

# **Career Bound**

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**A Holistic Approach to Student Development in the  
Digital Age**

# Who We Are

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# Career Bound: A Holistic Approach to Student Development in the Digital Age

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## Five ways academic advisors can improve student development

1. Put bias/stereotypes aside
2. Hear what students are saying
3. Coach to the holistic person
  - Let students talk through their plan (or lack thereof).
  - Be a guide on the side
4. Be a connector of resources and opportunity inside and outside the institution
5. Encourage a video CV/Resume to stand out amongst the crowd

# A touch of technology, stand out with video CV

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# Using video to improve academic advisement?

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How is your department using video in your advisement strategy?



Let's get the stereotypes out of the way.  
Are we in a safe place?

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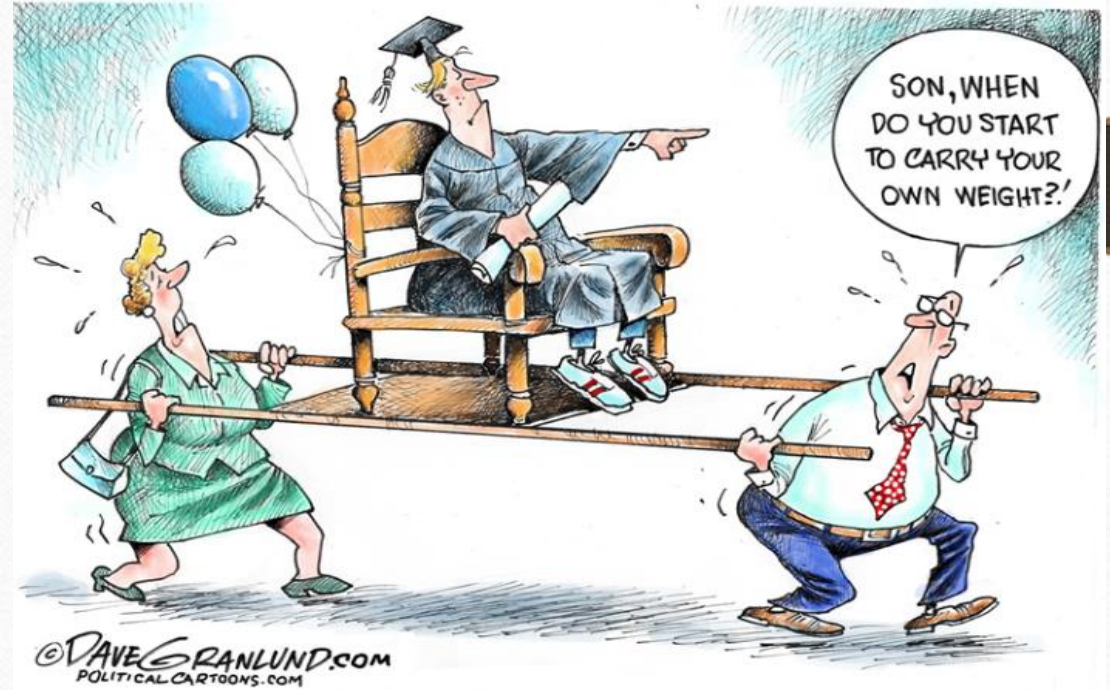
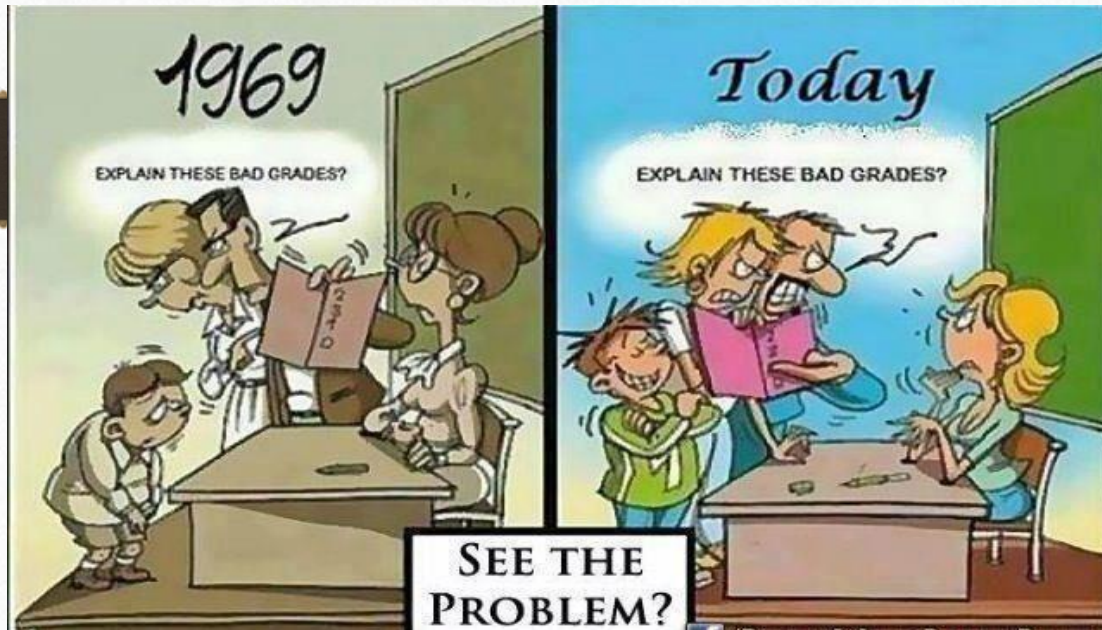


Now that's out of the way.  
We can talk about how this happened





# Helicopter Parents





# Student Voices - From February 6, 2018

## Listen to what students are saying

**Brianne Morgan**

Certified Home Health Care Provider at Nurse Next Door

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You're welcome. Thank you for connecting with me, also. If I remember correctly I was browsing on here, and I viewed your profile, and I looked at your articles. I saw several interesting articles, but I believe the one you're referring to was in regards to college and careers? That was the one I read. Having just graduated from college myself, I found what you said about the disconnect that sometimes occurs between completing college and having that successfully translate into a career, to be very relevant and important information.

Thanks



Thank you

# What is Career Bound Academic Coaching

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- Ongoing partnership to help students produce fulfilling results in their lives.
- Coaching students to deepen their learning and take responsibility of their actions and outcomes in life.
- It is student empowerment and holistic development



# Career Bound: Students need help bridging the gap between what businesses need and what education provides

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As advisers we can help students gain the **skills, experience, and connections** they need to be successful upon graduation

**PS:** It takes a lot more than classwork and graduation

**PSS:** It's about outcomes and experience

**Let's discuss student needs and what we can do**

# How are today's student needs different?

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## Group Activity: Brainstorm



# 12 Key Coaching Skills for the Holistic Student

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Purpose/Passion	Perspective
Self Awareness	Motivation
Vision	Accountability
Goal Setting	Resilience
Problem Solving	Professionalism
Self-Management	Leadership

**Does this make you a life coach?**

# Using the Holistic framework, what questions, activities or resources can we use with students

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Motivation	Professionalism
Vision	Self-Management
Accountability	Leadership



# Summary of Learning Outcomes

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1. You learned ways to leverage video into your advising strategy
  - a. Video CV's - Video advisement sessions - Employee Advocacy Campaigns
2. You are intentional to put bias aside to meet student needs
3. We discussed coaching the holistic student
4. We shared common questions and resources to coach the holistic student

# Thank You For Attending

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## Questions



# When one teaches, two learn

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# Contact me for Speaking – Workshops - Training

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- For Staff and Students:
- Academic coaching professional development workshops
- Professional video production, resume/CV's, training videos, etc
- Soft skill and entrepreneurial mindset training
- LinkedIn advanced engagement tactics and training
- Employee and student advocacy campaigns