2022

UAB CAREER CENTER CANVAS COURSE

FACULTY AND STAFF IMPLEMENTATION GUIDE

An online resource to support student career development across the academic experience

![UAB CAREER CENTER - The University of Alabama at Birmingham]

ABOUT US

The UAB Career Center is committed to supporting student career development across the academic experience and beyond. Our services are open to all UAB students and alumni. Our mission Is to engage and empower members of the UAB community through meaningful career and experiential learning opportunities, to revolutionize the future of work.

The UAB Career Center is located on the third floor of the **Hill Student Center - Room 307**. The UAB Career Center can be reached at **careerservices@uab.edu or (205) 934-4324**

UAB CAREER CENTER CANVAS SUPPORT

For support and assistance with UAB Career Center Canvas implementation, please reach out to:

Adam Roderick, Associate Director of Career Education

Adamrod@uab.edu

UAB CAREER CENTER SERVICES AND RESOURCES

One-on-One and Group Appointments

Classroom Workshops

Handshake

Career Fairs

Employer Events

Career Assessments

Career Resources

Career Curriculum

WHAT IS THE CAREER CENTER CANVAS COURSE?

To assist with integrating career content within the classroom, the UAB Division of eLearning and Professional Studies (eLearning) and the UAB Career Center within the Division of Student Affairs have designed a series of modules UAB faculty and instructors can add to their existing Canvas courses. These modules complement the great work happening in the classrooms and research labs across campus. Faculty and instructors are encouraged to utilize these modules as assignments and follow-up with a career-related workshop offered through the UAB Career Center.

Percentage Reporting Information They Received Was Helpful or Very Helpful, by Major or Field of Study

- Faculty or staff members
- Career services office

Engineering	55% / 43%
Arts and humanities	46% / 22%
Business	48% / 37%
Social sciences	48% / 30%
Science	52% / 28%

2018 Strada-Gallup Alumni Survey
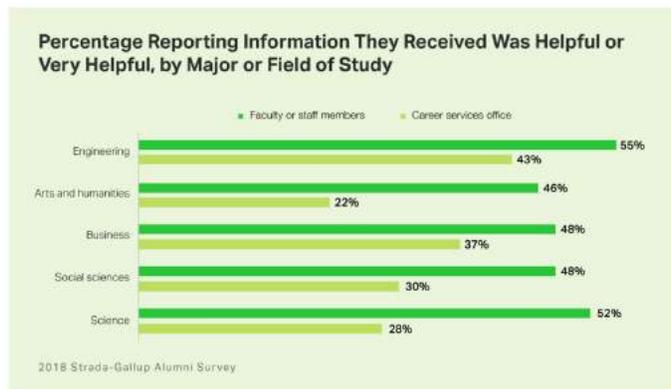
According to a 2018 Gallup survey titled "Professors Provide Most Valued Career Advice to Grads.", students are increasingly seeking career advice and support from academic partners across campus. Through this Canvas course, the Career Center seeks to empower those campus partners in embedding this support into curriculum.

Further, career outcomes is an ever growing decision factor for students when seeking higher education. According to a 2018 Gallup poll "Why Higher Ed?", 58% of students indicated they chose to pursue a degree at a college or university to increase their career prospects following graduation. This response was followed by "Learning and Knowledge" at 23%, "Family/Social Expectations" at 12%, "Access/Affordability" at 6%, and "Other" at 2%.

MAIN REASON FOR CHOOSING EDUCATION LEVEL:

Career	
Learning	
Social Expectations	
Affordability	
Other	
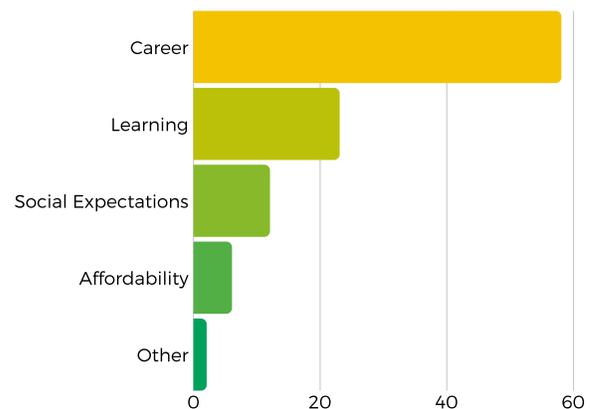
The UAB Career Center Canvas Course was designed with integration and collaboration as a goal. Through this Implementation Guide, we will walk you through the course content, best practices, implementation, support, and FAQs. We hope you will consider integrating this content into your courses and utilizing these modules with your students regularly. The clearer the connection between campus and career, the more our students succeed.

CURRENT MODULES

Introduction to the Career Center

Self and Career Exploration

Gaining Experience

Resume Building

Interview Skills

Career Launch

Networking

Professional Branding

MODULE FEATURES

- **Learning outcomes, "Module Takeaways"**
- **"Take Action" Activities**
- **Quizzes and Assessments**
- **Connection to UAB Career Center Resources**

IMPLEMENTATION TIPS

- Modules contain several external links and embedded videos - instructors may want to review to ensure they are all working after the import
- Instructors might want to provide an introduction video or written introduction about their career path to help reiterate the importance of career preparation
- Assign points to the assignments, add rubrics as necessary for grading
- Reiterate the resources and support provided by the UAB Career Center throughout utilization of content
- Request a UAB Career Center Workshop to complement utilization of modules. The Workshop Request Form can be found in the navigation bar of the UAB Career Center website.
- All modules have been vetted for accessibility. However, if accessibility issues are present, please reach out to the UAB Career Center for support.

ACCESSING UAB CAREER CENTER CANVAS MODULES

TO ACCESS THE UAB CAREER CENTER CANVAS COURSE, PLEASE COMPLETE THE <u>MODULE REQUEST FORM</u> LOCATED ON THE FACULTY PAGE WITHIN THE UAB CAREER CENTER WEBSITE TO BEGIN THE INTEGRATION PROCESS

HOW TO USE THESE MODULES

Embedding content into courses
- Complement academic curriculum with these modules to incorporate career readiness components into your courses

Directing students to these resources
- Faculty and staff are encouraged to integrate these modules into interactions with students. Advising, career planning conversations, student organizations, etc.

Self-directed student completion
- Based on individual needs, students can access any module and engage in self-paced, independent learning.

REQUESTING ATTENDANCE REPORTS

Included in several modules is the "Take Action" request to attend a career event or schedule an appointment with the student's assigned Career Consultant. To request attendance or appointment verification, please submit requests to: Adam Roderick at <u>Adamrod@uab.edu</u>

UAB CAREER CENTER WORKSHOPS

The UAB Career Center offers a variety of classroom workshops to complement the Integration of modules. Below, we will highlight workshops best fit for maximizing impact of module integration. We encourage you to consider utilization of these workshops. To request a workshop, please complete the <u>Workshop Request Form</u>.

![UAB Career Center logo]
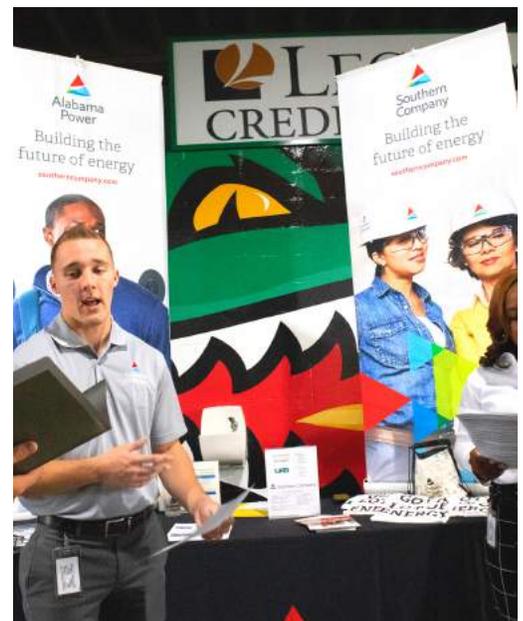
INTRODUCTION TO THE UAB CAREER CENTER

MODULE OVERVIEW

This introductory module walks students through the services and resources offered by the UAB Career Center and will connect students with their assigned Career Consultant.

LEARNING OBJECTIVES

- Student will identify the services offered by the UAB Career Center
- Identify career resources available through the UAB Career Center
- Identify their assigned Career Consultant
- Activate and complete their Handshake profile

MODULE ACTIVITIES

- Contact assigned Career Consultant
- Explore three Career Center resources
- Complete Handshake profile
- Schedule an appointment to explore the UAB Career Closet

ASSESSMENTS

- Career Center Quiz

TIME TO COMPLETE

- 10-15 minutes

WORKSHOP RECOMMENDATION:

INTRODUCTION TO THE CAREER CENTER AND HANDSHAKE

SELF AND CAREER EXPLORATION

UAB CAREER CENTER

MODULE OVERVIEW

Through this module, students walk through steps and exercises to identify a career pathway that fits their unique skills, values, experiences, and aspirations. Even if students already have an idea about what their career trajectory may include, they can use this module to help refine their trajectory and solidify a career path to acheive their goals.

LEARNING OBJECTIVES

- Students will explore their own values, skills, personality interests, and leisure activities
- Explore various majors and careers through utilization of the FOCUS 2 assessment
- Identify career pathways aligned with your unique characteristics and aspirations
- Develop a personized Career Action Plan
-

MODULE ACTIVITIES

- Self-exploration reflection
  - Reflect on past experiences that have made a positive impact on your life goals.
  - Reflect on role models you aspire to emulate.
  - What types of activities (work, leisure, volunteering) do you enjoy doing?
  - What classes do you enjoy most?
- Complete FOCUS 2
- Develop a Career Action Plan

ASSESSMENTS

- Self and Career Career Exploration Quiz

TIME TO COMPLETE

- 20-25 minutes

WORKSHOP RECOMMENDATION:

INTRODUCTION TO THE CAREER CENTER AND HANDSHAKE

![UAB Career Center logo]

CAREER PLANNING AND GAINING EXPERIENCE

➡ MODULE OVERVIEW

Having a career roadmap is a critical task for successfully navigating the college to career transition. A key part of having a plan that aligns and complements students' career goals is gaining relevant experience. These experiences will not only solidify a career path that fits students' skills and work values, these experiences will also position students as top candidates for future positions.

➡ LEARNING OBJECTIVES

- Identify various approaches and opportunities to gaining experience at UAB
- Identify three SMART goals to implement in gaining relevant career experience
- Identify and connect with your assigned Career Consultant
- Complete your Handshake profile

➡ MODULE ACTIVITIES

- Develop a Career Action Plan using SMART Goals focused on gaining experience
- Meet with your Career Consultant to review your SMART Goals for gaining experience
- Complete Handshake profile

➡ ASSESSMENTS

- SMART Goals quiz
- Gaining Experience Quiz

➡ TIME TO COMPLETE

- 15-20 minutes

✅ **WORKSHOP RECOMMENDATION:**
NETWORKING AND ELEVATOR PITCH
OR
EMPLOYER CAREER PANEL

RESUME BUILDING

UAB CAREER CENTER

MODULE OVERVIEW

A well drafted resume can set students apart from the crowd. Truly strong resumes are not just summaries of their education and work history; they emphasize accomplishments and results, and clearly connect their skills and experience to an employer's needs. This module will introduce students to the best practices in crafting a strong resume.

LEARNING OBJECTIVES

- Construct Accomplishment Statements using the A.P.R. format
- Navigate through an Applicant Tracking System
- Develop a personal resume highlighting relevant experiences and skills

MODULE ACTIVITIES

- Applicant Tracking System Exercise

ASSESSMENTS

- Profile Quiz
- Accomplishment Statement Quiz
- Resume Upload

TIME TO COMPLETE

- 20-25 minutes
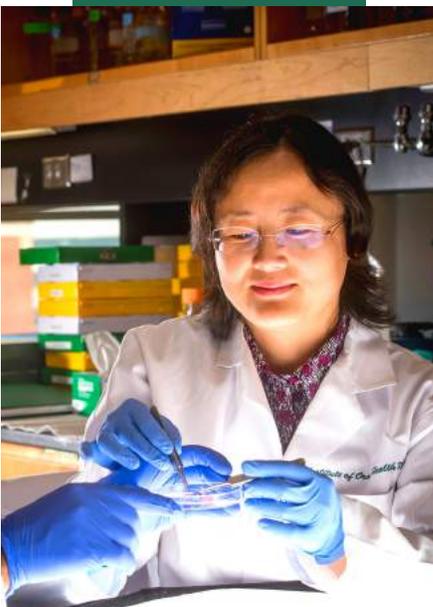
WORKSHOP RECOMMENDATION:

CREATING YOUR RESUME

UAB CAREER CENTER

INTERVIEW SKILLS

MODULE OVERVIEW

Just as the purpose of a resume is to get an interview, the purpose of the interview is to get the job. This module, walks students through the keys to excelling in their next interview.

LEARNING OBJECTIVES

- Student will navigate their way through common interview questions
- Utilize the S.T.A.R. Method to respond to behavioral interview questions
- Successfully follow-up on their interview
- Identify interview appropriate attire

MODULE ACTIVITIES

- Interview Stream Activity (3 prompts and practice responses)
- Schedule an appointment to explore the UAB Career Closet

ASSESSMENTS

- S.T.A.R. Quiz
- Interview Quiz

TIME TO COMPLETE

- 15-20 minutes

WORKSHOP RECOMMENDATION:

INTERVIEWING SKILLS: TELLING YOUR STORY

CAREER LAUNCH

UAB CAREER CENTER

MODULE OVERVIEW

In this module, we walk students through key concepts to put them in a position to excel following graduation. We review marketable skills, explore avenues for locating opportunities, and identify resources to use in securing a first full-time position.

LEARNING OBJECTIVES

- Students will reflect on a Career Event they have attended
- Assess their current career competencies and articulate those competencies to future employers
- Identify the importance and benefits of networking
- Identify four (4) posted positions in Handshake

MODULE ACTIVITIES

- Identify a Career Fair to attend this year (through Handshake)
- Identify 4 posted positions in Handshake to explore further
- Connect with assigned Career Consultant

ASSESSMENTS

- Competency Reflection Quiz
- Career Event Quiz
- Networking Quiz
- Handshake Posting Quiz

TIME TO COMPLETE

- 20-25 minutes
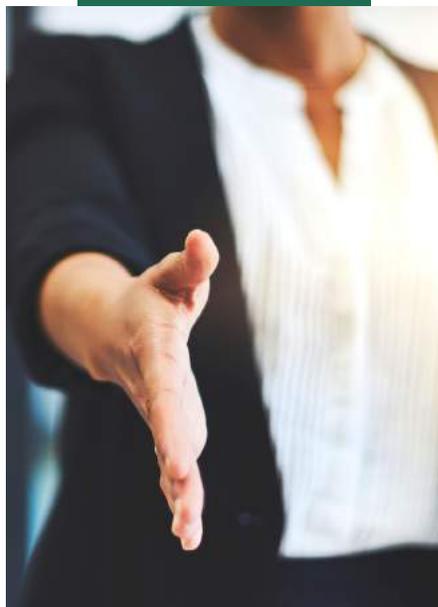
**WORKSHOP RECOMMENDATION:
NETWORKING AND ELEVATOR PITCH
OR
EMPLOYER CAREER PANEL**

NETWORKING: BUILDING YOUR PROFESSIONAL NETWORK

UAB CAREER CENTER

→ MODULE OVERVIEW

Understanding how to create, build, or enhance their professional network can improve students' opportunities to new jobs, careers, promotions and professional standing. This module will introduce them to successful strategies and activities to craft and improve their professional network.

→ LEARNING OBJECTIVES

- Students will identify action steps to build their professional network
- Recognize the benefits of an informational interview
- Identify the different segments or parts of an Elevator Pitch

→ MODULE ACTIVITIES

- Search ENGAGE to identify clubs and organization to join and build your professional network
- Access the Handshake resource library to find helpful networking tools and resources
- Complete your Handshake profile
- Craft your Elevator Pitch

→ ASSESSMENTS

- Professional Networking Quiz
- Informational Interview Quiz
- Elevator Pitch Quiz

→ TIME TO COMPLETE

- 15-20 minutes

WORKSHOP RECOMMENDATION:

INTERVIEWING SKILLS: TELLING YOUR STORY

BUILDING YOUR PROFESSIONAL BRAND

UAB CAREER CENTER

MODULE OVERVIEW

Through this module, students learn that building and maintaining a positive, yet strong professional brand is imperative in their career development.

LEARNING OBJECTIVES

- Recognize the importance of building a positive professional brand.
- Identify components of a professional and personal online audit.
- Identify available web-based resources in creating an active online Professional Profile.

MODULE ACTIVITIES

- Create a list of the intentional activities, organizations, and other networking strategies to craft and develop your professional brand.
- Conduct a professional and personal online audit.
- Complete your Handshake profile.
- Create a LinkedIn account and profile.
- Get access to Adobe Spark as part of the Adobe Creative Cloud suite of programs. To build a professional website as part of your professional brand.

ASSESSMENTS

- Professional Brand Quiz
- Professional Branding Tools Quiz

TIME TO COMPLETE

- 20-25 minutes

WORKSHOP RECOMMENDATION:
NETWORKING AND ELEVATOR PITCH
OR
EMPLOYER CAREER PANEL

FAQS

CAN I MODIFY CONTENT WITHIN THE UAB CAREER CENTER COURSE FOR MY SPECIFIC COURSE?

While these modules were designed with specific learning outcomes and assignments to facilitate targeted student career development, course content can be altered and modified once embedded into an academic course.

> **The UAB Career Center will fully support all aspects of course integration and implementation. Support includes:**
> - Implementation
> - Utilization
> - Troubleshooting
> - Tailoring content
> - Consultation
> - And more

WHAT COURSES CAN THESE MODULES BE USED IN?

The modules within the UAB Career Center Canvas Course can be used in any course utilizing Canvas. Examples include:

- First Year Experience courses
- Major coursework
- Internships
- Core curriculum coursework
- Online courses
- Seminars
- Capstone courses

HOW DO THESE MODULES FIT WITHIN THE SERVICES OFFERED BY THE UAB CAREER CENTER?

The content within the UAB Career Center Canvas Course is designed to support and complement the work of the UAB Career Center. Many of the topics covered within the course are topics we discuss with students regularly. Through utilization of these modules, our goal is to help students more clearly understand the connection between their academic coursework, career preparation, and career success following graduation.

HOW WILL THESE MODULES FIT INTO A COURSE I HAVE ALREADY BUILT?

These modules are specifically designed to fit seamlessly into existing curriculum. Once you complete the Request Form, the UAB Career Center will work with eLearning to transition content into your course. Once implemented, the UAB Career Center will provide full support in utilization.

CAN I USE A SINGLE MODULE, OR DO I HAVE TO IMPLEMENT THE ENTIRE COURSE?

You can use modules individually or incorporate the entire collection of modules into your courses. You are encouraged to use as many as you would like.

FAQS

WHO CAN USE THE UAB CAREER CENTER COURSE?

·The UAB Career Center Canvas course has been designed with multiple implementation pathways:

- Curricular integration: These modules have been specifically designed to fit into courses on campus at UAB. The modules within the UAB Career Center Canvas Course complement academic course learning outcomes and make a direct connection between campus and career – helping students understand how their academic experience prepares them for career success following graduation.
- Student self-directed completion: All students supported through the UAB Career Center have been added to the UAB Career Center Canvas Course. Students can access this resource, review, and complete content at any time. The UAB Career Center is providing certifications for completion.
- As a student resource and supplement to Career Center services: The UAB Career Center will be utilizing the UAB Career Center Canvas Course as an additional resource to support our work with students. We suggest certain modules as professional development opportunities for our students.

HOW CAN I ADD THESE MODULES TO MY COURSES?

In order to add these modules to your course(s), complete the Module Request Form on the UAB Career Center website under the Faculty section. This form will be used by eLearning to import course content for you. Once imported, the UAB Career Center will provide full support with logistics, troubleshooting, and consultation.

IS IT POSSIBLE TO PREVIEW MODULES PRIOR TO SUBMITTING A REQUEST?

Yes. The UAB Career Center can add you to a sandbox version of the Canvas course. This sandbox Is a mirror of the content In the published course. To request sandbox access, email:
Adam Roderick at adamrod@uab.edu.

CAN THESE MODULES BE COPIED TO FUTURE COURSES?

Absolutely. These modules were designed to be standard components within curriculum for as long as you would like to use them.

WHO IS THE POINT OF CONTACT FOR CAREER CENTER COURSE support?

For questions or support, please reach out to:
Adam Roderick at Adamrod@uab.edu