

Career Navigation Rubric

Identify and articulate one's skills, strengths, knowledge, and experience relevant to career goals and desired positions, and identify areas necessary for professional growth. Navigate and explore job options or graduate/ professional school programs, understand the steps necessary to pursue opportunities, and understand how to self-advocate for opportunities in the workplace. Build a network of contacts and mentors to guide career growth and create possible future chances.

- Networking
- Resume Writing
- Cover Letter Writing
- Essay Writing
- Searching
- Interviewing
- Following-Up
- Negotiating

Components	Beginning 1	Developing 2	Accomplished 3	Exemplary 4	Score
Building and Activating a Network of Contacts for Making Connections, Identifying Mentors, and Gathering Advice	<ul style="list-style-type: none"> •Does not build a network of contacts 	<ul style="list-style-type: none"> •Builds a limited network of contacts •Has little or no interaction with contacts 	<ul style="list-style-type: none"> •Builds an adequate network of contacts •Has moderate interaction with these contacts 	<ul style="list-style-type: none"> •Builds a thorough network of contacts •Has extensive interaction with these contacts 	
	<p>[Also see "Networking" rubric from other universities: •Drexel University Professionalism Rubric]</p>				
Building a Personal Brand by Promoting One's Knowledge, Experience, Skills, and Strengths (KESS) Applicable to One's Target Audience (Employers or Graduate/ Professional Programs) in Person and Via Internet/Social Media	<ul style="list-style-type: none"> •Does not promote one's KESS 	<ul style="list-style-type: none"> •Uses limited in person and internet/social media branding to promote one's KESS •Rarely reaches target audience 	<ul style="list-style-type: none"> •Uses moderate level of in person and internet/social media branding to promote one's KESS •Sometimes reaches target audience 	<ul style="list-style-type: none"> •Uses extensive in person and internet/social media branding to promote one's KESS •Almost always reaches target audience 	

	<p>[Also see “Personal Branding and Reputation” and “Elevator Pitch” rubrics from other universities:</p> <ul style="list-style-type: none"> •Clemson University Determining Your Proficiency-Brand Rubric •Clemson University LinkedIn Rubric •Drexel University Personal Branding Rubric •University of Illinois Career Management System Profile and Activities Rubric •University of Illinois LinkedIn Professional Profile Review Template with Checkboxes University of Illinois Elevator Pitch Rubric 				
<p>Writing Targeted, Effective Resumes, Cover Letters, and Personal Essays</p>	<p>[See “Resume, Cover Letter, and Personal Essay rubrics from other universities:</p> <ul style="list-style-type: none"> •NACE Resume Rubric •Northern Arizona University Resume Rubric •Meredith College Cover Letter Rubric •Northern Arizona University Cover Letter Rubric •NACE Cover Letter Rubric •ASEE Personal Statement Rubric •British Columbia Government Written Statement Rubric •Emory University Personal Statement Rubric •Wayne State University Personal Statement Rubric] 				

<p>Asking Potential References to Compose Written References or Be Verbal References During the Employment Interview Process or Graduate/ Professional School Application Process</p>	<ul style="list-style-type: none"> •Does not ask persons to be references 	<ul style="list-style-type: none"> •Asks persons to be references, often right before deadlines •Does not keep in touch with references about which opportunities one is applying to •Does not inform references when they might be asked to provide written or verbal content 	<ul style="list-style-type: none"> •Asks persons to be references, often right before deadlines •Sometimes keeps in touch with references about which opportunities one is applying to •Informs reference, often right before deadlines, about when they might be asked to provide written or verbal content 	<ul style="list-style-type: none"> •Asks persons to be references way ahead of deadlines •Almost always keep in touch with references to understand how the opportunities one is applying to connect or overlap with what the references know about the candidate •Keeps references informed way ahead of deadlines about when they might be asked to provide a written or verbal reference 	
<p>Searching for Job and Internship Openings Using a Variety of Resources and Methods (e.g., Networking, Internet Job Sites, Cold-Calling, etc.)</p>	<ul style="list-style-type: none"> •Does not search for job or internship openings 	<ul style="list-style-type: none"> •Uses limited resources and methods for searching for job or internship openings 	<ul style="list-style-type: none"> •Uses adequate variety of resources and methods for searching for job or internship openings 	<ul style="list-style-type: none"> •Uses considerable variety of resources and methods for searching for job or internship openings, eventually narrowing search to only using resources and methods that are most helpful and effective 	
	<p>[Also see “Job/Internship Search Strategy and Methods” rubrics from other universities: <ul style="list-style-type: none"> •Northern Arizona University Preparing for a Job Search Rubric </p>				
<p>Learning How to Interview Effectively (Research Job/Organization, Participate in Interview Training and Practice, and Manage First and Lasting Impressions)</p>	<p>[See “Interviewing” rubrics from other universities: <ul style="list-style-type: none"> •NACE Interview Rubric •Clemson University Mock Interview for Job/Internship Rubric •Clemson University Mock Interview for Graduate/Professional School Rubric •Drexel University </p>				

	Interviewing Rubric]				
Performing Effective Post-Interview Communication (e.g., Sending Thank-You's) and Following-Up by Email and/or Phone	<ul style="list-style-type: none"> •Does not conduct post-interview communications 	<ul style="list-style-type: none"> •Rarely conducts post-interview communications 	<ul style="list-style-type: none"> •Sometimes conducts post interview communications •Rarely has someone review content of communications prior to delivering 	<ul style="list-style-type: none"> •Often conducts post interview communications •Often has someone review content of communications prior to delivering 	
Seeking Advice from a Career Advisor and Others to Understand Job Offers/Benefits Packages and Decide Whether to Negotiate Salary and Other Benefits	<ul style="list-style-type: none"> •Does not seek advice from career advisor or others about job offers, benefit packages and salary/benefit negotiations 	<ul style="list-style-type: none"> •Seeks limited advice from career advisor or others about job offers, benefit packages and salary/benefit negotiations 	<ul style="list-style-type: none"> •Regularly seeks advice from career advisor or others about job offers, benefit packages and salary/benefit negotiations 	<ul style="list-style-type: none"> •Regularly seeks advice from career advisor or others about job offers, benefit packages and salary/benefit negotiations •Acts on advice to negotiate salary/benefits 	