Academic and Career Synergy:
a recipe for graduate student success

Purdue Global

Perspectives

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Engagement
Mentimeter

Overview

School of Health Sciences, Graduate Programs

Who are we?

Total Enrollment

1,100

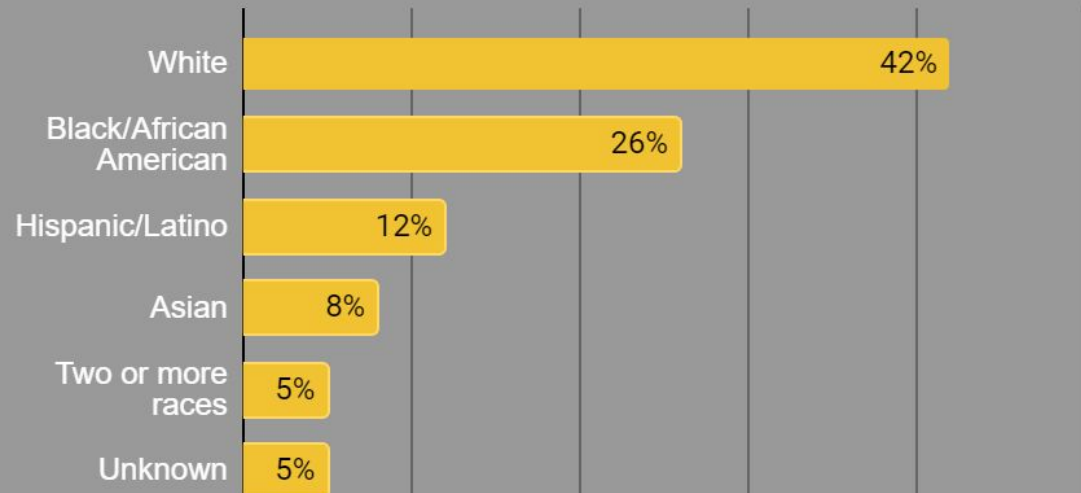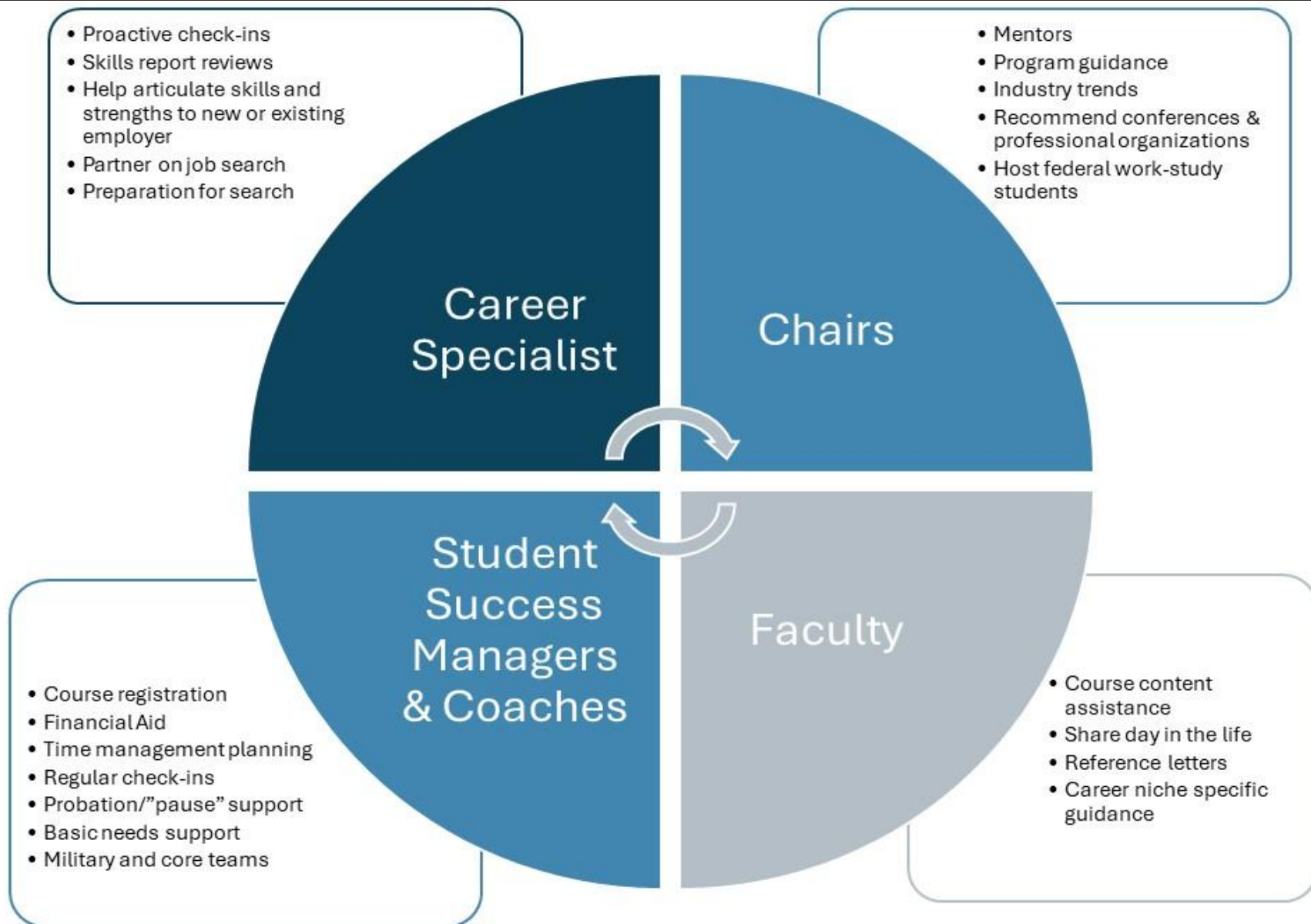**Students Over Age 30**

73%

Female Students

78%

Military-Affiliated Students

21%

Demographics

Race/Ethnicity	Percentage
White	42%
Black/African American	26%
Hispanic/Latino	12%
Asian	8%
Two or more races	5%
Unknown	5%

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People

- Proactive check-ins
- Skills report reviews
- Help articulate skills and strengths to new or existing employer
- Partner on job search
- Preparation for search

- Mentors
- Program guidance
- Industry trends
- Recommend conferences & professional organizations
- Host federal work-study students

Career Specialist

Chairs

Student Success Managers & Coaches

Faculty

- Course registration
- Financial Aid
- Time management planning
- Regular check-ins
- Probation/"pause" support
- Basic needs support
- Military and core teams

- Course content assistance
- Share day in the life
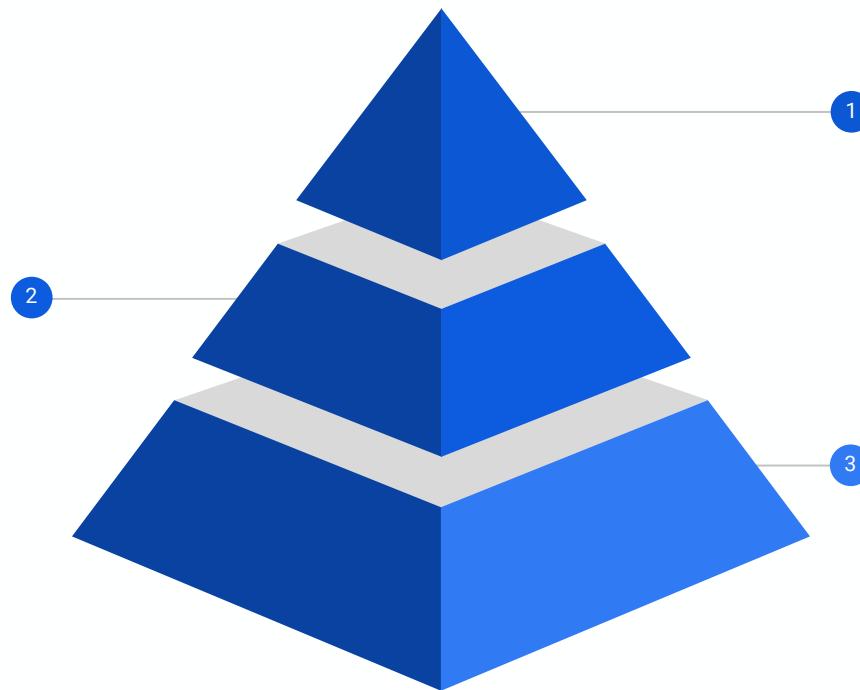- Reference letters
- Career niche specific guidance

Academic Processes

2. Course Level

- Real world focus
  - Leverage advisory board & faculty
  - Content + soft skills
- Portfolio creation/projects
- Flexible assignments
- Current and relevant
  - Integrate trends
  - Annual review

1. Optional

- Concentrations
- "Hands-On"

3. Program Level

- Industry standard alignment
- Accreditation
- Integrate certifications and credentials
- Annual review

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How do we partner?

- Regular collaborations
  - Monthly Leadership Meetings
  - Quarterly Program Meetings
  - Teamwork
    - Feasibility of new programs and concentrations
    - Development of new offerings
    - Program revisions
- Innovation
  - Leverage technology

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Graduate Student Challenges

Transferable Skills

Unsure how to integrate current work and life experience to advance
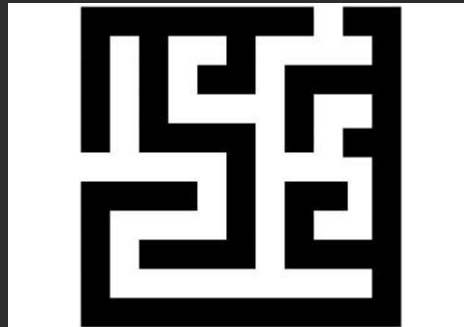
Military → Civilian

Career Options

Narrow idea of a career path

Unclear how to explore options

"All Set" Mindset

Already have a resume

Will think about next steps right before graduation

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Engagement
Mentimeter

Skill Mapping
Continuous Improvement and evaluation - SHS

Courses are reviewed and updated every year

Skill mapping exercise will be part of our regular course review process in the future

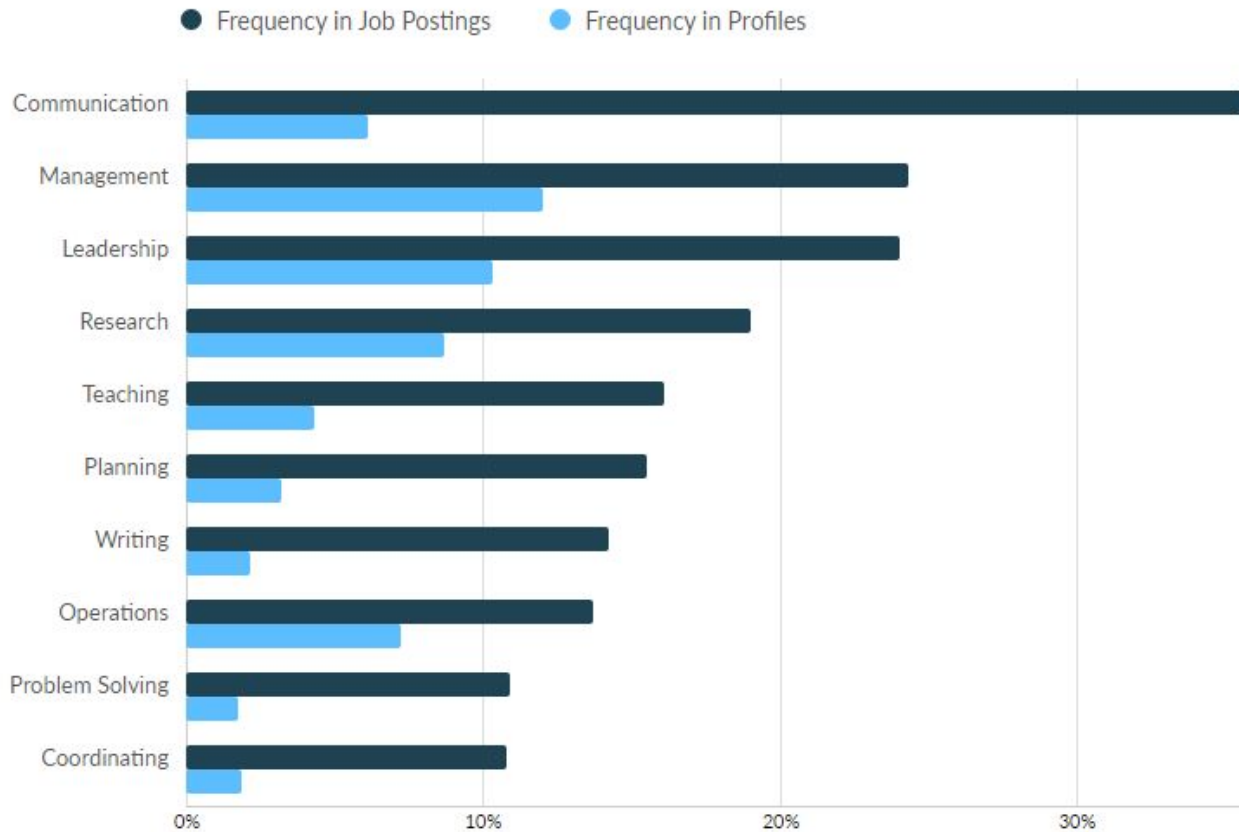Positions Purdue Global to plan ahead and respond to shifting market needs

Ensures our programs continue to prepare students with skills for careers of the future as innovation, technology, demographics, and employer needs evolve

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Skills Gap
Does it exist for graduate students?

Top Common Skills

● Frequency in Job Postings ● Frequency in Profiles

Skill	
Communication	
Management	
Leadership	
Research	
Teaching	
Planning	
Writing	
Operations	
Problem Solving	
Coordinating	

0%   10%   20%   30%

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Skills Report
Graduate Students

- Provides students with a comprehensive picture of how well they are performing against skills and learning outcomes embedded in their courses – and in the future – co-curricular activities

- Skills are assessed and evaluated by instructors

- Updated each term so students can see how they progress

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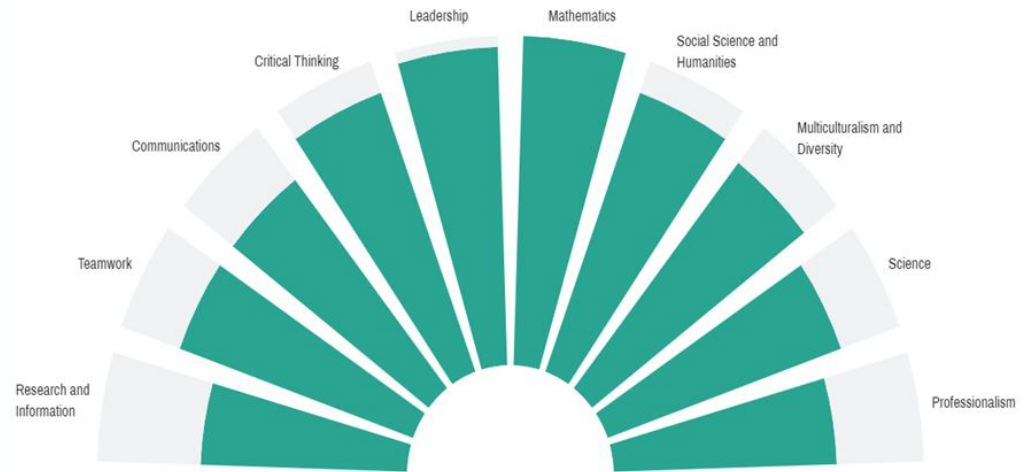
Our CCA Team – Student Support

Center for Career Advancement Offers:

- 24/7 access to the CareerNetwork

- Resume and cover letter reviews

- Job leads and job search support

- Social media profile reviews

- Occupational direction

- Interview preparation

- Networking tips internally

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Our CCA Team - personalized success

- 45+ exempt Career Specialists working remotely nationwide

- Career Specialists are assigned to a school, then program of study, then a geographic region
    - Ex: Master in Health Informatics (smaller program) or Master of Health Care Administration (larger program)

- Cohort sizes of 200-300 students per academic year

- Begin making proactive outreach at least 4 terms prior to graduation

- Employment rate goals specific to each cohort based on historical data

Traditional vs. Purdue Global

	Traditional	**Purdue Global**
Sharing Job Leads	• Job board in hallway or online from a vendor • Phone, email • Shared with local campus students only	• CareerNetwork has a job feed that pulls from thousands of different sites, employers and professional organizations • Strategically shared with students nationwide or in targeted locations
Career Events, Networking, and Recruiting	• Mock interviews • Job fairs • Employer Info Sessions • Informational Interviews • Employer guest appearance in class • On campus in person • Time consuming, travel, fees	• Employer Spotlights • Virtual Mock Interview Week • Video mock Interviews • Employer guest appearance in online classes or student organizations • Virtual/recorded for future use • Can improve ROI by saving time and including a broader audience
Communication	• Face-to-face, phone, email • More opportunity for informal, casual interactions; drop-ins • CS waits for the student to come to them	• Video calls, emails, phone • Strategic, intentional communication • PG reaches out to our students at least 4 terms before graduation to initiate discussion

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Curriculum Integration
CCA Additions

Each program of study has a minimum of three CCA touchpoints:

- **Career Outcomes**
  - Labor market growth
- **Networking**
- **LinkedIn Resources**
  - Assignment
- **Cover Letter Review**
- **Resume Review**
- **Live Classroom Presentations**
  - Present to all graduate programs
  - Top Skills Employers Seek
  - Credentials
  - Job Search Preparation
- **Mock Interview**
  - Week
  - Assignment

Engagement Methods:
Resume & Mock Interview assignments

VMock - resume platform **(launched in April of 2021)**
- 1K+ graduate HS students used the platform - assignment driven
- 80% improved their resume score
- 22 average score bump
- 1% in high score zone prior to review
- 30% in high score zone after review

Big Interview - Mock Interview **(launched in Nov. of 2023)**
- Questions created specifically for the program
- Over 100 graduate HS students completed mock interviews
- Integrated into a week-long event
- 42% AI Score improvement

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Employer Partnerships
Connecting our students with our industry partners!

JOB LEADS & RESUME SENT DIRECTLY TO CONTACT
- These partnerships give us access to job opportunities and the ability to get the student's resume directly in the hands of a recruiter!
- Job feed scraping opportunities directly from partners!
- CareerNetwork 3.0 - 6k unique visitors

EMPLOYER SPOTLIGHTS
- Virtual session that allows employers to present to students and graduates
- Discussion on company culture
- Current hiring needs and career opportunities
- Required and preferred qualifications
- Application, interview, and hiring process
- Answers to questions from attendees

MOCK INTERVIEW WEEK - assignment
- Opportunity to practice interviewing skills with Healthcare recruiter(s)
- Direct employer feedback
- Networking opportunity

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OPEN FORUM

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