The College of Liberal Arts is renewing its commitment to career readiness by focusing on the acquisition of ten Core Career Competencies. Nine of these competencies reflect the very essence of liberal arts education—and the competitive advantage it represents in today’s uncertain and dynamic economy. Career management, the tenth competency, gives our students the necessary tools to seek and obtain the career they desire.

“CLA alumni will be the most desirable graduates available.” - Dean John Coleman

They also told us that the Core Career Competencies are more important than specific undergraduate majors. In other words, these employers are telling us is that a liberal arts degree, with its emphasis on a well-rounded education, is the foundation for a productive career.
HOW CAN I SUPPORT THE CAREER READINESS INITIATIVE?

• Tell your colleagues about our Career Readiness Initiative. Share how your CLA education prepared you for your career and the advantages that a liberal arts education brings to the workplace.
• Advocate for recruiting in CLA: post jobs on GoldPASS, conduct on-campus interviews, participate in the CLA Internship & Career Fair and the U of M Job & Internship Fair, and host an information session for your organization.
• Build your organization’s brand among our students (e.g., sponsor a resume review, create a networking event, host a site visit).
• Personally engage with CLA by participating in a career panel or practice interviews.
• Encourage hiring managers to cast a wider net when looking for future talent with regard to desired majors.
• Advocate for your organization to financially support CLA’s Career Readiness opportunities.

WHY SHOULD YOU RECRUIT AT THE COLLEGE OF LIBERAL ARTS?

CLA is the largest college at the University.
• 45% of U of M undergraduates are in CLA
• Students from 50 states and 95 countries
• We produce more than 3200 liberal arts graduates annually; no one produces more in Minnesota

CLA is the most diverse.
• 47% of the University’s students of color and American Indians are in CLA; 25% of CLA students are students of color or American Indians
• One third of CLA students are first-generation college students
• A critical mass of our diverse students are from Minnesota and are more likely to be retained here due to family ties and other factors

CLA students are globally prepared and community engaged.
• 27 languages are taught in CLA; we’re the only college on campus that requires second language proficiency
• One third of our students study abroad
• 50% of our students engage in community service

HOW IS THE COLLEGE OF LIBERAL ARTS ADVANCING CAREER READINESS?

• Doubled the size our career services staff, resulting in more contacts between our students and career counselors
• Enhanced our First Year Experience Curriculum to elevate the focus on Career Readiness and introduce students to the ten Core Career Competencies
• Created and distributed 13,000 Career Readiness Guidebooks, which outline helpful tools and resources for CLA students to prepare them for future careers
• Developed a career course for sophomores, Career Readiness for CLA Students, to help them continue to develop career management skills
• Launched an internship needs assessment and hired an internship coordinator
• Administered the Super Strong Interest Inventory (a career assessment tool) to all first-year students to help them explore their academic and career options
• Built a career readiness self-assessment tool to help students maximize their experiences
• Recruited 25 faculty fellows from 16 departments who will integrate Career Readiness into their courses and curriculum in the 2017-18 academic year
• Supported Career Readiness-related events throughout the year, in partnership with various CLA departments
• Collaborated with employers to build relationships and engage in the workforce development conversation in Minnesota

RECRUIT CLA STUDENTS
cla.umn.edu/employers

CAREER READINESS INITIATIVE
cla.umn.edu/career-readiness

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