**Career Success, 3rd Edition  
Student Learning Outcomes, Objectives, Activities and Assessment**

**Chapter 1, Create Your Success**

**Student Learning Outcome**

Students will examine various motivational strategies and apply them to their future career success.

**Objectives:**  
Students will:

1. Create their own personal definition of career success.
2. List the steps in choosing a major and planning a career.
3. Explain the connection between education and future earnings.
4. Write 5 positive statements about their college education and future career.
5. Increase understanding of motivational techniques and identify 3 techniques that they find useful.
6. Clarify their personal definition of happiness and write 5 intention statements about their future happiness.

**Recommended Activities**

Journal entries   
Group activities/discussion related to motivational strategies

**Assessment**

Measure Your Success (Pre-Test)  
Journal entries   
Chapter quizzes  
Participation in group activities/discussion

**Chapter 2, Exploring Your Personality and Major**

**Student Learning Outcome**

Students will explore their personality types and related careers to decide on an appropriate major and career.

**Objectives:**

Students will:

1. Assess their personality types.
2. Describe their personality types and list majors that match their personal strengths.
3. Explain how personality type is related to choosing a major and career.
4. Describe their ideal work environment based on personal preferences.
5. Describe how personality type affects other factors relating to their future success such as decision making, time management, and money management.
6. Describe other factors to consider in choosing a major such as earnings and job outlook.
7. Reflect on how finding your passion is an important part of career planning.

**Recommended Activities**

TruTalent Personality Assessment  
Journal Entries   
Job Jar Activity  
Personality Checklist  
Group activities/discussions related to personality type and career exploration  
Personality paper (describing personality type and at least one matching career)

**Assessment**

Completion of the TruTalent Personality Assessment  
Journal Entries  
Chapter quizzes  
Personality paper  
Participation in group activities/discussion

**Chapter 3, Exploring Interests and Values**

**Student Learning Outcome**

Students will explore their vocational interests and values and identify matching careers.

**Objectives:**

Students will:

1. Assess their vocational interests and identify their three highest interests.
2. Research at least one career that matches their vocational interests.
3. Write a paragraph about balancing work, study, leisure, and social life.
4. List their personal values and state why they are important.
5. Participate in exercises examining the connection between values and important life decisions.
6. Reflect on the importance of acting on values.

**Recommended Activities**

The Interest Profiler included in the text (or Choices Planner or Strong Interest Inventory)  
Journal entries  
Discussion/group activities on interests and values

**Assessment**Completion of Interest Profiler or other vocational interest inventory  
Journal entries  
Chapter quizzes  
Participation in group activities/discussion

**Chapter 4, Exploring Multiple Intelligences**

**Student Learning Outcomes**

Students will explore some motivational strategies for success and assess their multiple intelligences and connect them to matching careers.

**Objectives:**

Students will:

1. Explore motivational strategies for success including mindset, grit, and persistence.
2. Assess their multiple intelligences and related personal strengths.
3. Explore ways to build on personal strengths.
4. Explain the concept of emotional intelligence and how it is related to career and personal success.

**Recommended Activities**

The TruTalent Intelligences Assessment   
Journal entries  
Group activities/discussions on motivation and multiple intelligences

**Assessment**

Completion of TruTalent Intelligences Assessment   
Journal entries  
Chapter quizzes  
Participation in group activities/discussion

**Chapter 5, Planning Your Career and Education**

**Student Learning Outcome**

Students will explore career trends and work skills for success in the 21st Century. They will complete an educational plan to match their major and career goals.

**Objectives:**

Students will:

1. Describe career trends of the future and how they might impact their career choice.
2. Assess their work skills needed for success in the 21st Century.
3. Research a career that matches their personality type, interests and values.
4. Practice the steps in a decision-making process.
5. Create an educational plan to achieve their career goal.
6. Reflect on useful ideas for dealing with roadblocks to accomplishing their future goals.

**Recommended Activities**

Make a draft of an educational plan and meet with a counselor/advisor to refine the plan  
Visit Career Center   
Research a career including description, career outlook, skills required and pay  
Group activities/discussion on employment trends of the future  
Journal entries

**Assessment**

Completion of the TruTalent Skills Assessment  
Completion of educational plan  
Career paper (research at least one career including description, career outlook, skills required and pay)  
Journal entries  
Chapter quizzes  
Participation in group activities/discussion

**Chapter 6, Updated Job Search Strategies**

**Student Learning Outcome**

Students will utilize social media and online resources to enable them to find a job that matches their career goals.

**Objectives:**

Students will:

1. Increase their chances of finding meaningful employment after college graduation by utilizing college career services and other activities such as volunteering, internships or part time work while in college.
2. Prepare a resume and cover letter.
3. Establish their personal brand online.
4. Explore online tools such as LinkedIn, Facebook, online classified ads, job search engines, employment agencies and email.
5. Practice sample interview questions.
6. Conduct an informational interview.
7. Explore options for creating their own business.
8. Make an action plan for their job search.
9. Reflect on how beliefs affect future success.

**Assessment**

Visit to Career Center or career services presentation  
Completion of resume and cover letter   
Create an account with at least one online career search tool such as LinkedIn or Facebook  
Participate in a classroom or online activity to practice interview questions  
Completion of an informational interview  
Journal entries  
Chapter quizzes  
Participation in group activities/discussion

**Chapter 7, Career Satisfaction**

**Student Learning Outcome**

Students will list the factors important for their career satisfaction and explore strategies for success on the job including emotional intelligence, effective communication, and positive thinking. Students will create a list of lifetime goals keeping in mind their personal strengths and the factors important for career satisfaction.

**Objectives:**

Students will:

1. Explore ideas related to finding passion and meaning in work.
2. Evaluate the importance of money in job satisfaction.
3. List the predictors of job satisfaction.
4. Examine strategies for success on the job including emotional intelligence, effective communication, positive thinking, and other tips for success.
5. Make a list of lifetime goals.
6. Set priorities for managing their time and accomplishing their personal goals.

**Assessment**

Measure Your Success (Post Test)  
Journal Entries  
Chapter Quizzes  
Participation in group activities and discussion  
50-word statement of personal philosophy  
Vision Board   
List of lifetime goals