



California Community Colleges

Introducing Career Advancement Guides to Current & Prospective Students

Tips for counselors & advisors (e.g., college counselors, union member advisors, American Job Center career counselors)

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The purpose of Career Advancement Guides is to educate current and prospective students on potential careers and the educational requirements (i.e., expected time / effort) involved in pursuing each

Past CCC students reported encountering roadblocks as they navigated their career journeys – for example...

- Confusion after investing time, effort, and money to obtain certification(s) that did not ultimately improve employability
- Overwhelm when realizing desired career step would be more difficult than previously communicated
- Frustration after discovering alternate career routes unknown at the start of their professional journey

These guides aim to address these roadblocks by demystifying & explaining career advancement (for a subset of roles / careers) to prospective students in an easy-to-understand manner

For counselors & advisors | How to introduce guides to prospective students ("users")



DO

- ✓ Prepare users to read the guide by walking them through the "Introduction" and "How to read this guide" pages
- ✓ Ensure users that this resource can be used at a self-guided pace and can be revisited as needed
- ✓ Encourage users to think about how the information in the guide applies to their personal circumstances and background
- ✓ Provide users with details on the college programs nearby that may be relevant to their interests
- ✓ Encourage users to see the guide as a starting point to inform further research as they begin to pursue a career



DON'T

- ✗ Send users the guide without an introduction or overview of how to use the guide
- ✗ Treat the information in the guide as "one size fits all" without considering the unique backgrounds and needs of each individual user
- ✗ Imply to users that the guide encompasses all possible career routes or that there are no alternative ways to enter the showcased careers
- ✗ Refer to the guide as the sole source for credentialing requirements; you should always look to official sources from credentialing organizations for the most up-to-date information on requirements

College counselors can
refine these guides to
include program-specific
resources from your
college

There is an option for counselors to create new pages that include customized college-specific resources, such as...

- Links to relevant department and/or program webpages
- Detailed pathway maps outlining courses & other requirements necessary to complete specific programs mentioned in this guide at your school
- Links to relevant program applications
- Contact information for key relevant contacts (e.g., college counseling department, admissions officer, program directors)



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Thank you!

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