Houston: We have a connection
Collaboration in the 21st Century
Midway University: Our Team

Mackenzie Hanes, M.Ed.
Director, Career Services
Provides career services to undergraduate, graduate, and alumni.

Ellen Bloomfield, Ed.D.
Director, Instructional Technology
Manages Little Memorial Library and oversees The Center@Midway for Teaching Excellence and Innovation.
Midway University

1,702
Total
Students enrolled Midway University

58%
Inseat
Traditional in-seat student population

42%
Online
Includes evening online and graduate programs
Combine our areas of expertise

Assess Institutional Need

Create a Virtual Career Center
Collaboration in the 21st Century

- Information Technology
- Instructional Design
- Career Services
- Marketing
- Virtual Career Center
Career Services in Higher Education

- Vocational Guidance (1900 - 1920)
- Teachers Guidance (1920 - 1940)
- Job Placement (1940 - 1970)
- Professional Networking (1990 - 2010)
- Connected Communities (2010 - 2030)

Midway Career Services

Discover Your Path
Meet with a career professional to assess your interests and abilities to find your pathway

Explore Your Options
Engage in job shadows, internships and attend career fairs

Find Internships/Jobs
Work with career office to determine your internship interests and applicable field

Further Education
Discuss your next steps for graduate school and attend fairs

Launch Your Career
Complete your resume, set up a mock interview and develop a career search strategy
Implementation Timeline

Summer 2018
- Research other virtual career centers
- Establish virtual site

Fall 2018
- Finalize site design
- Upload content

Spring 2019
- Design learning modules
- Create badge system

Summer 2019
- Create & edit multi-media
- Establish communication channels
- Format course for readability & accessibility

Fall 2019
- Pilot virtual career center with student leaders & staff
- Launch Midway Virtual Career Center
Research other virtual career centers
  • Very few showed up in search
  • Most were repositories for resources
  • Connections established through “Contact Us”
Establish virtual site
  • Met with Marketing department
  • Discussed layouts/templates
Finalize site design & create content

https://www.midway.edu/virtual-career-center/
Design Learning Modules
• Welcoming – Used conversation tone to simulate a face-to-face appointment
• Applied ADDIE instructional design model for competency-based instruction

Create Badge System
• 5 badges
• Transferable outside the university
Create & edit multi-media
  • Embedded video
  • Camtasia for editing

Establish communication channels
  • Slack

Format course for readability & accessibility
  • Mayer’s Principles for Multimedia Learning
  • ADA accessibility requirements
Midway Virtual Career Center

PILOT
- Learning Modules in Moodle
  ✓ Student leaders
  ✓ Edited according to user feedback
- Connectivity through Slack
  ✓ Alumni Eagle Connect

LAUNCH
- Market launch through faculty and marketing department
- Workshop held during Success Week Nov 3 - 7
Virtual Career Center Services

Resources and information
- Networking tips
- Job Search tips
- Links to job boards and association sites

Connections
- Student to student
- Student to employers
- Mentors, career professionals
- Virtual Career fairs

Career Learning Modules
- Competency based learning design
- Content presented using text/videos
- Students’ submissions are assessed, and feedback provided
- Badging system in LMS
Learning Module Badges

Badgr

- [www.badgr.com](http://www.badgr.com)
- Issue unlimited badges for free
- Integrates with Canvas
- Students earn badges as they work through learning modules
- Badges can be uploaded to LinkedIn profile
Career Exploration

Description
In this module students will be given the tools and resources to conduct a career exploration cycle and will be coached on how to make contacts in their chosen field.

Learning Outcomes
• Conduct career research using relevant and reliable sources as well as their Holland Interest Codes and their strengths assessments
• Design a potential career pathway
• Recognize experiential learning opportunities associated with career exploration
Professional Communication

Description
This module will review work appropriate behavior and communication to help students understand the professional adjustments necessary in the world of work.

Learning Outcomes
• Determine work appropriate behavior in the language they choose
• Summarize options for communicating with coworkers and determine the best choice for various situations
# Resume

**Description**
This module will cover the 3 most common types of resumes and show students how to customize and optimize their resumes for their job search.

**Learning Outcomes**
- Describe the 3 types of resumes and determine which type is the best choice for each submission
- Identify the 5 main parts of a resume and how to create them successfully
- Demonstrate how to elevate work experience and customize professional documents to be the most relevant for each application opportunity
## Interviewing

### Description
This module will educate growing professionals on the 3 most common types of interviews they might encounter during their job search and how to best prepare in order to receive an offer.

### Learning Objectives
- Identify the various types of interviews and explain how to best prepare for each type
- Define workplace dress expectations and determine appropriate attire for an interview
- Examine behavior-based interview questions and apply the STAR method to answer questions completely.
LinkedIn

Description
This module assists students in discovering their digital footprint and addresses ways to build their online presence through professional social media channels.

Learning Outcomes
• Describe how digital branding affects search results
• Create a professional LinkedIn page to highlight professional accomplishments
• Students will learn and practice connecting with purpose and maintaining relevance on LinkedIn
Connecting

- Communication Software/Mobile App
- Digital space whose primary purpose is for communication and sharing
- Can create dedicated workspaces (channels) for different groups
- Allows students and alumni to connect, ask questions and find solutions
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