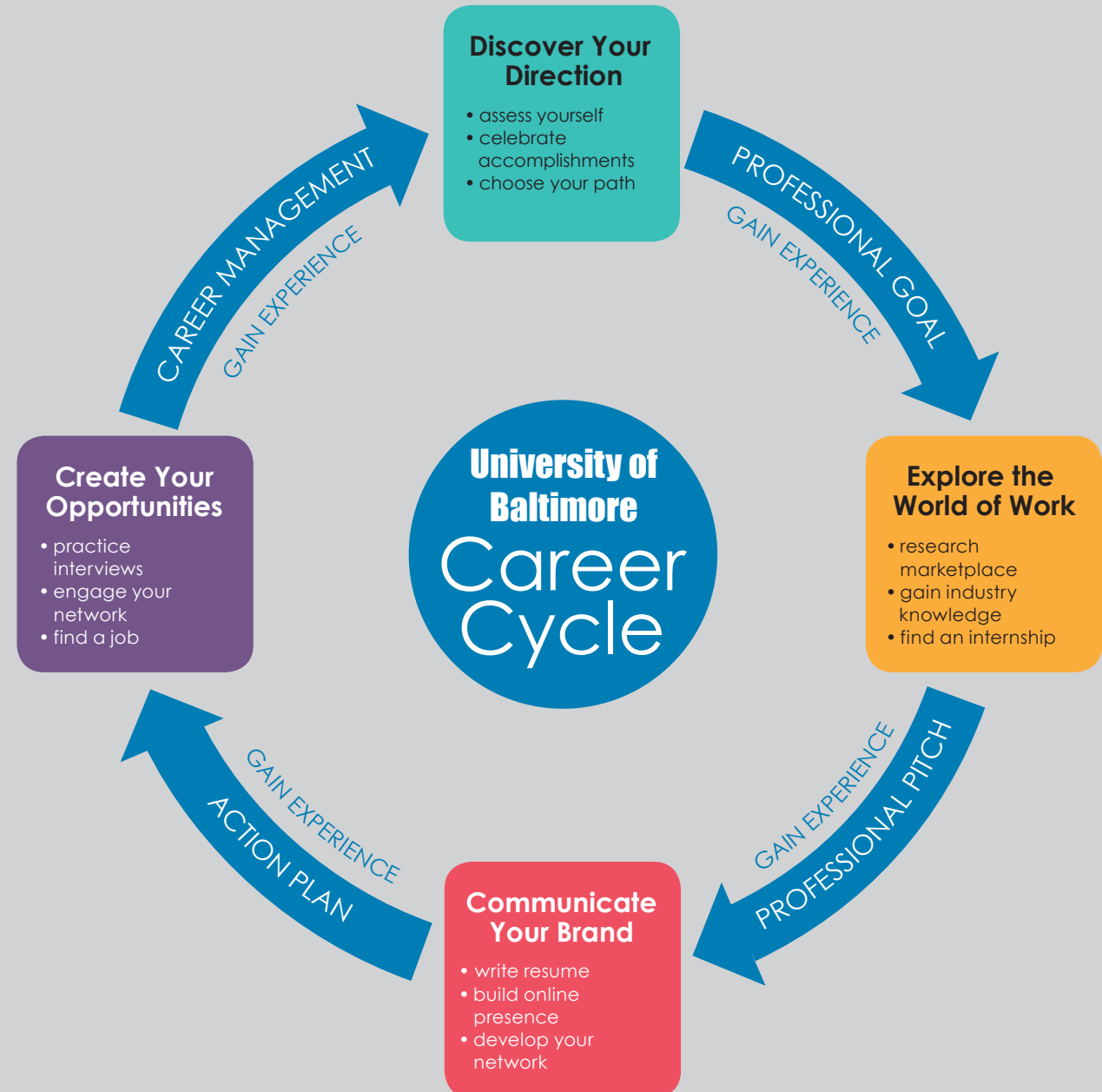


# UB Career Cycle Workbook



# How the UB Career Cycle Works

## Learn how to manage your own career.

The award-winning UB Career Cycle is a tool you can use repeatedly throughout your lifetime. No matter where you are in your career—just starting out or switching gears—this cycle can help you get where you want to go.

## How the UB Career Cycle works:

Each phase of the cycle has a set of outcomes related to your career success. After learning about each phase, you'll be prepared to take an action step.

Phase	Action Step
Discover Your Direction	Define Your Professional Goal
Explore the World of Work	Create Your Professional Pitch
Communicate Your Brand	Design Your Action Plan
Create Your Opportunities	Career Management Plan

## Become an Expert Career Manager.

Career planning is a continuous process. Rather than simply prep you for a job, this workbook can prepare you to become an Expert Career Manager. You'll learn how to use the UB Career Cycle as a framework for growing professionally, and you'll also learn how to stay:

- excited about the future
- engaged in actively pursuing career goals
- connected through a professional network and brand you build.

Along the way, you should continually seek to [gain experience](#); a checklist is provided at the end of this workbook.

You may travel around the UB Career Cycle multiple times as you gain knowledge, experience and insight.

# MANAGE YOUR CAREER

Find your career coach and your career community.



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### Academic Departments:

- Applied Behavioral Sciences
- Legal, Ethical and Historical Studies
- Science, Information Arts and Technology
- Communications Design



## ARTS AND SCIENCES

Career Community



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### Academic Departments:

- Criminal Justice
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- Public and International Affairs



## PUBLIC AFFAIRS

Career Community



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### Academic Departments:

- Accounting, Finance and Economics
- Information Systems and Decision Science
- Management and International Business
- Marketing and Entrepreneurship



## BUSINESS

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# Gain Experience Checklist

No matter which phase of the UB Career Cycle you are in, gaining experience is crucial. While you are a student at UB, you should set a goal to gain experience through at least 2-3 of these methods.

## Attend professional association meetings and conferences.

See if the industry you're interested in has a local, regional or national organization that hosts networking or social events where you can meet people already engaged in your chosen profession and connect to career services to help newcomers to the field. These organizations are great places to start building your networks, and many offer reduced membership rates for students.

## Schedule an informational interview.

Find someone who is doing what you would like to do and "pick their brain." Invite them for coffee, saying you know they are experts in their field and you want to learn about trends, opportunities and ideas for transitioning into their industry or sector. Remember: You are not asking for a job; you are seeking information to better prepare yourself to make this transition.

## Look into experiential learning opportunities at UB.

Further develop your knowledge, skills and abilities by participating in research and project-based learning; community and civic engagement activities; or internships, study abroad and work-study positions.

## Get involved on campus and in the community.

Grow your skills and develop relationships in whatever ways you can. Employers desire candidates who get involved outside of what is required academically and seek out candidates who can demonstrate they are leaders. Here are some ideas to get you started:

- **Student Organizations:** Develop and grow your skills that can be directly transferable to the workplace while meeting new people and developing long-lasting relationships—a key skill for networking. As you dedicate more time and effort, you may consider taking on leadership roles within the organization. Learn more: [www.ubalt.edu/csi](http://www.ubalt.edu/csi).
- **Volunteer:** Give back to your community and put your passion for a specific cause to work. Turning your passion into a profession is a surefire way to find work that is meaningful—and to make a difference in Baltimore and beyond. Learn more: [www.ubalt.edu/bemore](http://www.ubalt.edu/bemore).
- **Lectures and Seminars:** Gain knowledge and perspective when you attend some of the many lectures, workshops and seminars that happen throughout the year on campus. Learn what's happening on campus through UB Today, an email sent to the UB community each weekday, or by visiting [www.ubalt.edu/calendar](http://www.ubalt.edu/calendar).

## Find a mentor.

Having someone more experienced than you to support you on your career path is invaluable. Most successful people, when asked how they made it, refer to people who mentored them. Ask someone in your network if they'd mentor you, or try one of these avenues:

- **Professional Development Institute:** Connect with a mentor who will help you explore your interests, set career goals and grow professionally. Learn more: [www.ubalt.edu/pdi](http://www.ubalt.edu/pdi)
- **Savor UB:** Talk with a UB alumni who has a similar career path over a meal at a local Baltimore restaurant. From there, informal, one-on-one mentoring relationships can develop. Learn more: [www.ubalt.edu/alumni](http://www.ubalt.edu/alumni).

## Connect with faculty and alumni.

As a student at UB, you are part of a strong—and large—network. Our faculty and alumni work in their fields and already have industry knowledge and connections. They know firsthand the impact a UB education has, and they've made the transition from college to the workplace. Developing connections with them will afford you greater insight into possible careers and help you continue to network long after graduation.

# UB Career Cycle Phases

## Discover Your Direction

*Where do you want to go?*

It pays to learn more about yourself—your knowledge, skills, abilities, accomplishments and the values that drive you. When you know your strengths and what brings you joy, you can create your own route toward personal fulfillment.

### As you discover your direction, you will:

- assess yourself
- celebrate your accomplishments
- choose your path

When you're done, you'll be ready to define your professional goal (see page 5).

## Communicate Your Brand

*Where do you stand out?*

Your brand differentiates you from everyone else. It reveals what makes you unique and well-suited to the goal you have chosen.

### As you communicate your brand, you will:

- write your resume
- build an online presence
- develop your network

When you're done, you'll be ready to design your action plan (see page 8).

## Explore the World of Work

*Where do you belong?*

Exploring the world of work means searching for your "sweet spot." You'll discover and confirm that your professional goal is a good fit. In this phase, you're encouraged to learn about trends in your field, problems you want to solve and challenges you will face.

### As you explore the world of work, you will:

- research the marketplace
- gain industry knowledge
- find an internship

When you're done, you'll be ready to create your professional pitch (see page 6).

## Create Your Opportunities

*Are you ready to make things happen?*

Opportunities don't always knock on the door. Make sure you gave a strategic plan to stay focused on your professional goal.

### As you create your opportunities, you will:

- practice interviewing
- engage your network
- find a job

When you're done, you'll be ready to develop a career management plan (see page 9).

Reminder: consider how you will gain experience each step of the way (see page 10 for the Gain Experience Checklist).

For resources to help you through each phase of the cycle, visit [www.ubalt.edu/careercycle](http://www.ubalt.edu/careercycle).

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# Career Competencies Assessment

According to the National Association of Colleges and Employers, students are career ready when they have built competence in the following areas:

- Critical Thinking/Problem Solving
- Oral/Written Communication
- Teamwork/Collaboration
- Information Technology Application
- Leadership
- Professionalism/Work Ethic
- Career Management

By taking this assessment, you will develop a better self-awareness of your own competencies as they relate to what employers consider critical for effectiveness and success in the workplace. On a Scale of 1-5, please rate your comfort level with the following actions (**5-Very Comfortable 4-Comfortable 3-Indifferent 2-Not Comfortable 1-Actively Avoid**). For example, if you feel very comfortable to perform the following activity, then rate a 5 for that item; if the activity is something you actively avoid, then rate a 1 for that item.

Critical Thinking/Problem Solving	5	4	3	2	1
1. Resolving a customer complaint or solving a problem for an organization, group or team					
2. Managing a personal or organizational budget					
3. Drafting a student organization's constitution or mission statement					
4. Developing your own mission statement or professional/elevator pitch					
Oral/Written Communication	5	4	3	2	1
5. Convincing team members that your idea will improve the team or work flow					
6. Drafting professional correspondence to students, professors and mentors expressing ideas, desires or concerns					
7. Presenting group findings in class or work					
Teamwork/Collaboration	5	4	3	2	1
8. Resolving conflict amongst group or team members/viewing conflict from another perspective					
9. Volunteering to be of service to a struggling or overwhelmed team member					
Information Technology Application	5	4	3	2	1
10. Utilizing MS Office tools at a basic level (Word, PPT)					
11. Utilizing advanced MS Office tools (Excel, Access)					
12. Learning new computer software to accomplish a particular task					
Leadership	5	4	3	2	1
13. Taking on or serving on a student organizational board or group project lead					
14. Initiating and conducting team meetings/phone calls					
Professionalism/Work Ethic	5	4	3	2	1
15. Maintaining a strong (or competitive) GPA while working part time or full time					
16. Seeking feedback regarding work or classroom performance					
Career Management	5	4	3	2	1
17. Discovering information and/or professional organizations about the industry in which you would like to work					
18. Updating resume after each new experience (job, internship or project)					
19. Utilizing the web for research, staying up-to- date with current legislation and/or business specific trends					

# Create Your Opportunities Action Step:

## Career Management Plan

Once you have successfully landed an internship or job, been accepted into graduate school or received a promotion, you'll want to transition to your new step smoothly. Your transition plan will help you do that while working toward continuous progress. Practice making the case for yourself through identifying opportunities, interviewing effectively and networking with decision makers. Use the items below as a guide.

Communicate your transition to your network. Since many people helped you make it to this next step, take time to thank them all for contributing to your success. This lets them know what you will be doing and keeps them as part of your ongoing network. You can maintain and grow your professional network ongoing through use of social media, attendance at events, professional memberships, presentations, etc.

- Contact companies with whom you interviewed or schools to which you applied.
- Thank recruiters, faculty and people who wrote you letters of reference.
- Notify anyone else in your network of your new status.

Hit the ground running in your new role. Keys to success in your new role include learning the culture of the organization and its major mission, goals and objectives. As you align your contributions to the organization's expectations, you will add value.

- Determine the organization's mission.
- Assess the organization's goals and objectives that resonate with you.
- Stay aware of issues, trends and needs that align with your interests and skills.
- Seek opportunities to address issues or trends to add value.
- Be clear about responsibilities, expectations, priorities and performance evaluation.
- Get to know your supervisor and their expectations.
- Learn about company culture, including how to dress and preferred communication methods.

Advance your career on the job. Build alliances and establish the ability to influence others. Consider seeking out mentors along the way and establishing your own internal board of advisers on whom to draw as you need information and support.

- Identify prospective mentors and maintain your network.
- Note key individuals who can help you grow in specific areas (create your very own board of advisers).
- Review your professional goals.
- Document your accomplishments and update your resume.
- Set performance goals for yourself and your areas of responsibility.
- Continue to grow and learn in your role and industry.
- Seek out opportunities to lead or work on special projects.

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# Communicate Your Brand Action Step:

## Design Your Action Plan

Your action plan is your guide to implementing your professional goal. Experienced career coaches know that working with a plan significantly increases your likelihood of success in accomplishing your goal. It keeps you focused and helps you stay organized, and it's a document you can share with your career coach, networking contact or mentor.

**Fill out your action plan below.**

### Professional Goal

What do you want to make happen?

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### Unique Brand

What makes you particularly qualified to accomplish this?

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### Professional Pitch

Use the responses above to compose your 30-second self-promotion.

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**Use this checklist to promote yourself:**

- update resume                       practice pitching                       create LinkedIn account  
 update UBworks profile                       practice interviewing                       identify and attend networking opportunities  
 other \_\_\_\_\_

Reminder: consider how you will gain experience each step of the way (see the final page in the UB Career Cycle workbook for a checklist).

List additional steps you plan to take (include due dates) for achieving your professional goal:

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List people and/or organizations you can contact to help you reach your goal:

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# Career Competencies Assessment

**Each section should be scored separately.**

### Mostly 4/5

You are comfortable to assume tasks and responsibilities that demonstrate career readiness and are most likely able to communicate them on a resume and in person.

### Mostly 2/3/4

You are somewhat comfortable with demonstrating your career readiness. Be sure to continue growing and seek out experiences where you have opportunity for growth.

### Mostly 1/2

You are not comfortable demonstrating your career readiness. Be sure to learn more about the career competencies that employers require of employees. Consider gaining experience to begin developing your skill sets.

Learn more about career competencies by visiting the National Association of College Employers website:  
<http://www.naceweb.org/knowledge/career-readiness-competencies.aspx>.

