



**METRO STATE
UNIVERSITY**

Elevate Career Success

Career Center 2022 Annual Review



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Letter from the Director

Bill Baldus

Colleagues,

We are just wrapping up another big year and everyone is breathing a collective sigh with the end of spring semester and the school year. Despite the pandemic, the Career Center staff looks back on this year as one of our best. We gathered this collection of highlights to showcase our work and celebrate some accomplishments. Know that when I say “we” and “our,” I mean the entire university. Our goal is to facilitate career development across campus and throughout the entire student journey. It’s happening. As a community, we are making great strides in ensuring that all our students receive the career information crucial to their making the next big step: a well-deserved promotion, an exciting opportunity in a new organization, or switching to something more meaningful or higher paying.

We started the year with a five-part retreat over the month of June. This gave the new staff members a chance to hear more about previous years’ strategy sessions and weigh in on our direction. Then we combined our goals and aspirations into a master work plan that we put in Trello. Using Trello allowed us to take a regular pulse of the work plan, keeping us on track. In a few weeks, we will repeat the process with a three part retreat building on this year’s work. As you comb through our report, let us know if you think of ways that you, your department, or college might want to collaborate in this important work.

The Student Journey Mapping project resulted in 6 recommendations including “Career in the Classroom” (which we read as the Career Readiness Project) and “Opportunities to Network with Employers.” We are in step with what are students are requesting to make their Metro State experience better.

While we used the Organization as a Network of Conversations idea to get the Career Readiness Project off the ground, this year we moved into the next phase of the project; implementation. People were familiar with the idea, agreed to do it, built it into the university’s strategic intentions, and now we are building infrastructure and capacity. Know that this next phase will require us to live with some ambiguity since there is not a 3-ring binder to pull off the shelf and show us how to proceed. There are myriad creative ways to build career education and learning into the student journey. This will require of us what we’re most known for at Metro State: creating unconventional ways to revolutionize higher education and bring about social change—trailblazing a path to better work for our students.

Thank you kindly.

The Career Center is on a mission:

Elevate career success for our students.

While historically, many of our working adults were indeed on their career trajectories and doing fine, maybe half are trying to move from 2-3 part-time jobs to their first real career. The university's evolution from one where working adults were taking the natural next step in their career paths to one where many of our working adults were looking for their first job that felt like a "career path" increased the need to re-envision career development and advocate for our students' needs in this area.

We see graduation as a significant milestone in students' reaching their ultimate end goal: finding better work. There is the hidden curriculum in higher education, this is also true of entering a competitive, often unknown, workforce. We need to share the weight of this transition with them and uncover the hidden curriculum of finding work that they care about (meaningful), taps their full potential, and pays at least family-sustaining wages. Our students need us to elevate their career success and navigate this transition with them. Metro State's #1 Social Mobility ranking in Minnesota is an important measure of our collective success.

Our Vision: all students and alumni will have the mindset, skills, and opportunities to achieve their career goals.

Visit: metrostate.edu/career **Call:** 651.793.1528 **Email:** career.center@metrostate.edu



Staff Profiles



Bill Baldus, Director

A few words about my work: We have an incredible team—everyone is energized and working well together in the same direction. It is incredibly fulfilling to do this important work helping students tap their full career potential.

If you could give just one piece of career advice to our students, what would it be? Look at your time in college as an integral part of your career, get started right away with your next steps, don't wait until you graduate!

My first job and what I learned: In 4th grade, I set up a shoe-shine operation where my dad and I got our haircuts, Squeak Swanger's barber shop. I learned I have an entrepreneurial streak and enjoy talking with strangers!

Emily Johnson, Career Counselor

A few words about my work: The best part of my job is helping students and alumni see the many assets they bring to their future career. Together we get to reflect on the many skills employers want that they already have, but maybe couldn't see themselves or put into words to enhance their resumes.

If you could give just one piece of career advice to our students, what would it be? Consider the unexpected. Most job seekers seek out companies that everyone knows about. Competition will be fierce. There are thousands of companies in the Twin Cities and the perfect fit could be one you have never heard of! We don't know what we don't know, so network and do your research.

My first job and what I learned: My first job was a cashier at a dry cleaners. I learned I can save money for something I really want. Nothing motivates a 15 year-old to go to a crummy job like the prospect of a used car!



LaBarre Spence, Career Readiness Coordinator



A few words about my work: Having extensive experience in both for-profit and higher education, I recognize the importance of students/alumni being able to craft their "story" about their education, experiences, goals, and what they can bring to an organization. If I can help them build self-awareness and confidence about what they want to do, what they have to offer and how the organization will benefit, I feel I've been helpful.

If you could give just one piece of career advice to our students, what would it be? Employers want to learn about potential employees—what motivates them, their goals, their experiences, etc. They can only find this out by students being able to share this important information with them. Figure out what's important to you and learn to share it in written and verbal form. Be ready for the inevitable spoken question, "tell me about yourself" and the unspoken one, "let me know why we should choose you?"

My first job and what I learned: My family had a small grocery store and nursery when I was growing up. I did everything from bagging potatoes to stocking shelves to potting rose plants to working the cash register to painting the roof. Looking back, I learned how to work as part of a team, get things done in a quality way, and take care of customers – vital lifelong skills.

Kou Yang, Career Center Student Staff

A few words about my work: Helping my fellow students connect with the resources we have at the Career Center has helped given me a perspective into how and why career development is an essential part of a student's educational journey. Sometimes students are so caught up in earning the highest grade they can in class that they forget to focus on their post-graduation career. Helping give them reminders and pointing them to employers and resources that will help kickstart their career is something I did not expect I would enjoy so much.



If you could give just one piece of career advice to our students, what would it be? Although we as students are competing for jobs, it's important to remember that the employers are also competing for us as new talents. However, it is up to us to take control of our career and opportunities because no one is going to hand it to without taking the first step! You must put yourself out there and reach out to people as early as you can even if you feel you are not ready. It doesn't hurt to ask and learn about the qualifications it takes to get a job.

My first job and what I learned: My first job was with a program called Teen Teamworks that worked with the Minneapolis Park & Rec Board to provide an opportunity to learn what a stable job holds to highschoolers with little to no work experience. The duties mainly involved maintaining and renovating various parks around the Twin Cities.

Initially I wanted to be placed in a different program, one that didn't involve maintaining parks out in the hot summer sun. Reflecting on it now, I realized that you are always going to be working with people and learning how to be part of a team is a skill that is foundational to having a healthy and successful career.

Marisa Kelly, Office Manager



A few words about my work: I enjoy meeting and talking with students and alumni. Whether it is helping them with our online networking portal, Handshake, providing them resources, or connecting them with one of our career counselors, it's satisfying to know I can help a little with their career journey.

If you could give just one piece of career advice to our students, what would it be? Be confident and don't underestimate what you can bring to a company. An employer will always be eager to hear about your strengths and appreciate you recognizing what they are.

My first job and what I learned: My first job was with a local newspaper when I was 14 years old. I sorted and distributed the daily mail. Having to talk to people when I brought them their mail helped me overcome my shyness.



Career Readiness Project Update

Through some focused strategic planning work and cultivation of our career readiness idea, we are making progress with the Career Readiness Project. We are focusing on students' end goal of finding better work. Everyone is familiar with the concept of a hidden curriculum in higher education, this notion is also true of graduates entering a competitive, often unknown, workforce. A colleague summed it up when he said "We are trying to make first-generation students and help them become first generation professionals." We owe it to our students to share the weight of this transition with them.

Idea to Implementation

The Career Center is helping the university move from exciting new idea that has the potential to reach **all** students to figuring out how to implement and build organizational capacity. We are designing around infrastructure limitations: there will never be enough staff, so we are putting energy into building Metro's Career Readiness community. In addition to Faculty and Academic Advisors' Workgroups, we developed an Employer Workgroup, a sort of inner circle of employers who are asking for ways to work closely with us, get to know our students better, and meet more of us. We can gather their feedback, insights, and testimony in the process.

Big Wins and Highlights

Career Center's idea and new story positioned the Career Readiness Project for inclusion in university strategy and helped us win an AANAPISI grant. We are almost two years into the 5 year grant cycle.

In the fall, employers became some of our best spokes-people, weighing in on the importance of Career Competencies at a COM Lunch and Learn. We heard from our partners at Best Buy, Xcel Energy, Target, and the Mayo Clinic.

We organized and sponsored a group of 18 faculty and staff to attend NACE's Competency Symposium 2022, the premier gathering for higher education professionals and faculty, professional associations,

collaborators, and partners to engage and learn about institution-wide competency implementation strategies and leading practices. The sessions were outstanding and we held a lively follow up discussion the next day to talk about the event and how we could use what we learned to continue building our capacity at Metro State.

On April 25, Dr. Denise E. Williams, Dr. Susan Hilal, and Bill Baldus delivered a NACE Webinar, Managing Career Readiness and Equity During a Pandemic, to a national audience. This was another project milestone as participants found the information worthwhile and the presenters honed their message and insights. Metro State is carving out a place in the career development landscape as an innovative school that has made significant strides without dedicated staff or funding for the Career Readiness Project.

New Faculty Videos

Thanks to videographer Brian Hallermann we shot a number of videos that featured the following faculty members talking about what career readiness practices they are using in their classes and why they see it as important:

- Kate Ries, Natural Sciences
- Mike Stein and Ismail Bile Hassan, Computer Science and Cybersecurity
- Denise Williams, Management, Entrepreneurship, and Human Resource Management
- Susan Hilal, School of Law Enforcement and Criminal Justice
- Erica Berte, Management, Entrepreneurship, and Human Resource Management, and Maureen O'Dougherty, Social Science
- Cindy Harley, Natural Sciences
- Miriam Nkemnji-Enohnyaket, Nursing

About 14% of Minnesotans work for a nonprofit organization.

This winter, faculty members Susan Hilal and Miriam Nkernji-Enohnyaket, along with other faculty colleagues, delved into Metro State’s Career Readiness Project and how faculty can contribute to student development in this area. The two-part training session, Career Readiness 101 and Current Career Readiness Practices, featured faculty describing their ideas and how they work live. A big thank you to facilitators and presenters:

- Melissa Maier, CLA, SCWA- Professional Communication
- Brenda Merrill, CNHS, Nursing
- Kate Ries, COS, Chemistry
- Gemma Punti, CIS
- Rikki Wagstrom, COS, Math and Statistics
- Kevin Spading, CCSPA, Human Services

The Career Readiness Advisors Workgroup is comprised of at least one advisor from every college and facilitated by Emily Johnson, career counselor, from the Career Center. In their monthly meetings, Advisors provided feedback and insights on various efforts that the Career Center was undertaking. Additionally, the group participated in the NACE Competency Symposium and provided feedback on how their learning could be applied to Metro State. The workgroup is currently collaborating on a resource for advisors to use with advisees to provide context to the famous question “Why do I have to take this class?” The resource will allow advisors to make connections to the GELS and Career Competencies. There are exciting things ahead for this group.

The Career Readiness Project assists students to acquire tools which are necessary to communicate a good fit to potential employers. This project also serves to reduce the equity gap among our diverse students.

“The Career Readiness Project assists students to acquire tools which are necessary to communicate a good fit to potential employers. This project also serves to reduce the equity gap among our diverse students.”

—Miriam Nkernji-Enohnyaket, DNP, MPH, RN, assistant professor, Department of Nursing

“Helping students learn to demonstrate their career competencies is a collective responsibility of Metro State. By being a member of the Career Readiness Advisors Workgroup I have been able to learn more about the Metro State Career Competencies and how advisors play a role in teaching the competencies to our students. I have become more adept at incorporating the career competencies in my daily work with students and have also been able to spread the message to colleagues in my college.”

—Jennifer Broadrick, academic advisor, College of Community Studies and Public Affairs

There are 190,682 employers in the state of Minnesota.

LinkedIn Learning Tools

Formerly known as Lynda.com, LinkedIn Learning is a tool accessible to all students and faculty. On this site users can learn anything from how to code to how to play the banjo! Now Metro Students and Faculty have access to even more tools. The Career Center has created two learning pathways that are accessible through LinkedIn Learning.



Career Steps: Top 10 Action Steps to Take Before Graduation (or right after)

Don't wait until you graduate to take the necessary steps to define and reach your career goals. Entering the job market or making a career transition is much easier if the wheels are set in motion while still in school.

Career Competencies: What Employers Want

This online tool introduces you to the Career Competencies—the essential **skills, qualities,** and **strengths** that all employers look for in their new hires, no matter the job, the organization, or the industry.

We are so thankful to faculty who have found ways to infuse these tools into their courses and for all of the feedback they have been able to provide from their students. Learning Paths like the Career Centers and courses on any topic can be easily embedded into D2L. The sky is the limit with LinkedIn Learning.

metrostate.edu/career/linkedin

“The Career Centers 10 Career Competencies have been identified by employers as essential qualities and skills that they look for in recent student graduates. It is important for our students to understand how their classroom, work and other experiences help them build these competencies. It's also important for students to be able to communicate how they have developed these competences through the interview process.”

—Kara Branyon, academic advisor, College of Management

One student who completed Career Steps said:

“I can tell now, I've arrived and everything will be OK.”

Growing Employer Relationships

One of the most exciting things happening in the Career Center is the number of growing relationships with companies and organizations who want to become working partners with Metro State University. These include—but are not limited to—Mayo Clinic, Target, US Bank, 3M, and the State of Minnesota. The Career Center often provides an initial entryway for outside organizations, so we try to facilitate as many relationships and connections across campus as possible.

Faculty-Employer Stewardships Pilot

One way to strengthen these relationships is to identify a faculty “steward” who would serve as a sort of university ambassador to that organization. That individual could be the one who reaches out to connect with key representatives of that company once a semester, makes introductions to others on campus, and generally maintains the relationship. This year we piloted this approach with Best Buy and their finance department. Our contact, Robert Swanson, mentioned at a COM Lunch and Learn that he would like to have a direct relationship with Metro’s Economics and Finance department. Since we had been discussing just this model with Dean Hadidi, we were able to quickly launch a pilot. A big thank you to faculty members Vadhi Rao and Ming Lo for pioneering this effort. The hope is that we can eventually have one of these organizational relationships/faculty point people in every college.

Xcel Energy

This year we created some great new employer partnerships too. One of our stellar alums, Jim Houston, helped us forge a new relationship with Xcel Energy. Jim is an inclusion and diversity consultant helping his team recruit our students and graduates. This spring, Xcel served as our organizational partner for our Reimagining Your Career: Job Search Framework and Strategies (METR 310) class. Over the course of the seven-week class, Jim and his colleagues met with Metro State students to discuss a range of topics: Xcel’s organizational culture, hiring practices, and bringing your whole self to work. The grand finale

consisted of virtual mock interviews conducted with Xcel staff and some of our academic advisors and Career Center colleagues. Everyone had a chance to interview twice with time built in for feedback. It is always a highlight of the class to see students returning to the classroom from their practice interviews full of stories and confidence.

Mayo Clinic

Our relationship with the Mayo Clinic is also growing. Mayo has been thoughtful in building our relationship over time. Mayo started the planning meeting by asking “How can we invest in your students?”

I admire their long-game view of our partnership. Here’s the plan over the next few years:

Year 1: Awareness >> Help all faculty see Mayo Clinic as a potential employer for all Metro students. Mayo has also expressed interest in increasing their awareness of Metro State’s student body profile and helping with the Career Readiness Project.

Year 2: Ability >> What capabilities need to exist? How do we build our relationship infrastructure and designate points of contact?

Year 3: Symbiosis >> We started exploring internships, scholarly project opportunities/case competitions, and faculty shadowing of industry processes. The group envisions a Metro State alumni group at Mayo that could help with recruitment and a video series of alumni talking about their path from academic to industry.

Since Mayo is primarily interested in students with academic backgrounds in Supply Chain and Finance, we have established a workgroup made up of COM faculty (Minh Vo, Susan Misterek, Aber Elasby, Dean Rassule Hadidi), Career Center Director (Bill Baldus), and Center for Accessibility Resources Director (Kristin Burgess).

The Mayo partners also asked some tough questions of us:

“What are you doing to prepare your students for 2030?”

“How do your programs integrate skillsets of the future?”

Mayo Clinic’s Skillsets of the Future:

- Innovation
- Analytical and Financial Acumen
- Digital Strategies, Tactics, and Technologies
- Systems Thinking
- Engagement of Teams
- Leader of Change
- Risk Taking, Ambiguity, and Agility
- Simplification

Fun Fact:

Mayo’s Finance Department has over 3,500 staff members

Success Story

LahLah Poe

New Title: HR Supply Chain administration assistant

Organization/Company: Hormel Foods



Tell us how you landed your job. What was your process? Was there a magic moment or turning point? From my point of view, finding a job was harder than I expected because most companies would like to hire top candidates with outstanding experience or knowledge. In my case, it was not easy since I didn’t do an internship due to my family issue. Moreover, I did not work right after I graduated because I must care for my senior grandmother who needs a supervisor twenty-four hours. I started looking for a job after my grandmother passed away and it took me two and half months until I finally got my current job. The path was a little tough for me, but I am pleased to be able to work on the job I love. I have always wanted to work in the HR department and working as HR vice president, directors, and manager’s administration assistant allows me to see the real world of the human resources field. I had the opportunity to work on a various of projects across the field that help me develop my experiences. Thanks to LaBarre, I was able to get the job I love and work at a wonderful company. He helped me throughout the whole process starting from brainstorming what to put on my resume to find out my career goal for advancement within the company.

What advice would you offer students and alumni who are still looking? My advice will be don’t be discouraged when the process of finding a job is longer than you expect. Second, an internship is very important and can help you when you are applying for a job as a recently graduated student. So, if you have time to do an internship, go for it.

Career Ideas Festival Spotlight + Equity Statement

Every year in March, we tap a subject matter expert as the Career Ideas Festival keynote speaker to inject some new career thinking and energy into the campus community. In 2021, it was Tawanna Black, CEO of the Center for Economic Inclusion. She challenged us to take action to reduce racial economic disparities in Minneapolis/Saint Paul, some of the worst in the United States. Knowing there would be a lot to discuss and process after Black's talk, we organized follow-up discussions with students, alumni, staff, faculty, and a number of Deans and employer partners. These discussions led to writing an equity statement endorsing the Career Readiness Project as an anti-racist approach to career development grounded in social justice—we've used it to spark more discussions across campus including the Equity, Inclusion, and Anti-Racism Council.

Crafting the statement forced us to articulate the why of the Career Readiness Project: why were we putting so much energy and thought into this effort, why was it so important, and why we see this as critical for our students' success? Wrestling with the topic in our discussions and crafting the language in the statement highlighted the obvious connection between career development and reducing racial economic disparities. Instead of relying on an approach that is built on the typical career development needs of typical college students, what we are implementing is an equity-minded model for delivering career education to all our students tying career development directly to Metro State's mission and values.

Instead of expecting our busy students to add career development on top of everything else they are trying to balance and interact with us on a 1:1 basis, we serve as catalysts to weave career education into the entire student journey.

This year's Career Ideas Festival keynote, Tia Brown McNair of AAC&U, and author of "Becoming a Student Ready Campus and From Equity Talk to Equity Walk," challenged us to act on the words in our equity statement and follow through on implementation. Her talk was titled "Translating Our Words into Practice: Ensuring Social Justice and Social/Academic Mobility are Inextricably Linked."

People appreciated Dr. McNair connecting her research with what we are trying to do with the Career Readiness Project here at Metro State.

Her insightful talk inspired many:

"It was a great session after which I feel challenged to do better, and like I have some new ideas for what we can be doing differently to put our written commitments to anti-racism into real action."

"Tia was a **fantastic** on-point speaker. I took oodles of notes and she spurred so many thoughts about our organization but just very broadly, shifting narratives. So exciting! Thank you as always for the invitation to join your Metro State community for deeper and broader learning."

"Dr. McNair's presentation was amazing with so many wonderful action-oriented strategies to take with us. I was furiously taking notes and couldn't keep up!"

"We held a viewing party and had 6 staff attend in-person and I know there were others that participated in their office as well. It lead to great conversation after the fact and ideas for how to move forward on our campus."

Looking back on this year of discussions, reflection, and writing, I feel like we succeeded in answering the crucial question of why career readiness that perhaps was too obvious where we could not see the proverbial forest from the trees.

Writing the equity statement together helped us expand our Career Readiness community to include employers. In addition to a Faculty Workgroup and an Academic Advisors' Workgroup, we developed an Employer Workgroup, a sort of inner circle of employer partners. Employers are asking for ways to work closely with us, get to know our students better, and meet more of us.

Since 2020, employers have increased their efforts to make organizational changes responding to racial injustice (NACE: Responding to Racial Injustice). There is a role for the university in taking a more active role in helping employers create working environments that are as inclusive, welcoming, and supportive as ours. We are being creative in engaging employers who want to recruit our student populations trying to diversify their workforces. One example of this is offering a DEI training for employers participating in the Diversity Networking and Job Fair on the morning of the event.

[See Slides Here](#)

The Career Readiness Project

University Commitment + Community Partners = Inclusive Career Success

Context

At Metro State's Career Center, we acknowledge that the persistent educational and economic opportunity gaps in Minnesota are calcified, particularly racialized inequities. The Career Center aspires to address these inequities intentionally through an innovative approach to career development. To do this, we lean on a strong 50-year history of leading the state in social justice and social mobility, civic engagement, and developing community leaders.

The Career Center sees career education as the clear connection between academic achievement and closing educational and economic opportunity gaps. With conventional approaches to career development, too many students fall through the cracks—not utilizing services to the level they need or at all. Thus, the university risks failing to deliver on the full promise of higher education. We know that among the top reasons people decide to go to college is to improve their employment opportunities to increase their earning power. This is a legitimate motivation that should be honored in curriculum planning and design.

Inclusive Career Readiness

The Career Readiness Project strives to plan, build, and evaluate programs and processes that will integrate career education throughout the Metro State student journey. An inclusive and diverse cross-curricular Career Readiness framework provides a way for faculty, advisors, and students to reflect from multiple points of view in an intersectional fashion on how coursework, internships, advising discussions, admissions processes, professional connections, student life and leadership, in short, the entire university experience, prepares students for professional journeys.

The goal is to establish Career Readiness as a university-wide effort that encourages faculty and staff coming together to foster a culture of career development, cross-disciplinary collaboration and a community of practice. Career Readiness and the career competencies provide us with a shared language to help students develop the mindset and tools to pursue their career aspirations with clarity and confidence. Universities are integrating this

approach institution-wide by infusing intentional student learning mapped to career competencies into the curriculum and co-curriculum.

The Career Readiness Project advances an inclusive, innovative mindset, and experience building education that will empower diverse learners to achieve their career aspirations and close the workforce gap in our region with 21st century leaders. We see the Career Readiness Project as an innovative framework designed to reach all students while making career development a hallmark of a Metro State education. Incorporating career education into the entire student journey eliminates a significant barrier to a seamless college to career transition.

This approach is an anti-racist one grounded in social justice—seeking to elevate and listen to the career aspirations of the marginalized. To let students graduate (or worse drop out) with student loan debt and few resources for finding or growing in their chosen career, is to perpetuate oppressive structures, systems, and the status quo.

Call to Action

To do this, we need to think holistically and broadly when it comes to our students' career aspirations. When we look beyond the immediate goal of degree completion and see career development through a lens of social justice, shared prosperity, and an inclusive economy that works for everyone, we advance our mission of dismantling racism and creating more inclusive Minnesota communities, while also gaining the perspectives and contributions of previously unheard groups.

While the Career Center can serve as a catalyst, we advocate for adopting the Career Readiness Project as a university-wide effort to eliminate a serious barrier to retention and our students' post-graduation career success. We also invite our employer partners to join us in this important work, offering perspectives from the workplace, while incorporating the extension of inclusivity, and support, and a commitment to hiring our graduates.

We are calling on the university community and our employer partners to adopt and elevate this project as central to our mission and values. It is time to rethink the role of higher education in our students' lives and regional revitalization.

Alumni Career Experience

In effort to better support alumni seeking employment after graduation, the Alumni Career Experience was developed by the Career Center and hosted for the first time in the summer of 2022.

The Alumni Career Experience provided intentional and structured job search activities to encourage alumni to utilize methods beyond simply submitting applications. The virtual workshop series began 2 weeks after commencement and ran for 2 hours each Tuesday for 8 weeks. Topics ranged from the expected; resumes and interviewing, to the unexpected: personal branding and strengths. Speakers and employers were brought into the workshop nearly every week.

The Career Center received 23 registrations prior to the workshop start date. 9 Alumni from the graduating classes of December 2021, May 2022 and August 2022 attended in the first few weeks. By the end of the series, the Alumni Career Experience retained 4 committed individuals.

Alumni shared that they stopped attending for a variety of reasons. Some included finding a full-time job, being unable to get away from their current full-time job that was not in their desired field, family illness, and “cold feet.”

Throughout the course attendees shared that they were learning new information, building their confidence and trying new things, such as job fairs and networking events. One student who attended about half of the sessions shared that even the weekly updates of what was covered in class were helpful and she created a binder of resources for later reference.

Feedback was so positive from attendees that the Career Center would like to host this workshop again in the future. Current visions include hosting sessions in a more condensed format and utilizing recruitment efforts that went untapped this time.

Attendees had the following insights to share:

“This experience has made me feel like Metro really cares about my future.”

“I would recommend this class as it has enabled me to think about my job search and use a different approach.”

“I had a great time and learned a lot. It really shaped my thoughts for job searching and skills.”

“I appreciate what a great resource the Career Center is to students, faculty, and staff. I often hear from potential employers about job posts. It’s easy to give them the information about Handshake. After that, the Career Center is right there to answer additional questions. Another student was interested in graduate programs. They provided information about options throughout MN. They always go the extra mile.”

—Sheila Anderson, academic advisor, College of Nursing and Health Sciences

AANAPISI Grant

Metro State University was recognized for its commitment to equity and inclusion with an award from the U.S. Department of Education. The university was recognized as an Asian American Native American Pacific Islander-Serving Institution (AANAPISI) and is the only four-year institution in the Minnesota State system to receive this grant.

This program-based grant of \$1.48 million over the next five years is being used to improve and expand Metro State’s capacity to serve Asian American and Native American Pacific Islander students.

Three AANAPISI goals

1. Promote Cultural Awareness and Competency
2. Advance Career Readiness
3. Connect Graduates and Students

These goals are to better support and engage our Asian American and Native American Pacific Islander students and community.

The grant enables the university to sponsor more cultural and career events such as the AAPI Alumni Leadership Speaker series, extend further outreach to community organizations and area schools with high populations of AANAPI students, and provide additional cultural competency training for staff and faculty who directly serve students. For example, The Karen Organization presented to staff and faculty about Karen culture and Professor Vichet Chhuun from the University of Minnesota delivered faculty development on the topics of culturally responsive teaching to engage identities and disrupting dominant discourses and racial microaggressions.

Metro State is developing career readiness approaches and mentorship specific to AANAPI students, improving training in financial literacy, and developing career events that cater to the AANAPI community. Students will have a better understanding of the course curriculum and potential career connections as a result of this programming, and therefore improve their success at finding a career related to their interest and education.

The university is also developing connections with our graduates by supporting ongoing programs for alumni, forming mentorship networks between alumni and students, and building actionable data about graduates through the National Alumni Career Mobility survey that can be used to improve the educational experience for our Asian American students.

These goals of Promoting Cultural Support and Competency, Advancing Career Readiness, and Connecting Graduates and Students will increase the success of Metro’s Asian American students and prepare them for fulfilling careers, lifelong learning and community engagement.

The grant evaluator’s response to the grant’s first year of implementation was very positive.

“Overall, despite the considerable challenges presented by COVID-19 as well as the injurious Asian hate crimes across the nation, the project team has made thorough and thoughtful progress in all goal areas and laid the groundwork for gathering performance measures.”

—Handshake 2021 Virtual Fair Benchmark Report

Diversity recruiting has reached its highest percent level to date as 88.4% of employers responding to NACE’s 2021 Recruiting Benchmarks Survey indicated they have formal diversity recruiting efforts in place.

“A majority of Black, Hispanic, and Asian students felt that virtual career events allowed them to build more connections with potential employers than in-person career events.”

Measuring Optimism and Confidence

For many people, career exploration and job searching is a roller coaster of emotions. The job search process often feels cloaked in secrecy and lacks transparency. The Career Center understands that students all come to our services in their own unique way. We wanted to assess to make sure they all left our meetings with optimism and confidence.

Throughout the course of the fiscal year of 2022, students and alumni were asked 2 questions before and after their meetings with the Career Center staff.

When I think about my future career prospects, I feel...

- Very anxious
- Somewhat anxious
- Equally anxious and optimistic
- Somewhat optimistic
- Very optimistic

When I think about my ability to impact my future, I feel...

- Not at all confident
- Not confident
- Neutral
- Confident
- Very confident

“The Career Center connects students with industry partners. The Center helps students to develop industry-required skills.”

—Ismail Bile Hassan, assistant professor and internship program coordinator, Department of Computer Science and Cybersecurity

After a year of collecting data, **the Career Center saw a 10% increase in students reporting confidence in their ability to impact their future.**

In fall of 2021, 32% of respondents reported that they felt neutral around their confidence in their ability to impact their career future prior to meeting with the Career Center. Whereas, after meeting with the Career Center only 11% of respondents felt neutral in their ability to impact their own future and **82% of respondents felt either confident or very confident in their ability to impact their future after meeting with the Career Center.**

That Career Center intends to continue assessing and monitoring students' optimism and confidence in their job search.

According to a recent poll conducted by RobertHalf, 2022 graduates are prioritizing flexibility and remote work in their job search.

Success Story

Abdi Ali

Major: Computer Science

Graduation: January 2022

Advice: Before submitting your job application, make sure you have a good resume and cover letter. Once you submit your application, prepare for the job interview, and one of the ways you can do that is by scheduling a mock interview practice with someone at the Career Center.

The Story: Abdi began thinking about his career options before graduation and reached out to the Career Center to get started on his application materials, like his resume and cover letter. After graduation, Abdi saw his dream job advertised: A full stack developer with Hennepin County. Abdi applied his learning from his first meeting with the Career Center to his application material and meet with the Career Center again to review his documents before submitting his application.

The next time the Career Center saw Abdi, he was requesting assistance to practice for his upcoming interview for his dream job! Within a few short weeks, Abdi was able to share the great news that he had been offered the job. Abdi emailed the Career Center and said “I would also like to take this opportunity to say thank you so much for helping me prepare for this career opportunity and I hope you also celebrate my success as well.”



We are celebrating your success, Abdi!!



Employers plan to hire at least 30% more new graduates this year than they did last year, according to the National Association of Colleges and Employers.

66% of students felt they were not well prepared to succeed in the job market.

75% said they did not know which positions were an appropriate fit.

71% had visited their university's career center 2 times or fewer in their college careers.

Source: Inside Higher Ed: Why College Grads Can't Find Jobs 1/17/2018



Career Center Data

Data collected between July, 1 2021 to May 31, 2022

Handshake Accounts

856
New undergraduate activations

53
New graduate activations

66
New alumni activations

206
Students who attended at least one event or fair via Handshake

663
Students who applied to at least one job application via Handshake

2,447
Unique student logins

4,758
Job applications applied to

Jobs Applied to by Industry Category



Appointments Based Off Type



Handshake Employer Data

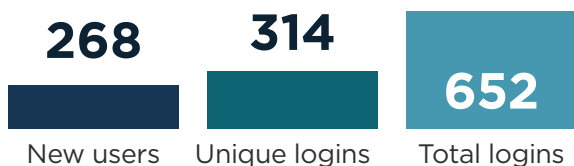
New employers approved **2,180**
Total number of employers **14,922**

Student Job Postings

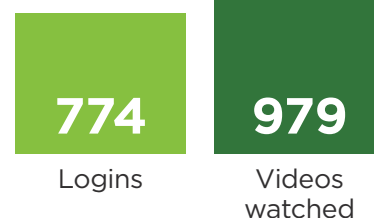
Job **60,830** Volunteer **397**
Internship **13,676** Graduate school **63**

Online Tools Usage

FOCUS2 Activity



Candid Career



Metro State Career Center LinkedIn group members

1,178

The National Alumni Career Mobility Survey (NACM)

In 2020, Metro State partnered with the Career Leadership Collective, a higher education solutions group, to conduct a national online survey to collect career pathway data from alumni. The National Alumni Career Mobility Survey (NACM) sought career satisfaction and insights from Metro State alumni who completed bachelor's and graduate degrees in calendar years 2010 and 2015. For the first time, the university can clearly see how its graduates have fared in terms of career outcomes, economic improvement, and educational satisfaction.

The data collected by the NACM survey will be used to help Metro State better understand the professional pathways of its graduates and prepare future alumni for continued and improved career success.

Five Core Research Dimensions

NACM views career success and mobility through a multi-dimensional lens that includes five core areas. Metro State outperformed its peer group and nationally on all dimensions.

- 1. Career Satisfaction:** Career purpose, preparation, aspirations, responsibility, and enthusiasm.
- 2. Career Pathway Preparation:** Number and type of jobs, industries, geography, graduate school, and internships during and after graduation.
- 3. Economic Mobility*:** Salary growth, loan debt, family income while growing up, current salary range, and institutional investment.
- 4. Educational Satisfaction:** Marketability of the major, career mentoring, career preparation, and affinity.
- 5. Community Engagement:** Community involvement, philanthropy, and recognitions.

**Metro State was #2 of 48 schools in Economic Mobility*

I am satisfied with my bachelor's degree educational experience.

	CAMPUS	PEER GROUP	NATIONAL
2010	92.9%	82.7%	83%
2015	82.2%	79.6%	80.1%
Overall	85.9%	80.9%	81.4%

I currently earn a higher income than the household in which I grew up.

	CAMPUS	PEER GROUP	NATIONAL
2010	74.5%	56%	53.8%
2015	71%	40.6%	38.8%
Overall	72.2%	47.4%	45.4%

My bachelor's degree is worth the tuition I paid.

	CAMPUS	PEER GROUP	NATIONAL
2010	92.7%	64.4%	59.5%
2015	67.9%	59.4%	54.6%
Overall	76.2%	61.6%	56.8%

I volunteer in my community regularly.

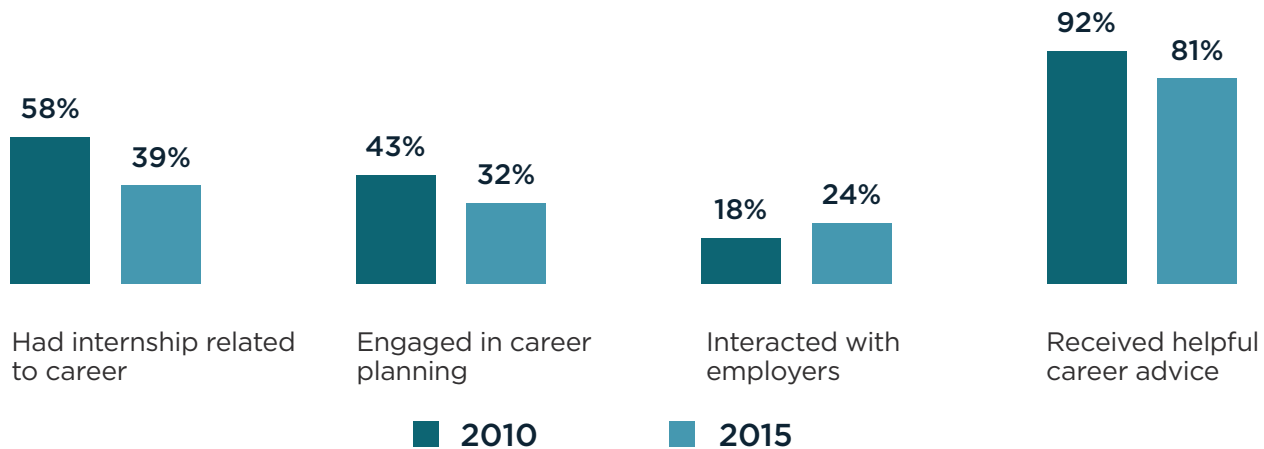
	CAMPUS	PEER GROUP	NATIONAL
2010	52.7%	42.1%	41.9%
2015	45.8%	35.8%	37.1%
Overall	48.1%	38.6%	39.2%

Figured based on satisfied and extremely satisfied responses

Additional NACM Campus Engagement Themes

NACM also assesses areas of campus engagement through the duration of a degree program, how each area correlates with the four core research themes and how each is associated with overall career success. These four are considered “high-impact” on overall career success.

Alumni engaging in high-impact career mobility practices during their career



The Metro State Career Readiness Project is striving to address these themes and bring more opportunities for students to be exposed to career related experiences.

The survey is funded for four more years by the Asian American Native American Pacific Islander grant from the U.S. Department of Education. Each year’s worth of data brings more insight regarding Metro State alumni and their post university experiences.



In 1995, 1 in 10 Minnesota workers was 55 or older; now, it’s 1 in 4!

With the onset of the COVID-19 pandemic, 417,600 Minnesota jobs were lost. Since April, 2022, we have gained 80% of them back.

In April 2022, the 2.2% unemployment rate is the lowest ever recorded in the state.

Candid Career: Metro Alumni Interviews

For many years, the Career Center has partnered with Candid Career to offer students and alumni the opportunity to access a robust **video library of informational interviews**. This year we were able to add to this library of interviews with 10 incredible Metro State alumni.

Video topics range from “a day in the life” of the alumni’s job to how different career competencies are utilized on the job. From each alumni interview, 4+ videos were created.

Thank you to our Alumni who participated. Enjoy the videos:

Senior Audit Associate, KPMG LLP



Mohamed Bande

Development and Fundraising Generalist, Loaves and Fishes MN



Emily Kelson

Project Manager for Workforce Development, RealTime Talent



Phil Arellano

Contract Management Team Lead, SPS Commerce



Crystal Spanjers

Inclusion and Diversity Consultant, Xcel Energy



Jim Houston

Talent Acquisition Manager, Minneapolis Public Schools



Natasha Rambacchus

Accounts Receivable Coordinator, Fish & Richardson P.C.



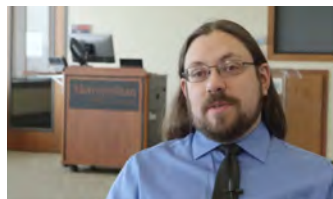
Richard Bailey

Nonprofit Director, Prepare + Prosper



Suyapa Miranda

Professional Tutor, Metro State University



Peter Gawtry

Founder, Candid Career™



Billy Glading

These videos are now housed in the Candid Career Library, but they also make an appearance in the new LinkedIn Learning pathway the Career Center created on “Career Competencies: What Employers Want.”

You can see more Candid Career videos by checking out our website:

candidcareer.com

Recap of Significant Events:

The Career Center heard the call to action from our students to continue to offer career focused events and opportunities to network with employers. In addition to our regularly scheduled programming, such as Resume Drop In, we were able to partner with local employers to host and sponsor a variety of different fairs and information sessions.

Significant Career Events:

Resume Drop In: Every Wednesday

- 7/28/2021: Cyber Career Expo
- 9/2/2021: Rock Your Resume for the Workforce Recruitment Program
- 9/16/2021: Redefining Your Career Goals: Parenting Student Workshop
- 9/20/2021: 3M Info Session
- 9/30/2021: Top 5 Things Employers should do to Retain Diverse Talent
- 9/30/2021: Diversity Networking and Job Fair
- 10/19/2021: Rock your Resume: Licensed Alcohol and Drug Counselor Program
- 10/25/2021: SciTech Info Session
- 10/27/2021: Law Enforcement Opportunities Career Fair
- 10/29/2021: Government and Nonprofit Career Fair
- 11/10/2021: Lunch and Learn Panel: What Employers Want
- 11/10/2021: Target Tech Info Session
- 1/27/2022: January Career Day: Info Sessions with KPMG, Atomic Data, Mayo Clinic, and Xcel
- 2/28/2022: Rock your Resume for all Majors
- 3/15/2022: Rock your Resume for Urban Education
- 3/17/2022: March Career Day: Info Sessions with Children's MN, Anaplan for All, and 3M
- 3/23/2022: AAPI Alumni Leadership Speaker Series with alumni Bo Thao-Urabe
- 3/30/2022: STOP AAPI HATE speaker—Dr. Russell Jeung
- 3/31/2022: Career Ideas Festival: Translating Our Words into Practice: Ensuring Social Justice and Social/Academic Mobility are Inextricably Linked
- 4/8/2022: StrengthsFinder Assessment and Virtual Escape Room with TRIO for AAPI students
- 4/12/2022: April Career Day: Info Session with Mayo Clinic and Office of the Comptroller. Special sessions: Alumni Career Experience Open House and Navigating though the Federal Government Employment Process
- 4/12/2022: Minnesota Education Job Fair
- 4/12/2022: AAPI Alumni Leadership Speaker Series with alumni Larry Yang
- 4/14/2022: Navigating though the Federal Government Employment Process

A major highlight for programming this year included the introduction of Career Day!

During the spring semester, the Career Center hosted 3 different Career Days where the entire day was set aside to spotlight a variety of employers and training programs available to students and alumni. Attendees had the opportunity to learn about each organization, effective ways to apply and most importantly: begin networking for their future career.



Thank You

The success of the Career Center has come from many partnerships and collaborations across campus and throughout the community. Without the support of the faculty and staff, our efforts are limited. We thank each of you who have referred students to appointments and events.

We want to give an extra thank you to the faculty, staff, and employers who engage in the Career Center's Career Readiness workgroups throughout the year. Your insights and efforts make our work stronger.

Faculty:

College of Community Studies and Public Affairs,
Susan Hilal
College of Individualized Studies, Rick Bohannon
College of Management, Denise E. Williams
College of Management, Dean Rassule Hadidi
College of Nursing and Health Sciences,
Miriam Nkemnji-Enohnyaket
College of Science, Ismail Bile Hassan
College of Liberal Arts, Andrew Carlson
School of Urban Education, Eric Fotsch

Academic Advisors:

College of Community Studies and Public Affairs,
Jennifer Broadrick and Cynthia Olson
College of Individualized Studies, Tonia Baxter
College of Liberal Arts, Lydia Hayes
College of Management, Kara Branyon
College of Nursing and Health Sciences,
Sheila Anderson
College of Science, Pauline Danforth
and Shan Sharif

Employer Partners:

3M, Peter Reinhardt
Best Buy, Robert Swanson and Evan King
Mayo Clinic, Dawn Kirchner
Minnesota Department of Employment Economic
Development (DEED), Julie Remington
Ramsey County, Noey Gates
State of Minnesota, Teri Wheeler
Xcel Energy, Jim Houston

Learn more about the Career Center's work:

metrostate.edu/career

Join our LinkedIn Group:

linkedin.com/groups/2176842/

