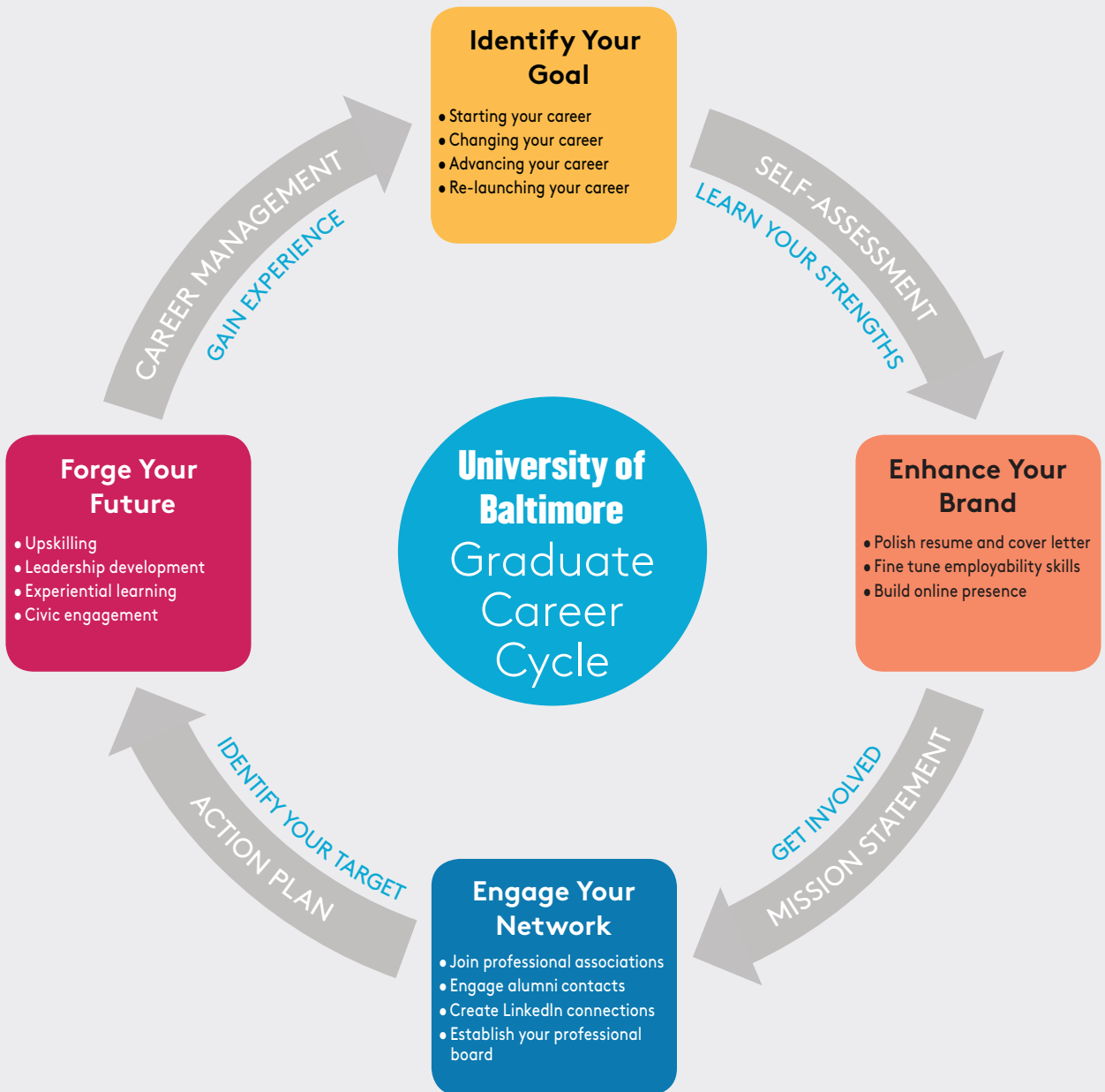


# UB GRADUATE Career Cycle Workbook



# HOW THE UB GRADUATE CAREER CYCLE WORKS

## Learn how to manage your own career.

The award-winning UB Career Cycle is a tool you can use repeatedly throughout your lifetime. No matter where you are in your career—just starting out or switching gears—this cycle can help you get where you want to go.

## How the UB Career Cycle works:

Each phase of the cycle has a set of outcomes related to your career success. After learning about each phase, you'll be prepared to take an action step.

Phase	Action Step
Identify Your Goal	Assess Yourself
Enhance Your Brand	Craft Your Mission Statement
Engage Your Network	Design Your Action Plan
Forge Your Future	Manage Your Career

## Cultivating Career Development.

Career planning is a continuous process. Rather than simply prep you for a job, this workbook can prepare you to cultivate your career development. You'll learn how to use the UB Career Cycle as a framework for growing professionally, and you'll also learn how to stay:

- excited about the future
- engaged in actively pursuing career goals
- connected through a professional network and brand you build.

Along the way, you should continually seek to **gain relevant work experience and upskill to develop your talents and abilities.**

You may travel around the UB Career Cycle multiple times as you gain knowledge, experience and insight.

## Career Cycle

Student Center, Room 306

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UNIVERSITY OF  
**BALTIMORE**  
Career and Internship  
Center

# UB CAREER CYCLE PHASES

## Identify Your Goal

*Have you defined your career outcomes?*

To move your career forward, you must first define your professional goals. Goals provide clarity and a sense of direction to the steps needed to advance your career. When you know your desired outcomes, you can create your own academic, personal, and professional route towards fulfillment.

**To identify your goal, clarify your status. Are you:**

- Starting your career
- Changing your career
- Advancing your career
- Re-launching your career

## Enhance Your Brand

*Do you have a distinct professional brand?*

Your brand differentiates you from everyone else. It reveals what make you unique and well-suited to the goal you have chosen.

**To enhance your brand, you will:**

- Polish your resume or CV
- Fine tune your employability skills
- Build an online presence

## Engage Your Network

*Are you engaged in your industry?*

Have you heard—it's not what you know, but who you know? The hidden job market is still the fastest route to landing a new job. Make sure you take time to connect with professionals in your industry.

**As you communicate your brand, you will:**

- Join professional associations
- Engage alumni associations
- Create LinkedIn connections
- Establish your own Professional Board

## Forge Your Future

*Are you prepared for the future?*

Once you finish your program and achieve your goals, don't stop there. Keep growing and developing your talents so that you are always ready for the next opportunity.

**To forge your future, you will:**

- Upskill by developing professionally
- Acquire leadership competencies
- Gain experience through work and experimental learning
- Participate in civic engagement

For resources to help you through each phase of the cycle, visit [www.ubalt.edu/careercycle](http://www.ubalt.edu/careercycle).

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# PHASE 1: IDENTIFY YOUR GOAL

Assessing yourself is the one action you want to take to ensure you are heading in the right direction, and this worksheet may be just the right tool you need to guide you as you discover (or re-discover) your life purpose and identify the obstacles that may hinder your journey toward a purpose-filled career.

## Who am I?

Use this space to identify and write a list with 3 to 5 of your core competencies, strengths, transferrable skills, and accomplishments. If you are facing challenges in identifying your strengths, the Career & Internship Center administers the StrengthsQuest assessment to help uncovering them. To take StrengthsQuest send an email to [careercenter@ubalt.edu](mailto:careercenter@ubalt.edu).

- Core competencies:
- Strengths:
- Transferrable skills:
- Accomplishments:

## Rediscover your “WHY” to remain connected to your purpose

- What initially inspired you to choose your academic program and your current career path?
- What impact do you wish to make with your career?

## What obstacles am I facing?

This question helps you detect the barriers (i.e. skills, competencies, education, etc.) preventing you from achieving your goal and the steps you can take to overcome them.

- Identify/name your dream job:
- Conduct a GAP analysis (areas where you are lacking) to compare your qualifications to that required for your dream job, the gap, and the action steps to consider to close the loop. You can also use the space below to make a comparison of your current qualifications to your dream job requirements

Job Requirements	Your Qualifications
Knowledge:	Knowledge:
Skills:	Skills:
Abilities:	Abilities:

After completing this step, you will be better prepared to begin your job search.

# PHASE 2: ENHANCE YOUR BRAND

A personal mission statement is a bit different from a company mission statement, but the fundamental principles are the same. Writing a personal mission statement offers the opportunity to establish what’s important to you, and can help guide you toward a decision on a particular job, company, or career field. To craft your personal mission statement, follow these six steps!

## 1. Identify Core Values

Core values are the fundamental beliefs of a person or organization. These guiding principles dictate behavior and can help you understand what is truly important to you. They will be the foundation of your personal mission statement.

To get started, place an X next to or highlight 15 values that are key to you. If there are values not included in this table, feel free to create your own!

<input type="checkbox"/> achievement	<input type="checkbox"/> growth	<input type="checkbox"/> power and authority
<input type="checkbox"/> advancement and Promotion	<input type="checkbox"/> having a family	<input type="checkbox"/> privacy
<input type="checkbox"/> adventure	<input type="checkbox"/> helping other people	<input type="checkbox"/> public service
<input type="checkbox"/> affection (love and caring)	<input type="checkbox"/> helping society	<input type="checkbox"/> purity
<input type="checkbox"/> arts	<input type="checkbox"/> honesty	<input type="checkbox"/> quality of what i take part in
<input type="checkbox"/> challenging problems	<input type="checkbox"/> independence	<input type="checkbox"/> quality relationships
<input type="checkbox"/> change and variety	<input type="checkbox"/> influencing others	<input type="checkbox"/> recognition (respect from others)
<input type="checkbox"/> close relationships	<input type="checkbox"/> inner harmony	<input type="checkbox"/> religion
<input type="checkbox"/> community	<input type="checkbox"/> inner passion	<input type="checkbox"/> reputation
<input type="checkbox"/> competence	<input type="checkbox"/> integrity	<input type="checkbox"/> responsibility and accountability
<input type="checkbox"/> competition and honest	<input type="checkbox"/> intellectual status	<input type="checkbox"/> security
<input type="checkbox"/> cooperation	<input type="checkbox"/> involvement	<input type="checkbox"/> self-respect
<input type="checkbox"/> country	<input type="checkbox"/> job tranquility	<input type="checkbox"/> serenity
<input type="checkbox"/> creativity	<input type="checkbox"/> knowledge	<input type="checkbox"/> sophistication
<input type="checkbox"/> decisiveness	<input type="checkbox"/> leadership	<input type="checkbox"/> stability
<input type="checkbox"/> democracy	<input type="checkbox"/> location	<input type="checkbox"/> status
<input type="checkbox"/> ecological awareness	<input type="checkbox"/> loyalty	<input type="checkbox"/> supervising others
<input type="checkbox"/> economic security	<input type="checkbox"/> market position	<input type="checkbox"/> time freedom
<input type="checkbox"/> effectiveness	<input type="checkbox"/> meaningful work	<input type="checkbox"/> truth
<input type="checkbox"/> efficiency	<input type="checkbox"/> merit	<input type="checkbox"/> wealth
<input type="checkbox"/> ethical practice	<input type="checkbox"/> money	<input type="checkbox"/> wisdom
<input type="checkbox"/> excellence	<input type="checkbox"/> nature	<input type="checkbox"/> work under pressure
<input type="checkbox"/> expertise	<input type="checkbox"/> being around people who are open and honest	<input type="checkbox"/> work with others
<input type="checkbox"/> fame	<input type="checkbox"/> order (tranquility, stability)	<input type="checkbox"/> working alone
<input type="checkbox"/> fast living	<input type="checkbox"/> personal development (living up to my full potential)	<input type="text"/>
<input type="checkbox"/> fast-paced work	<input type="checkbox"/> physical challenge	<input type="text"/>
<input type="checkbox"/> financial gain	<input type="checkbox"/> pleasure	<input type="text"/>
<input type="checkbox"/> freedom		
<input type="checkbox"/> friendships		

Once you have your top 15 you will narrow it down to top 5. Once you have your top 5, narrow it down to 3. What are the 3 core values left standing?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

# PHASE 2: ENHANCE YOUR BRAND

(Continued)

## 2. Reflect

Writing a mission statement requires deep reflection about who we are and what our purpose is. Start with your core values, but these are also some items or questions to consider. Completing the following statements may be helpful in focusing your personal mission statement.

- I am at my best when...
- I want to be a person who...
- I am motivated by...
- I am truly happy when...
- I have been successful when...
- I believe that the most important things in life are...

## 3. Define what you want to BE and what you want to DO

Believe it or not, there is a difference on what you will BE and what you will DO. You may want to BE a Victims Services Coordinator. However, what you may want to DO is advocate for individuals and families by building self-esteem and securing a level of independence and security.

What do you want to be?

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What do you want to do?

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## 4. Identify an Influential Person

An effective tool to focus in on what you want to be and do is to identify a highly influential individual in your life and to think about how this individual has contributed or made an impact. This person may be a parent, colleague, family member, or professor. Consider establishing a mentor that will work with you throughout your career journey.

1. Who has been one of the most influential people in your life?

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2. Which qualities do you most admire in that individual? What are some of their successes? What qualities or skills would do you want to gain from that person?

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Grad School is different from undergrad. You are learning something very specific that aligns with your interest in hopes of either furthering your career or becoming a “career changer.” With this in mind, below are a few tips to consider as you “Upgrade your Brand” and increase your employability.

**Resume vs. Curriculum Vitae**

- 1. Revise your resume. Focus on your specific industry and the skills needed. A good strategy is using a professional summary section in your resume. This section will focus on your years of experience, level of expertise, and career goal. This is also referred to as a “Summary of Qualifications” and is a bulleted list (roughly 3-5 bullets).
- 2. Other areas for improving your resume include: adding your thesis topic, professional associations/affiliations, publications, industry specific projects and research. Also, presentations you have presented at industry-related workshops or events are also helpful.
- 3. If pursuing a position in academia, a Curriculum Vitae (CV) is critical. Compared to a resume, a CV is longer and more detailed, focusing on your educational and academic backgrounds as well as teaching and research experience, publications, awards, presentations, and honors.

**5. Create your Personal Mission Statement!**

Using all 4 of these steps, it is now time to create your personal mission statement! Refer back to step 2 for ways to word your statement. Remember not to rush or overthink; rather take your time throughout this process and think deeply about your values, goals, and aspirations.

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**6. Never Stop Evaluating**

It is important not to let your personal mission statement become outdated. Just like your resume, you should keep your personal mission statement up to date as your career develops. Your values and direction may change over the course of your life. Frequent review and evaluation can help you keep in touch with own development whether it be personally or professionally.

# PHASE 3: ENGAGE YOUR NETWORK

Your action plan is your guide to implementing your professional goal. Experienced career coaches know that working with a plan significantly increases your likelihood of success in accomplishing your goal. It keeps you focused and helps you stay organized, and it's a document you can share with your career coach, networking contact or mentor.

**Fill out your action plan below.**

## Professional Goal

What is your target?

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## Self-assessment

What are your strengths? *Note: Take the Gallup StrengthsFinder test. Contact the Career Center for your code.*

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## Enhance Your Brand

Use this checklist to promote yourself

☐ update cover letter    ☐ develop a professional pitch    ☐ create LinkedIn account    ☐ other

List additional steps you plan to take (include due dates) for achieving your professional goal: \_\_\_\_\_

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List people and/or organizations you can contact to help you reach your goal:

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## Professional Organizations

Joining a professional organization will be key to increasing your industry knowledge, as well as build your professional network. USA Today published a great article regarding professional organizations. Below are reasons for joining a professional association.

1. **Listserve-** listserve are where employers post job opportunities and/or internships. Listserve are a good starting point and can help you with finding credible jobs.
2. **Conferences-** you can attend conferences at a discounted rate and hear from keynote speakers in the industry. This is a good way to get industry information and impress employers during your interview!
3. **Industry Standards-** Continuing education and new certifications are shared. Professional associations often send monthly e-newsletters to keep you informed about statistics, the job market, and best practices within the field.
4. **Code of Ethics-** being credible and trustworthy are essential. It is pertinent that you understand the ethical and legal issues pertaining to your industry. Also, learning the best practices is also helpful!
5. **Updates on Policies-** policies and laws continuously change. One change can affect the entire industry...seriously! Professional associations devote themselves to updating its members. And, they also give suggestion on preparing for or implementing change!

Don't forget, when networking at events, exchange business cards. A casual conversation can lead to mentorship, partnership, and advanced career opportunities. Which professional association will you join?

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# Phase 4: FORGE YOUR FUTURE

University of Baltimore values Community and Civic Engagement and seeks to produce graduates who are leaders that strive to apply their skills for solving local and global challenges. As a graduate student, you are encouraged to forge your own future by continuously developing your skills, becoming a leader, and giving back to help others.

## Leadership Development

Use this checklist from *opm.gov* to assess your leadership skills:

Leading Change	Leading People	Results Driven	Business Acumen/Building Coalitions
<input type="checkbox"/> creativity and innovation	<input type="checkbox"/> conflict management	<input type="checkbox"/> accountability	<input type="checkbox"/> financial management
<input type="checkbox"/> external awareness	<input type="checkbox"/> leveraging diversity	<input type="checkbox"/> customer service	<input type="checkbox"/> human capital management
<input type="checkbox"/> flexibility	<input type="checkbox"/> developping others	<input type="checkbox"/> decisiveness	<input type="checkbox"/> technology management
<input type="checkbox"/> resilience	<input type="checkbox"/> team building	<input type="checkbox"/> entrepreneurship	<input type="checkbox"/> partnering
<input type="checkbox"/> strategic thinking		<input type="checkbox"/> problem solving	<input type="checkbox"/> political savvy
<input type="checkbox"/> vision		<input type="checkbox"/> technical credibility	<input type="checkbox"/> influencing/negotiating

## Civic Engagement

How will I Give Back:

- |   |  |
|---|--|
| <input type="checkbox"/> getting involved politically                   | <input type="checkbox"/> donating to an important cause                  |
| <input type="checkbox"/> volunteering in a community organizations      | <input type="checkbox"/> staying up-to-date on current events            |
| <input type="checkbox"/> membership in a community focused associations | <input type="checkbox"/> participating in community events               |
| <input type="checkbox"/> serving on a board                             | <input type="checkbox"/> mentoring disadvantaged populations             |
| <input type="checkbox"/> participating in faith-based activities        | <input type="checkbox"/> starting a non-profit (social entrepreneurship) |

## Professional Development

In today's fast-paced global economy upskilling is a necessary skill to manage your career. As a graduate student, you are encouraged to seek out professional development opportunities outside of academia to strengthen your talents.

### Professional Development Plan (PDP)

What skills do I need to invest in over the next 2–3 years:

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List 2–3 books that can help with my skill development:

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Identify 2–3 Ted Talks that can help me grow as a professional or leader:

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List 2–3 professional organizations that provide training, certification, or conferences in my area of expertise:

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# NACE CAREER READINESS COMPETENCIES

The National Association of Colleges and Employers, through a task force of college career services and HR/staffing professionals, has developed a definition, based on extensive research among employers, and identified eight competencies associated with career readiness.

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## Critical Thinking/Problem Solving

- [ ] Exercise sound reasoning to analyze issues, make decisions, and overcome problems.
- [ ] The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

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## Teamwork/Collaboration

- [ ] Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints.
- [ ] The individual is able to work within a team structure, and can negotiate and manage conflict.

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## Leadership

- [ ] Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others.
- [ ] The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.

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## Career Management

- [ ] Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth.
- [ ] The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

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## Oral/Written Communications

- [ ] Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization.
- [ ] The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

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## Digital Technology

- [ ] Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals.
- [ ] The individual demonstrates effective adaptability to new and emerging technologies

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## Professionalism/Work Ethic

- [ ] Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image.
- [ ] The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

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## Global/Intercultural Fluency

- [ ] Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions.
- [ ] The individual demonstrates, openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.

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# MANAGE YOUR CAREER

Find your career coach and your career community.



## La-Toya Gomez, MBA

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### BUSINESS

UBalt Career Community  
The Career and Internship Center

#### ACADEMIC DEPARTMENTS:

- Accounting, Finance, & Economics
- Information Systems
- Management & International Business
- Marketing & Entrepreneurship



### PUBLIC AFFAIRS

UBalt Career Community  
The Career and Internship Center

- Health Management
- Human Services
- Policy, Politics & IA
- Global Affairs & Human Security
- Health Administration
- Negotiations & Conflict Management
- Non-Profit Management and Social Entrepreneurship
- Public Administration



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### ARTS AND SCIENCES

UBalt Career Community  
The Career and Internship Center

#### ACADEMIC DEPARTMENTS:

- Applied Behavioral Sciences
- Legal, Ethical, and Historical Studies
- Science, Information Arts & Technologies
- Communication Design



### PUBLIC AFFAIRS

UBalt Career Community  
The Career and Internship Center

- Criminal Justice
- Cyber Forensics
- Forensic Studies
- Crime Scene Investigation (Cert.)
- Forensic Document Analysis (Certification)

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