ACC CHAMPIONS
IMPLEMENTING ACADEMIC & CAREER COACHING (ACC)
SO EVERYONE WINS

Kim Howard
Suzanne Jasmine
UNC Charlotte
PRESENTATION OVERVIEW

➢ Who are we?
➢ What is coaching?
➢ How can I integrate career coaching?
➢ What activities and resources are there?
<table>
<thead>
<tr>
<th>Belk College of Business Academic &amp; Career Coaching Office</th>
<th>University Career Center</th>
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<tbody>
<tr>
<td>• Registration support</td>
<td>• Exploration and self-assessment</td>
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<tr>
<td>• Academic planning</td>
<td>• Branding (resume, cover letter, etc.)</td>
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<tr>
<td>• Major/career exploration</td>
<td>• Internship and job search</td>
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<tr>
<td>• Career planning</td>
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HELLO!

Academic & Career Coaching Office
Belk College of Business | UNC Charlotte

- Director
- Assistant Directors (2)
- Academic & Career Coaches (5)

Approximately 4,000 business students
~600 students per coach
OFFICE STRUCTURE

1. Increased appointment time
2. Assigned students by major
3. Requested funding for additional Academic & Career Coach

STAFF TRAINING

1. Global Career Development Facilitator training
2. Developed cohesive strategy for integrating career coaching into traditional appointments

Later added Strengths and Strong Interest Inventory Training
WHAT IS COACHING?

“Coaching empowers students to use their own strengths and resources to develop career plans”

It is **not** treating the problem.
It is **not** educational.
It is **not** advising.

National Career Development Association & Society of Vocational Psychology (2013)
WHY IS CAREER INTEGRATION IMPORTANT?

▸ Enhances career decidedness
▸ Increases students’ confidence in decision-making skills
▸ Higher classroom engagement and retention
▸ Greater ability to navigate career obstacles

It focuses students on the future.
Did you know? Students who engage in career planning are less likely to drop out.
<table>
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<tr>
<th>Intake</th>
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<tbody>
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<td>Ask students open-ended questions to gauge their current career</td>
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<td>awareness and knowledge</td>
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<tr>
<td>Pro tip: Use MBTI/Strong/TypeFocus results if available</td>
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**Sample Questions**
- What are your interests?
- What are your strengths and weaknesses?
- Why did you choose your major?
- What are your long-term goals?
- What would be your ideal job?

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<th>Action</th>
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<td>Work with students to create a short- and long-term career plan.</td>
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<tr>
<td>Remember it's about eliciting solutions and strategies from the</td>
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<tr>
<td>students themselves!</td>
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**Sample Questions**
- What action items will help you reach your goals?
- What barriers might exist and how do you plan on overcoming them?
- How have you achieved success in the past?

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<td>Have students create deadlines for each action item in their plan.</td>
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<tr>
<td>Because we don't see students regularly, it is important to motivate</td>
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<td>them to achieve on their own.</td>
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**Sample Questions**
- When would you like to achieve each goal by?
- On a scale of 1-10, how important is achieving ____ to you?
- How will you hold yourself accountable?
- What will happen if you don't meet your goals?

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<th>Follow-Through</th>
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<td>Take detailed notes of meetings with students so you can follow-up</td>
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<tr>
<td>on students' progress with their career plans. Create a follow-up</td>
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<td>system that works for you!</td>
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**Ways to Follow Up**
- Send an email asking about any referrals
- Schedule a followup appointment particularly good for career      |
  exploration
- Set calendar reminders to touch base with students' deadlines
CAREER ACTIVITIES & RESOURCES

Activities

▸ Holland Party Game
▸ Major Exploration Activity
▸ Goal Mapping
▸ Value Exploration
▸ Career Assessments
   ▹ MBTI
   ▹ Strong Interest
   ▹ CliftonStrengths

Resources

▸ O*Net Online
▸ Occupational Outlook Handbook
▸ Career OneStop
▸ State and local data (ex. NC Works)
▸ After College
▸ My Next Move
▸ Current job postings
Imagine walking into a room in which six groups of people are already interacting.

Listen to/read the descriptions of each group and list the group you would be drawn to first, then your second choice, and finally your third choice.

RETURN
MAJOR EXPLORATION ACTIVITY

STEP 1: Cross off all the majors you are NOT interested in and circle three you ARE interested in.

Talent Management
Organizational Management
Finance
Finance: Accounting Concentration
Finance: Risk Management & Insurance Concentration
Accounting
Economics
Economics with a Liberal Arts Concentration
Management Information Systems
Management Information Systems: Business Intelligence & Analytics Concentration
Management Information Systems: System Analysis Concentration
Marketing
Marketing Analytics
Operations & Supply Chain Management
International Business

STEP 2: Answering the following questions.
Please explain why you are drawn to the 3 majors you circled above?

What are some questions you have about the 3 majors you circled above?

If you could wave your magic wand today, what would your career be? And, do you think one or all of the 3 majors circled will help you enter that career field? Please explain.

STEP 3: Advisor Comments
What are you already doing?
What would you like to start doing?
What do you feel is realistic for your office/center/advising structure?
What limitations/barriers do you feel you have?
Other resources you use?
THANKS!

Any questions?

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UNC Charlotte Belk College of Business