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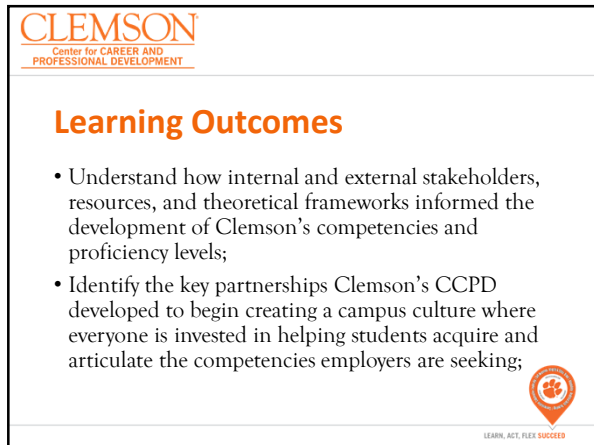
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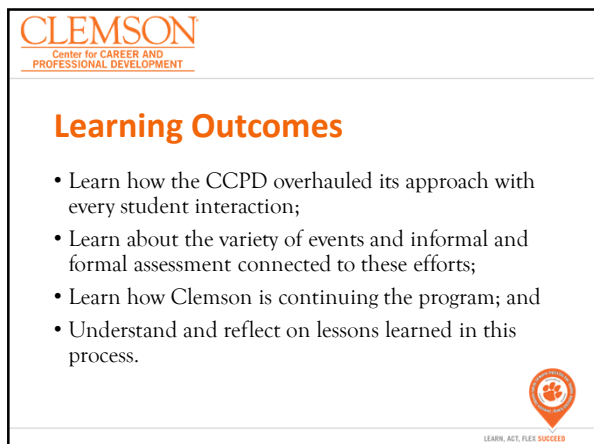
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Center for CAREER AND PROFESSIONAL DEVELOPMENT

### Clemson Context

- Centralized center with some college/program centers
- 25,800+ under grad & grad students & first-year alumni
- 23 FTEs (2 PT) - 13 career counselors
  - GAs, Interns, Career Ambassadors
- Over 33,000 student contacts a year

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graph TD; A[Center for Career and Professional Development] --- B[Michelin Career Center]; A --- C[University Professional Internship and Co-op Program]; A --- D[Cooperative Education Program];
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### CCPD's Mission

Engaging students in career development and experiential learning activities that will **empower** them to successfully pursue their educational and professional goals.

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### The Skills Gap Discussion

- What is the "skills gap"?
- Is there really a skills gap?
- Articulation of skills versus lack of skills
- How do we solve this problem?

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### Phased Approach

- Phase 1 (AY 2015-2016) - Researching and Defining
- Phase 2 (AY 2016-2017) - Rollout
- Phase 3 (AY 2017-beyond) - Continuous development and improvement



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### Phase 1 – Researching & Defining




Average of 15 jobs in a lifetime



20% chance of relocating for a job



1 in 4 will work on time-based contracts



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### Phase I – Researching & Defining

- Question – Develop our own initiative or implement what NACE was developing?
- Answer – Develop our own
  - Research competency models
  - Senior CCPD leadership discussions
  - Unleash your Inner Tiger conference
  - Finalize competencies – growth mindset
  - Shared with student affairs cabinet



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*Will revisit annually*

<p><b>Clemson</b></p> <p><b>Engagement</b></p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Collaboration</li> <li>• Leadership</li> </ul> <p><b>Innovation</b></p> <ul style="list-style-type: none"> <li>• Adaptability</li> <li>• Analytical Skills</li> <li>• Technology</li> </ul> <p><b>Professionalism</b></p> <ul style="list-style-type: none"> <li>• Self-Awareness</li> <li>• Integrity &amp; Ethics</li> <li>• Brand</li> </ul>	<p><b>NACE</b></p> <ul style="list-style-type: none"> <li>• Oral/Written Communication</li> <li>• Teamwork/Collaboration</li> <li>• Leadership</li> </ul> <p>• <i>(Nothing Specific)</i></p> <ul style="list-style-type: none"> <li>• Critical Thinking/Problem Solving</li> <li>• Digital Technology</li> </ul> <p>• Career Management</p> <ul style="list-style-type: none"> <li>• <i>(Nothing Specific)</i></li> <li>• Professionalism/Work Ethic</li> </ul>	<p>Global/Intercultural Fluency</p> 
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**Phase II – Rollout**

- Start with items within our sphere of control
  - Revamp CCPD handouts & internship course materials
  - Incorporate competencies counseling conversations
  - Career/Faculty Partners – Thank You Lunch
  - Plan “The Big Event” launch party
- Develop:
  - logo
  - proficiency levels
  - landing page on website
  - video - <https://career.sites.clemson.edu/videos/competencies.php>



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**Core Competencies**

<p><b>Engagement</b></p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Collaboration</li> <li>• Leadership</li> </ul> <p><b>Innovation</b></p> <ul style="list-style-type: none"> <li>• Adaptability</li> <li>• Analytical Skills</li> <li>• Technology</li> </ul> <p><b>Professionalism</b></p> <ul style="list-style-type: none"> <li>• Self-Awareness</li> <li>• Integrity &amp; Ethics</li> <li>• Brand</li> </ul>	
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## Phase II – Rollout

PROFICIENCY LEVELS	
Level	Description
Awareness	theoretical knowledge
Basic	limited experience
Intermediate	practical application
Advanced	extensive experience and application
Expert	recognized for mastery and attainment in all areas

- HR literature/resources & Bloom's Taxonomy
- Goal is NOT for everyone to be at expert in all areas by graduation
- Inclusive of undergraduate & graduate students
- Asked faculty in each area to provide feedback - build allies



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Core Competencies:  
Communication  
Leadership  
Adaptability  
Analytical Skills  
Technology  
Self-Awareness  
Integrity and Ethics  
Brand

The Big Event

Level of Proficiency	Description
<b>Awareness</b> Theoretical knowledge	<ul style="list-style-type: none"> <li>Recognizes the benefits and limitations of different communication methods</li> <li>Understands the importance of listening and composing clear messages that include providing ideas and supporting information suitable to different audiences and contexts</li> </ul>
<b>Basic</b> Initial experience	<ul style="list-style-type: none"> <li>Verifies understanding of others' perspectives and considers impact of different communication methods</li> <li>Takes communication to audience without losing sight of intended outcome</li> </ul>
<b>Intermediate</b> Productive application	<ul style="list-style-type: none"> <li>Uses appropriate and emerging communication methods that foster dialogue and productive outcomes</li> <li>Adapt messages, supporting information, and materials to others' learning styles, language, cultural backgrounds, and levels of understanding</li> </ul>
<b>Advanced</b> Extensive experience and application	<ul style="list-style-type: none"> <li>Creates comprehensive communication plans resulting in productive outcomes and points of connection</li> <li>Anticipate others' reactions and prepares for questions and counter-arguments when presenting complex or sensitive information within and outside of one's industry or area of expertise</li> </ul>
<b>Expert</b> Recognized for mastery and attainment in all areas	<ul style="list-style-type: none"> <li>Thinks inclusive communication and assists others in developing strategic communication plans</li> <li>Seeks continual feedback to verify effectiveness and areas for improvement without being defensive</li> </ul>

Looking to build your proficiency? We're glad you asked!  
Competencies & the 4 Year Plan - Undergraduate Students PDF



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HOME ABOUT US SERVICES RESOURCES EVENTS CORE COMPETENCIES

Cooperative Education Internship Programs Michigini Career Center Data, Analytics and Robotics


## UNLEASH YOUR INNER TIGER

Clemson Supports the Innovation of You

**Message:** - Clemson expects to empower you to achieve your educational and professional goals. To be successful in the 21st Century, you'll need to work with courage, creativity and resilience. You'll also need to be a variety of things. This tool will help you identify how to UNLEASH YOUR INNER TIGER.

**Why?** - Employers and graduate/professional schools want you to demonstrate the knowledge, skills and attributes (a.k.a., competency) necessary for success in their respective environments.

**How?** - You play a pivotal role but Clemson will provide opportunities to develop skills essential to your success.



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Engagement	Communication	Description
	Communication	Speaks in dialogue that leads to productive outcomes and points of connection by effectively recognizing and self-managing within and outside of one's industry or area of expertise.
	Collaboration	Develops authentic and mutually beneficial relationships by seeking resources and taking responsibility for one's role within a team.
	Leadership	Being able to recognize, inspire, delegate, and optimize on the unique strengths of individuals one is responsible and being an active member in a group that achieves a shared vision.

**Resources**

Looking to learn more? We're glad you asked!

<a href="#">Competencies &amp; Your Graduate Career Plan</a>	<a href="#">Download</a>	<a href="#">Competencies &amp; Cover Letters</a>	<a href="#">Download</a>
<a href="#">Competencies &amp; Your Undergraduate Career Plan</a>	<a href="#">Download</a>	<a href="#">Competencies &amp; Answering Behavioral Interview Questions</a>	<a href="#">Download</a>
<a href="#">Competencies &amp; Transferable Skills</a>	<a href="#">Download</a>	<a href="#">Competencies &amp; Personal Statements</a>	<a href="#">Download</a>
<a href="#">Competencies &amp; Resumes or Curriculum Vitae</a>	<a href="#">Download</a>	<a href="#">Campus Training Opportunities</a>	<a href="#">Click Here</a>

Online Resources Page version 1.0

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## Phase II – Rollout

- Marketing
  - Logos on computers/screens in resource center
  - Retractable banners (CCPD & other depts.)
  - T-shirts, cups, folders, USB drives, & bags
  - Indoor/outdoor flags
  - Staff polo shirts
- Social Media
  - Weekly postings
  - Videos



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## Phase II – Rollout

- Kick off event
- Reconnected with SA cabinet
- Connecting with campus partners
  - Healthy Campus
  - New Student and Family Programs
  - Housing
  - Academic Success Center
  - Campus Activities and Events
  - FIRST Program
  - Early Success Program
  - Student Disability Services
  - Spino Institute
  - Academic advisors from each college
  - Office of Enrichment, College of Business
  - Clemson Athletics
  - Clemson Football
  - Student Affairs Cabinet
  - Dr. John Griffin, Undergraduate Students
  - Undergraduate Student Government
  - Dr. Jason Osborne, Dr. Dave Fleming, and Dr. Tia Dumas, Graduate School
  - Graduate Student Government
  - Executive Leadership Team
  - UPIC Mentors
  - Emerging Scholars
  - Fraternity/Sorority Life
  - Gantt Multicultural Center
  - Library Educators
  - Campus Recreation
  - Honors College
  - Financial Aid



*No one has given push back*

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## Phase II – Rollout

- GA and Career Ambassador Training
- Postings in Symplicity
  - Campus opportunities – legitimize
  - Familiarize students earlier with system
  - Indicate competencies to build common language
- UPIC Site Visits and Lunch & Learns
- Three-part series with employer panels



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## Phase II – Rollout

- Assessment
  - Counseling surveys
  - Employer & Graduate/Professional School Feedback
  - Course assignments in INT
  - Skill Survey Pilot Phase I participant



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## Phase III – Continuous Development & Improvement

- Co-hosted a symposium with University of Tampa (2017)
- Tigers Only Day for AA & SA
- Updated Resources Page



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### Resources

Undergraduate and graduate students are developing the competencies employers and graduate/professional schools seek. Faculty and staff can help students realize the competencies they are developing, help students learn how to articulate them, and encourage students to continue developing them in order to meet the demands of an evolving world and – UNLEASH THEIR INNER TIGER.

In addition to general handouts and workshops/jobs, the CPO developed competency resources for students, faculty, and staff.



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<ul style="list-style-type: none"> <li>Core competencies</li> <li>Communication</li> <li>Critical thinking</li> <li>Leadership</li> <li>Learning to learn</li> <li>Problem solving</li> <li>Self-awareness</li> <li>Teamwork</li> <li>Writing</li> </ul>	<ul style="list-style-type: none"> <li>Competencies and Your Career Plans</li> <li>Competencies &amp; Your Graduate Career Plan</li> <li>Competencies &amp; Your Undergraduate Career Plan</li> <li>Competencies &amp; Your Professional Development Planning Chart</li> <li>Competencies &amp; Transferable Skills</li> <li>Competencies and Your Professional Presence</li> <li>Competencies &amp; Business or Curriculum Vitae</li> <li>Competencies &amp; Cover Letters</li> <li>Competencies &amp; Personal Statements</li> <li>Competencies &amp; Your Online Presence</li> <li>Communicating Your Competencies: The Interview</li> <li>Competencies &amp; Answering Behavioral Interview Questions</li> <li>Interview or Job Walk Interview Assessment Matrix</li> </ul>	<ul style="list-style-type: none"> <li>Your Competency Proficiencies</li> <li>Complete Competencies and Proficiency Packet</li> <li>Proficiency Self-Assessment Answer Sheet</li> <li>Proficiency Levels Interview Questions</li> <li>Faculty and Staff Resources</li> <li>Competency Presentation Slides for Campus Partners: (PowerPoint) or (PDF)</li> <li>Integrating Competencies into Coursework and Programming</li> <li>Proficiency Levels Interview Questions</li> <li>Interview or Job Walk Interview Assessment Matrix</li> <li>Competencies Quick Reference Guide</li> <li>Competency Program Logos for Faculty and Staff</li> <li>Print Logo [jpg]    Print Logo [png]    Web Logo [jpg]    Web Logo [png]</li> <li>Training and Involvement Opportunities</li> <li>Campus Training Opportunities</li> <li>How to Join a Student Organization</li> </ul>
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**Phase III – Continuous Development & Improvement**

- Student articulation workshops
- Engaging with faculty:
  - Internal grant
  - External grants
  - Creating professional development courses
- Integrating competencies in Federal Work-Study program
- Discussions with general education committee



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**Phase III – Continuous Development & Improvement**

- Developing a professional engagement minor
- Additional student resources are being developed
- Another round of student and employer videos have been created
- Basic integration into First Destination Survey
- Continuing conversations across campus

*We are part of the campus culture!*



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**Lessons Learned**

- Buy-in from your internal staff – involve everyone
- Buy-in from the campus
  - Power of campus relationships
  - Their role in students' professional development
  - Sharing is caring
- Phrasing to students is key:
  - What are you learning?
  - What does it take to be a \_\_\_\_\_?
  - What is a competency?



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### Lessons Learned

- Keep connecting with people even after they are on-board
- Get some press on your hard work!
  - Featured in division publications and meetings
  - NACE magazine article
- Continue to develop resources
- Engage with the larger career and employment community



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### Questions

**Center for Career and Professional Development**  
316 Hendrix Student Center  
www.clemson.edu/career  
864.656.6000

Every student has a unique identity, and we recognize you may have specific career-related questions and/or concerns. Please come in for a drop-in or appointment so we can assist you.



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