Faculty Guide to Career Development

Career Development Center Mission

To educate, prepare and connect students for career and lifelong success

Integrating Career Development in Classroom Curriculum

The Career Development Center collaborates with faculty to integrate classroom assignments designed to prepare students for their transition from college to a professional.

Academic Major and Career Exploration
Choosing an academic major and career planning is a complex, personal, and lifelong process. Tools are available to help students in declaring a major and discovering their career options.

- Encourage students to discover their values, skills, interests using the Focus 2 career assessment.
- Implement a career exploration and planning assignment to learn about career pathways, industry employers, employment trends, experience required, salaries, and certifications/credentials.

Resumes and Job Search
A resume is a marketing tool that reflects a person’s qualities and experience most relevant to the position applying. In addition, understanding effective job search strategies is critical in identifying lucrative career employment.

- Assign students to create or update their resume for a career position and have it reviewed by a career counselor.
- Have students create/update their profile on HireFresnoState and apply for a "mock" position.
- Implement a job search assignment for students to review employment trends and analyze any skills gaps by utilizing online resources (occupation descriptions, education requirements, salary, and industry employment).

Faculty/CDC Collaboration Wins 2017 - 2018

- 8001 Students attended career development related class presentations, an increase of 60% from 5001 students in 2016-2017
- Over 1200 Students attended a Career Development Center Workshop
- 4000 Students went to a career counseling appointment in 2017-2018
- Over 2500 Students have visited the Clothing Closet since it opened in April 2016
- 52% Increase in student attendance at career fairs since 2014-2015

Did you know?
Each of Fresno State’s colleges has a designated liaison in the Career Development Center. Contact the appropriate liaison for your college by calling 278.2381 or emailing us at careers@csufresno.edu.
More Strategies for Integrating Career Development in Classroom Curriculum

**Interview Preparation**
Knowing how to express your strengths, qualifications, and skills to a position and organization is critical in securing career employment.

- Assign students to do a mock interview and share the video of their interview using Big Interview.
- Have students visit the Clothing Closet in the Career Development Center to find professional attire for a classroom presentation, campus event, or interview.

**Professionalism and Networking**
Finding and retaining the best new talent for organizations is key. The Career Development Center is committed to working with faculty to connect students to internships and career positions through career fairs and networking events.

- Assign students to write and deliver an elevator pitch to showcase their strengths and build their personal brand.
- Have students create a LinkedIn profile or electronic portfolio.
- Include a professionalism statement in the syllabus that speaks to the importance of professional traits as promptness, positive attitude, neat appearance and appropriate attire, accountability, and being respectful of faculty and peers.
- Assign students to attend a career and internship fair with the requirement of speaking to 3 employers and writing a reflection paper on the experience, including what they learned about an industry or company.

**Money Management and Financial Literacy**
Understanding how to best manage their finances is critical to students' long-term success. The Money Management Center can partner with you to increase your students' financial literacy.

- Assign students to utilize the Unleashed Money Portal, which teaches assesses and certifies students in critical financial concepts through the latest online, interactive curriculum including gaming, animations, video and individualized feedback. Award-winning platform.
- Have students attend a coaching session with a Bulldog Financial Coach.

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**Encouraging Utilization of Career Development Center Resources**

- Schedule a one-on-one 30 minute appointment
- Stop by during Drop-in Hours for 10-15 minute sessions in Thomas 103
  - Mondays, 1:00 - 3:00 pm
  - Wednesdays, 8:30 am - 3:00 pm
  - Thursdays, 11:00 am - 1:00 pm
- Visit the Career Development Center website for an array of useful information and resources
- Access internships, jobs and career fairs via HireFresnoState
- Get professional attire for FREE at the Career Development Center's Clothing Closet
- Visit the Money Management Center to ensure short and long-term financial health

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**Fostering Employer Connections**

414 employers connected with 2544 students through internship & career fairs and networking events in 2017-2018

**Alumni & Employer Career Events**
We collaborate with academic departments to:

- Coordinate career panels to explore options within majors
- Organize informational and networking events for students
- Engage employers in classroom and department presentations

**Strengthening Employer Relations & Sharing Opportunities**
Our office is a central location for employers to promote opportunities and connect with students. We have worked with departments to:

- Develop relationships with organizations of interest to students
- Meet with employers interested in recruiting with Fresno State and discuss how to promote their organizational and opportunities on campus

**Career Information and Employment Trends**
We are happy to share data and resources for use when advising students. Our staff stays up to date with current information related to:

- Skills employers seek from new hires, graduating students and interns
- Hiring trends, salary information, and more

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The Career Development Center at Fresno State
fresnostate.edu/studentaffairs/careers • Thomas 103 • careers@fresnostate.edu • 559.278.2381