

FIGURE 1: SAMPLE - NACE CAREER READINESS COMPETENCIES

CAREER READINESS STANDARD	IN-CLASS ENGAGEMENT	REAL-WORLD APPLICATION	ASSIGNMENT
DIGITAL TECHNOLOGY: Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.	<ul style="list-style-type: none"> Use Canvas to complete assignments and consume content Review/build LinkedIn profile Navigate job-search websites to maximize search quality and research salaries Practice navigating Handshake and apply to a mock job application Track applications via spreadsheets Review best practices for phone and virtual interviewing 	<ul style="list-style-type: none"> Use appropriate websites for job search: Handshake, Angel List, Goinglobal, Indeed, Internships.com, SimplyHired, USAJobs, Ohio Means Internships & Co-ops, Looksharp, ZipRecruiter, Idealist, etc. Create a LinkedIn profile and engage with companies, recruiters, alumni, and peers Understand personal skill gap and use digital technologies suggested to improve skills (LinkedIn learning, Coursera, blogs, podcasts, webinars, etc.) 	<ul style="list-style-type: none"> Create LinkedIn profile for job search Apply for mock job on Handshake Virtual mock interviews with career coaches
ORAL/WRITTEN COMMUNICATIONS: Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.	<ul style="list-style-type: none"> Team-based resume bullet revision Resume development and review with partner Rehearse elevator pitch and STAR interview answers Send a personalized LinkedIn connection request Develop potential interview questions based on job description 	<ul style="list-style-type: none"> Articulate skills and career path to potential references Attend career fair; deliver elevator pitch Write introduction requests; submit resume, prospecting letters, connection requests, cover letters, thank-you emails/notes; follow-up to interviews, follow-up after rejection, accepting or declining job offers Set up a professional voicemail, create email signature Use professional phone and email communication with employers Communicate professionally through messaging, connection requests, and newsfeed on LinkedIn Articulate skills and experience in interviews using the STAR method 	<ul style="list-style-type: none"> Tell Me About Yourself reflection Communicate professionally with employers and alumni at Dress to Impress and career fairs Resume and reference page LinkedIn profile Practice interview questions/mock interview

FIGURE 2: OVERALL

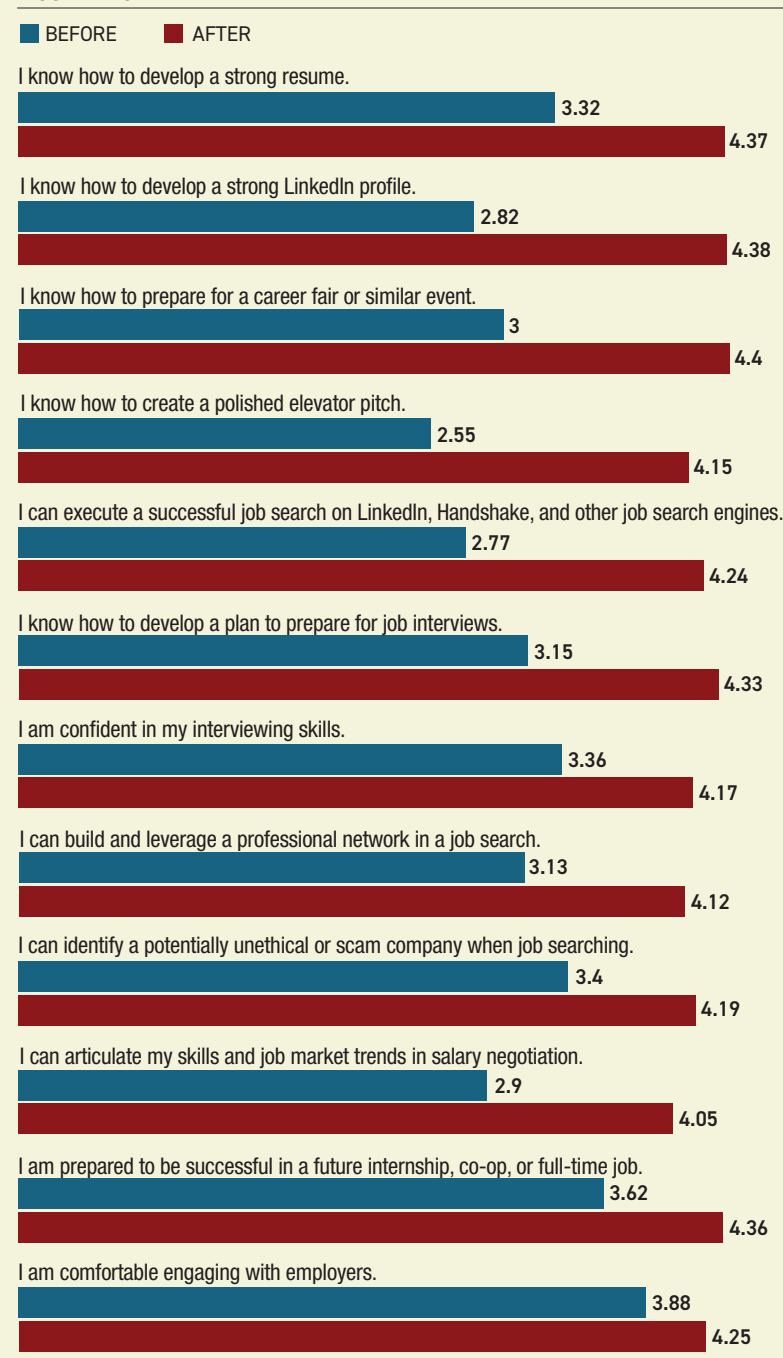


FIGURE 3: OVERALL IMPROVEMENT, BY PERCENT

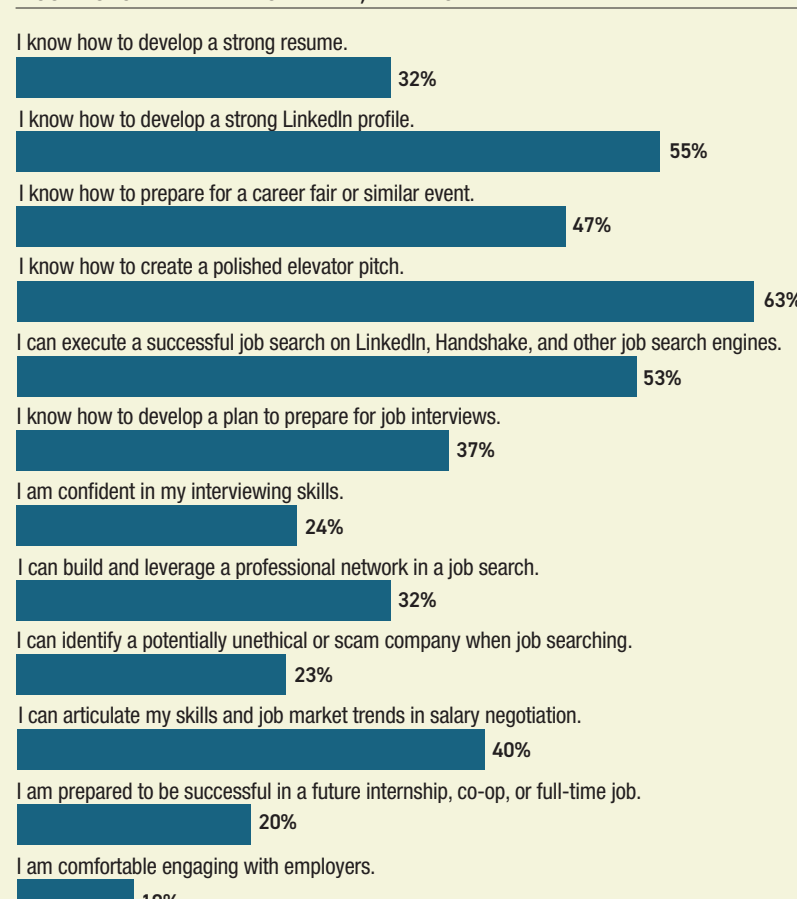


FIGURE 4: RESULTS BY AGE

Competency	BEFORE	AFTER	OVERALL CHANGE
I know how to develop a strong resume	3.30	4.36	32%
22 or older	3.51	4.45	27%
% different	6%	2%	
I know how to develop a strong LinkedIn profile	2.81	4.37	56%
22 or older	3.03	4.38	45%
% different	7%	0%	
I know how to prepare for a Career Fair or similar event	2.99	4.37	46%
22 or older	3.04	4.45	46%
% different	2%	2%	
I know how to create a polished elevator pitch	2.53	4.14	64%
22 or older	2.79	4.25	52%
% different	9%	3%	
I can execute a successful job search on LinkedIn, Handshake, and other platforms	2.73	4.23	55%
22 or older	3.22	4.42	33%
% different	15%	4%	
I know how to develop a plan to prepare for a job interview	3.12	4.32	38%
22 or older	3.46	4.47	29%
% different	10%	3%	
I am confident in my interviewing skills	3.39	4.09	21%
22 or older	3.36	4.15	24%
% different	1%	1%	
I can build and leverage a professional network to job search	3.15	4.13	31%
22 or older	3.20	4.03	26%
% different	2%	2%	
I can identify a potentially unethical or scam company when job searching	3.42	4.20	23%
22 or older	3.45	4.13	20%
% different	1%	2%	
I can articulate my skills and job market trends in salary negotiation	2.91	4.06	40%
22 or older	2.89	4.02	39%
% different	1%	1%	
I am prepared to be successful in a future internship, co-op, or full-time job	3.64	4.38	20%
22 or older	3.51	4.33	23%
% different	4%	1%	
I am comfortable engaging with employers	3.90	4.27	9%
22 or older	3.79	4.21	11%
% different	3%	1%	

AVERAGE (BEFORE %)	5%	AVERAGE (AFTER %)	2%
MAX (BEFORE %)	4%	MAX (AFTER %)	2%

Scale: 1-Strongly Disagree, 2-Disagree, 3-Neither Agree Nor Disagree, 4-Agree, 5-Strongly Agree

FIGURE 5: RESULTS BY GENDER

Competency	BEFORE	AFTER	OVERALL CHANGE
I know how to develop a strong resume	3.33	4.43	33%
Female	3.31	4.33	31%
Male	-1%	-2%	
% different	-1%	-2%	
I know how to develop a strong LinkedIn profile	2.82	4.42	57%
Female	2.82	4.34	54%
Male	0%	-2%	
% different	0%	-2%	
I know how to prepare for a Career Fair or similar event	2.95	4.42	50%
Female	3.03	4.35	44%
Male	3%	-2%	
% different	3%	-2%	
I know how to create a polished elevator pitch	2.40	4.17	74%
Female	2.59	4.13	59%
Male	8%	-1%	
% different	8%	-1%	
I can execute a successful job search on LinkedIn, Handshake, and other platforms	2.76	4.30	56%
Female	2.75	4.20	33%
Male	0%	-2%	
% different	0%	-2%	
I know how to develop a plan to prepare for a job interview	3.05	4.36	43%
Female	3.18	4.31	36%
Male	4%	-1%	
% different	4%	-1%	
I am confident in my interviewing skills	3.16	4.03	28%
Female	3.47	4.13	19%
Male	10%	2%	
% different	10%	2%	
I can build and leverage a professional network to job search	3.03	4.13	36%
Female	3.19	4.10	29%
Male	5%	-1%	
% different	5%	-1%	
I can identify a potentially unethical or scam company when job searching	3.25	4.20	29%
Female	3.50	4.18	19%
Male	8%	0%	
% different	8%	0%	
I can articulate my skills and job market trends in salary negotiation	2.71	4.02	48%
Female	3.01	4.08	36%
Male	11%	1%	
% different	11%	1%	
I am prepared to be successful in a future internship, co-op, or full-time job	3.56	4.38	23%
Female	3.67	4.35	19%
Male	3%	-1%	
% different	3%	-1%	
I am comfortable engaging with employers	3.80	4.26	12%
Female	3.92	4.25	8%
Male	3%	0%	
% different	3%	0%	

AVERAGE (BEFORE %)	5%	AVERAGE (AFTER %)	-1%
MAX (BEFORE %)	11%	MAX (AFTER %)	2%

Note: We did not consider non-binary gender expressions as there was an insufficient number of non-binary identifying students to make any meaningful comparisons.
Scale: 1-Strongly Disagree, 2-Disagree, 3-Neither Agree Nor Disagree, 4-Agree, 5-Strongly Agree

FIGURE 6: RESULTS BY RACE/ETHNICITY

Competency	BEFORE	AFTER	OVERALL CHANGE
I know how to develop a strong resume	3.32	4.41	32%
White	3.34	4.31	32%
UR Minority	-1%	-1%	
% different	-1%	-1%	
I know how to develop a strong LinkedIn profile	2.82	4.37	55%
White	2.80	4.39	57%
UR Minority	1%	0%	
% different	1%	0%	
I know how to prepare for a Career Fair or similar event	3.03	4.47	48%
White	3.01	4.38	46%
UR Minority	-1%	-2%	
% different	-1%	-2%	
I know how to create a polished elevator pitch	2.54	4.15	63%
Female	2.55	4.14	62%
Male	0%	0%	
% different	0%	0%	
I can execute a successful job search on LinkedIn, Handshake, and other platforms	2.75	4.25	55%
White	2.82	4.23	33%
UR Minority	-2%	0%	
% different	-2%	0%	
I know how to develop a plan to prepare for a job interview	3.15	4.32	37%
White	3.26	4.47	37%
UR Minority	-3%	-3%	
% different	-3%	-3%	
I am confident in my interviewing skills	3.39	4.09	21%
White	3.36	4.15	24%
UR Minority	1%	-1%	
% different	1%	-1%	
I can build and leverage a professional network to job search	3.15	4.13	31%
White	3.20	4.03	26%
UR Minority	-2%	2%	
% different	-2%	2%	
I can identify a potentially unethical or scam company when job searching	3.42	4.20	23%
White	3.45	4.13	20%
UR Minority	-1%	2%	
% different	-1%	2%	
I can articulate my skills and job market trends in salary negotiation	2.91	4.06	40%
White	2.89	4.02	39%
UR Minority	1%	1%	
% different	1%	1%	
I am prepared to be successful in a future internship, co-op, or full-time job	3.64	4.38	20%
White	3.51	4.33	23%
UR Minority	4%	1%	
% different	4%	1%	
I am comfortable engaging with employers	3.90	4.27	9%
White	3.79	4.21	11%
UR Minority	3%	-1%	
% different	3%	-1%	

AVERAGE (BEFORE %)	0%	AVERAGE (AFTER %)	0%
MAX (BEFORE %)	4%	MAX (AFTER %)	2%

Note: We classified underrepresented minorities as those who indicated their ethnicity to be African American, Hispanic, or American Indian/Native American.
Scale: 1-Strongly Disagree, 2-Disagree, 3-Neither Agree Nor Disagree, 4-Agree, 5-Strongly Agree

FIGURE 7: FACE TO FACE VERSUS ONLINE, BY PERCENT

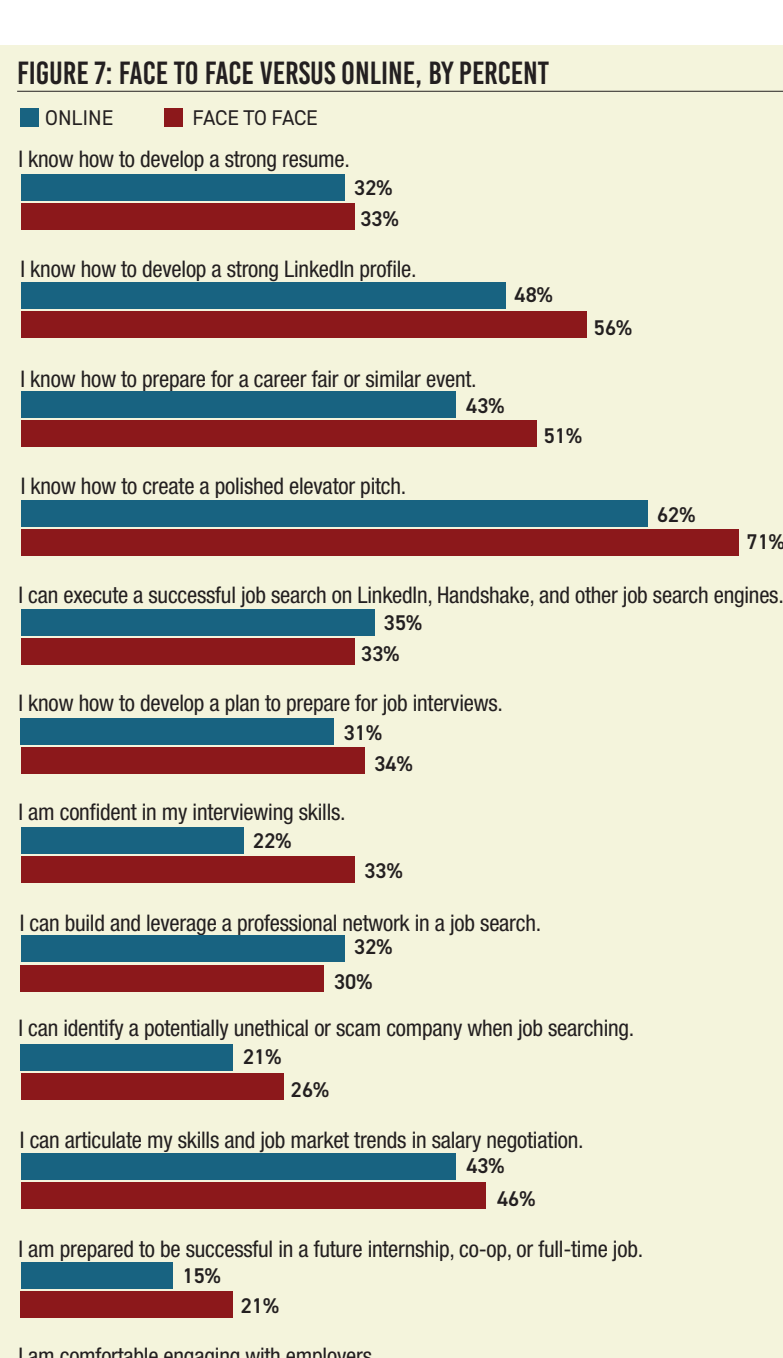


FIGURE 8: COURSE IMPROVEMENT - YEAR TO YEAR, BY PERCENT

