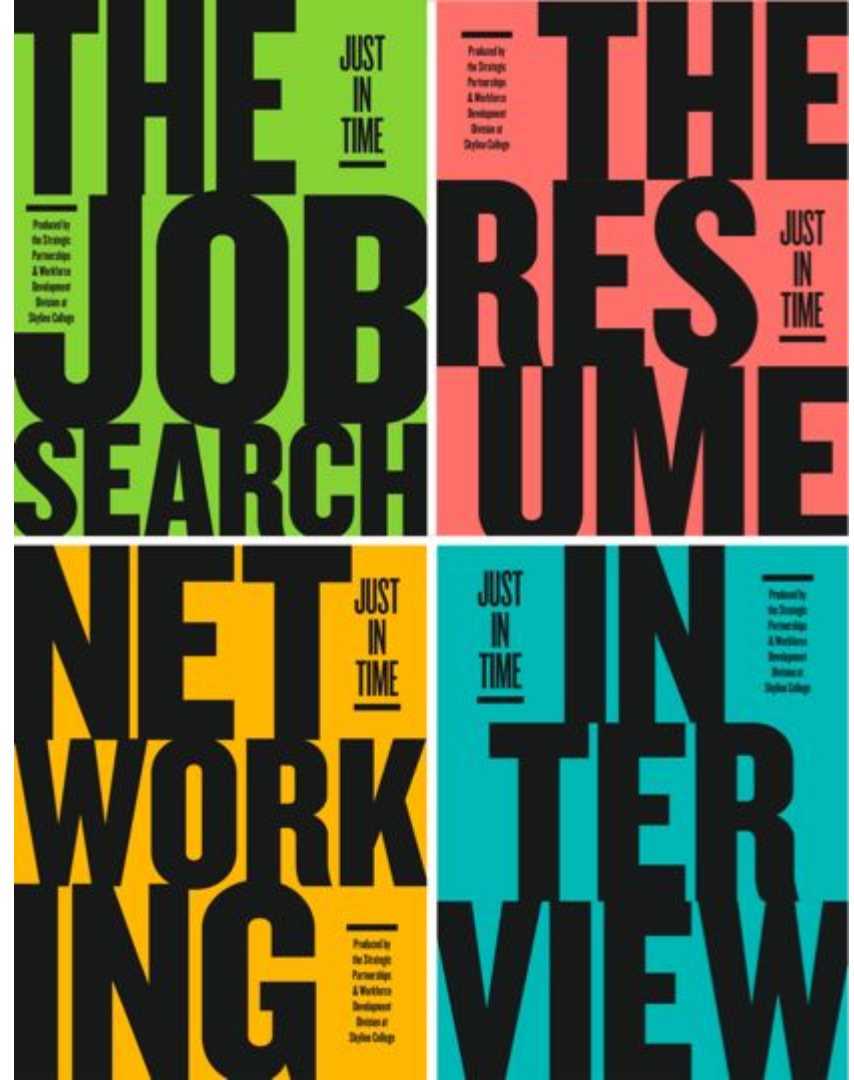
# Career Readiness Components at Skyline College:

- Liaison for Career Exploration with Career Counselors
- Comprehensive Suites of Services
- Career Closet
- Paid Subscription to LinkedIn Learning

# Suites of Services

- “Just In Time”
- Comprehensive Training Guide for Career Development over a period of Time
- Meta Major Specific Supplements/Inserts & Templates

\* Sample Delivery Model



# “Student Ready”

- Customized based on participants interests or needs
- Specialization by Meta Major
- Follow-Up Survey - Continuous feedback loop for improvement

What career readiness support are you interested in receiving? Please check all that apply

- ☐ Help with my resume
- ☐ Creating and/or improving a LinkedIn profile
- ☐ Finding an internship or job
- ☐ Mentoring
- ☐ Improving my interview skills
- ☐ Learning more about my industry and ways to network

☐ Other...

What is your Meta Major?

- ☐ Arts, Language & Communication
- ☐ Business, Entrepreneurship & Management
- ☐ Science, Technology & Health
- ☐ Society & Education
- ☐ I am currently undecided and exploring my options
- ☐ What is a Meta Major?



# YEAR 1

## SEMESTER 1 FALL

### 1- REQUIRED

#### Workshop: Elements of Resume & Creating LinkedIn Profiles

In this **Large Group Workshop**, 60-100 students will understand the elements of resumes, and walk away with completed worksheets to craft their own resume specific to their Meta Major and will create an online LinkedIn profile.

Tentative Date: September

#### Online Workshop: Crafting Achievements for a Resume

Building from the in-person workshop, this **online workshop** will guide students through crafting achievements to support work experience on a resume

#### LinkedIn Learning Videos:

"Writing a resume and cover letter"  
"Writing your Resume: Design for Impacts"

### OPTIONAL

#### Workshop: Targeting a Resume

In this **Small Group Workshop**, 20-40 students will gain the skills to transform their current resumes to target a specific job or internship opportunity.

Tentative Date September/October

#### Pop-In Session: Resume Reviews

This lunchtime **PopIn** will give students the chance for a one-on-one Resume review with JPC and guests. Students will get direct feedback and tips for taking their resumes to the next level.

Tentative Date: November

## SEMESTER 2 SPRING

### 1- REQUIRED

#### Workshop: Networking In-person & Online via LinkedIn

In this **Large Group Workshop**, 60-100 students will walk away with an understanding of networking, creating an elevator pitch & building connections.

Tentative Date: February

#### Online Workshop: Creating an Elevator Pitch

Building from the in-person workshop, this **online workshop** will guide students through creating an elevator pitch that will be useful to networking for opportunities.

#### LinkedIn Learning Videos:

"Professional Networking"  
"Informational Networking"

### OPTIONAL

#### Workshop: Making Connections on LinkedIn

In this **Small Group Workshop**, students will grow their LinkedIn networks establish industry connections in their field and extend their reach and exposure.

Tentative Date: February/March

#### Panel Event: Career advice, insight & best practices with Industry Professionals

Panel discussions are designed to present & introduce students to Industry Professionals that can offer insight and advice to students on best practices, inspiration & current trends.

Tentative Date: TBA

#### Pop-In Session: Activate your LinkedIn Learning Subscription

Supporting students access to online learning tools, this **PopIn** will activate student LinkedIn Learning subscriptions and review the benefits to completing courses/videos online.

Tentative Date: April

# YEAR 2

## SEMESTER 4 SPRING

### 1- REQUIRED

#### Workshop: Interviewing

In this **Large Group Workshop**, 60-100 students will understand interview formats, prepare responses to questions & discuss attire.

Tentative Date: March

#### Online Workshop: Interviewing

Building from the in-person workshop, this online workshop will guide students through interview techniques, how to prepare and how to craft exciting responses to questions.

#### LinkedIn Learning Videos:

"Mastering Common Interview Questions"  
"Preparing for an Interview"

### OPTIONAL

#### Workshop: Crafting Stellar Interview Responses

In this **Small Group Workshop**, 20-40 students will engage in the STAR response activity to develop concrete examples of skills and experience to share during an interview.

Tentative Date: March/April

#### Pop-In Session: Mock Interviews & Accessing the Career Closet

This lunchtime **Pop-In** will give students an opportunity to practice their interview skills and introduce them to the SPWD Career Closet of professional attire available to them for free.

Tentative Date: April

## SEMESTER 3 FALL

### 1- REQUIRED

#### Workshop: Job/Internship Search- Finding Your Career

In this **Large Group Workshop**, 60-100 students will create a Job/Internship Search Planning binder, define a purpose, review marketing materials like resumes and cover letters, and create a networking list.

Tentative Date: October

#### Online Workshop: Job Search

Building from the in-person workshop, this online workshop will guide students in job/internship search resources, reliable job/internship boards and techniques, through reading and activities.

#### LinkedIn Learning Videos:

"The State of Job Search Today"  
"Job Search Strategies"

### OPTIONAL

#### Workshop: Planning My Job/Internship Search & Creating a Checklist

In this **Small Group Workshop**, 20-40 students will create a Planning binder, define a purpose, review marketing materials, create a networking list.

Tentative Date: October/November

#### Panel Event: Meta Major Professionals

4 separate panels will be organized for each Meta Major. Designed to present & introduce students to Industry specific professionals that can offer insight and advice to students on best practices, inspiration & current trends in Meta major specific industries

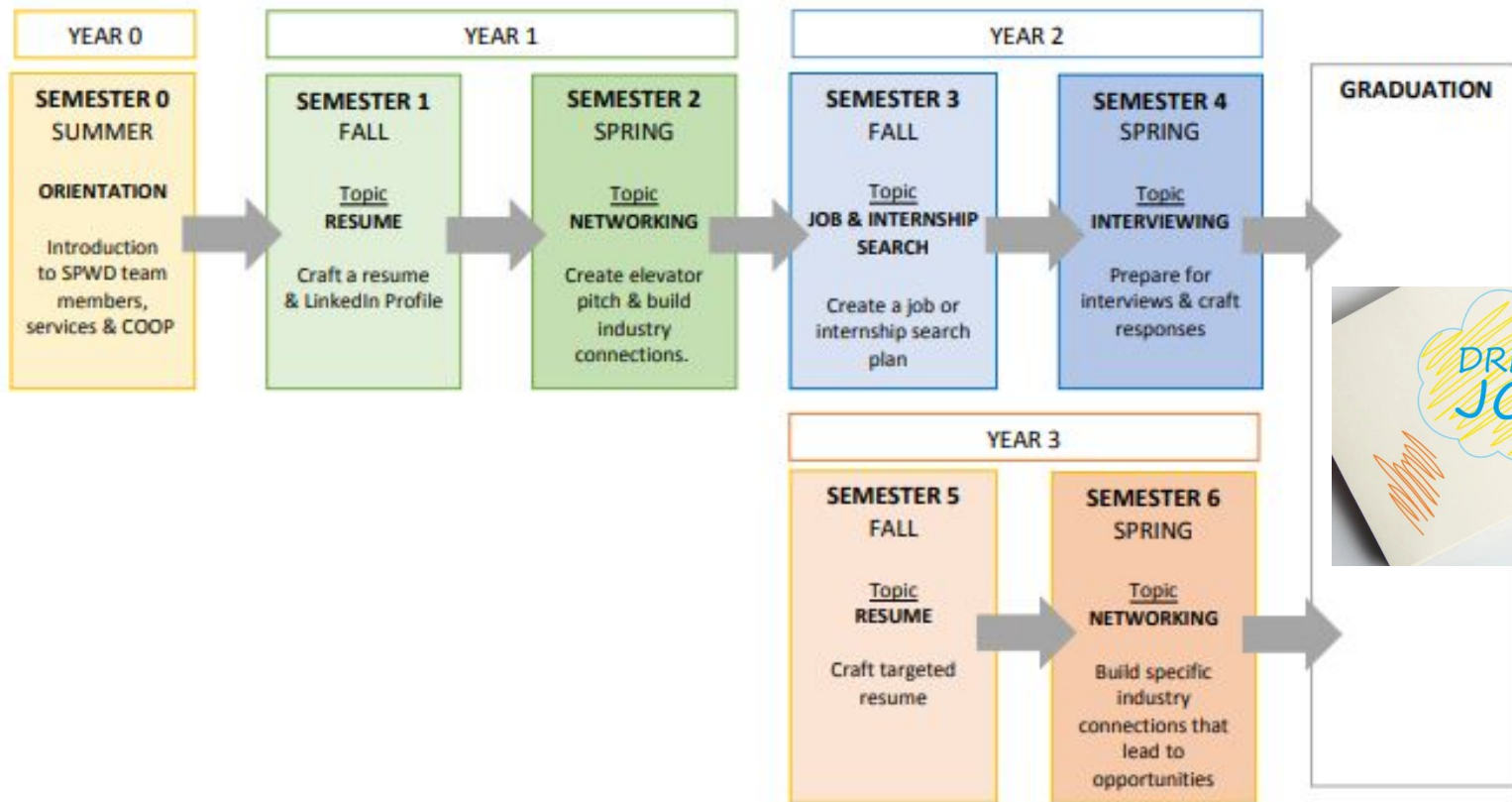
Tentative Date: TBA

#### Pop-In Session: Finding that Dream Job/Internship

This lunchtime **Pop-In** will provide guidance to understanding and searching for entry-level roles into their dream jobs/internships

Tentative Date: November







# *Career Closet*

AT SKYLINE COLLEGE

Getting you the clothes you need  
to land your **DREAM JOB!**

**COME CHECK US OUT!**  
**Building I, Room I-311**



**Why?** 500 million professionals, #’s, and Jobs!  
Visibility, Increased Networks and Knowledge

- Profile Creation - Personal & Professional Brand
- Professional Photograph
- Networking Suites of Service Experience
- E-Portfolio Integration
- Integrated: Assignments across key courses in certificates and semesters for associate degree

# Dashboard Data on LinkedIn

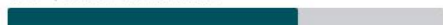
## Where they work

+ Add

197 | Skyline College



131 | Kaiser Permanente



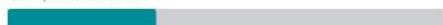
108 | Genentech



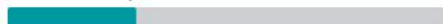
103 | UCSF Medical Center



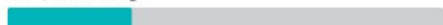
67 | Starbucks



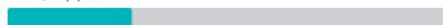
58 | University of California, San Francisco



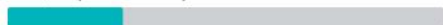
56 | Wells Fargo



56 | Apple



52 | City and County of San Francisco



## What they do

2,364 | Operations



1,337 | Business Development



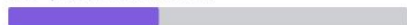
1,172 | Sales



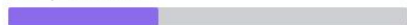
1,155 | Administrative



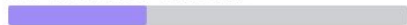
891 | Healthcare Services



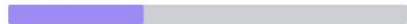
888 | Education



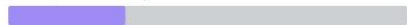
819 | Information Technology



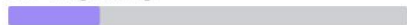
801 | Support



693 | Community and Social Services



542 | Engineering



## What they studied

+ Add

1,837 | Business Administration and Manageme...



805 | Psychology



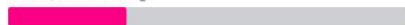
743 | General Studies



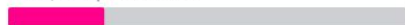
620 | Liberal Arts and Sciences/Liberal Studies



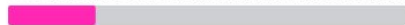
544 | Accounting



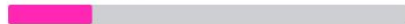
442 | Computer Science



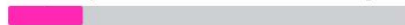
402 | Health Services/Allied Health/Health Scien...



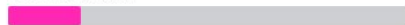
386 | Marketing



343 | Early Childhood Education and Teaching



334 | Education



## What they are skilled at

+ Add

6,185 | Customer Service



4,852 | Microsoft Office



4,046 | Microsoft Excel



3,713 | Microsoft Word



3,680 | Leadership



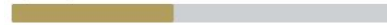
3,344 | Management



2,900 | Microsoft PowerPoint



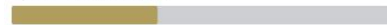
2,647 | Sales



2,447 | Public Speaking



2,385 | Social Media



2,235 | Time Management





# 2020 Emerging Jobs Report



## The “Why”

- Purchased Licenses for Students
- Continuous Learning
- Skills Gap
- Professional Development for Promotion and Preparation
- Flexible and Accessible
- Increased Profile Visibility
- Playlist Integration into CANVAS and Course Sequences



*Institutional Student Learning Outcome:*

“Students will be able to demonstrate an understanding of lifelong wellness through physical fitness and personal/professional development”

***How might tools align with your Institutional and Course Learning Outcomes ?***

# Job Placement Function at Skyline College

- Job Placement Coordinators by Meta Major
- “Just in Time” Jobs for Students
- Paid Internships and Careers by Meta Major
- Career Fairs by Meta Major

## Internship

OPPORTUNITY



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Federal Public Defender (San Jose)  
Company

Intern  
Job Title

Support the Federal Public Defender's Office (\$26+) while gaining legal experience

Friday December 6, 2019  
Application Deadline



PLEASE CONTACT:  
Alexa Moore  
[moorea@smccd.edu](mailto:moorea@smccd.edu) | (650) 738-7508  
Job Placement Coordinator  
Meta Major: Society & Education

INTERESTED?

# Job Placement Engagement at Skyline College

- Faculty and Stakeholder Engagement by Meta Major
- Strategic Employer Engagement - *LinkedIn Recruiter*
  - Living Wage Jobs, In-Demand and Long Term Growth
  - Alignment of Mission, Vision and Values
  - Customized Engagement by Meta Major
    - Response Rate Increased
    - Alumni and Pathway Specific Searches
    - Intentional Representation: Equity Minded Practice



## Questions: *Equity Minded Practice*

- Does your company align with the mission, vision, and values of Skyline College?
- Does your company have a tuition reimbursement program?
- Does your company create promotional opportunities for members of your team?
- In our efforts to ensure we are promoting livable wage jobs to students on our campus; please share information regarding the pay range for the positions you are looking to fill. a.) \$16-18 b.) \$19-\$21 c.) \$22 and up



# Job Placement Engagement at Skyline College

- Industry Council by Meta Major
  - Key Industry Professionals
  - Faculty Representation by Meta Major
  - Job Placement Coordinators



**INDUSTRY COUNCIL EVENT**

*You're Invited*

**TUESDAY, MARCH 24, 2020**  
9:00 a.m. - 12:30 p.m.  
Skyline College  
The Farallon Room, Building 12

RSVP using this link by **March 13th:**  
<https://industrycouncilmeetingmarch2020.eventbrite.com>

 **STRATEGIC  
PARTNERSHIPS  
& WORKFORCE  
DEVELOPMENT**

# Industry Council: Increased Value in Employer Relationships

## Collaboration and Design

Guidance: New Program Design and Redesign of Existing Programs and Viability Testing

## Fundraising Efforts

Industry Investments in Promise Scholarships by Meta Major and Program Innovation Strategies

## Work-Based Learning

Guest Lectures, Workplace Tours, Job Shadows, Internships and Job Placement by Meta Major

## Professional Development

Training and Development for Faculty and Staff delivered by key employers specific to Meta Major



## Services and Support Functions with Meta Major Expertise

<u>Career Readiness and Job Placement</u>	<u>Career Counseling</u>	<u>Student Success Teams</u>
<p><b>Staffing Model:</b> Job Placement Coordinator By Meta Major</p> <p><b>Role:</b> Assist students with landing their dream job. Deliver training and development activities that ensure students are career ready!</p>	<p><b>Staffing Model:</b> Career Counselors by Meta Major</p> <p><b>Role:</b> Guide and support “Undecided/Exploring” students - through Career Exploration and Deciding a Major activities and development</p>	<p><b>Staffing Model:</b> Academic Counselor, Career Counselor, Job Placement Coordinator, Faculty Leader, and Peer Mentor</p> <p><b>Role:</b> Provide comprehensive “student-ready” support that meets the diverse needs of students during their educational journey.</p>

What might be a model that would work for your college?

How might you reimagine preparing students for and placing students in their “dream job”