

Faculty Resource Guide

helping our students become career ready and
achieve great outcomes

Prepared Spring 2024

Career Center Faculty Resource Guide

Welcome to the Baldwin Wallace University Career Center Faculty Resource Guide, designed to empower our university's faculty members in guiding and supporting students on their career journeys. As educators in the classroom, you play a pivotal role in shaping students' academic and professional development. Research conducted by Strada-Gallup shows that students find career advice from faculty to be helpful and perceive their professors as experts in career planning.

This guide is intended to serve as a comprehensive toolkit, equipping you with the resources and best practices to effectively integrate career readiness into your courses and advising activities. By collaborating with our faculty partners, we aim to foster a culture where every student emerges prepared and confident to navigate the ever-evolving landscape of work. Thank you for your commitment to supporting our students in their career planning and preparation and strengthening our academic community.



Patrick Keebler
Director, BW Career Center

We as faculty spend more time in one week with our students than they will spend with career services staff during their entire time at BW¹. This extensive time spent with students uniquely positions us as mentors and guides for achieving academic and professional success. In fact, according to a recent National Survey of Student Engagement (NSSE) Career and Workforce Preparation Survey of BW students, interactions with faculty have the greatest influence on students' career plans.

The resources presented here are designed to help you facilitate meaningful career conversations both inside and outside of the classroom. As such, career readiness is integrated organically into each student's academic experience. By creating an environment where career exploration is emphasized and encouraged, we aim to improve our students' ability to be intentional and proactive with their career decisions. Our ultimate goal is to help "bridge the gap" between academic achievements and career success – ensuring that our students are prepared for their chosen fields. When our alumni reflect on their time at BW, we can consider ourselves successful as mentors and instructors if they believe that the faculty and staff at BW cared about them and their careers.



Jonathon Fagert
Career Center Faculty Fellow

Who We Serve

The BW Career Center serves all undergraduate students, graduate students, and alumni. We are committed to working with all BW faculty and staff in creating a career-centered campus to ensure that all students are prepared and ready to succeed in a career path of their choosing.

Our Resources and Services

Career Advising Appointment Types:

- Career and Major Exploration
- Interview Preparation
- Job and Internship Search
- LinkedIn Profile Reviews
- Resume and Cover Letter Writing
- Salary Negotiation

Career Management Program – Faculty Canvas Course

Access to 11 career-related lessons can be found [here](#).

Drop-in Career Advising – No Appointment Necessary

Please check the [Career Center Resource Page](#) for the latest schedule.

Career Closet

- Free Professional Clothing

Interview Rooms

- Two private rooms are available which can be reserved by contacting career@bw.edu.

Career Fairs and Networking Events

Please check our [calendar of events](#) for the latest schedule.

Handshake

- Career Advising Appointment Scheduling
- Career Resources Library
- Job and Internship Postings (including on-campus employment)
- Career Events: Sign Up and Registration
- Online Professional Profile

Classroom Presentations

Use the [link](#) to request presentations for your courses.

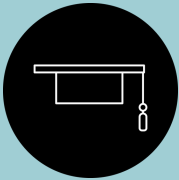
Internships for Academic Credit and EXP

Information about these options can be found [here](#).

Career Readiness

Employers hire college students and recent graduates based on their ability to articulate skills and strengths. The National Association of Colleges and Employers has identified eight core competencies that employers, regardless of industry or job title, use as hiring criteria.

Career & Self-Development



Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.

Leadership



Recognize and capitalize on personal and team strengths to achieve organizational goals.

Communication



Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.

Professionalism



Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.

Critical Thinking



Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.

Teamwork



Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.

Equity & Inclusion



Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in anti-racist practices that actively challenge the systems, structures, and policies of racism.

Technology



Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.

These competencies are currently being used in on-campus student employment and as criteria for the post-evaluation of all EXP activities. In order to further promote the recognition of how these competencies are being used and developed, please consider incorporating them into your course syllabi as appropriate.

Career Management Program (Canvas Course)

The BW Career Management Program Curriculum was developed to assist faculty in integrating career content within the classroom and consists of eleven lessons, all of which can be delivered in 50 minutes or less. The lessons and learning objectives they support are listed below:

Learning Objectives	Lessons
Identify and explore career areas that align with one's interests and priorities through self-discovery, experimentation, and reflection.	1. Say Hello to Handshake (30 min.) 2. Pathway U (30 min.)
Connect and engage with others to develop mutually supportive relationships and cultivate a network of professional contacts.	3. Career Conversations (50 min.) 4. Professional Introductions (40 min.) 5. Leveraging LinkedIn (50 min.)
Apply effective job/internship search and graduate school application skills in the attainment of desired career goals.	6. Resume Writing (50 min.) 7. Cover Letter Writing (50 min.) 8. Interview Preparation (30 min.) 9. Attending a Career Fair (50 min.)
Recognize and convey value to a potential employer or graduate school by articulating skills and strengths in both written and verbal forms of communication.	10. NACE Career Readiness Competencies (50 min.) 11. Professionalism (30 min.)

All lessons are designed at the novice level and include easy-to-follow lesson plans and supporting materials. We hope you will consider incorporating some of these lessons into your course.



Career Outcomes Support Menu (Ways Faculty Can Help)

1. Use your syllabus to promote the Career Center.

A sample syllabus statement about the Career Center is provided as an addendum. Please consider adding this to your syllabi.

2. Embed the language of Career Readiness into your course syllabus.

As BW faculty, you are already helping students build career readiness competencies. Therefore, you don't need to change what you are teaching or doing; rather provide a simple explanation to students of how the class and its assignments and activities apply. One of the best ways to do this is to incorporate the Career Readiness Competencies (see page three) into your syllabus and make it clear how students are further developing these competencies as a result of the course assignments and activities.

For assistance, please contact Patrick Keebler (pkeebler@bw.edu).

3. Incorporate lessons from the Canvas Career Management Program into your courses.

The systematic integration of career education into our students' academic experience is considered a best practice. By building career-related lessons into their schedules and holding them accountable to do it, we can ensure that no student falls through the cracks.

4. Request a Classroom Presentation.

The Career Center is happy to come to your class and present on a number of topics. To request a presentation and review the available topics, please complete this [form](#).

5. Invite employers to your class.

One of the best ways to help students make the connection between classroom and career is to invite employers to your class to speak either on a professional development topic or co-teach a course lesson. These opportunities provide a win-win as students gain connections and real-world insights while employers gain access to and the ability to preview much sought-after talent. For more information, please contact Julie Robinson (jmrobins@bw.edu).

6. Career Fairs and Networking Events

Stay up to date with our [current calendar of events](#) and encourage your students to attend. Students can sign up on Handshake and you can request proof of attendance from the Career Center.

Career Center: Location and Facilities



Located on the lower level of the Student Union, the Career Center offers several specialized facilities to support our students' professional growth and development.

The **Career Closet** offers hundreds of gently used professional clothing items that are FREE for students. No appointment is necessary, and students can use the Closet Monday-Thursday from 9 am-4 pm and Friday from 9 am-12 noon.

There are two **Interview Rooms** that students can reserve by contacting career@bw.edu. The rooms are equipped with a camera, microphone, lighting, desktop computer, and a landline phone to support virtual interview meetings in a space that can be guaranteed to not have outside noise or interruptions.

The **Career Lab** is a small classroom with a seating capacity of 18 that includes a media cart along with a microphone and multiple cameras to support hybrid/virtual events. The Lab can be reserved by contacting career@bw.edu.

First Destination Data

The Career Center is pleased to now offer you easy online access to our graduate's career outcome data. Please note that if you are working remotely (off-campus) you will need to log in to the virtual desktop before accessing the link.

The dashboard provides filters that allow you to search the data by class year, undergraduate/graduate, major, or any combination of these. All data is self-reported within six months of the student's graduation date and is collected either through our First Destination Survey or a recognized legitimate knowledge sources such as LinkedIn.

While the Career Center is responsible for collecting and reporting this data, our collective efforts work to ensure that all students have great outcomes. We hope that providing greater visibility as to what BW students are doing post-graduation will help us better appreciate and celebrate our collective contributions to their success.

Addendum - Sample Syllabus Statement

Career Center

The Career Center assists with career and major exploration, job and internship search, resume and cover letter writing, interview preparation, professional networking, and LinkedIn profiles. Students are encouraged to utilize the Career Center during drop-in hours (no appointment necessary) which occur Monday-Thursday from 9 am–4 pm and Friday from 9 am–3 pm. Career Fairs and Networking Events are scheduled throughout the year and students can register for these on Handshake. Students looking to register an internship for academic credit and/or EXP should review the resource page in Handshake for the most up-to-date information.

Located on the lower level of the Student Union, the Career Center can be contacted at career@bw.edu. Students can also access all of the resources available on the Career Center's Jacket Connect resource page.