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# Building a Career Readiness Culture

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UNIVERSITY OF  
OREGON

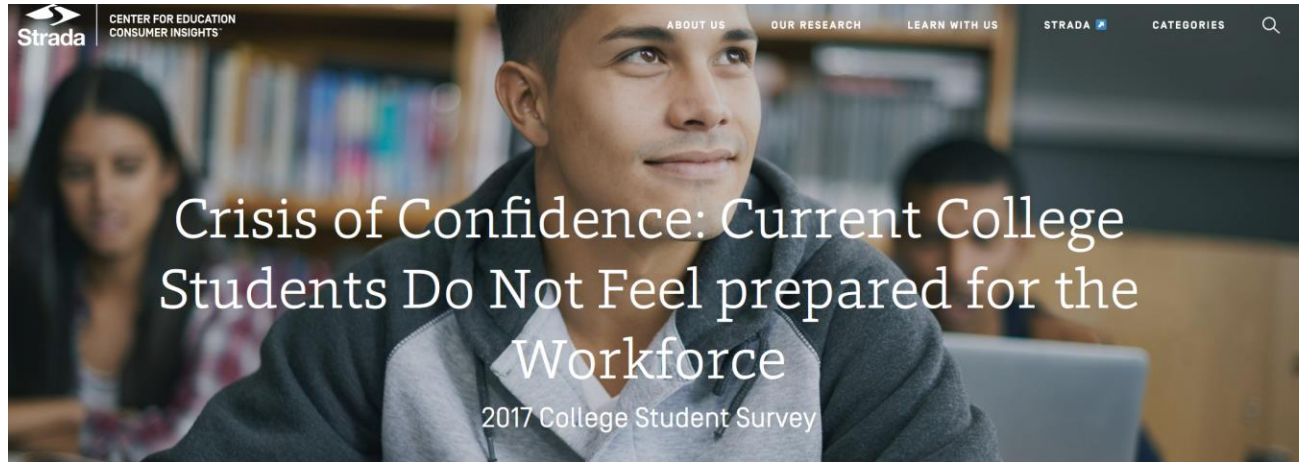
**COMPLETE  
COLLEGE  
AMERICA**



**PURPOSE  
FIRST**

**O**

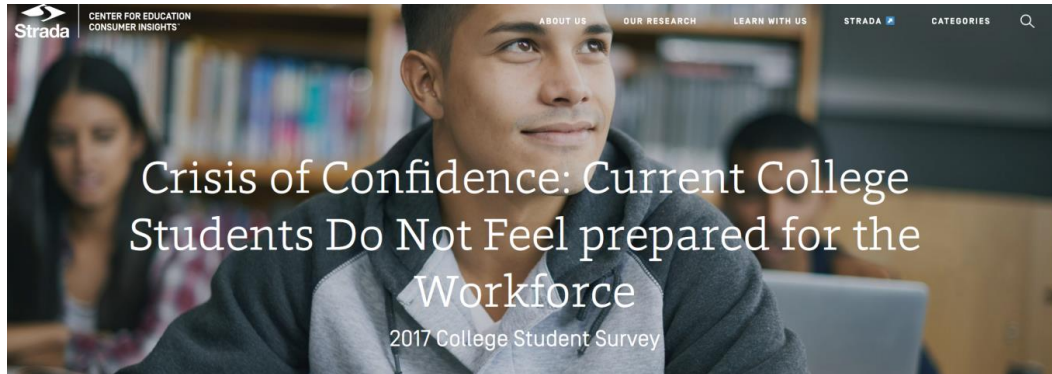
# Our Call to Action: Why it is critical to build a Career Readiness Culture



<https://cci.stradaeducation.org/report/crisis-of-confidence-current-college-students-do-not-feel-prepared-for-the-workforce/>



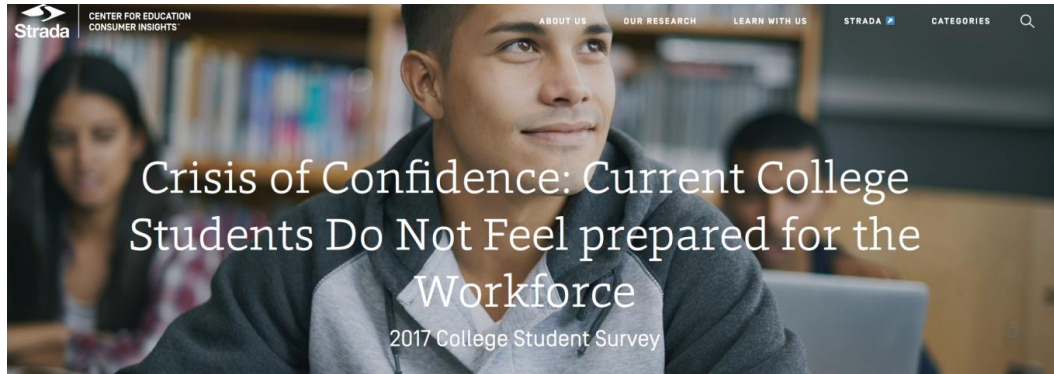
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Students who receive career-specific support feel most prepared for the workforce.

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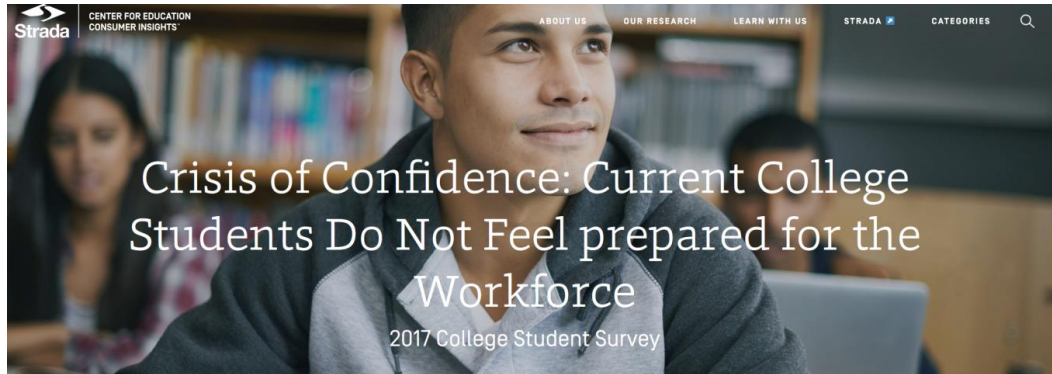
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Nearly four in 10 students have never visited their school's career services office or used online career resources, including more than one-third of seniors.

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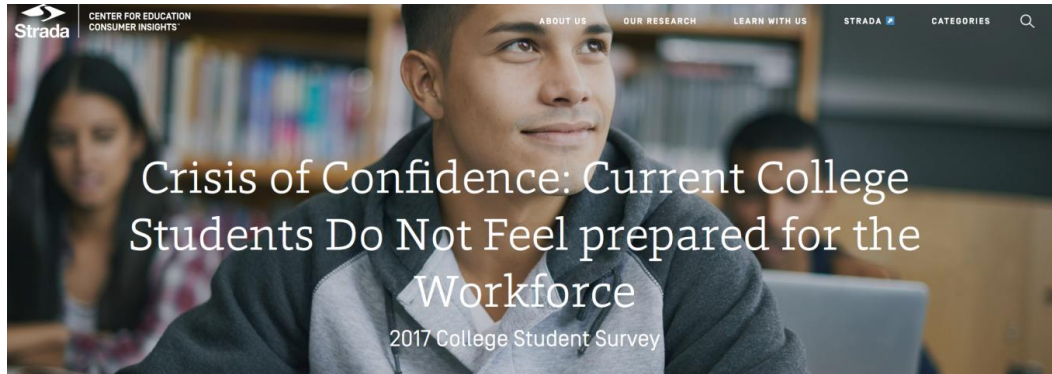
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Students receive helpful advice about courses and programs from academic advisers, but less so about careers and postgraduate options.

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Career services are particularly helpful for underrepresented and underserved student populations.

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# Four Strategies for Building a Career Readiness Ecosystem





# It Starts at the Top

- Presidents, deans, trustees
- Clear, consistent messaging
- Career Readiness is the work of the entire campus
- Career Readiness is a promise to our students and results in expectations of them



# University of Oregon Definition of Student Success

Our students will **graduate**, having had a **positive experience**, and will be **well-educated**, **socially responsible**, and **career ready**.

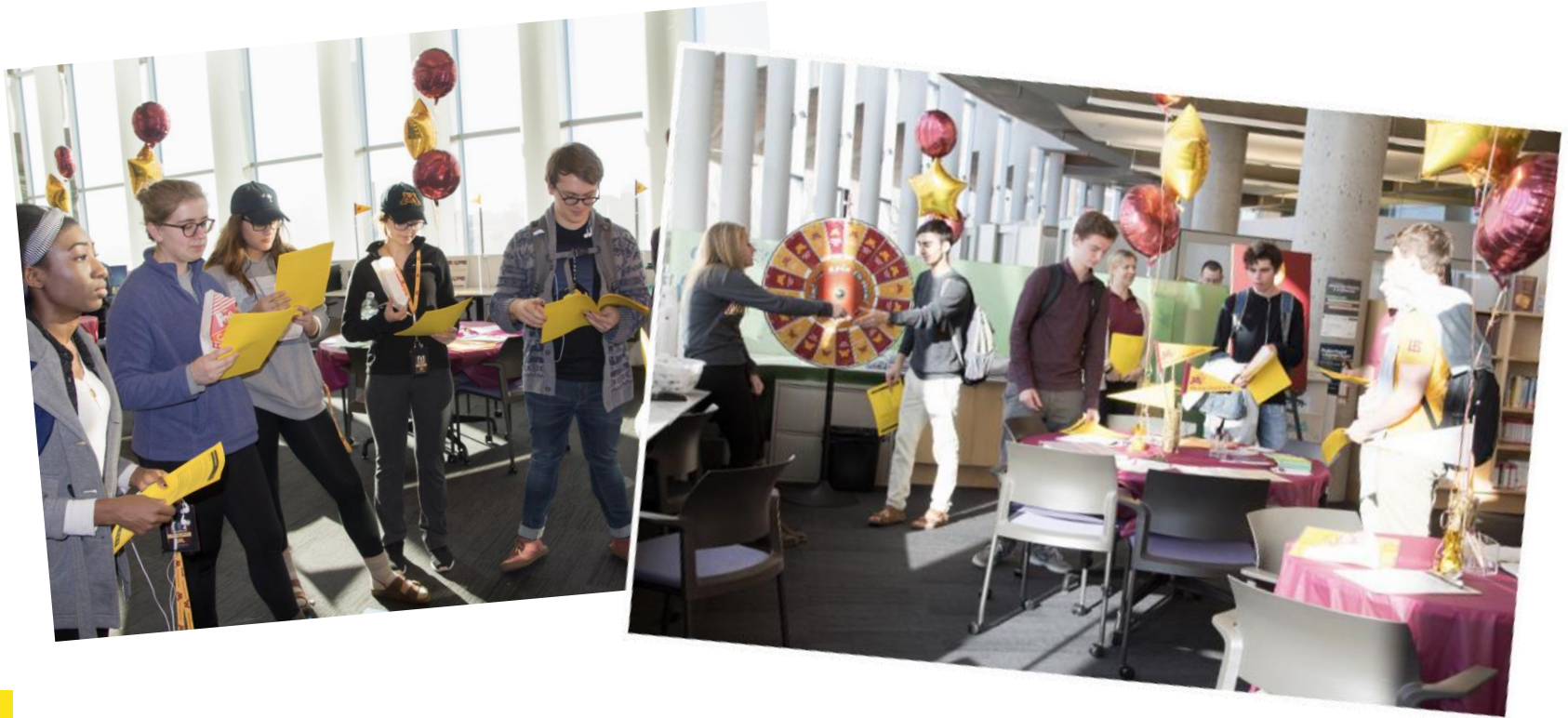


# Career Readiness work must start early



- Show that it's a priority
- Help students envision what's possible
- Emphasize the link between academics and career
- Want students to make data-informed decisions
- Must be “baked in” to systems and not just accessed by students “in the know”

# Career Readiness work must start early





# Students must understand the connection between what they learn and their future career

- NACE Career Readiness Competencies work well
- Faculty involvement is critical. Faculty-led involvement is better.
- Especially critical for liberal arts students



# Helping students connect learning to what employers are looking for



## Teaching Toward Career Readiness

As the COVID pandemic impacts how faculty and students teach and learn, how workplaces function, and the career opportunities UO graduates face, supporting our students in developing the skills and competencies to prepare them for successful careers is vital. Students need assignments and occasions designed to help identify and develop career readiness skills.

This year, the Career Readiness **CAIT**, **UO Career Center**, and TEP are collaborating to create and share resources to help instructors incorporate strategies to develop students career competencies.

### What is Career Readiness?

The Career Center defines student Career Readiness:

Students are career ready when they have, through their coursework and experiential learning, attained and can demonstrate requisite competencies that broadly prepare college graduates for successful transition into the workplace.

### What are the Career Competencies?

The **National Association of Colleges and Employers** identifies key career readiness skills that employers are looking for and that resonate across UO's Core Education and unit-level goals:

- Critical Thinking/Problem Solving
- Oral/Written Communications
- Teamwork/Collaboration
- Digital Technology
- Leadership
- Professionalism/Work Ethic
- Career Management
- Global/Intercultural Fluency



# Integrating the work of career services and academic advising



- Student-centric. Integrates values, identities, skills, interests
- Career assessment helps students make both academic and career choices
- Career Center can't simply be an entry on a list of potential referrals.

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