

SUNY PROFESSIONAL SKILLS PREPARATORY COURSE MANUAL



This document was made possible by a grant from Carnegie Corporation of New York.

Today's high-tech, global economy is fast-paced and moving forward every day, and we have to ensure that, above all else, we are preparing our students to be a part of it. That's why there is so much hype—and justifiably so—surrounding the expansion of applied learning opportunities in college, including everything from clinical placements and cooperative education to service learning, volunteerism, student research, international opportunities and field study.

SUNY sees its role in education from cradle to career. We don't stop at graduating students—we go one step further—ensuring that our graduates are prepared for the careers they want and New York needs. The goal of The State University of New York's (SUNY) Applied Learning Initiative is to ensure that every SUNY student has the opportunity to take part in at least one Applied Learning experience before they graduate.

Applied Learning refers to a hands-on, real-world approach where students learn by doing. Although the setting and context may vary for each applied learning opportunity, these traditionally include planning, training, monitoring, reflection, and evaluation, and can be credit bearing or not, at home or abroad.

At SUNY, we believe in the power of learning by doing. That's why we are working to ensure that every SUNY student will have access to an applied learning opportunity, even those attending online. And through innovative on-the-job training programs like apprenticeships, internships, and co-op programs across our system, SUNY faculty are working side-by-side with the state's employers to craft new, engaging curricula that integrates classroom study and (often paid) work experience. So our graduates have a significant advantage as they enter the workforce.

APPLIED LEARNING OPPORTUNITIES AT SUNY INCLUDE:



SUNY Works – clinical placements, in which more than 20,000 SUNY students are already enrolled; internships, in which more than 21,000 students participate; and cooperative education programs (“co-ops”), in which SUNY faculty and area employers have jointly developed curricula that integrate classroom instruction and on-the-job experience. Approximately 1,740 students are currently enrolled in co-ops across SUNY.



SUNY Serves – service-learning, community service, civic engagement and volunteerism. More than 30,000 SUNY students are currently engaged in formal service-learning programs for which students earn college credit, while tens of thousands more participate in community service and volunteer locally, nationally, and around the globe.



SUNY Discovers – student research, entrepreneurial ventures, opportunities abroad, and field study. While SUNY research has historically resulted in breakthrough discoveries, inventions, and startups, increased focus on applied learning has led to an unprecedented level of collaboration between SUNY students, faculty, and industry experts to enable commercialization of the best ideas and innovations born on SUNY campuses.

At SUNY, we also believe in the power of preparation and collaboration. The following contains information about the SUNY Professional Skills Preparatory Course. This course is the result of a collaborative project across multiple SUNY Institutions and its content is available for all SUNY institutions to use.

SUNY PROFESSIONAL SKILLS PREPARATORY COURSE

The professional skills preparatory course is a multi-campus collaboration between Binghamton University, Cornell University, SUNY Oswego, and University at Buffalo. Initially, this course was developed for engineering and technology students, but with additional funding support from Carnegie Corporation of New York, additional content was developed to support all students in obtaining employment and launching their careers.

The curriculum is designed to develop critical thinkers with theoretic and tactical skills, communication and interpersonal skills, and work place ready interactive skills through self-paced online instruction, assessment, assignments and evaluation.

The course was developed as an online course with distinct modules adaptable for delivery as a hybrid, in class or fully online course:

- Career Readiness Fundamentals
- Self-assessment and Career Market Research
- Job Search Essentials: Cover Letters, Business Emails, Resumes, Thank You Notes, Interviewing and Social Media
- Professionalism and Ethics in the Workplace
- Teamwork
- On the Job Career Launch

The engineering professional skills course, targeted to second semester freshmen and sophomores, was initially offered online as a Beta Test to the students at Binghamton University, Cornell University, SUNY Oswego, and University at Buffalo over Summer 2014. After the beta, the course was offered at SUNY Oswego for additional assessment to refine the curriculum.

The SUNY Professional Skills Preparatory Course for Engineers and the SUNY Professional Skills Preparatory Course are available for download at www.suny.edu/applied-learning and are free for all SUNY campuses to adopt.

Campuses may choose to offer modules online or in hybrid mix between classroom presentation and online curriculum. Modules or content from these courses may be offered through discipline-based departments, career development offices, and general studies or capstone courses. The content found in the following pages and online may be added to existing classes or trainings, expanded upon, or changed as each campus sees fit.

Key learning outcomes include:

1. Pre-employment success- co-op/internship readiness
2. Field-related employability
3. Workplace value (ROI, ability to be current and relevant)
4. Professional success—workplace productivity and teamwork.

PROFESSIONAL SKILLS COURSE MODULES

The following is a list of the modules currently available, as they appear to students.

.....

First Steps: Self Analysis & Market Research at a Glance

Self – assessment is the first and possibly most important step in the career-development process. Studies have demonstrated that you will be most happy and fulfilled in your career if you choose a vocation that is based on your interests, motivators, and skills in that order.

You will likely fall into one of three categories, all of which can benefit from self-assessment:

1. You have a clear idea of your goals
2. You have an idea about a few industries or job function you might consider
3. You are unsure where you best fit.

If you are in the first group and have a clear idea of your future plans, you will use self-assessment to help you link your skills, motivators, and interests to the job that you are seeking.

If you are in one of the other two groups, self-assessment can help clarify one or more directions you could take.

Learning Objectives:

- Explores personal interests, values, and abilities
- Develop awareness of how to utilize your strengths toward a successful career
- Assess personal strengths, talents, values and interests to appropriate jobs and careers to maximize potential.

Market research is a component of your environmental scan. You are taking a careful look at employment opportunities in your field. Are there job openings? Where is the type of job you want? Big city? Suburb? In this section you will research companies, learn the average starting salary for positions, and investigate the type of companies and jobs that exist in your field.

Learning objectives:

- Explore job markets, opportunities and trends
- Initiate the process of identification for self-placement
- Use a variety of research tools such as computer programs, books, industry tours, industry panel discussions, internet, career fairs and alumni networks in the career exploration process.

Welcome to SUNY Professional Skills: Career Launch

These sections need to be personalized each semester to each individual campus and/or instructor:

- Welcome
- Contact Information
- Course Readings and Materials
- How you will be Evaluated (if you choose to change any of the assignments)
- Grading Rubrics (if you wish to change points, or assignments)
- Instructor presence

-
- Technical support
 - Course schedule
 - Next steps

Career Readiness: Fundamentals at a Glance

This module guides you to career success by laying the framework for job seeking skills. What steps do you need to take during your college career to make you an ideal candidate, what is your decision making process, what inherent skills do you have, and how can your college support you throughout this plan.

Learning Objectives:

- Explores personal interests, values, and abilities
- Decision making models and preferences for decision making

Pre-Employment Success

When you started college you began on your path to career success. This module will help you fill out your plan to be a successful job candidate. Academic goals, applied learning, extracurricular activities, clubs, athletics are all part of the pathway. You will explore your options and supports to help you succeed.

Learning Objectives:

- Connect the relationship of education and employment to develop knowledgeable workers

Job Readiness

What do you need to know to begin your professional journey? This module will help you identify your work style with several self-assessment methods as you begin the process of developing your professional style. It will also help you identify transferrable skills. Transferrable skills are the abilities that you gained at part time jobs, co-ops, internships, service learning, study abroad, or other applied learning, co-curricular, or extracurricular activities. This section helps you translate these skills into experience on your resume.

Learning Objectives:

- Develop awareness and identify transferrable skills to begin the job search process
- Identify the personal and professional skills and characteristics employers seek
- Relate and identify career interests and transferable skills necessary for opportunities in the workforce (SCANS: Secretary's commissions on Achieving New Skills).

Self-Analysis and Market Research

This module will help you with the first steps in your job process. Self-assessment will help you identify your job interests, styles, and motivators. Market research is a component of your environmental scan that helps you identify the type of organization you want to work at, and how your work style is best applied.

Executing the Job Search

In this section you will begin to set the path for career success. You will identify your network and take the beginning steps to search for your ideal job. This section involves researching the job and employer through informational interviews, as well as establishing your networking plan.

Learning Objectives:

- Demonstrate effective oral and written communication skills necessary for employment
- Demonstrate job search skills
- Develop skills, knowledge, attitudes and abilities in preparation of the workplace

Job Search Essentials

When you apply for a job you need a foundation to sell yourself into the interview seat. Your written communication needs to demonstrate how your skillset fits the position. This module helps you establish your writing foundation.

Learning Objectives:

- Develop methods of self-marketing through resume, cover letter, interview and follow-up
- Successfully write appropriate business letters and emails
- Create a resume that highlights professional and educational attributes
- Demonstrate effective use of grammar, punctuation and spelling

Get to Know your Career Center

Your Career Center has the tools to help you stand out. Make sure you register so you receive job postings, meet with employers and alumni when they visit and are on the invitation list. This module will help you navigate these resources.

Learning Objective:

- Have a clear understanding and awareness of all experiential learning opportunities on campus to prepare and empower students for careers

Meet the Employer

In this module, your actions will put you in the interview seat. You will learn how to dress for the part, what your social media says about you and interview fundamentals.

Learning Objectives:

- How to develop and create professional social media sites that represent you as a professional with communication skills and an understanding of your field
- Identify and present the skills and professional characteristics the employer seeks

Success On the Job

This module will help you identify the culture of the workplace, make a great first impression, familiarize yourself with typical onboarding paperwork and develop professional etiquette.

Learning Objectives:

- Understanding of interpersonal communications and how they function in the workplace
- Identify and discuss professional etiquette for the workplace and gain insight on the behaviors that succeed in the workplace.

»» For more information please visit www.suny.edu/applied-learning

Professional Skills Course Project Collaborators:

Lorrie Clemo, Provost, Vice President for Academic Affairs, SUNY Oswego

Sheila Cooley, Associate Director Center Experiential Learning, SUNY Oswego

Denise DiRienzo, Director, Center Experiential Learning, SUNY Oswego

Denise Lorenzetti, Director, Watson Center and Alumni Connections, Binghamton University

Dean Millar, Assistant Dean, Engineering, University of Buffalo

Andrew Olewnik, Director of Experiential Learning Programs, University of Buffalo

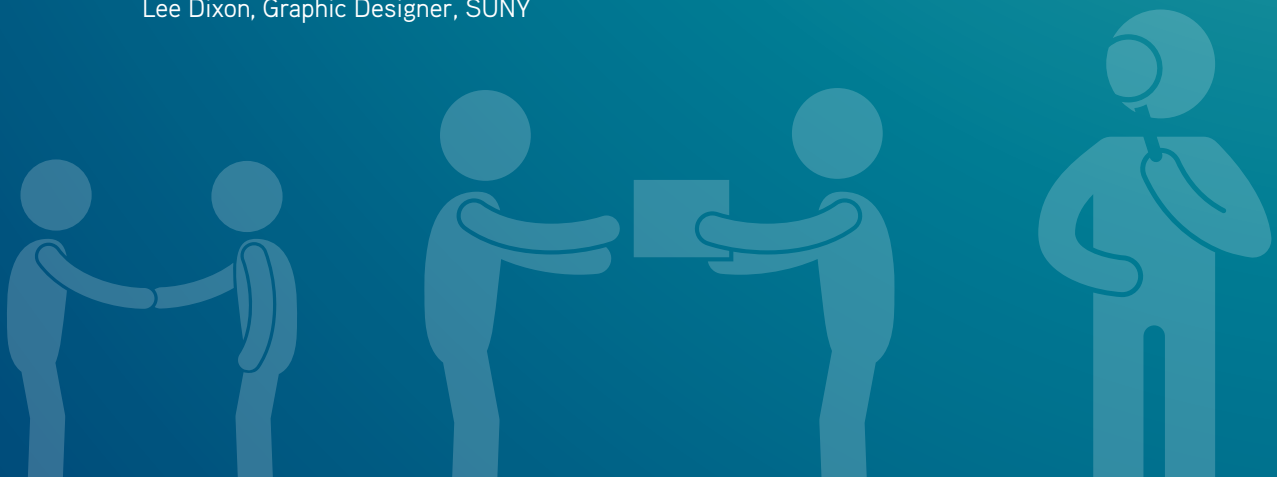
Mark Savage, Director, Engineering Co-Op and Career Services, Cornell University

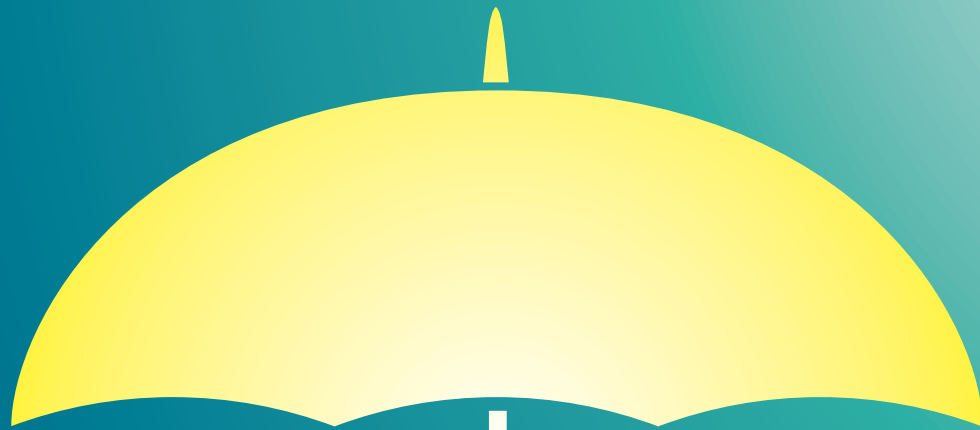
Support:

Geoffrey DeMarsh, Videographer at SUNY Oswego

Kristen Flint, Instructional Designer at SUNY Oswego

Lee Dixon, Graphic Designer, SUNY





APPLIED LEARNING