



**CREATING A CULTURE OF CAREER COLLABORATION WITH CAREER CHAMPIONS**

Ashley Byrd-White  
Assistant Director for Career Education



1

---

---

---

---

---



---

---

---

**OUTLINE**

- National landscape data
- UofSC demographics
- What is Career Champion?
- Why Career Champion?
- Evolution of our program from start to now
- Assessment data
- Challenges along the way
- New opportunities and what is on the horizon

2

---

---

---

---

---

---



---

---

**WHY CAREER CHAMPION? NATIONAL LANDSCAPE**

2017 Strada-Gallup College Student Survey of more than 32,000 students at 43 different 4-year institutions

- Only **1/3 of students** believe they will graduate with the skills and knowledge to be successful in the job market (34%) and in the workplace (36%)
- Nearly **4 in 10 students** have never used their school's career services resources

3

---

---

---

---

---

---

---

---

### WHY CAREER CHAMPION? NATIONAL LANDSCAPE



2017 Strada-Gallup College Student Survey of more than 32,000 students at 43 different 4-year institutions

- 46% of current students speak often or very often with faculty or staff at their school about their career options
  - Those that do report greater confidence about their skills and knowledge to enter the workforce than those who do not

**FACULTY/STAFF HAVE THE POWER TO MAKE ALL THE DIFFERENCE**




---

---

---

---

---

---

---

---

4

### WHO ARE WE?



- Large, public research institution
- 34,000 students: 25,500 UG and 8,500 Grad
- 11 Colleges: Arts & Sciences, Business, Education, Engineering & Computing, Hospitality, Retail & Sport Management, Information & Communications, Music, Nursing, Pharmacy, Public Health, Social Work
- Centralized Career Center




---

---

---

---

---

---

---

---

5

### WHAT IS CAREER CHAMPION?



- Campus wide training program
  - Level I: Career Development and Overview
  - Level II: Experiences
  - Level III: Core Competencies
- Visibly identifies equipped faculty/staff
- Tailored curriculum with PowerPoint and workbook
- Teaches best practices for having career conversations with students




---

---

---

---

---

---

---

---

6

### WHY CAREER CHAMPION?



- To empower faculty/staff to gain skills/tools to enhance impact of career planning conversations with students
- Develop an opportunity for service delivery extension/scalability
- To deliver consistent messaging to students regarding employability



7

---

---

---

---

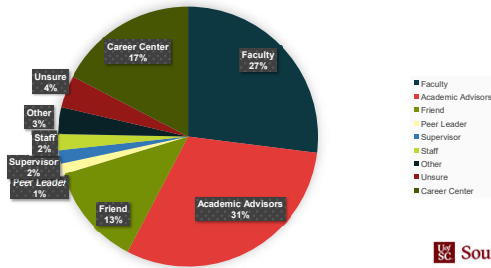
---

---

---

---

Survey of 300 UofSC Students...  
Who would be the FIRST person/place at UofSC you would go to for trusted guidance related to your future career?



8

---

---

---

---

---

---

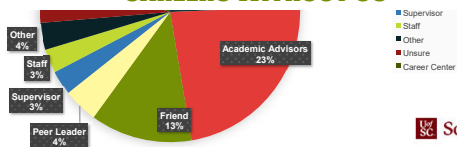
---

---

Survey of 300 UofSC Students...  
Who would be the SECOND person/place at UofSC you would go to for trusted guidance related to your future career?



**STUDENTS ARE TALKING ABOUT THEIR FUTURE CAREERS WITHOUT US**



9

---

---

---

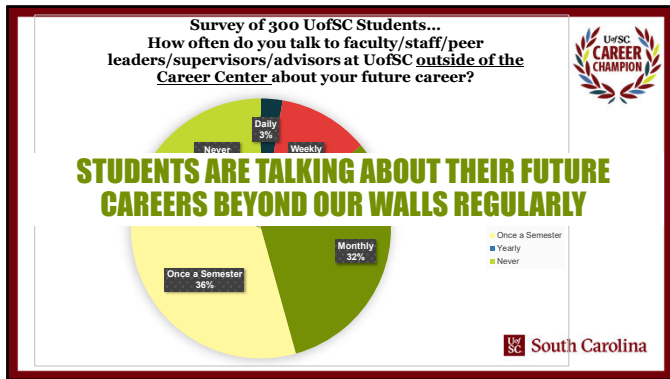
---

---

---

---

---



10

---

---

---

---

---

---

---

---

---

---

**WHY CAREER CHAMPION?  
 UOFSC DATA**

Survey of 300 UofSC Students...

- If a faculty/staff member started a conversation about your future plans/career would you appreciate the opportunity to discuss?
  - 95% responded yes
  - 4% responded unsure
  - 1% responded no

**STUDENTS WANT TO HAVE CONVERSATIONS ABOUT THEIR FUTURE**

UofSC CAREER CHAMPION

South Carolina

11

---

---

---

---

---

---

---

---

---

---

**THE EVOLUTION OF CAREER CHAMPION @ UOFSC**

- August 2017 – Career Leadership Collective Article on Scalability
- Looked at programs like Safe Zone and Green Zone training for inspiration
- Conversation/brainstorming about how to increase high quality service delivery

UofSC CAREER CHAMPION

South Carolina

12

---

---

---

---

---

---

---

---

---

---

### HOW WE GOT STARTED



- Considered the format and goals of other niche trainings across campus
- Brainstormed what we wanted participants to walk away with
- Thought about the content, timing, and delivery of the program
- Created learning outcomes and a loose outline
- Drafts, drafts, and more drafts




---

---

---

---

---

---

---

---

13

### DEVELOPING CONTENT



- Employability Model
- Theory and data
- Fine line between too much information and just enough information
- Takeaways in the form of tangible activities




---

---

---

---

---

---

---

---

14

### LEARNING OUTCOMES FOR LEVEL I



- Gain a basic knowledge of the career decision making process and employability
- Gain a foundation of basic helping skills to best assist students with career planning
- Learn how to assist students with goal setting in regard to their career development
- Learn the professional and ethical guidelines as outlined through NACE




---

---

---

---

---

---

---

---

15

16

---

---

---

---

---

---

---

---

**PILOT IT!**

- What we did:
  - Sent out personal invites to “friends of the Career Center”
- Why we did it:
  - Practice in action and get feedback from our campus partners
- How we did it:
  - Went through as we normally would with some stops along the way
  - Prepared questions to ask pilot group

17

---

---

---

---

---

---

---

---

**DEVELOPING MARKETING AND GAINING BUY-IN**

- Thought about the messaging and wanted it to make sense to “non-career services people”
- Wanted audience to see this as a great opportunity for professional development
- We’re not asking you to do something you’re not already doing

18

---

---

---

---

---

---

---

---

**INITIAL POSTCARD**



The Career Center is excited to announce our new Career Champion program! Career Champion is a campus wide program designed to visibly identify faculty and staff who are especially equipped to assist students with career decision making.

**Learn**

- Valuable helping skills
- Goal setting techniques
- Ethical practices
- How best to make referrals to available resources

**Receive**

- Resources you can use in your own professional career
- Career Champion decal to display in your office

**Join Us!**

OCTOBER 19 & 14  
DECEMBER 19 & 14

1PM-4:30PM 8:30AM-12PM

**Become a Career Champion today!**  
Register at <http://bit.ly/2wP9JxY>

**Career Center**  
Thomas Cooper Library, Level 5  
(803) 773-7283  
Savannah Engineering Center, 1401  
(803) 773-7848  
sc@career | careers@sc.edu




---

---

---

---

---

---

---

---

---

---

19

**DEVELOPING MARKETING AND GAINING BUY-IN**

Created a decal for participants to be able to display for students to see that they are someone to talk career planning with




---

---

---

---

---

---

---

---


---

---

20

**IMPLEMENTATION IN THE FIRST YEAR**

- Held 5 scheduled trainings (101 total attendees)
- Trained Admissions Counselors during a special training
- Received inquiries to do department specific trainings




---

---

---

---

---

---

---


---

---

---

21

**NUMBERS TO DATE...**



**Level I**


- 17 total trainings
- 247 total attendees

**Level II**

- 5 total trainings
- 44 total attendees

**Level III**

- 3 total trainings
- 19 total attendees




---

---

---

---

---


---

---

---

22

**WHO ARE OUR PARTICIPANTS?**




**50%**

Student Affairs & Academic Support Unit

**50%**

Academic Affairs/Academic Department




---

---

---

---

---

---



---

---

23

**ASSESSMENT**

- Post assessment immediately after the training
- 6 month post assessment for past participants


---

---

---

---

---

---

---

---

24



**Level I Training Data Points**

**98%**

of attendees strongly agreed or agreed that as a result of the training, they are more knowledgeable of the career decision making process.

**97%**

of attendees strongly agreed or agreed that as a result of the training, they are more knowledgeable of career development theories.

**95%**

of attendees strongly agreed or agreed that as a result of the training, understand the ethical guidelines regarding candidate referrals, student renegeing on a job offer, and serving as a reference

**96%**



of attendees strongly agreed or agreed that as a result of the training, they are more equipped to assist students with goal setting regarding career development.

**95%**

of attendees strongly agreed or agreed that as a result of the training, they are more equipped to utilize helpings skills in the career decision making process.

**97%**

of attendees strongly agreed or agreed that as a result of the training, they know how to make an effective referral to the Career Center

---

---

---

---

---

---

---

---

---

---

25

**Level II Training Data Points**

**92%**

of attendees strongly agreed or agreed that as a result of the training, they are more knowledgeable of what experiential education is.

**100%**

of attendees strongly agreed or agreed that as a result of the training, they feel more equipped to assist students before they have an experience.

**100%**

of attendees strongly agreed or agreed that as a result of the training, they feel more equipped to assist students after they have an experience.

**96%**



of attendees strongly agreed or agreed that as a result of the training, they are more knowledgeable of the different experiential education opportunities at UofSC.

**98%**

of attendees strongly agreed or agreed that as a result of the training, they feel more equipped to assist students during an experience.

**98%**

of attendees strongly agreed or agreed that as a result of the training, they understand why a quality, reflective experiential education opportunity is important for all students.

---

---

---

---

---

---

---

---

---

---

26

**Level III Training Data Points**

**100%**

of attendees strongly agreed or agreed that as a result of the training, they are more knowledgeable of what it means to be career ready.

**95%**

of attendees strongly agreed or agreed that as a result of the training, they feel more equipped to articulate the importance of the core competencies to students.

**90%**

of attendees strongly agreed or agreed that as a result of the training, they feel more equipped to facilitate reflection for students around the core competencies.

**89%**



of attendees strongly agreed or agreed that as a result of the training, I am more aware of the competencies employers are looking for in recent graduates.

**95%**

of attendees strongly agreed or agreed that as a result of the training, they feel more equipped to create exercises for students to develop the core competencies.

**95%**

of attendees strongly agreed or agreed that as a result of the training, they feel more empowered to help students become career ready.

---

---

---

---

---

---

---

---

---

---

27



**Overall Training Data Points**

<p>If offered, would you be interested in participating in additional training regarding career topics?</p> <p><b>80% Yes</b> <b>18% Maybe</b> <b>2% No</b></p>	<p>How helpful has the Career Champion training and materials been in your work with students?</p> <p><b>33% Very Helpful</b> <b>46% Helpful</b> <b>18% Somewhat Helpful</b></p>
---	--

 South Carolina

28

---

---

---

---

---


---

---

---


---

---



**CHALLENGES WE FACED**

- Spreading the word about the program
- Tweaking the program
- Deciding on the best marketing strategy
  - Faculty and Staff
- Staff time to create content/implement
- Timing/determining dates
- What to cover and how long to spend on each topic

 South Carolina

29

---

---

---

---

---


---

---

---


---

---



**MOVING FORWARD**

- Continued partnership with CTE (certification program)
- Gap analysis of participants
- Increase number of faculty participants
- More “in-house” trainings and consults
- Quarterly newsletter
- Increasing participation on the Blackboard page
- Digital display recognition
- Lunch and Learn topics
- Pilot group for student assessment
- Career Champion “pop-up” hours
- Career Champions Symposium
- Career Champions for peer leaders

 South Carolina

30

---

---

---

---

---

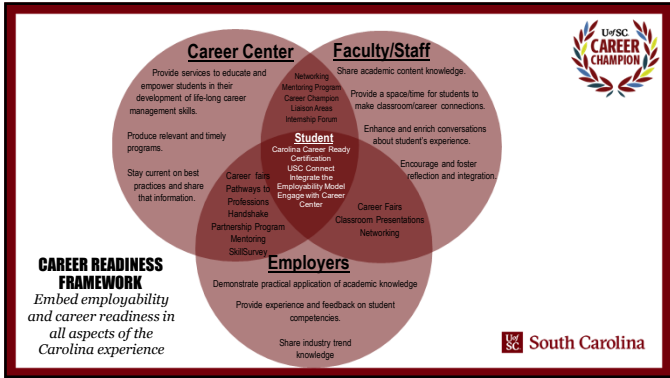
---

---

---

---

---



31

---

---

---

---

---

---

---

---

32

---

---

---

---

---

---

---

---