

# COUN A125: JOB SEARCH STRATEGIES AND CAREER AGILITY

Item	Value
Curriculum Committee Approval Date	09/22/2021
Top Code	493012 - Job Seeking/Changing Skills
Units	2 Total Units
Hours	36 Total Hours (Lecture Hours 36)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

Designed for any student preparing to enter or reenter the workforce, as well as any student considering a career transition or in need of career reinvention. This course will equip students with the necessary skills, helpful tools, and resilient mindsets to successfully prepare for and navigate today's rapidly evolving world of work. Students will learn the most effective methods and strategies to utilize throughout the job search, networking, interviewing, and employment process. A comprehensive job search and personal branding package will be created, as well as an action-based career experience and networking plan. Workforce and industry changes, disruptions, and shifts will be examined, and accompanying skills will be developed such as career and learning agility, growth mindset, career recalculation, and overall professionalism. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Examine workforce and labor market trends, shifts, and disruptions, and explain the associated significance of developing lifelong career and learning agility, growth mindset, and career recalculation skills.
2. Identify and demonstrate effective methods and strategies utilized throughout the job search, networking, interviewing, hiring, and professional development process.
3. Produce a comprehensive job search and personal branding package and an action-based career experience and networking plan.

## Course Objectives

- 1. Develop career agility by recognizing workforce and industry changes, disruptions, and shifts, and examining growth mindset, stress management, and career reinvention strategies as they relate to these uncertainties.
- 2. Complete strengths inventory and analyze their relationships to specific industry areas, work environment preferences, and communication styles.
- 3. Clarify career path and direction as well as an action plan that outlines the possible skills, experiences, and educational (or

alternative) credentials needed to build momentum towards career goals.

- 4. Create a job search and personal branding package that communicates one's career story and strengths, which may include a resume, cover letter, professional online presence, portfolio and/or website, business cards, professional email templates, elevator pitch, and interviewing story box.
- 5. Implement networking strategies by identifying relevant organizations and/or professionals, employing research and outreach techniques, conducting informational interviews, and building professional relationships.
- 6. Examine various job search and experience development methods, including job boards, employer research, job fairs, recruiting, volunteering, internships, job shadowing, industry organizations, social media, conferences and webinars, career centers, and more.
- 7. Demonstrate both virtual and in-person interviewing skills as well as knowledge of how to effectively evaluate and negotiate job offers.
- 8. Identify behaviors and attitudes to make a positive first impression in a new job and/or transform existing positions into opportunities for professional development and personal growth.

## Lecture Content

Overview of the World of Work Workforce shifts and employment trends Digital transformation of work and skills Disruptions in the workforce (technological, sociocultural, economic) Generational differences across the workplace Defining Career Agility Normalizing career change, reinvention, and recalculation Anticipating career ambiguity and unexpected directions Rules for career agility Embrace creativity Prioritize action Control what you can Know your nonnegotiables Ask for help Adopting a Growth Mindset Growth mindset vs fixed mindset Benefits of growth mindset for career navigation Examining self-talk and self-confidence Identifying positive role models in careers/industries of interest Managing and reframing career-related grief or disappointment Self-care practices and stress/anxiety management techniques Clarifying Career Goals Goal setting Envisioning a future successful career Values and their relationship to career goals Redefining passion and purpose Strengths and Career Development Strengths and their relationship to career choice and career development Results of Strengths inventory Occupations related to your Strengths Educational and Experiential Credentials Educational training Role of traditional education in a changing world of work Alternative learning options (certificates, MOOCs, boot camps, etc.) Experiential training Importance of experience and skills to employers Internships, volunteering, apprenticeships, job shadowing, boot camps, entrepreneurship, gap year, travel, gigs, etc. Importance of lifelong or perpetual learning, learning agility, and upskilling Developing a Career Action Plan Determining the educational and/or experiential credentials necessary for career launches and pivots Identifying action steps to build professional momentum Personal Brand and Career Story Defining your personal brand Personal attributes and soft skills Technical and hard skills Relevant and unique experiences Communicating your brand Appealing to both humans and computer algorithms Elevator pitch Professionalism and online communication etiquette Resume and Cover Letter General and industry-specific formats and templates Understanding the Applicant Tracking System (ATS) Prioritizing relevant content Customizing to specific industries and positions Addressing gaps in experience Online Professional Networking Sites (like LinkedIn) Developing a Profile Profile and privacy settings Writing a compelling headline and career story Adding relevant sections and information Strategies and techniques Following and engaging with

key companies, organizations, and professionals College alumni search tool Sharing and authoring content Networking Benefits of networking How to build a meaningful network Identifying first-, second-, and third-degree connections Networking environments Online social networking platforms Webinars and trainings Volunteer activities Membership and industry organizations Recruiters Job fairs Informational Interviewing Benefits of informational interviews Preparing for and conducting successful informational interviews Following up effectively to maintain professional relationships The Job Search Prioritizing various elements of the next job Job industry Job function or title Salary and other benefits Employer and company culture Geographic location Strategies for successful job searches Weekly/monthly goals to stay on-track Time management and self-care Multiple methods and resources Job application and online search tips Job search methods Career centers Job fairs and hiring events General job boards Industry-specific job boards Networking and informational interviewing Employer websites Recruiters and hiring managers Company job announcement alerts Interviewing Interview types and formats In-person and virtual New formats such as psychometrics, gamification, simulations, etc. Interview preparation, research, and follow-up Develop interview story box with specific examples of skills and experiences Mock interview practice Salary/Benefit Negotiation Researching typical salary ranges Evaluating verbal and written offers Navigating the negotiation conversation with confidence Other potential things to negotiate (job title, tuition reimbursement, flexible hours, vacation time, etc.) Turn Any Job into Opportunity Impactful ways to make a positive first impression Developing soft and hard skills Building network and ability to work with different types of people Impr oving self-awareness and personal growth Seeking out promotions or internal mobility Leaving a job with grace and professionalism Lifelong Career Agility Upskilling for continuous career reinvention Learning agility throughout the lifespan Ongoing networking

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

Instruction is designed to support the diverse learning styles of students. Methodologies include lectures, interactive lectures, power point and multimedia presentations, large and small group discussions, collaborative group work, project or portfolio presentations, individual exercises and assessment, videos, guest speakers, readings, special handouts and worksheets, and directed assignments.

## Reading Assignments

Students will spend approximately one hour per week reading from assigned textbook, handouts, and online resources.

## Writing Assignments

Students will spend approximately one hour per week on writing assignments. Students will reflect critical thinking skills in written assignments which may include: written reports, guided journal entries reflecting on discovery and intention statements, and short answer exercises.

## Out-of-class Assignments

Students will spend approximately two hours per week completing out of class assignments. Assignments will include a variety of reflections, worksheets, self-assessments, job application and branding materials

(such as a resume and cover letter), and exercises related to weekly class content.

## Demonstration of Critical Thinking

Analysis of workforce and labor market changes and importance of career agility and career navigation skills demonstrated during class discussions and written exercises. Assess personal/professional strengths, interests, and career direction, and formulate an action-based plan outlining the possible skills, experiences, and credentials needed to build momentum towards career goals. Evaluate various job acquisition and networking strategies and produce a corresponding job search and personal branding package (may contain items such as a resume, cover letter, professional online presence, portfolio and/or website, digital business cards, professional email templates, elevator pitch, and interviewing story box).

## Required Writing, Problem Solving, Skills Demonstration

Students will reflect critical thinking skills in guided journal entries or discussion boards, weekly action-based exercises and activities, and other written assignments like a career experience and networking plan. Class demonstrations will showcase skills such as mock interviewing, elevator pitch, and salary negotiation. Class discussions and written exercises will ask students to analyze work and labor market shifts and identify behaviors, attitudes, and techniques to adapt to and navigate career uncertainty and change.

## Eligible Disciplines

Counseling: Master's degree in counseling, rehabilitation counseling, clinical psychology, counseling psychology, guidance counseling, educational counseling, social work, or career development, marriage and family therapy, or marriage, family and child counseling, OR the equivalent. (NOTE: A bachelor's degree in one of the above listed degrees and a license as a Marriage and Family Therapist (MFT) is an alternative qualification for this discipline.) Master's degree required. Title 5, section 53410.1

## Textbooks Resources

1. Required Pollak, L.. Recalculating: Navigate your career through the changing world of work, ed. New York, NY: Harper Business, 2021

## Other Resources

1. Orange Coast College Career Center s digital/print resources. 2. Selected handout materials to be provided and distributed by the instructor.