

# Career Readiness

## *Badging Program*

### Executive Summary



# EXECUTIVE SUMMARY

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The Career Readiness badging program is designed to assist students in making meaningful connections among their curricular, co-curricular, and extra-curricular endeavors in order to successfully transition to the workforce upon completion of their studies at the University of South Florida.

The program is built to **leverage the work that many students are already doing** in their classes, in student leadership roles, in student employment and internship roles, and by taking advantage of the wide variety of supplemental learning opportunities offered at USF. It will simultaneously **serve as a catalyst to assist students who may need additional help** in acquiring or refining essential skills which they may be lacking.

## WHY A CAREER READINESS PROGRAM?

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In 2016, Career Services took the lead on a market research initiative to build on work being conducted by the National Association of Colleges and Employers (NACE). Employers in the greater Tampa Bay Area, and specifically those who had an active recruiting relationship with USF, were asked about **the essential skills our students needed to have in order to succeed** in their bachelor-level positions. For our region, **the top four essential skills are:**

**#1** *Professionalism  
& Work Ethic*

**#2** *Critical Thinking  
& Problem Solving*

**#3** *Communication  
Skills*

**#4** *Teamwork*

While we know that students are learning and building these essential skills in USF's degree programs and in co-curricular and extra-curricular activities, **employers indicate that students are unable to successfully demonstrate those skills during critical career management activities** (e.g. interviews, cover letters, resumes).

## CAREER READINESS COMPETENCIES

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We have selected the NACE Career Readiness Competencies to serve as the organizing framework for the program. There are eight competencies, which were developed by representatives from institutions of higher education, business and industry, and key affiliated stakeholders. Together:

1. The NACE Competencies provide students with a flexible vocabulary to connect learning from across disciplines to career related activities.
2. The NACE Competencies provide specific domains in which students can connect co-curricular and extra-curricular experiences to career related activities.
3. The NACE Competencies will serve as a common language for the campus to use when discussing and measuring career readiness initiatives and can serve to bridge the wide-array of rich, well-developed competency frameworks in use by specific disciplines or fields of study across campus.

Career Management



Communications



Critical Thinking



Global Citizenship



**NACE**  
Career Readiness  
Competencies

Leadership



Professionalism



Teamwork



Technology



## PROGRAM STRUCTURE

Students will complete and demonstrate their current level of ability in each of the eight Career Readiness Competencies through a combination of **learning activities**, **experiential and/or applied activities**, and **career management activities**. Students will earn a badge by completing all of the activities associated with each competency. Additional badges may be earned within each competency (through partner programs), by completing advanced requirements for each competency, or by participating in co-sponsored partner programs.

**LEARNING ACTIVITIES** – Students will access competency content by completing 3 credit hours of directly related coursework OR a specific combination of co-curricular and/or supplemental educational programming (e.g. the Global Citizens Award).

**EXPERIENTIAL ACTIVITIES** – Students will also utilize what they are learning through a combination of experiential and/or applied activities such as internships, Cooperative Education, service learning, study abroad, volunteering, class or special projects, and/or active participation in student organizations or activities.

**CAREER MANAGEMENT ACTIVITIES** – Students will reflect on the results of their learning and experiential activities through structured career management tasks such as building resume entries, authoring cover letters, or answering video-based or written interview questions.

## RESOURCES FOR BADGING

Students will be enrolled in a Canvas course to facilitate tracking of learning activities and participation in experiential activities. Modules for Professionalism and Career Management are being built entirely in Canvas, while support modules for the career management activities are being built for the other six competencies.

The Canvas course will be connected to Badgr, which will serve as the system of record for the program. Badgr also allows earned badges to be displayed on LinkedIn and on select social media platforms. Additionally, earned badges will be pushed to Handshake to allow employers the ability to search for candidates across majors and disciplines.



## LAUNCH PARTNERS

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The Career Readiness program is the result of more than a year of listening sessions, outreach, presentations, and planning between the Internships and Career Readiness team in Career Services and representatives from across the USF campus. A selected number of other campus offices have been chosen as launch partners for the soft-launch of the program:

- Campus Recreation
- Center for Leadership & Civic Engagement
- Global Citizens Project
- Office of Community Engagement & Partnerships
- Office of Undergraduate Research
- Office of Veteran Success
- Student Affairs & Student Success (Shared Service Center)
- USF Education Abroad
- USF Information Technology
- USF Libraries

## CONTACT

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We are always excited to welcome new partners to our program, both as activity and content providers and as gateways for students to connect with the program. To get a conversation started, please contact:

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**Learn More Online:**  
**[careerready.usfcs.info](https://careerready.usfcs.info)**