

INTRODUCING THE Redbird Career Portfolio

A Student Engagement and Professional Development Program Beginning in Fall 2016

National surveys reveal that college graduates often lack professionalism skills that prevent them from having a job at the time of graduation. The professionalism skills referred to in these surveys include written and oral communications; personal ethics and social image management; networking; time management; and dining, email and phone etiquette to name a few. In addition, recruiters of college graduates also report that limited professionalism skills keep employees from advancing in their career. To address these issues and prepare our graduates for their business careers, the College of Business at Illinois State University is implementing the Redbird Career Portfolio certificate.



STAND OUT FROM YOUR PEERS

By Gaining Skills That Will Set You Apart

The Redbird Career Portfolio (RCP) is a certificate program designed to allow students to participate in a variety of experiential learning activities beginning in his or her freshman year and continuing through his or her senior year. Students will have an opportunity to earn eight points per year by completing activities designed specifically to address the concerns of recruiters and employers outlined above.

Three categories of student development make up the RCP certificate. They are: Career Strategy, Skill Enhancement, and Professionalism. In the fall 2016 semester, we are rolling out the Year 1 Activities to all incoming freshmen.

The Year 1 Activities include:

- 1. In the Career Strategy category (worth 1 point each):***
 - Mentored by a senior College of Business (COB) student, and
 - How to use the Career Center
- 2. In the Skill Enhancement category (worth 1 point each):***
 - Study skills assessment,
 - Improving time management skills, and
 - Developing presentation skills
- 3. In the Professionalism category (worth 2 points each):***
 - Managing your personal ethics and reputation with an emphasis on online/social media image, email and phone etiquette
- 4. Year 1 Elective Activities include (worth 1 point each):***
 - Resume writing basics,
 - Written communication basics,
 - Attend a diversity/cross-cultural event, and
 - Explore the Registered Student Organizations (RSOs) on campus and those associated with the COB and decide which one or more you may want to join.

Redbird CAREER PORTFOLIO



- For a student to complete the Redbird Career Portfolio Certificate she/he must earn eight points per year by completing the required activities plus the necessary number of elective activities to accumulate a total of eight points. The activities shown in numbers 1, 2, and 3 on the previous page are required activities. Completing these activities along with an elective will put the student on the path to earning the Certificate. You will find out more specifics about the RCP in the BUS 100 course you will take in the fall 2016 or spring 2017 semesters.
- As the class of 2020 progresses through to subsequent years, we will roll-out that year's set of activities in each of the categories. For example, year 2 activities will go into effect when the class of 2020 are sophomores, year 3 when they are juniors, etc. We'll continue the pattern until all 4 years are operational; at which point, the program becomes continuous. Students accumulating 32 points over the 4-year period will earn the Certificate. Please see the table included below for a listing of activities for all four years.

CATEGORY	YEAR ONE ACTIVITIES	YEAR TWO ACTIVITIES	YEAR THREE ACTIVITIES	YEAR FOUR ACTIVITIES
Career Strategy	<ul style="list-style-type: none"> • Mentored by a Senior • Using the Career Center 	<ul style="list-style-type: none"> • Career Exploration (interview a professional and establish a mentor/mentee relationship) • Effective Resume Writing • Job Search Tools and Techniques 	<ul style="list-style-type: none"> • Attend a Career Fair • Internship (3 points) 	<ul style="list-style-type: none"> • Work/Life Balance Seminar • Navigating the Job Offer Minefield
Skill Enhancement	<ul style="list-style-type: none"> • Study Skills Assessment • Time Management • Presentation Skills 	<ul style="list-style-type: none"> • Financial Literacy • Active Involvement in an RSO 	<ul style="list-style-type: none"> • Written Communications Activity • Starting the Job Search Conversation/Elevator Pitch • Mock Interview 	<ul style="list-style-type: none"> • Financial Planning for the Young Professional
Professionalism	<ul style="list-style-type: none"> • Managing your Personal Ethics and Reputation (manage your online image, email, and phone etiquette, etc.) (2 points) 	<ul style="list-style-type: none"> • Effective Networking Strategies • Dining Etiquette and Dress for Success 	<ul style="list-style-type: none"> • Find and Interact with a Professional Mentor 	<ul style="list-style-type: none"> • Navigating Office Politics • Mentor a COB Freshman • Senior Survey
Electives	<p>1 required from:</p> <ul style="list-style-type: none"> • Resume Writing Basics • Written Communications Basics • Diversity/Cross-Cultural Event • Explore an RSO 	<p>1 required from:</p> <ul style="list-style-type: none"> • CSR Activity • Dress for Success • Diversity/Cross-Cultural Event • Global/International Activity 	<p>2 required from:</p> <ul style="list-style-type: none"> • MQM 200 (3 points) • Using Excel Effectively • RSO Leadership Position • CSR Activity • Case/Sales Competition • Diversity/Cross-Cultural Event • Global/International Activity 	<p>2 required from:</p> <ul style="list-style-type: none"> • Leadership Activity • Using Excel Effectively • RSO Leadership Position • CSR Activity • Case/Sales Competition • Diversity/Cross-Cultural Event • Global/International Activity • Transition Seminar • Effective Use of LinkedIn
Total Points Per Year	8 points	8 points	8 points	8 points

We highly encourage all COB Redbirds to participate in the Redbird Career Portfolio Certificate program.
WELCOME TO CAMPUS AND GO REDBIRDS!