



Walking the Talk: Campus Collaborations

CCPD = CORE COMPETENCY CHAMPIONS

We view our role to be the campus core competency champion.

We do not own this initiative...but we love it and live it daily.

We seek partnerships across campus to further the development and articulation of competencies by students.

We cannot and should not do it alone.

CLEMSON'S CORE COMPETENCIES

INTEGRITY & ETHICS
TECHNOLOGY
ANALYTICAL SKILLS
ADAPTABILITY
SELF-AWARENESS
COMMUNICATION
LEADERSHIP
COLLABORATION
BRAND

CAMPUS COLLABORATIONS

BRAND LEADERSHIP & CULTURE COURSE

- Partnership with The Erwin Center for Brand Communications and the Department of Communication
- Goals - Students:
 - Develop, enhance, and articulate Clemson's 9 core competencies
 - Learn to apply competencies in work settings
 - Network with industry professionals
- Goals - Course:
 - Develop a course model to share with other departments and institutions
 - Create Canvas Commons modules to utilize pieces of the course within other courses
- Course Structure:
 - Hands-on, engaged learning activities and assignments such as personal brand manifestos and videos, portfolios, presentations, self-assessments, elevator pitches, resumes, cover letters, LinkedIn profiles
 - Industry speakers
 - StrengthsFinder 2.0, selected readings, and case studies
- Timeline:
 - Fall 2018 - idea generated in consultation with partners
 - Spring 2019 - teaching team formed, draft syllabus created
 - Summer 2019 - course development
 - Fall 2019 - course implementation, assessment
 - Spring 2020 & beyond - course evolution, continuation, and potential expansion

LEADERSHIP COMPETENCY STUDY USING WATSON

- Current undergraduate student research project
- Utilize AI tools in IBM's Watson super computer to study interns' competency development in and understanding of leadership
- See additional Clemson Blueprint for more information

ADDITIONAL COURSE COLLABORATIONS

- Professional development/capstone course integration in Animal & Veterinary Sciences, Health Sciences, Genetics & Biochemistry:
 - Courses focus on all or selected competencies
 - Engaged learning activities and assignments such as self-assessments, value statements, Mocktails networking events, etiquette dinners, paper airplane team building activity, portfolios, resumes, cover letters, LinkedIn profiles
- Internship course integration - focuses on awareness and articulation of competency development by students and mentors/supervisors
- General Education integration discussions

INTERACTIVE COMPETENCY WORKSHOPS

- Present to student organizations/leaders and classes
- Inform students of the competency initiative and the need to develop and articulate competencies
- Engage students in activities that require them to articulate competencies development via their student involvement activities

MARKETING

- Partnership with our division's marketing and publications department
- Developing spotlight videos:
 - Student stories featuring competency development
 - Employer stories featuring competency importance

CLEMSON
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CONTACT INFORMATION

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Total student population = 25,000