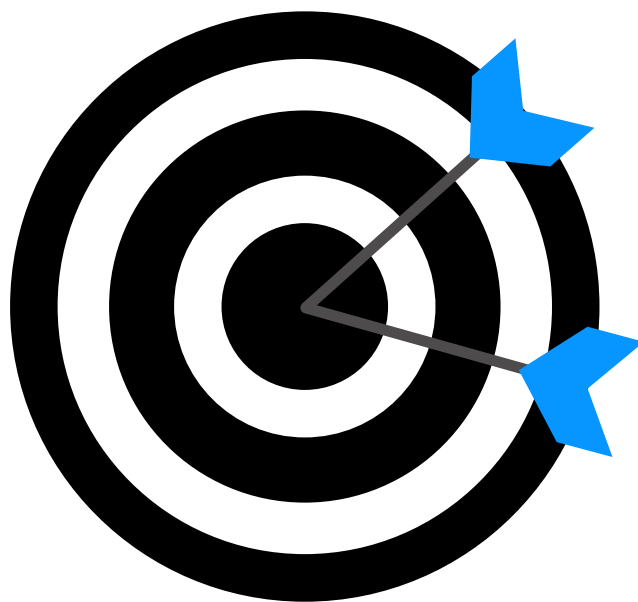


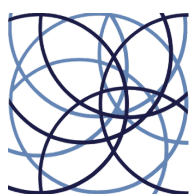
INTERNATIONAL

CAREER

PATHWAYS



2021



EucA

INDEX

CAREER COACHING MODULES

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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.**

FEATURES

1 Modules can be adapted to target specific student populations.

3 Each session will offer students actionable feedback, templates and special resources.

2 Institutions can combine multiple parts of the modules personalising the approach; each module has to have a minimum of 3 sessions.

4 Students who have completed the modules can be selected for an online internship with EucA for max. 3 months (EucA internship bonus).

HOW IT WORKS

Review the modules and choose the topics that fit your students.

Contact
Mirela Mazalu at
m.mazalu@euca.eu
to discuss:

The **modules** of your interest.

Dates & frequency of the sessions.
(once/twice a month, weekly, etc.)

How to adapt the modules to your learning outcomes.

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, but also personalised and actionable guidance and feedback.



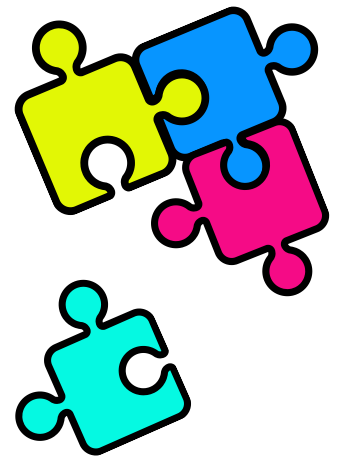
The EucA Staff strives continuously to create and adapt innovative formats to better serve its members' needs, offering new services in line with the most competitive proposals on the market. The aim is to enrich the international curriculum of students and professionals with top-level programs that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

THE TEAM

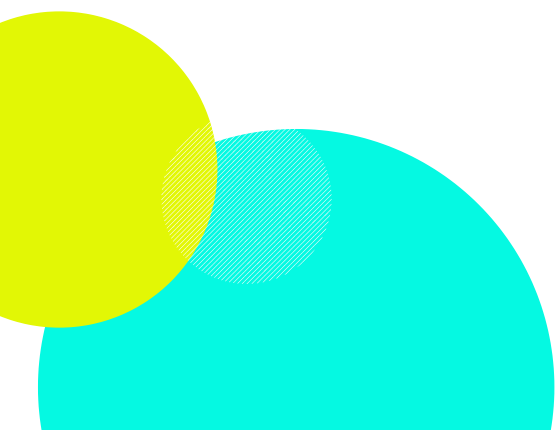
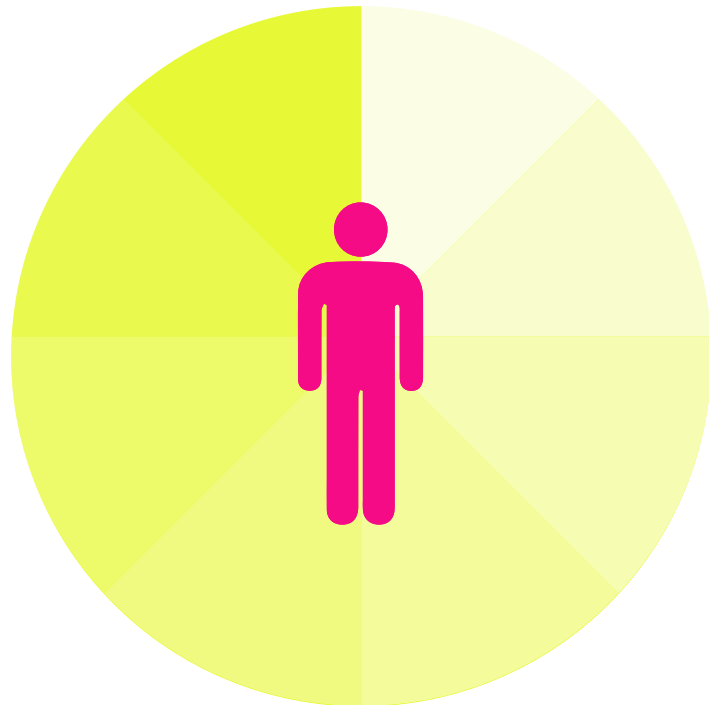
Mirela Mazalu
Secretary General
EucA - European University College Association

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

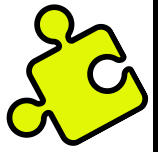
Maria Giulia Palocci
Communications Director
EucA - European University College Association



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.

WHY:

- Students find it difficult to articulate to employers the education received inside a College, both formally and informally.
- Students are not fully aware of how they can network with the trainers, speakers, professionals or alumni of the College to their advantage.

WHO IS THIS MODULE FOR:

- **2nd-3rd year bachelor students** from all academic fields who are preparing their first CV and need to highlight their university and College experiences.
- **Master students** from all academic fields who are preparing to transition into the job market and need actionable tips and tricks to improve their job search skills.

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**.

MODULE 1

CONTENT OF THE SESSIONS:

1. **Creating a Competitive CV and LinkedIn Page:** how to showcase your engagement and training in the College as relevant professional experience.
2. **Keeping Track of Your Accomplishment Stories:** tips and tricks for career development, interviews and networking.
3. **Introduction to 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)**
- **LinkedIn profile updated**
- **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:

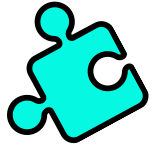
- **Number of sessions: 3**
 - Master-list, CV and LinkedIn profile
 - Accomplishment stories and elevator pitch
 - Networking action plan
- **Number of students per session:** from 8 - 30 students.
- **Duration:** 90 min per session (45 min of instruction + 30 min of individual/group exercises + 15 min of debriefing).
- **Total training hours:** 8 hours divided as follows - 4h30 in group sessions + 1h30 of individual work + 2h of personalised feedback to each student during CV-check and LinkedIn coaching (completed within 3 weeks of the last session).
- **Interactivity:** individual/group exercises, polls, mood boards, role-plays, games etc.

PRICES FOR THE ENTIRE MODULE (3 SESSIONS):

- **EucA members:** 495€
- **Non-members:** 675€

A 15% small group discount is applied for modules with up to 14 students per session. These are institutional prices which are valid for this year, 2021.

MODULE 2



DESIGNING YOUR NICHE FOR AN INTERNATIONAL CAREER

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

WHY:

- Students are undecided or not aware of all the international career possibilities of their field studies.
- Students feel lost on how to start their international job search.
- Students don't feel very confident in articulating their unique talents to potential employers.

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 OF THE SESSIONS:

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.
4. **Introduction to Networking:** how to build and maintain fruitful relationships. Who can support in your career quest?

AT THE END STUDENTS WILL HAVE COMPLETED:

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

TRAINING DETAILS:

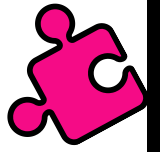
- **Number of sessions:** 4
- **Number of students per session:** from 8 - 30 students.
- **Duration:** 90 min per session (45 min of instruction + 30 min of individual/group exercises + 15 min of debriefing).
- **Total training hours:** 9 hours divided as follows -> 6h in group sessions + 2h30 of individual work + 30 min follow-up with each student to check progress (completed within 3 weeks of the last session).
- **Interactivity:** individual/group exercises, polls, mood boards, etc.

PRICES FOR THE ENTIRE MODULE (4 SESSIONS):

- **EucA members:** 660€
- **Non-members:** 900€

A 15% small group discount is applied for modules given to up to 14 students per session. These are institutional prices which are valid for this year, 2021.

MODULE 3



GETTING READY FOR MY FIRST JOB: MY JOB SEARCH TOOLS

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

WHY:

- Students may have good academic results and soft skills training, making them eligible applicants, but they may lack self-marketing skills to be highly competitive job seekers.
- Students' employability refers not only to the soft skills recruiters want, but also to students' job-search skills and career development preparation.

WHO IS THIS MODULE FOR:

- **3rd year bachelor or master students** from all academic fields who are applying for their first jobs or internships internationally.
- **3rd year bachelor or master students** from all academic fields who need to practice their job search skills in order to become more competitive.
- **3rd year bachelor or master students** from all academic fields who despite sending out applications do not receive replies from recruiters.

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 Job Search Action Plan:** job research, decoding a job ad, mapping goals and next steps.
3. **Your CV and Cover Letters for International Opportunities.**
4. **Personal Branding and LinkedIn** to find a job.
5. **Networking for Success:** how to curate and leverage contacts for professional guidance and opportunities.
6. **Mock Interview:** tips, tricks and simulations (with feedback).
7. **Negotiation:** how to advocate for working conditions when signing the contract.

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:

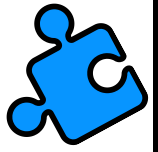
- **Number of sessions:** 7
- **Number of students per session:** from 8 - 30 students
- **Duration:** 90 min per session (30 min of instruction + 45 min of individual/group exercises + 15 min of debriefing)
- **Total training hours:** 16 hours divided as follows ->10h30 in group sessions + 4h of individual work + 1h30 of personalised feedback in CV-check, LinkedIn coaching and video-mock interview (completed within 3 weeks of the last session).
- **Interactivity:** individual/group exercises, polls, mood boards, etc.

PRICES FOR THE ENTIRE MODULE (7 SESSIONS):

- **EucA members:** 1.155€
- **Non-members:** 1.575€

A 15% small group discount is applied for modules with up to 14 students per session. These are institutional prices which are valid for this year, 2021.

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.

WHY:

- Students need to start developing and curating their online personal brand.
- Students don't leverage fully the potential of LinkedIn and need guidance to complete their profiles and use it properly.
- Students want to start networking online and offline, enhancing connections to unlock career opportunities.

WHO IS THIS MODULE FOR:

- **2nd and 3rd year bachelor or master students** from all academic fields who need to build confidence to network with the teachers, professionals or alumni of the different communities they are part of.
- **2nd and 3rd bachelor or master students** about to graduate who are preparing to transition into the job market and who need actionable tips and tricks to improve their job search with meaningful networking.

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 OF THE SESSIONS:

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 for Beginners: tips and tricks for meaningful connections

AT THE END STUDENTS WILL HAVE COMPLETED:

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

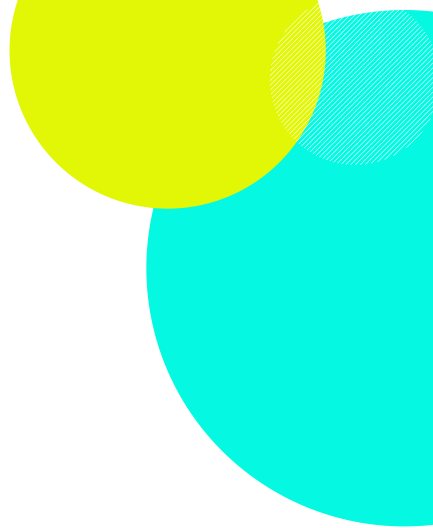
TRAINING DETAILS:

- **Number of sessions:** 4
- **Number of students per session:** from 8 - 30 students.
- **Duration:** 90 min per session (45 min of instruction + 30 min of individual/group exercises + 15 min of debriefing).
- **Total training hours:** 9 hours divided as follows -> 6h in group + 2h30 of individual work + 30min of personalised feedback in LinkedIn coaching (completed within 3 weeks of the last session).
- **Interactivity:** individual/group exercises, polls, mood boards, etc.

PRICES FOR THE ENTIRE MODULE (4 SESSIONS):

- **EucA members:** 660€
- **Non-members:** 900€

A 15% small group discount is applied for modules given to up to 14 students per session. These are institutional prices which are valid for this year, 2021.



www.euca.eu/careerpathways

2021

