

Research to Transformation: Embedding Career Readiness into the Student Experience

ACCJC Webinar

September 11, 2025 | 3:00 pm - 4:00 pm PDT

Welcome!

Please note the following housekeeping items:

- **The chat function will be disabled during this webinar.**
- The session is being recorded and will be posted at accjc.org/webinar.
- After the event, a post-webinar survey will be available to provide feedback to ACCJC.

Embedding education-to-career guidance into the core curriculum and student experiences

ACCJC

Outcomes | Innovation | Improvement

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HIGHLIGHTS WE'LL COVER

- Principles for Quality Education-to-Career Guidance - Strada Education
- Research on integrating career readiness and career-aligned social capital into curriculum
- Implementation and Outcomes at Cañada College

What is ACCJC?

- Only U.S. recognized institutional accreditor specializing in two-year colleges across the United States, including Arizona, California, Hawai'i, the Western Pacific and New York
- Committed to quality through the creation and application of higher education standards
- Advocate for membership and two-year higher education
- Provide resources and engagement for continuous quality improvement

Standards in Action: Connecting Student Success to ROI

- Standard 1 – Mission & Effectiveness: Data-driven improvement for all students
- Standard 2 – Student Success: Programs & supports that help students reach goals
- Return on Investment (ROI) as a lens: Measures real-world value alongside completion, transfer, retention

College Futures Foundation Grant: Turning Data into Action

- \$400k from College Futures Foundation (2025–26)
- Purpose: Help colleges link program outcomes to student mobility
- Key Actions:
 - Add ROI to public dashboards
 - Host three regional conversations on programmatic ROI strategies
 - Provide tools & mentoring for ROI analysis and improvement

Connecting ROI to Student Experience

- ROI reflects real value students gain
- Career-connected learning is one of many ways to improve ROI
- Partner results are compelling, and we want to share those with you today

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Quality Coaching Research



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At Strada Education Foundation, we're focused on one goal: helping clear the path between education and work, especially for those with the most standing in their way.



Guiding Principles

Key Elements

- 1 Centered on education-to-career outcomes**
 - Integrates proactive support for academic success with ongoing career exploration and planning
 - Directs students to identify education programs aligned with career pathways
 - Provides students with timely labor market and career insights for informed academic and career planning
- 2 Driven by learner agency**
 - Supports students in exploring and recognizing their interests, values, and purpose
 - Guides students in building mindsets, skills, and a sense of belonging critical to success
 - Validates the student's identity and responds to the student's personal circumstances and goals
- 3 Foundational and universal**
 - Embedded in existing programs and services to ensure students receive guidance early on and continually
 - Engages students proactively and through multiple channels with the support of scalable technologies
 - Reaches and benefits students who have been traditionally least served by postsecondary education
- 4 Rooted in relationships**
 - Based in interactions and relationships between students and faculty and staff
 - Connects students to networks, resources, and services and builds social capital
 - Engages students' communities of support
- 5 Informed by data & evidence**
 - Leverages data to provide personalized and timely support
 - Incorporates recognized, evidence-based practices
 - Measures outcomes and continually improves through research and evaluation

Our research asks students about their experiences with three elements of quality coaching.

Element 1: Guidance

During your most recent degree, did you receive personalized coaching or guidance to help you select the education and training experiences that would prepare you for a successful career?



Element 2: Timely Information

Subcomponents:

Received information before entering or during the first year about:

- Which education to career paths might be a good fit for your strengths and interests
- Job opportunities that your education program could lead to
- Potential earnings in different careers related to your education program
- Career outcomes of students from your institution



Element 3: Support

Subcomponents:

Amount of support in:

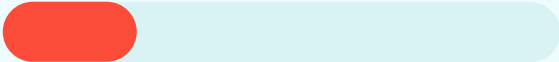
- Setting education and career goals and developing a plan to achieve those goals?
- Identifying and overcoming barriers to success?

Criteria for comprehensive coaching is "yes" to the question on guidance; receipt of at least 3 of 4 types of information before entering or during the first year; and "quite a bit" or "a great deal" of support in the two support subcomponents.

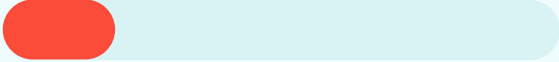
The opportunity for more students to receive quality coaching is significant.

Quality Coaching

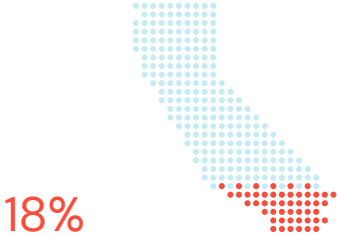
GRADUATING CLASSES OF 2020-2023,
PUBLIC INSTITUTIONS



NATIONAL TWO-YEAR: 24%

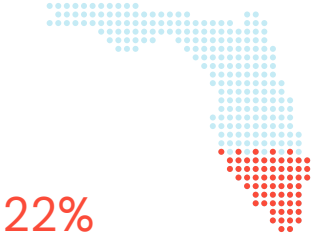


NATIONAL FOUR-YEAR: 20%



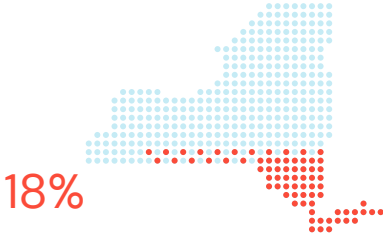
18%

CALIFORNIA FOUR-YEAR



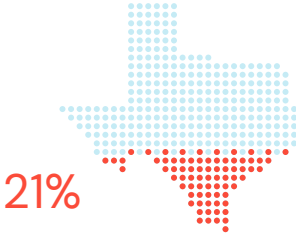
22%

FLORIDA FOUR-YEAR



18%

NEW YORK FOUR-YEAR



21%

TEXAS FOUR-YEAR

Leading

76-100%

Advanced

51-75%

Developing

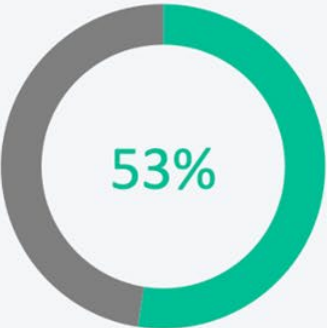
26-50%

Foundational

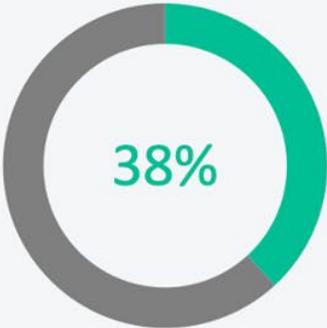
0-25%

Students are least likely to receive timely information.

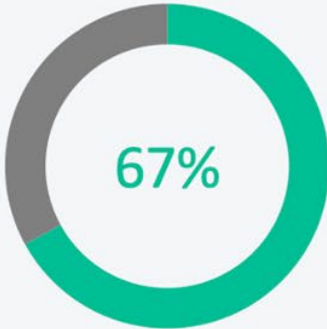
Guidance



Timely Information



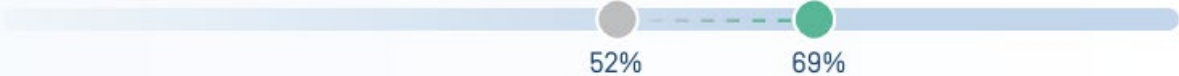
Support



Base: Alumni of the classes of 2020-2023 from four-year public institutions. *n* ranges from 7,017 to 7,019 across survey items.

Quality coaching is associated with improved educational experiences and outcomes.

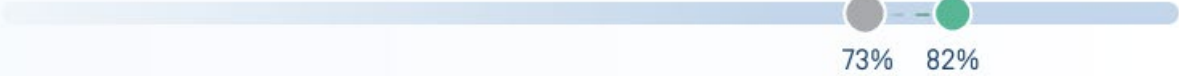
First job required a degree



Education had a somewhat or very positive impact on overall well-being



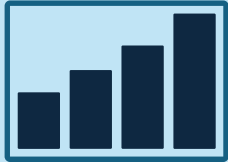
Agree or strongly agree that education helped them achieve their goals



- Experienced All Three Elements of Education-To-Career Coaching
- Did Not Experience All Three Elements of Education-To-Career Coaching

Partner institutions and organizations are focusing on three aspects of education-to-career guidance

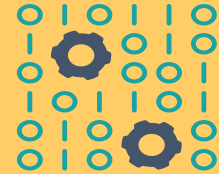
**Labor market
Information**



**Embedding career
guidance into
curriculum**



Technology to scale



CAREER
LAUNCH™



We Help our Partners Drive Employability

impact@careerlaunch.academy

• www.CareerLaunch.academy



Our Mission

To help our partners drive **employability** by increasing **career readiness skills** and **relationships with professionals**

About Us

Born in Higher Education
as a Social Enterprise (SOCAP '25)

15+ Years of Data and Student Evidence

National Partners

nace

national association of
colleges + employers



HACU

HISPANIC ASSOCIATION OF
COLLEGES AND UNIVERSITIES

Gates Foundation

AAC&U



The Pell Institute

Research for Equity in Higher Education

Our North Star: Creating Fulfilling Lives



**Start Early,
Embed into Core/Gen Ed**



**Empower Student
Agency**



**Expand Career
Options + Research
Pathways**



**Promote Skill Development &
Self-Efficacy**

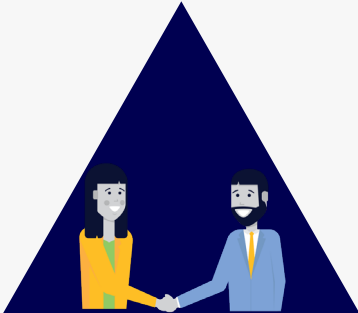


**Cultivate Human
Connections**



**Unlock the Hidden Job
Market**

Career Development Hierarchy



Agency and Self-Efficacy
for Building Relationships



NACE Competencies
and Durable Skills



Resume,
Interviewing Skills, etc.

Experts Agree: Skills are needed for Employability



Technology



Critical Thinking



Communication



**Resilience,
flexibility and
agility**



**Motivation and
Self Awareness**

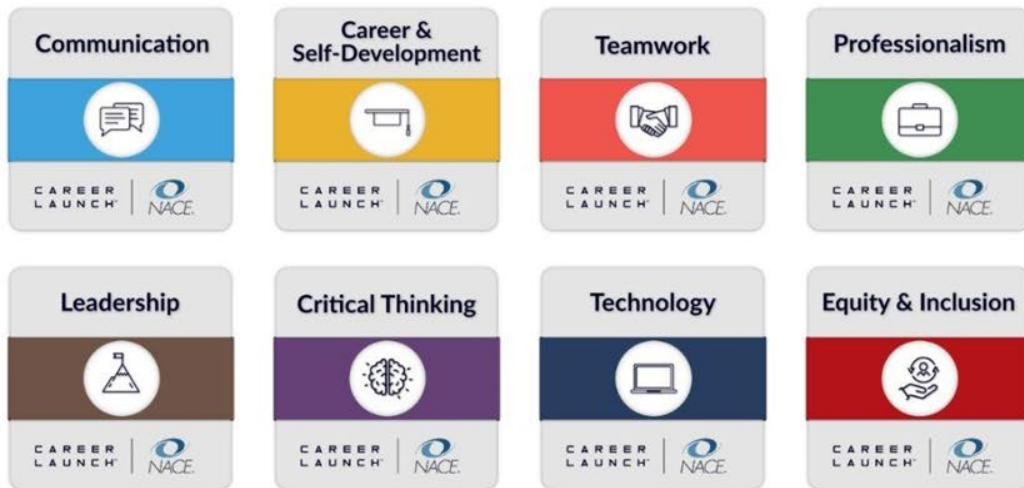


**Curiosity and
Creative Thinking**

NACE CAREER READINESS INVENTORY

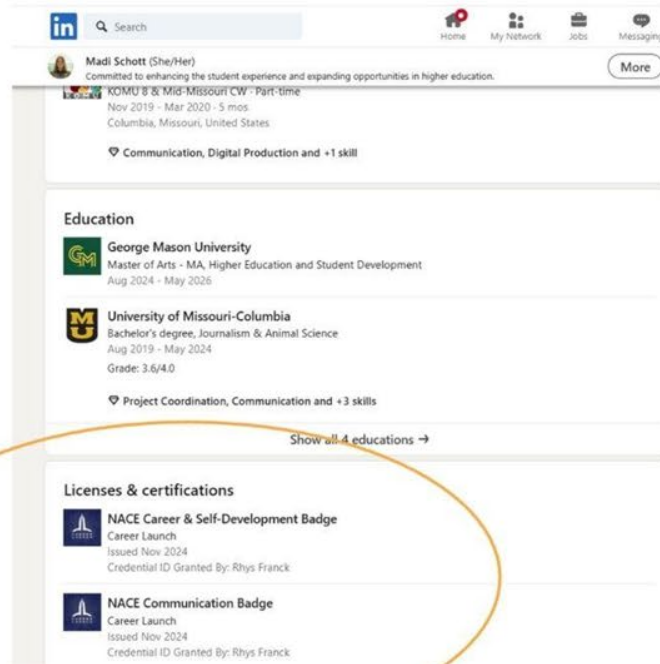


NACE Competencies & Skills



CAREER
LAUNCH™

Automatically distributed badges when an evaluator scores the student at the “Advanced Application” level for any of the NACE Competencies





What else is needed to drive Employability?

80%

of jobs are filled in the hidden job market

Source: Forbes, 2023

87%

of employers said they hired at least one intern through an informal channel

Source: Inside Higher Ed, 2024

33%

of people struggle with knowing what to say or do when networking (less for students)

Source: LinkedIn, 2024

Myth: The #1 Driver of Employability is Internships

The Problem:

There are only **4 Million internships** available

and **8 Million students** want one!

The Solution:

Empower students **agency** with 1-1

career conversations
with professionals, alumni and employers



Why Does it Take an Immersive Experience?

Based on 15+ Years of Data and Student Evidence

Students Face Real Barriers to Having Agency to Build Relationships



Many feel unworthy or intimidated when approaching employers,

lacking confidence and permission



Negative self-talk holds them back from taking proactive steps



Technology has reduced their confidence in face-to-face professional introductions and conversations

An Immersive Experience Breaks through these Barriers



Creates **safe spaces** for practicing conversations with professionals and employers



Builds confidence and self-worth through guided, supportive interactions



Normalizes relationship building as a skill, *not a privilege* empowering every student to take action and grow their social capital

The Career Launch Method

1

Discernment

Identify the companies or organizations you want to work for

2

Strategic Research

Identify professionals who can be strategically beneficial

3

Professional Brand

Enhance your online reputation

4

Outreach

How to play the student card to set up career conversations

5

Preparation

Strategies and details for career conversations

6

Advanced Preparation

Turning career conversations into formal interviews

7

Effective Follow Up

Hosting career conversations with effective follow-up

8

Ace the Interview

Acing the job interview and landing the job



In
partnership
with





in partnership with



EOPS
Extended Opportunity Programs and Services

CARE
Cooperative Agencies Resources for Education

NextUp
Real Opportunities for Foster Youth

FYSI
Foster Youth Success Initiative

Fall 2025
CRER 127 Job Search (1.0 Unit)
CRN: 98399 (Hybrid)

Wednesdays (Room: Bldg 9- 206)
4:00 pm - 5:30pm

In Person: Oct 15, 22, 29, Nov 5, 12, 19

- Learn how to create relationships with professionals at the places you'd like to work
- Explore career fields and other interests
- Increase your career readiness for your career pathway

Questions? Contact (650) 306-3300 or caneops@smccd.edu

Fall 2025
CRER 127 Includes:



6 weeks of
micro-learning
videos sent via
text & email



Interactive **workbook**



*Weekly in-person **group coaching** on Wednesdays at **4 pm** starting on Oct 15, 2025



Tips and insights from
the **Career Launch**
Readiness Assessment

*Dinner will be provided 5:30-6pm

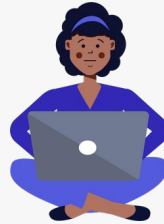


The Immersive Experience

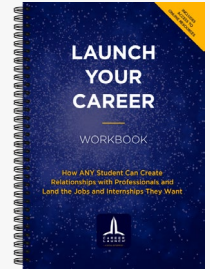
NACE Career Readiness+
Inventory



Classroom Time
or Cohort Delivery



Interactive Workbook



Micro-Learning Videos





Cañada College 2023 - 2025

2.71/per student

Average number of Career Conversations
completed during the program

Listen to Edgar speak about their Career Launch experience...





97%

of students reported they have
**less anxiety related to
career and post-grad life**

“ My experience with Career Launch has helped me grow and expand my confidence in terms of reaching out to professionals. I now feel super confident that I can accomplish any goal and dream because of the tips and advice I received. Thank you so much. ”

**Nicole
Faircloth**





100%

of students reported that learning professional etiquette and strategically creating social capital has **increased their likeliness to complete their program/degree**

“ I always thought I had trouble in communicating to others but this program has taught be how to be more fluent with my words and how to communicate to others. ”

**Jerry
Jorge M.**





94%

of students reported **great gains** in their agency to increase social capital and optionality for future career opportunities

“ I strongly believe that in general I feel more confident and more positive when going into a career conversation with a professional. So thank you Career Launch for the opportunity. ”

**Barbara
M.**





98%

of students report **greater confidence** in knowing how to effectively follow up and sustain relationships with professionals.

Listen to Oscar speak about their Career Launch experience...





97%

of students have increased confidence
that the time & money they have put
into college will be worth it

“ Career Launch is definitely a must course to take and learn. It's very helpful to ones academic and career growth!



**Tita
S.**





83%

of students report they feel prepared to ask professionals about internship, job, research, and/or graduate school opportunities.

Listen to Monica speak about their Career Launch experience...





93%

of students now report greater confidence that upon college completion they will earn a job that they will find fulfilling.

“ Career Launch helped me be more confident when it came to job interviews or reaching out a professional, and it helped me see that what we see on the internet is not all the opportunities we can have. ”

**Bryan
R.**



Agency & Relationships



with...

Professionals

Alumni

Employers

are Critical

To access the white paper, scan the code!



careerlaunch.academy
strada.org | accjc.org
canadacollege.edu

Driving Employability: Track Institutional Impact with the NACE *Career Readiness+ Inventory*

by Terry Vaughan III, PhD



**Thank you for
attending today! We
invite you to connect
with us**

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Thank you!