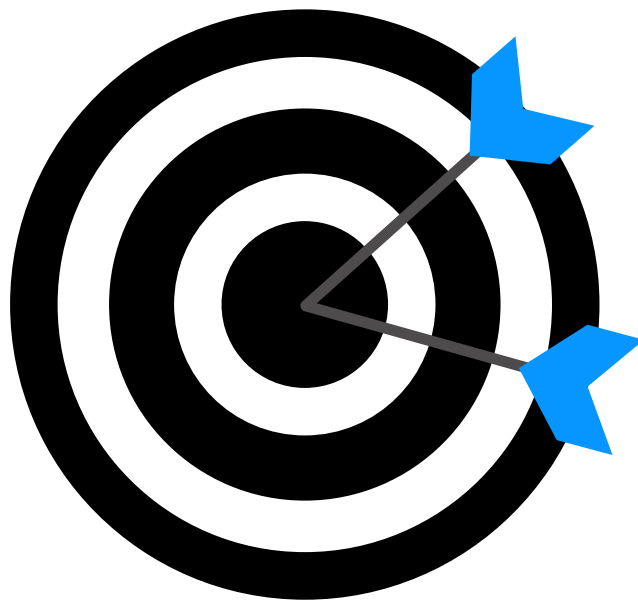


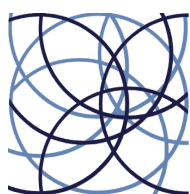
**INTERNATIONAL**

**CAREER**

**PATHWAYS**



**2022-2023**



**EucA**

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# INTRODUCTION

As we help university students develop their academic and soft skills, now it's time to face the next educational frontier: their **employability!**

How do we support graduates' transition into a job market that is more and more international? **How do we provide students with solid foundations for their career journeys?** With these modules EucA hopes to support your institution in providing **valuable international career guidance to your students.**

# WHO WE ARE

Representing University Colleges and Halls of Residences in 14 European countries since 2008, EucA has gained experience and international recognition of its expertise in the fields of employability, international mobility, and student affairs.

With the ambition to enrich the academic and professional development of students through international non-formal and informal activities, we support hundreds of students from all over Europe via career coaching, placement and active citizenship initiatives.

# OUR EXPERTISE



The Career Coaching Project was born to help students kick-start their professional career and support their successful transit from university to the job market. This project consists of online and in-person events and webinars, networking with relevant professionals, partnerships with companies but also personalised and actionable guidance and feedback.



The EucA Staff strives continuously to create and adapt innovative formats to better serve its members' needs, offering new services in line with the most competitive proposals on the market. The aim is to enrich the international curriculum of students and professionals with top-level programs that can be easily integrated in the existing Colleges' training offer.

# TEAM

Mirela Mazalu, Secretary General EucA - European University College Association

Ebonie Rayford, Assistant Dean of Student Life and Career Strategy - Franklin University Switzerland

Maria Giulia Palocci Communications Director EucA - European University College Association

Carmen Lopez Agredano, Project Officer EucA - European University College Association

# FORMAT

The design of the course, its development, deployment, and delivery will be facilitated by an interactive and mixed learning-delivery. Each session will be structured as follows in order to make learners active participants and to roll out training with scale, speed, and quality.



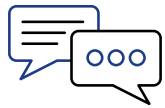
## TUTORIALS

Short videos of basic job search tools and strategies: CV, LinkedIn, cover letter, interviewing, STAR stories, bullet point method, elevator pitch, online reputation, networking...



## CO-WORKING SESSIONS

45 min of live practice sessions: students work in real time on their application documents with tutors who are there to resolve all doubts.



## PERSONALISED FEEDBACK

Each student will present their job search materials for review and feedback from career coaches.



## ACTIONABLE RESOURCES

For all content, students have templates, checklists, worksheets etc. to guide their individual exercises and ensure their quality.



## ONBOARDING

Before and after each session students receive via email highlights, reminder and resources to keep the pace with the course.

# FEATURES

1

Basic content is delivered **via video tutorials** for students to review in their own time (progress check to ensure completion).

3

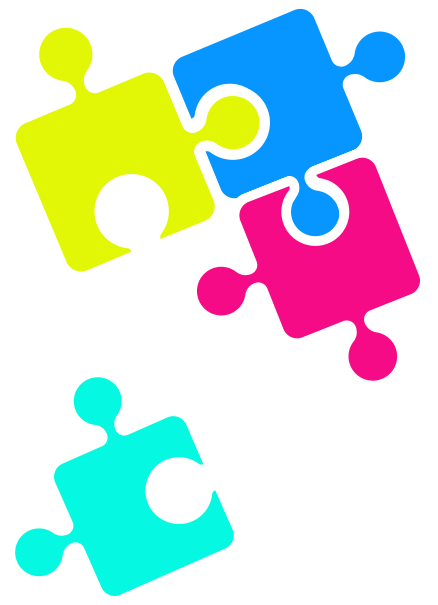
Students consume the information on their own and spend **time with tutors** for practice, questions, simulations and mentoring.

2

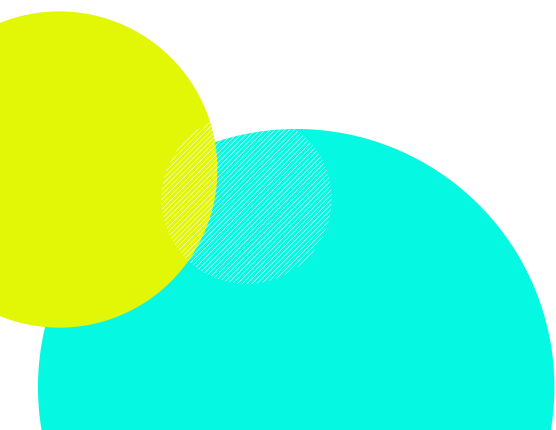
**Personalised feedback** from career coaches to each student ensure high engagement and improved learning outcomes.

4

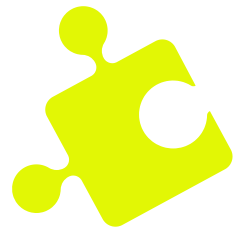
**In-Person option:** Each module can be adapted for in-person delivery on Friday and Saturday (travel & accommodation expenses are extra).



# MODULES



# MODULE 1



## THE COLLEGE EXPERIENCE: MY COMPETITIVE ADVANTAGE TO GET MY FIRST JOB

*This module will show students how they can use the experiences in their College in a job-search and networking outreach.*

### WHO IS THIS MODULE FOR:

- 1st and 2nd year bachelor students from all academic fields who need to learn how they can highlight in their CV their university and College experiences.
- 1st and 2nd year bachelor students from all academic fields who want to leverage their College experience for their career development.

### STUDENTS WILL BE ABLE TO:

- Articulate the skills and accomplishments developed in their College into job search tools and during interviews.
- Leverage positively the College's ecosystem of contacts to **build their network**.
- Choose which activities to engage in order to **gain job experiences**.



# MODULE 1

## CONTENT:

- 1. Keeping Track of Your College Accomplishment Stories:** tips and tricks how to show your College experience is relevant for the job market.
- 2. Storytelling for Career Launch:** how to leverage narrative techniques and Hero's Journey to gain confidence in your experiences and stand out to recruiters.
- 3. Introduction to College Networking:** how to curate and leverage contacts into professional guidance and opportunities thanks to the Colleges' ecosystem of contacts.

## AT THE END STUDENTS WILL HAVE COMPLETED:

- CV (and lifelong Master-list)
- Accomplishment stories for the top 5 soft skills employers want
- Their elevator pitch for their target industry
- **Networking action plan:** reached out for 5 informational interviews, roadmap for future contacts and templates to use

## TRAINING DETAILS:

**Total training hours: 9 hours divided as follows**

- 2h video tutorials
- 3h live sessions
- 1h personalised feedback per student
- 3h individual student work

**Number of students: from 8 - 30 students.**

## PRICES FOR THE ENTIRE MODULE:

**EucA members: 900 €**

**Non-members: 1.200 €**

*A 10% small group discount is applied for modules with up to 14 students per session.*

*These are institutional prices valid for the Academic Year 2022-2023.*

# MODULE 2



## CAREER EXPLORATION FOR INTERNATIONAL EXPERIENCES

*This module will guide students with international aspirations to define their interests and develop multiple career options to pursue globally.*

### WHO IS THIS MODULE FOR:

- **3rd year bachelor or master students** from all academic fields who are undecided on which careers to pursue internationally.
- **2nd year bachelor students** who wish to start developing the knowledge, skills and experiences that will help them be more competitive in their international job search after graduation.

### STUDENTS WILL BE ABLE TO:

- **Map out their strengths** and articulate them to employers internationally.
- **Design a vision** and set goals to pursue for their professional future.
- Identify resources and people able to provide **guidance for their international career exploration.**





## MODULE 2

### CONTENT:

1. **Discover and Define Your Unique Value Proposition:** what are your strengths or unique capabilities? Where can you grow next to fill any skills/knowledge gap?

2. **Develop Your Career Vision:** what interests are you keen to explore internationally? How can you think outside the box so you can get a clearer idea on different career pathways?

3. **Design Your Career Path:** how you can research and prepare an exploratory action plan to test different professions internationally.

### AT THE END STUDENTS WILL HAVE COMPLETED:

- **Lists of their top strengths, values, skills** gap and international career possibilities
- **1 informational interview** to explore closely one career interest
- **A first timeline** of their next professional goals and actionable steps
- **A checklist** on how to research for job information

### TRAINING DETAILS:

**Total training hours: 9 hours** divided as follows

- 2h video tutorials
- 3h live sessions
- 1h personalised feedback per student
- 3h individual student work

**Number of students: from 8 - 30 students.**

### PRICES FOR THE ENTIRE MODULE:

**EucA members: 900€**

**Non-members: 1.200€**

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# MODULE 3



## GETTING READY FOR MY CAREER: MY JOB SEARCH TOOLS

*This module will help students showcase their credentials and competences, becoming thus not only qualified candidates, but competitive job seekers!*

### WHO IS THIS MODULE FOR:

- 3rd year bachelor or master students from all academic fields who are applying for their first jobs or internships, but also abroad universities.
- 3rd year bachelor or master students from all academic fields who need to practice their job search skills in order to become more competitive.

### STUDENTS WILL BE ABLE TO:

- Articulate their strengths in writing or orally in interviews.
- Create impactful job search tools (CV, LinkedIn, cover letters or an action plan) and know how to adapt them to every vacancy they are applying for.
- Advocate for themselves in the job selection process, either in interviews or contract negotiation.



## MODULE 3

### CONTENT OF THE SESSIONS:

1. **How to Show Experience Relevant for the Job Market:** the Master-list and personal accomplishment stories.
2. **Your CV and Cover Letters for International Opportunities.**
3. **Personal Branding and LinkedIn** to find a job.
4. **Networking for Success:** how to curate and leverage contacts for professional guidance and opportunities.
5. **Interview Simulation:** tips and tricks for acing a job interview.
6. **Negotiation:** how to advocate for working conditions when signing the contract.
7. **The Job Search Action Plan:** job research, decoding a job ad, mapping goals and next steps.

### AT THE END STUDENTS WILL HAVE COMPLETED:

- CV (and lifelong Master-list)
- LinkedIn profile
- Cover Letter
- Video-mock interview
- Career launch action plan
- Map and reach out examples for **networking**
- **Actionable templates** for all the job search documents and recruiter interactions

### TRAINING DETAILS:

**Total training hours: 16 hours divided as follows**

- 4h video tutorials
- 4h live sessions
- 2h personalised feedback per student
- 6h individual student work

**Number of students: from 8 - 30 students.**

### PRICES FOR THE ENTIRE MODULE :

**EucA members: 2.100€**

**Non-members: 2.800€**

*A 10% small group discount is applied for modules with up to 14 students per session.*

*These are institutional prices valid for the Academic Year 2022-2023.*

# MODULE 4



## INTERNATIONAL NETWORKING AND PERSONAL BRANDING

*This module will support students in building their personal brand, curate their online image and reputation, improve their networking skills and use LinkedIn properly.*

### WHO IS THIS MODULE FOR:

- 3rd year bachelor or master students from all academic fields who need to build confidence to network with the teachers, professionals or alumni.
- 3rd bachelor or master students about to graduate who are preparing to transition into the job market.
- **NB:** all participants have to have a very good CV and LinkedIn profile (for students who completed Module 3 or a EucA career coaching session).

### STUDENTS WILL BE ABLE TO:

- Complete their profile accurately in all the sections, articulating their values and accomplishments in their LinkedIn summary.
- Discover and map contacts and network successfully starting from their College or university contacts.
- Draft personalised messages to connect and network online.



## MODULE 4

### CONTENT:

1. Introduction to **Personal Branding and Online Reputation**.
2. **Elevator Pitch** - The 30s introduction for any occasion.
3. **Strategies to Build a Personal Brand on LinkedIn**: how to optimise a profile and use it for networking.
4. **Networking Like A Pro**: tips and tricks for meaningful connections.

### AT THE END STUDENTS WILL HAVE COMPLETED:

- LinkedIn Profile
- Elevator pitch for their main target industry
- Strengths and Values
- Map of networking contacts
- Actionable templates for job search documents and for interactions with recruiters or networking

### TRAINING DETAILS:

**Total training hours: 12 hours divided as follows**

- 3h video tutorials
- 3h30 live sessions
- 1h30 personalised feedback per student
- 4h individual student work

**Number of students: from 8 - 30 students.**

### PRICES FOR THE ENTIRE MODULE:

**EucA members: 1.200€**

**Non-members: 1.600€**

*A 10% small group discount is applied for modules with up to 14 students per session.*

*These are institutional prices valid for the Academic Year 2022-2023.*

# MODULE 5



## JOB SEARCH BASICS

*This module will help students learn how to launch their job search: where to start and how to find relevant information or opportunities.*

### WHO IS THIS MODULE FOR:

- 3rd year bachelor or master students from all academic fields who need to learn where to look for internships or jobs suitable to their studies and interests.
- 3rd bachelor or master students about to graduate and unsure what opportunities the job market offers.
- NB: all participants have to have a very good CV and LinkedIn profile (for students who completed Module 3 or a EucA career coaching session).

### STUDENTS WILL BE ABLE TO:

- Start their job search and find top employers in their target industries
- Read job vacancies and understand how to tailor their application to match recruiters' needs
- Create a personal system to keep track of their applications



## MODULE 5

### CONTENT:

1. Design Your **Go-to-Market Strategy**: Your Value Proposition and Efficient Job Search.
2. **Find Employers Where They Are**: How to Search and Find Vacancies.

### AT THE END STUDENTS WILL HAVE COMPLETED:

- **SWOT** analysis as candidate
- **Job search simulations**
- **A map of target industries**
- **Actionable templates** for job search documents and for interactions with recruiters or networking

### TRAINING DETAILS:

**Total training hours: 6 hours divided as follows**

- 1h30 video tutorials
- 2h live sessions
- 1h30 personalised feedback
- 1h individual work

**Number of students: from 8 - 30 students.**

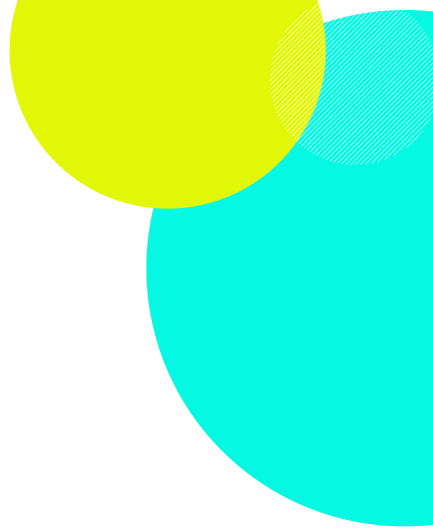
### PRICES FOR THE ENTIRE MODULE:

**EucA members: 1.200€**

**Non-members: 1.600€**

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**2022-2023**

