

**CLARION UNIVERSITY OF PENNSYLVANIA
CENTER FOR CAREER AND PROFESSIONAL DEVELOPMENT
STUDENT LEARNING ASSESSMENT PLAN
2020 - 2023**

Unit/Department: Center for Career and Professional Development

Division: Academic Affairs

UNIVERSITY-WIDE MISSION
Clarion University provides transformative, lifelong learning opportunities through innovative, nationally recognized programs delivered in inclusive, student-centered environments.
UNIT/DEPARTMENT MISSION
To inform and empower students and alumni by linking them with resources and opportunities so they can develop and achieve their career goals.
UNIVERSITY-WIDE LEARNING OUTCOMES
<ol style="list-style-type: none">1. Students will mature in their understanding of the creative, natural, social and cultural forces that shape the world.2. Students will develop intellectual inquiry and problem solving skills, leading to praxis.3. Students will commit to personal and professional ethical responsibility.4. Students will integrate and apply their learning across general and specialized fields.
UNIT/DEPARTMENT ASSESSMENT PLAN
The National Association of Colleges and Employers developed a definition and identified eight competencies associated with career readiness. Career readiness is defined as the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace. These key competencies are: <ol style="list-style-type: none">1. Critical Thinking/Problem Solving2. Oral/Written Communications3. Teamwork/Collaboration4. Digital Technology5. Leadership6. Professionalism/Work Ethic7. Career Management8. Global/Intercultural Fluency
CCPD STUDENT LEARNING OUTCOMES
<ol style="list-style-type: none">1. Identify opportunities that provide experience relevant to their career goals.2. Integrate career and employment information into their career planning.3. Learn the job search or graduate school application techniques and skills that are appropriate for their career goals.4. Apply job search or graduate school application techniques and skills to achieve their career goals to have successful careers.
PERSONS RESPONSIBLE
The Director, Associate Director, Assistant Directors, Coordinator

STUDENT LEARNING OUTCOMES	LINK UNIVERSITY OUTCOMES AND NACE COMPETENCIES (CU CAREER READY)	PROGRAMS, SERVICES, OR EVENTS CONTRIBUTING TO STUDENT LEARNING	METHODS FOR COLLECTING EVIDENCE OF STUDENT LEARNING (ASSESSMENT)
<p>1. Students will be able to identify opportunities that provide experience relevant to their career goals.</p>	<p><u>ULO</u>: 2, 3, 4</p> <p><u>NACE</u></p> <p>Critical Thinking Communication Professionalism Technology Self – Awareness Diversity/Equity and Inclusion</p>	<p>Programs or Services</p> <ul style="list-style-type: none"> • Career Consultation • Career Services Overview • Career Exploration • Career Management System • Career Research • Career Services Overview • CU Mentor • D2L CUPro Online • Financial Literacy • Focus 2 Consultation • Graduate/Professional School Presentation • Graduate/Professional School Consultation • Informational Interviewing Consultation • Internship Search Strategies • Job Search Strategies • Job/Career Fair Workshop • Job Shadowing/Field Experience • LinkedIn Consultation • LinkedIn Workshop • Major or Career Change/Choice • Part-time Employment <p>Events:</p> <ul style="list-style-type: none"> • Job/Career Fair Attendance • Professional Development Day • Speed Sessions for Career Success • Recruitment (sessions/tables) • Recruitment (interviews) 	<p>Direct Evaluation Focus Group Rubric Self-Evaluation Surveys</p>

STUDENT LEARNING OUTCOMES	LINK UNIVERSITY OUTCOMES AND NACE COMPETENCIES (CU CAREER READY)	PROGRAMS, SERVICES, OR EVENTS CONTRIBUTING TO STUDENT LEARNING	METHODS FOR COLLECTING EVIDENCE OF STUDENT LEARNING (ASSESSMENT)
<p>2. Students will be able to integrate career and employment information into their career planning.</p>	<p>ULO: 2,3, 4 <u>NACE:</u> Critical Thinking Communication Professionalism Technology Self - Awareness Diversity/Equity and Inclusion</p>	<p>Programs or Services</p> <ul style="list-style-type: none"> • Career Consultation • Career Exploration • Career Management System • Career Research • Cover Letter Review • Cover Letter/Application Letter Prep. • CU Mentor • D2L CUPro Online • Financial Responsibility • Focus 2 Consultation • Graduate/Professional School Application/Personal Essay • Graduate/Professional School Presentation • Graduate/Professional School Consultation • Internship Search Strategies • Interviewing • Job/Career Fair Workshop • Job Search Strategies • Job Shadowing/Informational Interviewing Consultation • Job/Career Fair Workshop • LinkedIn Consultation • Mock Interview • Recruitment (sessions/tables) • Weighing Job Offers <p>Events:</p> <ul style="list-style-type: none"> • Job/Career Fair Attendance • Recruitment (sessions/tables) 	<p>Direct Evaluation Rubric Surveys Self-Evaluation</p>

STUDENT LEARNING OUTCOMES	LINK UNIVERSITY OUTCOMES AND NACE COMPETENCIES (CU CAREER READY)	PROGRAMS, SERVICES, OR EVENTS CONTRIBUTING TO STUDENT LEARNING	METHODS FOR COLLECTING EVIDENCE OF STUDENT LEARNING (ASSESSMENT)
<p>3. Students will learn the job search or graduate school application techniques and skills that are appropriate for their career goals.</p>	<p><u>ULO</u>: 1,2,3, 4</p> <p><u>NACE</u></p> <p>Critical Thinking Communication Teamwork Professionalism Technology Leadership Self – Awareness Diversity/Equity and Inclusion</p>	<p>Programs or Services</p> <ul style="list-style-type: none"> • Career Consultation • Career Exploration • Career Management System • Career Research • Cover Letter Review • Cover Letter/Application Letter Preparation • Dining Etiquette Workshop • D2L CUPro Online • Financial Responsibility/Weighing Job Offers • Focus 2 Consultation • Graduate/Professional School Application/Personal Essay • Graduate/Professional School Presentation • Graduate/Professional School Consultation • Internship Search Strategies • Interviewing • Job/Career Fair Workshop • Job Search Strategies • Job Shadowing/Informational • LinkedIn Consultation • LinkedIn Workshop • Meeting Management Workshop • Mock Interview • Portfolio • Resume Review • Resume Workshop • Recruitment (interviews) • Professional Attire Workshop <p>Events:</p> <ul style="list-style-type: none"> • Dining Etiquette Luncheon/Dinner • Recruitment (sessions/tables) • Next Step Career Night • Professional Development Day • Speed Sessions for Career Success 	<p>Direct Evaluation Observation Rubric Self-Evaluation Surveys</p>

STUDENT LEARNING OUTCOMES	LINK UNIVERSITY OUTCOMES AND NACE COMPETENCIES (CU CAREER READY)	PROGRAMS, SERVICES, OR EVENTS CONTRIBUTING TO STUDENT LEARNING	METHODS FOR COLLECTING EVIDENCE OF STUDENT LEARNING (ASSESSMENT)
<p>4. Students will be able to apply job search or graduate school application techniques and skills to achieve their career goals to have successful careers.</p>	<p><u>ULO</u>: 1,2,3, 4</p> <p><u>NACE</u></p> <p>Critical Thinking Communication Professionalism Technology Self – Awareness Diversity/Equity and Inclusion</p>	<p>Programs or Services</p> <ul style="list-style-type: none"> • Cover Letter Review • Financial Literacy • Graduate/Professional School Application/Personal Essay • Internship Search Strategies • Job Search Strategies • Job/Career Fair Attendance • LinkedIn Consultation Mock Interview • LinkedIn Workshop • Part-time Employment • Portfolio • Professional Attire Workshop • Resume Review <p>Events:</p> <ul style="list-style-type: none"> • Job/Career Fair Attendance • Recruitment (interviews) • Recruitment (sessions/tables) 	<p>Direct Evaluation Observation Rubric Self-Evaluation Surveys</p>

Footnotes:

The National Association of Colleges and Employers (NACE), through a task force of college career services and HR/staffing professionals, has developed a definition, based on extensive research among employers, and identified eight competencies associated with career readiness. (Details about the research are available [here](#).)

Definition of Career Readiness and Competencies

Career readiness is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.

These competencies are:

- **Critical Thinking/Problem Solving:** Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

- **Oral/Written Communications:** Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.
 - **Teamwork/Collaboration:** Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.
 - **Digital Technology:** Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.
 - **Leadership:** Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.
 - **Professionalism/Work Ethic:** Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.
 - **Career Management:** Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.
 - **Global/Intercultural Fluency:** Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates, openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.
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