



Colleges of Distinction Career Development Badge

What will it take to prepare students to be adaptable in an ever-changing career landscape? We are excited to spotlight already recognized Colleges of Distinction that are exceeding expectations in the area of career development, equipping students with the self-reflection, job market research, and networking skills needed for their lifelong career journey.

Earning a Career Development Badge

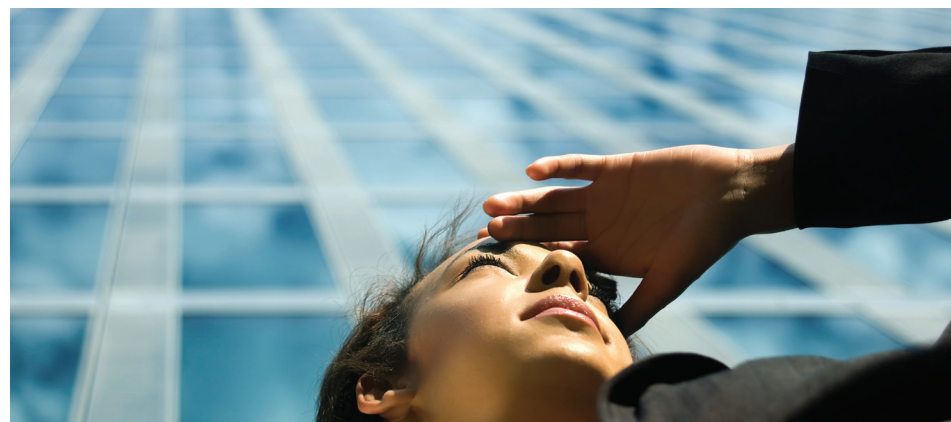
Institutions with a Career Development badge not only exhibit high-impact practices in their undergraduate programs, but they also meet further criteria specific to career development and services:

Integrated Career Exploration and Preparation: The career services or development office is introduced during new- and transfer-student orientation and then re-introduced during the first semester. The office partners with academic departments to include their resources in the classroom and help guide students toward the services they should be seeking at different points throughout their academic career. Career and major exploration are integrated across all fields of study.

Accessible Programs and Training: The career office's services can be accessed 24/7 and by appointment for one-on-one counseling. These resources include, but are not limited to, self-assessments, résumé and cover letter writing, interviewing, and networking. The office also hosts events and workshops to help students gain feedback and job search skills.

Career-Centered Staff:

- **Assessments** – The institution offers both career and personal inventories to help students better understand themselves as well as their major and career interests. Whether career services are centralized or decentralized, the institution makes trained career counselors and/or coaches available to review every student's assessment.
- **Employer Relations** – The school has at least one dedicated staff member for employer relations and corporate partnerships. Furthermore, the university helps connect students and alumni through mentorship and internship programs. Alumni can use some or all services for free.



Using the Career Development Badge

As with other marketing assets that Colleges of Distinctions provides its members, institutions can use their Career Development Badge to:

- Attract and enroll prospective students
- Cultivate donors
- Develop corporate partnerships
- Build connections with employers
- Hire top faculty
- Strengthen grant proposals

This [Marketing Best Practices](#) document provides some ideas for how to use assets like the Career Development Badge in each of the preceding areas. This [Maximizing Recognition](#) document illustrates how institutions have integrated assets like the Career Development Badge into their enrollment marketing plans.

Questions?

If you have questions about whether your institution qualifies for a Career Development Badge or how to make the best use of it, please contact:

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