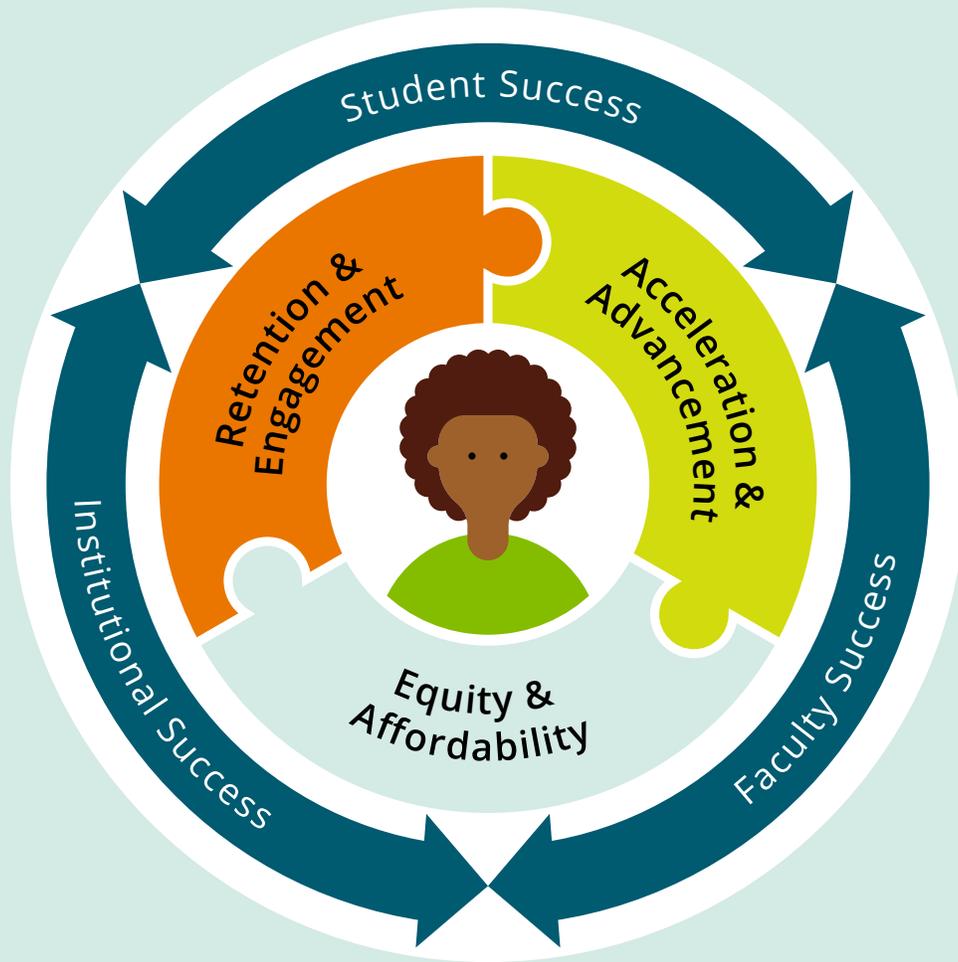




Student success extends beyond college



Pearson



Employers have increasingly expressed concerns about the gaps in personal or soft skills they're seeing in today's graduates. They want — and expect — students to possess skills such as communication, collaboration, critical thinking, and self-management that lead to success in the workplace.

Today's digital learner

Students typically benefit from a holistic approach that includes both academic and workforce readiness, with career-oriented tools and services that are available to them on any device, wherever they are. This approach helps make the connection between experiences in the classroom and the skills needed to obtain — and keep — a professional job, post-college and throughout their working lives.



Challenges and opportunities

Empowering acceleration and advancement

If your students haven't already started preparing for their future, they're likely going to fall behind other students that they're competing against in the job market. A workforce-readiness program challenges students to think deeply about their academic and career goals and enables them to build on their understanding of "how" and "what" they need to do to get the future they want. Gaining job-ready skills that they can articulate and demonstrate — at college, throughout the hiring process, and throughout their careers — empowers students to drive their own career success.

Promoting retention and engagement

Student success is a universal goal, and retention remains a universal challenge for all institutions. The good news is that there are many innovative ways for school leaders to attempt to increase retention and overall success rates. Offering a workforce-readiness program is one way to engage students and help them think strategically and practically about how to pursue their goals in the most effective ways, starting with their understanding of who they are (career interests, values, skills) and how that translates to their academic and career plans.

Supporting equity and affordability

Graduates are often competing in a tight job market, and acquiring marketable soft skills while at college makes them more confident and competitive. For students, it's no longer just about simply landing a job, but landing a well-paying, meaningful job that makes their investment in college worthwhile.

Results

New career-readiness programs implemented by multiple institutions provide insight into how they've helped empower students to turn their dreams and goals into success — however they define it.

Improved career connections

University of North Texas (UNT) recognized that today's employers want graduates with clear evidence of work and digital credentials that demonstrate strong personal skills. To meet this demand, UNT developed a career-readiness pathway program that enables students to measure their progress towards building these skills and achieving their goals. The program guides students from enrollment through graduation, providing comprehensive instruction, information, tools, and strategies for choosing and successfully pursuing their career paths. Over the next four years, more than 20,000 UNT students will participate.

Students already have a wide variety of rich, skill-building experiences during their time at the university. UNT decided to help students collect, connect, and showcase these experiences, identifying and drawing powerful connections among them. UNT also prioritized giving students valuable assessment and feedback on their skills to differentiate them from the competition.

“The ability to demonstrate these in-demand professional skills sets our students up for success and ensures their marketable skills are front and center for potential employers and graduate schools.”

— Mike Simmons, Assistant Vice President
Academic Affairs, UNT



Increased student engagement

When Rawls College of Business at **Texas Tech University** began receiving feedback from employers that indicated its graduates weren't prepared with the soft skills commensurate with their strong academic preparation, they took action.

Recognizing an opportunity to infuse career planning throughout students' academic journey, the College implemented a career-readiness program to help students articulate their academic and career goals, begin a long-term relationship with the Career Management Center, and create artifacts (like a resume and LinkedIn profile) that demonstrate their personal skills.



Key findings included:

- **Students are focusing much earlier than before on career readiness**, linking career and academic planning, and creating assets that showcase their personal brand and demonstrate employability skills.
- **Students appreciate and value the elements** they know are of both immediate and long-term value and application: their elevator pitch, resume, and LinkedIn profile.
- Behaviors drive outcomes, and **students are engaging in the career-readiness program at high rates** (figure 1).

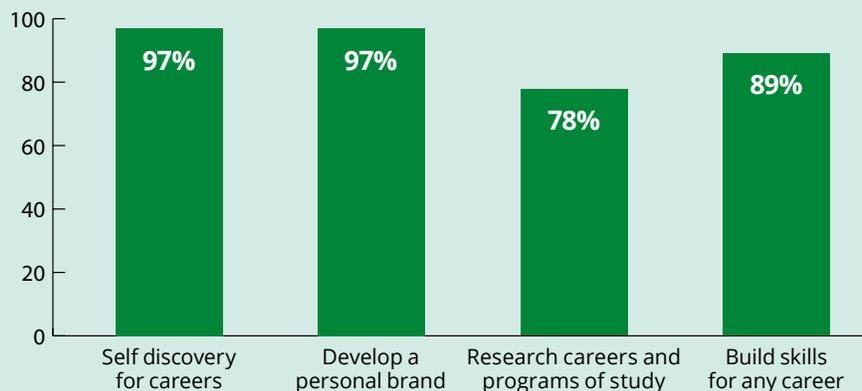
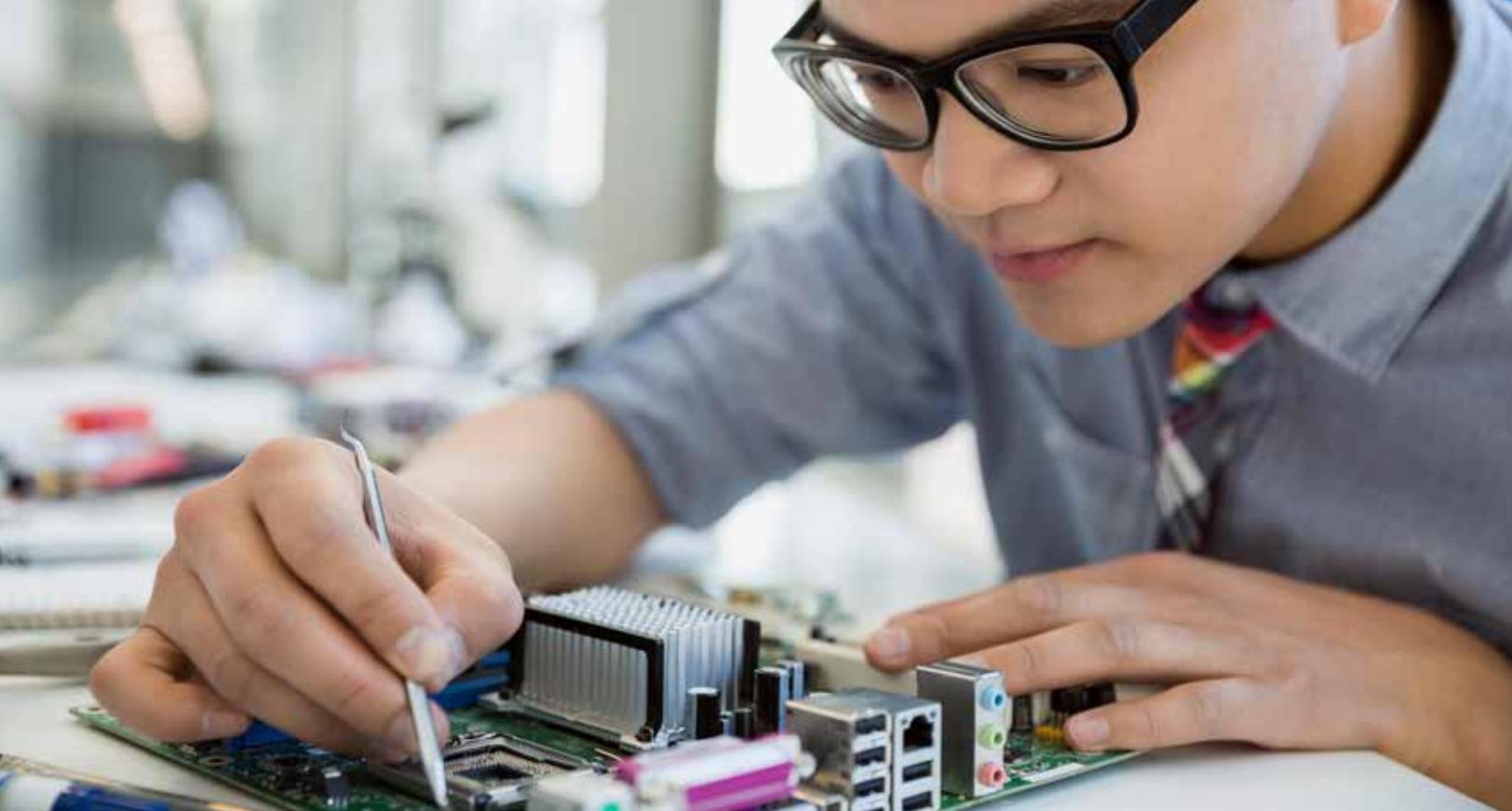


Figure 1. Percentage of Students Engaging Milestone Course Content and Participating in Milestone Activities (n=931)



Increased retention and completion

Lone Star College-Tomball infused GRIT™ (an assessment tool that measures both the quality and quantity of one's Growth, Resilience, Instinct, and Tenacity) to strengthen mindset capabilities and to increase retention and career readiness.

“We want to challenge students at every touch point, from orientation to graduation, to find the optimum GRIT to impact their lives holistically. That’s how we anticipate fulfilling our mission to help students reach their career and life aspirations.”

— Dr. Lee Ann Nutt, President
Lone Star College-Tomball



Key findings included:

- Slightly **higher rates of course completion among students with additional GRIT instructions** versus those without.
- **Improvements in engagement, persistence, and achievement** reported by educators.

Improved student performance

The University of Tampa's First Year Experience course is designed to connect success skills explicitly to academic and career pathways and to assess students' progress toward building defined academic and metacognitive capabilities. Taking the Conley Readiness Index assessment in the course helps students take ownership of their learning, clarifying their aspirations and skillset. After completing the assessment, they work through required course modules covering aspects of student success such as academic planning, critical thinking, and time management.



Key findings included:

- For all three assessed learning objectives (transition, time management, and academic planning), **a significant difference in the means of pre-test scores and post-test scores was observed** (figure 2).

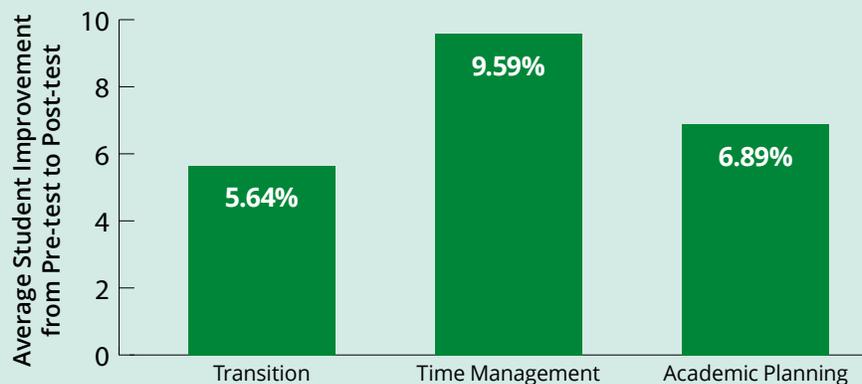
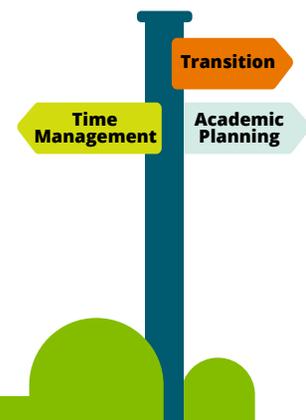


Figure 2. Improvement from Pre-test to Post-test (Transition $n=1136$; Time Management $n=1117$; Academic Planning $n=826$)



Give your students a competitive edge

Open new doors and connect your students to a bright future by providing them access to career tools that empower and enable them to prepare for their future now.

Pearson can also be *your* partner in fostering the success of every student while at college and beyond. Pearson Career Success, an online career preparation platform, provides a roadmap that helps students explore and understand where they want to go, how they're going to get there, and what they need to do to stand out from the crowd.

Career Success can be incorporated into any career success initiative — at the program or course level, in services (such as Career/Student Services), and institution-wide.

See how we can be *your* institutional partner in building a pathway to success for your students.

Visit [pearson.com/career-success](https://www.pearson.com/career-success)

