Career Development With Equity in Mind

An *Inside Higher Ed* virtual event
August 25, 2022
11 a.m. Eastern

Host

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Agenda

- Introduction
- Landscape overview
- Panel discussion
- Case studies
  - University of Arizona
  - Williams College
  - Austin Community College
- Panel discussion
- Wrapup

# Thanks

Landscape Overview

Michelle Van Noy

Director and associate research professor, Education and Employment Research Center

Rutgers University-New Brunswick

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Students come to college because they want good careers.

Done well, career development is <u>about</u> equity.

But Inequities Exist in Career Outcomes …
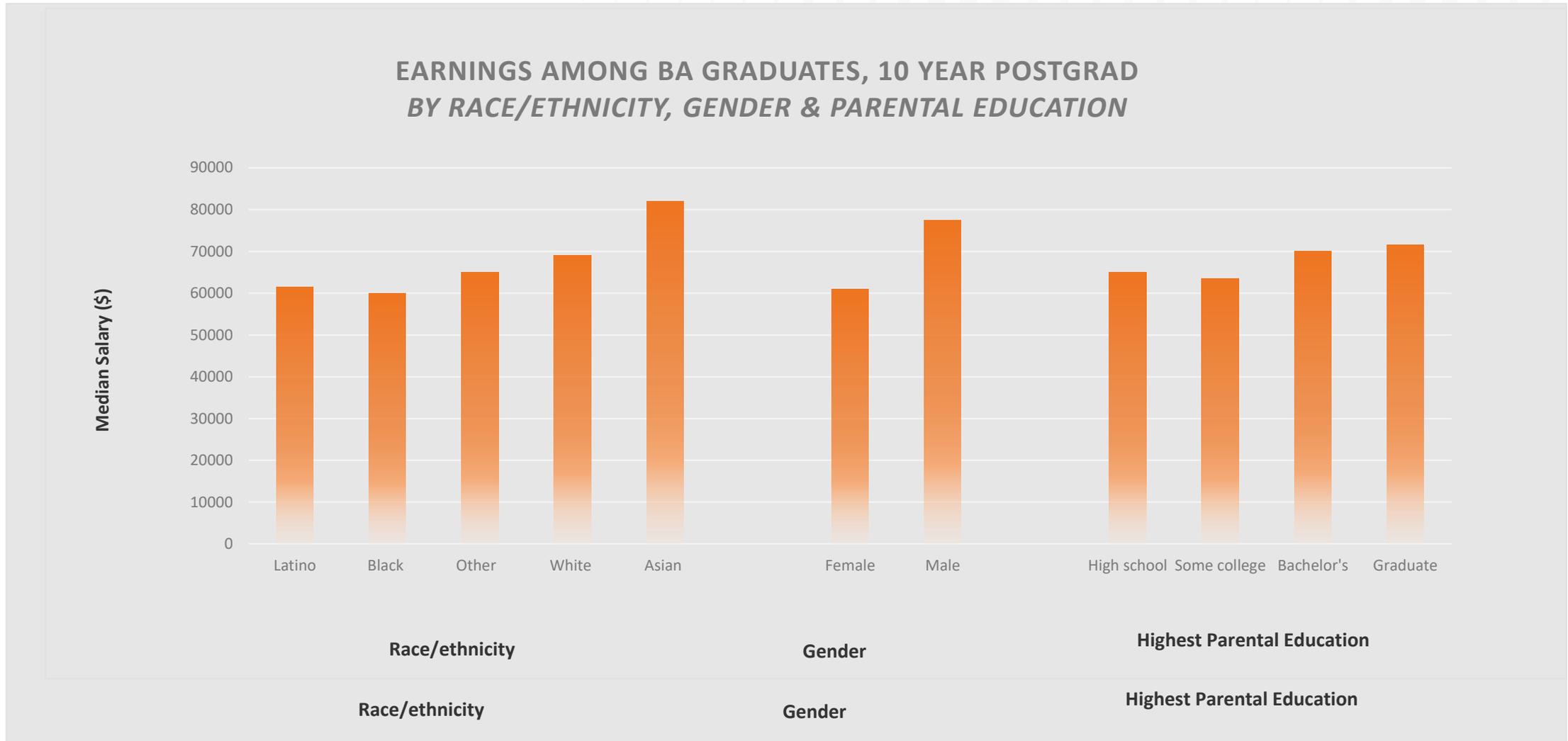
EARNINGS AMONG BA GRADUATES, 10 YEAR POSTGRAD
BY RACE/ETHNICITY, GENDER & PARENTAL EDUCATION

Career success is relevant to all programs and students, but approaches depend on need.

Alignment with the labor market to promote career success is holistic.
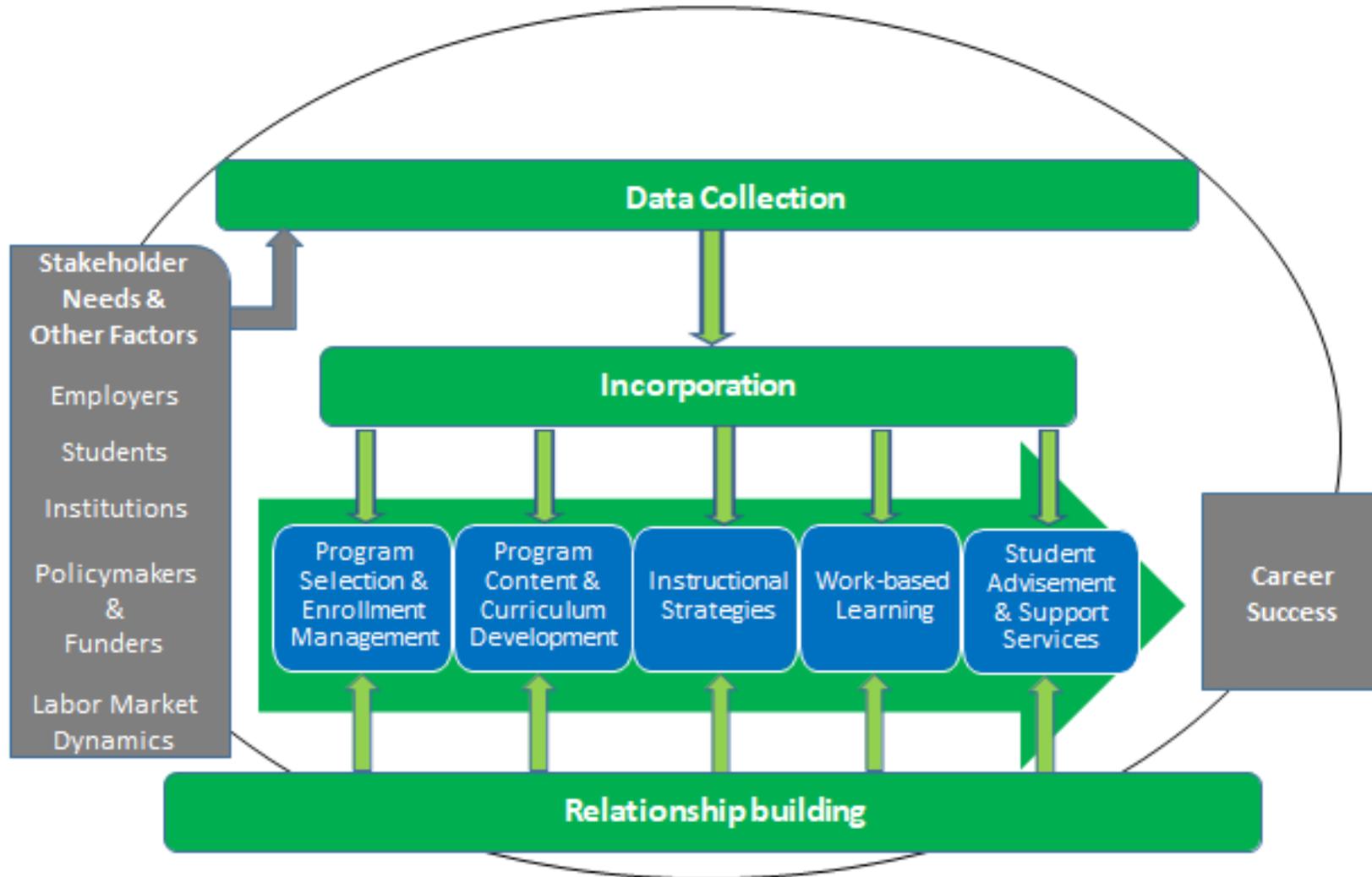
6 Strategies to Promote Equity in Career Success

1. Make sure credential pathways lead someplace valuable.
2. Build relationships with employers to convey social capital to students.
3. Advise students about careers and improve career awareness.
4. Help students develop skills for careers
5. Recognize the education as part of regional economies.
6. Use metrics to track equity in career student success.

RUTGERS
School of Management
and Labor Relations

INSIDE
HIGHER ED

Career success is an essential part of the equity mission.

How can you promote equity in career success for your students?

Panel Discussion

Saskia Campbell
Executive Director
University Career Services
George Mason University
scampb22@gmu.edu

Brandon Busteed
Chief Partnership Officer,
Global Head, Learn-Work Innovation
Kaplan

brandon.busteed@kaplan.com

Case Study: University of Arizona

Abra McAndrew
Assistant vice president for access, engagement and opportunity
mcandrew@arizona.edu

Case Study: Williams College

Ashley Bianchi
Director of student financial services
abb5@williams.edu

About Williams

- ~2200 students
- Undergraduate, liberal arts focus
- 53% receive financial aid
- 15% first generation to college
- 46% U.S. students of color
  - 9% International students

Williams' Center for Career Exploration

Mission: Prepare Williams students to explore and pursue their goals through comprehensive, individualized career education.

- The connection starts when students arrive on campus.
- No major declaration before the end of the sophomore year.
- Exploration includes academic courses, mentorship, volunteerism, peer advising, optional programming, job shadowing, internships, job opportunities in the academic year and the summer.
- Staff who specialize in career-related fields.

Williams All-Grant Program

- Announced in April 2022
- Williams replaced all loan and work expectations with grants.
- Does not reduce/eliminate meaningful work opportunities
- Gives students choice in the way they spend their time outside the classroom and during breaks
- Students are still encouraged to work in the summer/academic year if that meets their goals

Case Study: Austin Community College

Linda Smarzik
Dean, computer science
 and information technology
lsmarzik@austincc.edu

Pam Fant-Saez
Director, Student Impact
& Outcomes
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Career Development With Equity in Mind
Digital Fluency at Austin Community College

August 25, 2022

Hotel Clerk Job Posting – $21,800

O*Net Technical Job Duties

- Data base user interface and query software
- Desktop publishing software
- Electronic mail software
- Facilities management software
- Microsoft Excel
- Interacting With Computers

New Job, New Start – At 64!

Think you can't find full-time employment at 50+?

Think again.

BACK TO WORK 50+

AUSTIN COMMUNITY COLLEGE

The Digital Blindspot – **Digital Inequity**

Access

18 million

households do not have broadband internet

Skills

32 million

adults cannot use a computer effectively
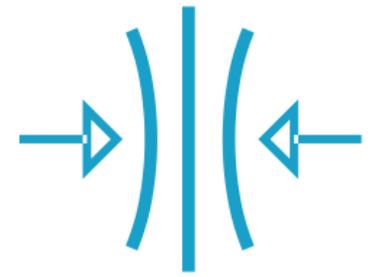
Resilience

1/2

of Americans aren't comfortable using technology to learn

https://digitalus.org/download/

# Must Have Skills for an **Entry Level Position**

1. Communication
2. **Microsoft Office**
3. Prior Experience and Knowledge
4. **Analytics**
5. Ability to Learn Quickly
6. **HTML/CSS**
7. Collaboration
8. Organizational Skills
9. **Photoshop**
10. **Social Media**
11. Punctuality
12. Customer Service
13. Positive Attitude
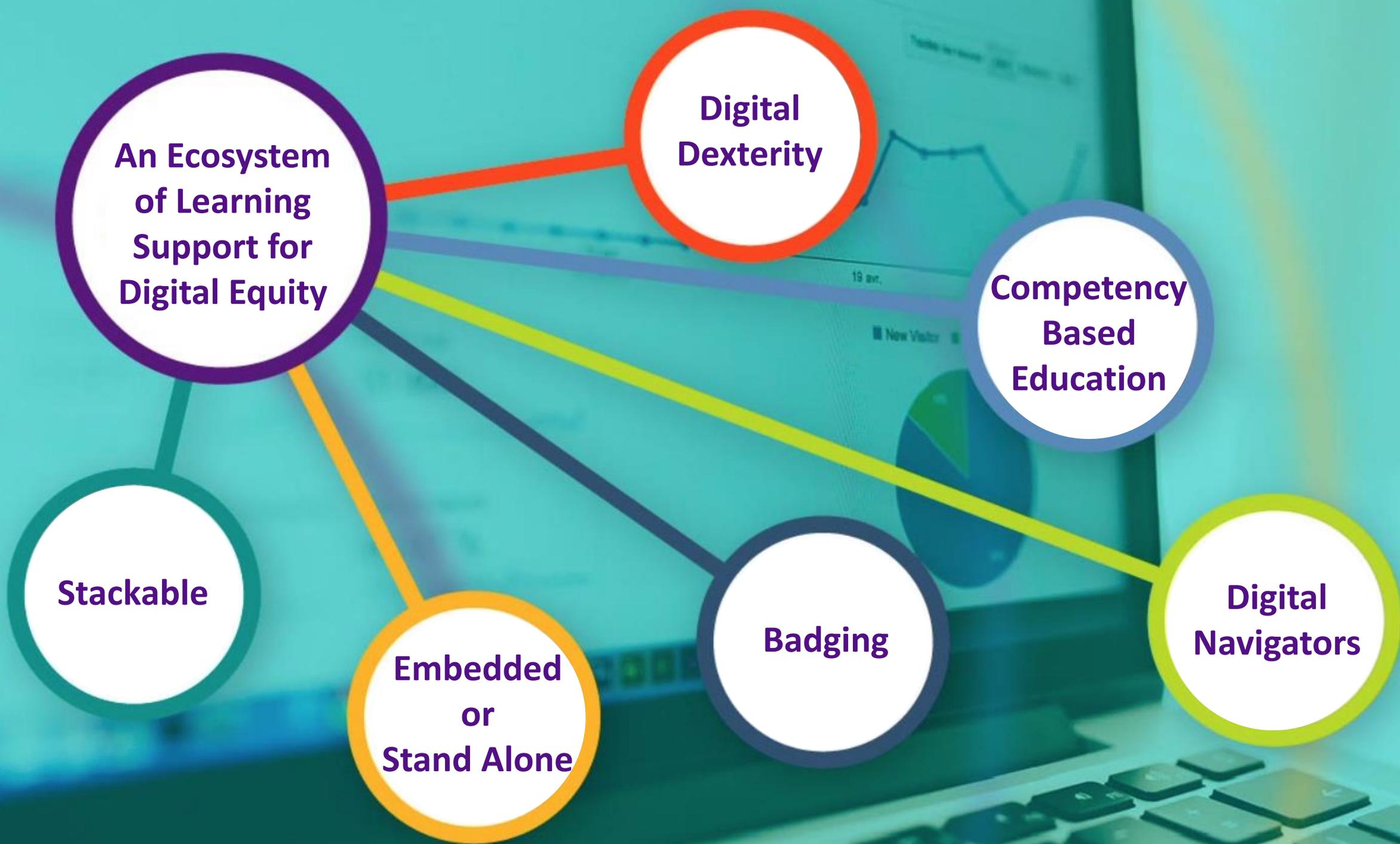
Occupational Skills Award

Digital Fluency for Today's Jobs

Computer Skills for Job Readiness
Digital Fluency for Today's Jobs
Austin Community College District

Internet & Web Page Development
Digital Fluency for Today's Jobs
Austin Community College District

Presentation Graphics Software
Digital Fluency for Today's Jobs
Austin Community College District

DFTJ Capstone Course
Digital Fluency for Today's Jobs
Austin Community College District

Strategies for Today's Jobs

2. Microsoft Office Google/Apple
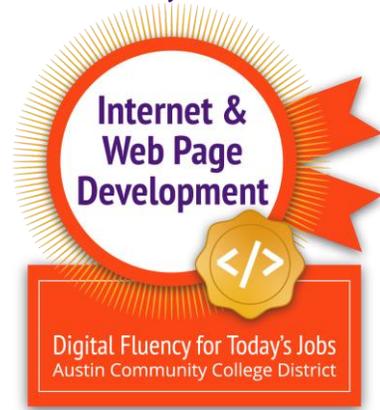
4. Analytics
6. HTML/CSS
6. Web Builders
9. Photoshop
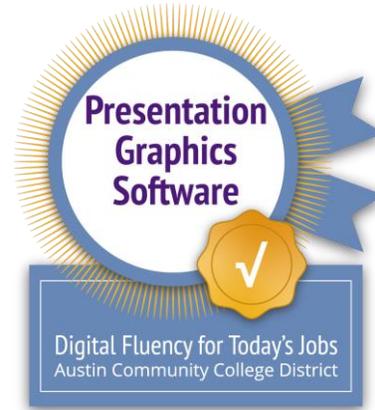
2. Office/PowerPoint
4. Analytics
10. Social Media Building a Video
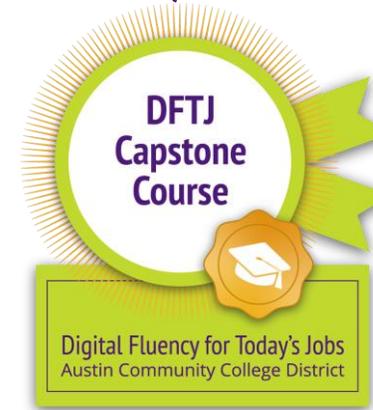
1. Communication
7. Collaboration
8. Organizational Skills
Problem Solving
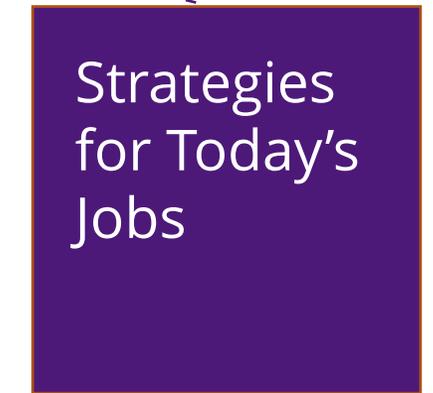
Digital Job Search Training
AI-driven resume and Interview training
LinkedIn and Indeed

Digital Fluency promotes **equitable academic and career outcomes** by providing microcredentials **in digital and professional workforce competencies** required by the 21st century workplace

All micro-credentials lead to individual badges and ultimately, a Digital Fluency Certificate

Digital Fluency for Today's Jobs Micro-Credentials

- Intro to Computers and Internet Search — MICRO-CREDENTIAL
- Word Processing — MICRO-CREDENTIAL
- Presentation Software — MICRO-CREDENTIAL
- Spreadsheets — MICRO-CREDENTIAL
- Data Management — MICRO-CREDENTIAL
- Web Builder — MICRO-CREDENTIAL
- Photoshop — MICRO-CREDENTIAL
- HTML/CSS — MICRO-CREDENTIAL
- Web Analytics — MICRO-CREDENTIAL
- Advanced PowerPoint — MICRO-CREDENTIAL
- Interactive Media — MICRO-CREDENTIAL
- Social Media — MICRO-CREDENTIAL
- Data Analytics — MICRO-CREDENTIAL
- Systems Thinking — MICRO-CREDENTIAL
- Problem Solving with AI — MICRO-CREDENTIAL
- Project Management — MICRO-CREDENTIAL

Micro-Certificates: Competencies Alignment

Fundamentals of Computer Skills for Job Readiness
MICRO-CERTIFICATE

Technical Competencies

- Basic computing functions
- Internet research
- Word, Google Docs, Apple Page
- Excel, Google Sheets, Apple Numbers
- PowerPoint, Google Slides, Keynote
- Access

Professional Competencies

- Ethical Reasoning
- Integrative Learning
- Oral Communication
- Problem Solving

ITSC 1309 Integrated Software Applications

Web Presence Fundamentals
MICRO-CERTIFICATE

Technical Competencies

- Web Builder
- HTML/CSS
- Photoshop
- Web Analytics

Professional Competencies

- Creative Thinking
- Critical Thinking
- Problem Solving
- Written Communication

ITNW-1337 Intro to Internet: Web Development

Interactive Presentations For Effective Communication
MICRO-CERTIFICATE

Technical Competencies

- Advanced PowerPoint
- Interactive Media
- Social Media
- Data Analytics

Professional Competencies

- Critical Thinking
- Critical Reasoning
- Integrative Learning
- Written Communication

ITSW-1410 Intro/Presentation Graphics Software

Problem Solving with Systems Thinking and Technology
MICRO-CERTIFICATE

Technical Competencies

- Systems Thinking methods
- Problem-Solving with AI
- Project management

Professional Competencies

- Creative Thinking
- Oral Communication
- Problem Solving
- Teamwork
- Written Communication

ITSC-2335 Application Problem Solving

INSIDE

For more questions:
Digital Fluency at Austin Community College

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Ann Pamela Saez – Director of Student Impact and Outcomes
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Thanks