

	GETTING STARTED	SELF DISCOVERY	RESEARCH	PLANNING CAREER	BUILDING SKILLS	PERSONAL BRAND	WRITING RESUMES	NETWORKING	INTERVIEWING	CONSIDERING OPPORT	TRANSITIONING
Learner Outcomes	3D Process	Discover	Discover	Discover	Develop	Develop	Demonstrate	Demonstrate	Demonstrate	Demonstrate	---
Hypothesis (Learning Outcomes)	How will we achieve the outcome with the product or service?	<ul style="list-style-type: none"> use self-assessment tools to learn about their career goals and preferences 	<ul style="list-style-type: none"> identify and use tools to research career options that relate to goals/preferences 	<ul style="list-style-type: none"> start considering career goals/preferences and their connection to jobs earlier in their educational career set personal career goals set and follow a tentative career plan that will provide a logical schedule and outline for progressing toward a target career 	<ul style="list-style-type: none"> analyze employability skills they need and build a plan to develop one or more skills identify and complete coursework that builds key employability skills identify and participate in field experience, volunteer work, or extracurricular work that builds employability skills reflect on their skill development process 	<ul style="list-style-type: none"> create an "elevator pitch" that states their career goal communicate their personal brand in an employer-focused setting (i.e. LinkedIn Summary, ID page Summary, in answer to the interview question "Tell Me About Yourself") 	<ul style="list-style-type: none"> create a resume that shows their value and professional skills to employers effectively 	<ul style="list-style-type: none"> network with potential employers online or face-to-face to generate contacts, job leads, or helpful employment information 	<ul style="list-style-type: none"> conduct an actual or mock interview in which they describe their unique skills and value to a prospective employer 	<ul style="list-style-type: none"> use employability skills with proficiency in a work setting 	---
KPIs	How will we measure whether we've achieved the outcome?	% users w/ defined their career goal % of users with high confidence levels	% of users with high confidence levels	% of users who have a career plan % of users with high confidence levels	% users with developed PSC skills	% of people with dev. Personal brand		% of people ready for networking	% of people ready for an interview	% users w/ defined their career goal	
Learner											
Process and channels											
Third Party Integration \$	CONLEY Mini Quizzes Foliotek	GRIT	Career Navigator (Burning Glass)					Foliotek			CONLEY Mini Quizzes
Online Activities											
Experience											
Learning Objectives	<ul style="list-style-type: none"> discover career goals/preferences and how their personal goals/preferences connect with jobs in the market, develop key employability skills and a personal brand that supports their career goals, and demonstrate their value and professional skills to LinkedIn Activities employers effectively through networking, interviewing, and more. 	<ol style="list-style-type: none"> Identify two tools you can use to find careers that align with your personality, workplace preferences, values, interest, and skills. Explain how inventories and experience can provide information to determine career options worth exploring. Identify at least one internal and one external constraint that can affect your career decisions. Identify at least one way that you can attempt to overcome your identified internal and external constraints and set a goal related to those constraints. Using one or more discovery tools, choose at least two career options you want to explore. Set a short-term goal related to finding out more about those career options and whether they align with who you are. 	<ol style="list-style-type: none"> Identify appropriate resources to use to research general career information online. For two career options, gather accurate information about required skills or qualifications, work environment, pay, and job market outlook using online research tools. Identify key reasons for and methods of conducting in-person research. Prepare to conduct in-person research by selecting a person to interview for information and drafting an email requesting the interview. Apply research skills to determine education programs that best enhance your employability in your career areas of choice. 	<ol style="list-style-type: none"> Describe the five steps of the career planning process. Set a long-term career goal that follows SMART goal guidelines. Identify what is required to reach your long-term career goal. Create short-term career goals that support your long-term goal. Build a timeline with action steps to help you reach your long-term goal. Identify ways to adjust your career plan, if needed. 	<ol style="list-style-type: none"> Distinguish between transferable and job-specific skills. List in-demand skills that transfer to any career. Rate your confidence level in six transferable skill areas. Using research skills or existing research from the Career Research milestone, list transferable, and job-specific skills for a desired career option. Compare your existing skills to those that are needed for the desired career option. Create a plan to address your skill gaps. Communicate existing job-related skills in your LinkedIn profile. Identify four different types of field experiences in which you can build work-related skills, including transferable ones. Create an e-Project to showcase your skills. 	<ol style="list-style-type: none"> Describe "personal branding" Choose three or more words that represent your personal brand. Using elevator pitch guidelines, analyze an elevator pitch. Create an elevator pitch that represents your personal brand. Update your LinkedIn profile so it reflects your personal brand. Identify four practices that can weaken your personal brand online or in person. Identify practices that can protect your brand. Apply recommendations to protect your brand. 	<ol style="list-style-type: none"> Describe the information you need to gather to create a résumé or complete a job application. Identify ways to organize résumés. Collect the information you need to gather to create your résumé. Demonstrate an ability to create a résumé that relates to a specific job, such as using keywords from the job posting. Create a résumé that reflects your personal brand and GRIT. Describe best practices to create a cover letter. Apply best practices to create a cover letter that is tailored to a specific job posting. Identify best practices to tailor your LinkedIn profile for employers and jobs you are seeking. Identify best practices to request a recommendation or a reference. Draft a thank you note to a recommender or someone who serves as a reference. 	<ol style="list-style-type: none"> Describe general career research strategies. Describe steps in targeted career research. Perform targeted career research for a position that interests you. Demonstrate your understanding of the best networking practices. Create a contact list of 15 to 20 networking contacts. Build a LinkedIn network of at least 25 contacts. Identify at least two reasons to conduct a targeted informational interview. Plan for an informational interview by gathering six or more questions you intend to ask. Complete and share your Foliotek ID page with others for the purpose of networking. Identify best practices for what to do after an interview. 	<ol style="list-style-type: none"> Apply a step-by-step decision-making process to analyze career opportunities Create a matrix that helps you know which factors to consider when making a career decision Describe key components in a job offer. Determine whether the finances of a job offer work for your situation. Identify best practices for job offer negotiation. Describe how to use your network when making career decisions. List three actions to take if you don't get a job offer. Describe best practices for what to do after an interview. 	<ol style="list-style-type: none"> Identify ways to demonstrate appropriate workplace etiquette. Describe best practices regarding workplace dress. Analyze a workplace environment to determine its culture. Identify ways to demonstrate appropriate self-management skills at work. Describe techniques to manage career development and change. Set at least one long-term career development goal. Create a five-year plan for career development. Use LinkedIn to reach out to a connection who can offer helpful career development advice. 	
Module Intro		Thinking about your career choice or making a career change? Self-discovery is the first step in the process of career planning. The process of self-assessment involves exploring what you like to do, what you do best, and what personal attributes are your greatest assets.	You have some idea of what kinds of careers or job changes you might like to pursue. What's next? Researching those careers.	It's easy to put off career planning when you have so much else going on. But creating a career plan isn't hard, and it can save you time and money in the long-run.	You know the career you're interested in or the career advancement you want to pursue, but how do you get there? Part of reaching your career goals is acquiring the skills you need. This is because skills are the access card of the work world —potential hires with a strong skillset have a much better chance of getting in the door (past the automated tracking system and screening interview) and hired compared to those who don't.	When you hear the words "personal brand," what do you think of? Many people think that developing a personal brand means you have to brag about yourself. But developing a personal brand is not about bragging. It's about figuring out who you are and what unique skills and qualities you offer employers. If you plan to start your own business, it's about how to communicate your value and the value of your idea to investors.	You can prepare for a career all you want, but if you're not able to present your skills, experience, and education in a way that appeals to employers, you'll have a hard time getting a job. This milestone is all about communicating your value through your résumé and cover letter.	It can be overwhelming to find a job. It can be even harder to find a position related to the career you want. Taking time to target your search and find positions that fit with your career dreams is one of the most important steps in the career-search process. In this milestone, you'll look at ways to build a network.	When you think about getting a job, does the thought of having an interview worry you? Preparing well for your interview can make the process much less scary.	What happens after you send out your résumé, network, interview, and have more than one choice to pick from or don't hear back at all? No matter where you are along your career path—just getting started, changing careers, or trying to get a promotion—you'll have to consider opportunities you may have. How do you make the best choice?	
Focus Areas		This milestone contains activities to help you start the process of finding a successful career path.		In this milestone, we'll focus on: Making a career plan: What is a career plan and how do you build one that works for you? Setting career goals: What goals should you set to make your career plan happen? Adjusting your plan: How can you change your plan	In this milestone, we'll focus on: Learning about skills and how to build them: What skills do you need to be successful in your particular career and how can you build them? Communicating your skills: How can you best showcase your skills to employers?	In this milestone, we'll focus on: Creating a personal brand statement: How do you go beyond creating an average personal brand statement to one that truly stands out? Communicating your personal brand: How can you best communicate your personal brand to employers?	In this milestone, you'll focus on: Organizing information in a résumé and a job application: Do you have all the information you need for a résumé or job application? Building a résumé: Do you know how to create a résumé that highlights your unique value? Your résumé GRIT: How can you go above and beyond when you create your résumé so that you really stand out? Creating a cover letter: How do you write a cover letter that will inspire employers to check out your résumé and grant you an interview?	We'll focus on these three areas: Job-search strategies: What are the best ways to find a job in a career field you're interested in? Networking: What is the best way to build a network? Informational interviewing: Are you prepared to have an informational interview with someone in your	In this milestone, we'll focus on the following: Preparing for an interview: Do you know what you need to do to be ready to succeed in an interview situation? Different interview styles: Are you familiar with the different types of interviews you may have? Tough interview questions: Are you prepared to answer the really hard questions?	In this milestone, we'll focus on the following: Considering personal factors: How do you make the best career decision given your particular situation? Evaluating the job offer and negotiating: If you receive a job offer, how do you know if it's the right one for you, and how do you negotiate so you get what you deserve? Being persistent: What do you do if you don't get the job offer you want?	
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