

**Cooperative Education/Internships**  
**CAREER DEVELOPMENT ACTIVITIES**  
**Butler Community College**

The number of Career Development Activities (CDA) you are required to do depends on the number of credits for which you are enrolled in Cooperative Education or Internship.

If you are enrolled in Cooperative Education/Internship for:

- **1 or 2 credits**, you are required to do one of the following CDAs.
- **3 or 4 credits**, you are required to do two of the following CDAs.
- **5 or 6 credits**, you are required to do three of the following CDAs.

The minimum formatting requirements for each CDA paper are as follows: (See model format on pages X-4 and X-5 in the Appendix.)

- Two pages, typewritten.
- Double-spaced with 1.25-inch side and bottom margins.
- Two-inch top margin on the first page and one-inch margin on the top of all other pages.
- The title on the first page should be in all caps.
- No title page is required for the CDA papers.
- Include your CDA papers behind this section in the completed portfolio.

\*\*\* BE program students should select from the following CDA's:

- a) #4 – Resume Review and Mock Interview on Videotape
- b) #8 – Problem Analysis
- c) #11 – Company History
- d) #12 – Product Knowledge
- e) #15 – Job/Career Search
- f) #18 – Service Learning

\*\*\* BA program students should select from the following CDA's:

- a) #7 – Honesty and Integrity
- b) #9 – Business Ethics-A Case Study
- c) #10 – Team Building
- d) #13 – Harassment-A Case Study
- e) #14 – Salesmanship

## 1. KANSAS CAREER PIPELINE – A Career Planning Tool

If you have not had a chance to use Kansas Career Pipeline before, then you're in for a fun, maybe surprising, learning experience. This unique set of assessments combine your skills, interests and values into a list of career possibilities, tailor made for you. Follow the steps below to complete this Career Development Activity.

### Logging In

- Step 1: Go to [www.kansascareerpipeline.org](http://www.kansascareerpipeline.org)  
Step 2: New users – **Select Student or Adult. Click Continue**  
Step 3: Create a unique username and password and complete the registration with your school access code listed below. Be sure to record your user name and password in the spaces below.

**Logging Back in:** To re-enter your account, go to [www.kansascareerpipeline.org](http://www.kansascareerpipeline.org), select Log In, and enter your user name and password.

User name: \_\_\_\_\_  
Password: \_\_\_\_\_

School access code: 14002  
School zip code: 67002  
J code: J3237477QJK

- Step 4: Be sure to check the box next to “I have read and agree to the terms and conditions of use.” Click Create New Account

### Take an Assessment

- Step 5: Select **Step One: Take Assessments**, and then **Take an Assessment**  
Step 6: Take the following three assessments:

### **Kuder Career Search with Person Match**

#### **Kuder Skills Assessment**

#### **Super's Work Values Inventory**

### Print Reports

- Step 7: Select Kuder Interests and Skills Composite Report and *print the page*  
Step 8: Go to your profile page and select One-Page Summary Report and *print the page*  
Step 9: Go to your profile page and select See a complete list of occupations as suggested by all assessments.  
Step 10: Look at the careers that have been chosen for you based on the assessments  
Step 11: *Print the Occupation List*  
Step 12: Select Decide Upon my Major  
Step 13: Look at majors related to your highest areas of interest  
Step 14: ***Submit printed pages in the Cooperative Education portfolio with a 1/2 to 1 page summary that includes answers to the following questions:***  
1. Were you surprised with the results of KCP? Why or why not?  
2. How does the list of occupations compare to your present life goals?

1. Using this career information, what is your next step in planning your career and meeting your life goals?
2. Did you find the information helpful? Why or why not?
3. Be sure to put your name on the paper.

Step 15: (Optional) Review report with an advisor

**2. PERSONAL DEVELOPMENT PLAN:** Develop a plan to meet your personal goals.

- a) Create your personal mission statement. It should explain what drives you and what your values are. What makes life worth living? Think about those things that are the most important to you, balancing your personal, family, work and community involvements. It should speak to what you really want to be and do and how you want to be remembered. It should be written to inspire you, not to impress anyone else.
- b) Write your personal goals for the next 5 years. What do you personally hope to accomplish? Goals should be stated in SMART (Specific, Measurable, Accurate, Realistic and Timely) terms.
  - 1) What are the barriers to reaching your personal goals?
  - 2) Is it possible to reach your personal goals in your present circumstances? Why or why not?
- c) Describe your plans and/or strategies that will help you to achieve your personal goals.

**3. PROFESSIONAL DEVELOPMENT PLAN:** Develop a plan to reach your career goals.

- a) State your career goals and briefly explain your career choice.
- b) Discuss what you have done in the past year (2 years, 3 years, etc.) to achieve your goals.
- c) Describe your educational plans (present and future) that will enable you to reach your goals.
- d) What are the barriers to reaching your goals?
- e) Is it possible to reach your career goals in your present job? Explain.
- f) How will you know when it's time to set new goals?
- g) Ask your supervisor to sign your paper.

4. **RESUME REVIEW AND MOCK INTERVIEW ON VIDEOTAPE:** Complete a resume, have it reviewed, and conduct a mock interview on videotape.
  - a) Complete your resume.
  - b) Contact the Workforce Development Specialist, at Butler to schedule a mock interview on videotape through the Student Career & Employment Services Office at (316) 733-3294 or (316) 322-3294.
  - c) Tell her you are a Cooperative Education student (or an intern). Ask her for some questions that might be asked in an interview. Review them to prepare for the interview.
  - d) Ask her for a resume guide.
  - e) Come 10 minutes early to the interview with your resume, dressed as you would for an actual interview.
  - f) Complete provided employment application.
  - g) After the interview, review the video and resume with her and talk about what you did well, as well as what you need to improve.
  - h) Have her sign your resume.
  - i) Have her sign the evaluation form.
  - j) Write a thank-you note to her, thanking her for the interview. Address it to: Workforce Development Specialist, Butler Community College, 901 S. Haverhill, El Dorado, Kansas 67042.
  - k) Write a one-page summary reflecting on what you learned from the resume review and the mock interview experience.
  - l) Include a copy of your signed resume, completed employment application, the interview evaluation form, thank you note and a one-page summary in the portfolio.
  
5. **INTERVIEW CORRESPONDENCE:** Write two letters related to a job interview as described below. The letters should be written with appropriate content and style. (Your coordinator can provide you with resource material for writing application and follow-up letters and resumes.)
  - a) Write a letter requesting an interview with the personnel department of your present employer. Attach a copy of your resume.
  - b) Write a follow-up letter thanking your interviewer and expressing continued interest in the position.
  - c) Ask your supervisor to initial both letters and your resume.
  
6. **UPWARD MOBILITY:** Describe the avenues (opportunities and barriers) for advancement in your job. Include the following in your paper:
  - a) Describe briefly the organizational structure of your company/organization.
  - b) How many levels are involved and at which level does your job reside?
  - c) What is the general process for advancement from your current job level and are there any barriers to this?
  - d) Is advancement determined by performance, longevity, or some other factors?
  - e) Is advancement from your current position one of your goals? Why or why not?
  - f) What role would additional education play in your advancement?
  - g) What does advancement mean in terms of salary, benefits, working conditions, etc?
  - h) What is the likelihood of advancing from your current position in the next year?

7. **HONESTY AND INTEGRITY:** The following outlines an ethical situation in an advertising agency. Read the exercise and respond to the questions below.

*You are an account representative at a local advertising agency that has recently moved to a new location. The agency has adopted an open office space concept. All of the account representatives share one large, bright, airy room for desk space and the work area. The atmosphere in the new office setting has led to an increase in creativity and sharing of ideas. Since all desks and work areas are accessible to everyone, the atmosphere has led to some unauthorized use of personal property, stolen personal and agency items, and issues of confidentiality. The office manager has had several complaints and has asked you to recommend some solutions.*

- a) What role should employees play in expense control of agency property?
  - b) What are some of the effects that lost or stolen agency property has on the operating/overhead cost and profitability?
  - c) How will you encourage honesty and integrity in the office area?
  - d) What effect does this situation have on the working relationships of the office employees?
  - e) What are your recommendations?
  - f) Ask your supervisor to sign your paper.
8. **PROBLEM ANALYSIS:** Identify a problem or issue at your work site and proceed as follows.
- a) Discuss problem/issue with your supervisor and get his/her approval.
  - b) Describe the problem/issue.
  - c) Develop at least three possible solutions.
  - d) Recommend one of the solutions and explain why you chose it.
  - e) Ask your supervisor to sign your paper.

9. **BUSINESS ETHICS—A Case Study:** The following case describes an ethical dilemma typical of what you might face in today's business world. Read the case and respond to the questions below.

*Ted had just received his AAS Degree and felt fortunate to be offered a job by a large company at a good starting salary. Ted had borrowed money to go to school and had incurred numerous bills to pay for his living expenses and to keep his old car running.*

*After a few months on the job, he realized there was minor but persistent theft going on by members of his department. They were careful to take only "excess" or "discontinued" merchandise which had been removed from inventory. It had been going on so long, it had become almost a way of life in the department. Both the legal and the ethical problems this situation presented bothered Ted. He decided to talk to Mr. Gilbert, the department head. Mr. Gilbert said he would "look into it" and that Ted should just keep quiet for awhile.*

*Ted said nothing to anyone else but the theft did not stop. Ted was still upset about the ethical considerations and also that if the thefts came to light, he might be assumed to be as guilty as the others. It has now been three months since he first spoke to Mr. Gilbert.*

- a) Do you consider what the employees were doing to be wrong? Why or why not?
- b) What is the likelihood Mr. Gilbert knew of the practice before Ted told him?
- c) What are the legal implications for Ted if he remains quiet?
- d) Ethically, is it possible for Ted to ignore the thefts as long as he does not participate?
- e) What are the implications of going over Mr. Gilbert's head?

- f) How are other employees likely to feel about a “stool pigeon” or a “whistle blower”?
- g) Why should Ted have to leave the department or the company because someone else is doing something wrong?
- h) What would you do if you were Ted?

10. **TEAM BUILDING:** The following activity describes the relationship between healthy competition and negative rivalry. Read the narrative and respond to the questions below.

*You are a management trainee in a general merchandise specialty store. Your store is located in a kiosk in the mall. You are open from 10:00 a.m. to 9:00 p.m. daily except on Sunday, when the hours are 10:00 a.m. to 6:00 p.m. Because of scheduling, the staff has been divided into two crews, the day crew and the night crew. Both you and your manager have noticed a rivalry between the two crews. This rivalry has produced positive results. There is competition between shifts for the highest sales role. Whenever there is an employee contest in the store, each shift always tries to promote a winner from its own shift. There is an obvious feeling of team unity on each shift. The competition between shifts has led to a very prosperous year. Both sales volume and profit have increased.*

*However, the rivalry between crews has not always been positive. Each shift blames the other shift for things not being done, such as the stock not being put away, the displays not being arranged and cleaned, the merchandise for the advertisements not being readied, and the back stock not being rotated. This rivalry is hurting employee relations between the employees on the different shifts. If this continues, the gains made through positive competition will be eroded by low employee morale and the ineffectiveness of the work force as a whole.*

*The manager has asked you to develop a plan to overcome the negative rivalry between shifts and to get the employees to take pride in their jobs as a staff.*

- a) How do you maintain a healthy competition between the two shifts while eliminating the negative rivalry?
- b) How will you develop a positive environment? Build employee morale? Demonstrate initiative? Develop staff motivation?
- c) What suggestions will be made to employees regarding planning and organizing their work?
- d) How much will your plan cost the store?
- e) How will your action plan bring more profits to the business?
- f) Ask your supervisor to sign your paper.

11. **COMPANY HISTORY:** Research the history of your company or industry by interviewing company personnel, reading brochures or company literature, using the Internet, etc.

- a) Write a brief history of your company (or organization) and discuss past growth, current strengths and trends for the future.
- b) Ask your supervisor to sign your paper.

12. **PRODUCT KNOWLEDGE:** Analyze one of the major products/services offered by your company or organization.

- a) Describe the product/service.
- b) Review the history and development of the product/service.
- c) What is the significance of this product/service to the health of your company or organization?
- d) Ask your supervisor to sign your paper.

**13. HARASSMENT—A Case Study:** Harassment of any kind is unacceptable in most companies and illegal in many jurisdictions. Read the following case and respond to the following questions.

*Sally works for a company with a strict policy against harassment. A committee of employees and management personnel convenes once each month to review complaints. She works in an area with both male and female employees who are outgoing and friendly. They indulge in the normal workplace jokes and stories that no one seems to find offensive. They exchange email jokes and pin up cute and mildly suggestive cartoons in the break room. Sally does not participate but does not let it bother her. She likes her job and the people she works with and has no inclination to rock the boat.*

*On Monday morning, Sally and her coworkers are informed that Roger, a new member, is being added to their office from another department. Roger turns out to be the nephew of one of the company officers and lets it be known right away that this is just a brief stop on his way up the ladder. Not long after he arrives, he begins to pursue Sally with flirtatious compliments and, when that doesn't work, he progresses to suggestive remarks. Sally is friendly at first but then does everything she can to discourage him. She considers telling the office manager but it is obvious he is intimidated by Roger and protective of his own position. Rumors begin to circulate that Roger was quietly transferred out of the other office because of complaints from one of the female workers. Finally, Sally confronts Roger about his behavior and he laughs it off, calling her a prude and making fun of her "Victorian" attitude. In the next few weeks the situation gets worse and Sally decides she has to do something.*

- a) What are the things Sally must consider before deciding what to do?
- b) What are the implications of submitting a formal complaint to the committee?
- c) Is it her word against his?
- d) Does it matter that he is related to a company officer?
- e) What would you do if you were Sally?

**14. SALESMANSHIP:** The following exercise is primarily for Marketing and Management students in the area of sales. Read the narrative and respond to the questions that follow.

*You are a sales representative for a chain of retail stores that has experienced problems with shoplifting. The owner has developed a new electronic surveillance system which he intends to install in all of his retail stores and reproduce to sell to other retailers. The owner demonstrates the product in a store meeting, and asks you to become a part of the sales team. You are a good salesperson and know you are going to have to prospect, approach other retail store owners and managers, make sales presentations, find ways to overcome objectives, close sales, and follow up after the sale.*

- a) What type of information will you want to research regarding the electronic equipment? Shoplifting? Potential retail stores?
- b) What is personal selling and what is the primary purpose?
- c) How do you find and evaluate prospects?
- d) Are you an order taker or a sales representative? Explain.
- e) What salesmanship elements will you use in the selling process?
- f) What general characteristics do you think make a good salesperson?
- g) Ask your supervisor to sign your paper.

15. **JOB/CAREER SEARCH:** Access one or more of the job search/placement services on the Internet listed below and answer the questions that follow.

- 1) Career Builder [www.careerbuilder.com](http://www.careerbuilder.com)
  - 2) Career Jet <http://www.careerjet.com>
  - 3) Monster.com [www.monster.com](http://www.monster.com)
  - 4) Flipdog [www.flipdog.com](http://www.flipdog.com)
  - 5) MyHuey <http://www.myhuey.com/>
  - 6) BCC [www.butlercc.edu/career\\_services/student\\_services.cfm](http://www.butlercc.edu/career_services/student_services.cfm)
  - 7) Job Service [www.kansasjoblink.com](http://www.kansasjoblink.com)
  - 8) Job.com [www.job.com/jobsearch](http://www.job.com/jobsearch)
  - 9) America's Job Bank [www.ajb.org](http://www.ajb.org)
  - 10) (YAHOO) HotJobs [www.hotjobs.com](http://www.hotjobs.com)
  - 11) KDOL [www.dol.ks.gov/](http://www.dol.ks.gov/)
  - 12) Nationjob [www.nationjob.com/wichita](http://www.nationjob.com/wichita)
  - 13) Sedgwick County <https://www.hrepartners.com/jobs/Logon.cfm>
  - 14) State of Kansas [www.kansas.jobopenings.net](http://www.kansas.jobopenings.net)
  - 15) Occupational Outlook [www.occupationaloutlook-handbook.net/index.html](http://www.occupationaloutlook-handbook.net/index.html)
  - 16) US Dept. of Labor [stats.bls.gov](http://stats.bls.gov)
- a) Search one or more of the job sites above for information concerning your career field or a specific job in your career field. Write a paper that includes the following:
- 1) The job or career field you have chosen.
  - 2) Present number of people working and current trends in your career field.
  - 3) Average salaries and typical benefits in your career field.
  - 4) Education required.
  - 5) Experience required.
  - 6) Description of job or career field provided by the web site.
- b) Ask your supervisor to sign your paper.

16. **ARTICLE REVIEW:** Review an article in a trade or professional journal that is descriptive of or directly connected to your job or career goal. The article must be no more than two years old.

- a) Obtain a current journal article from your employer, teacher, library, etc.
- b) Write a review of the article that includes:
  - 1) The title, date, issue, etc., of the journal.
  - 2) The title and author of the article.
  - 3) A summary of the contents of the article.
  - 4) How the article relates to your job or career goal.
  - 5) Ask your supervisor to sign your paper.

**17. DRESS FOR SUCCESS:** Conventional wisdom says we wear ten percent of our clothes ninety percent of the time. That may be slightly exaggerated but most of us have clothes in closets and dresser drawers just taking up space. Clothes mean different things to each of us and vary widely in importance from one person to another. They also have a bearing on how other people view us and the impression we make.

Take a good look at the clothes in your closet and dresser and think about your general attitude toward how you dress.

- a) What percent of your clothes have not been worn in the last month? The last year? The last 5 years? If you have clothes you have not worn in over a year, why are you keeping them?
- b) Do you buy clothes just for special occasions or do you replace and upgrade your wardrobe regularly? What percent of your clothes do you receive as gifts?
- c) When you shop for clothes, do you watch for sales or do you tend to buy on impulse?
- d) Do you believe the saying, "Clothes make the man (woman)"? Or, do you believe they make that much difference?
- e) What role do you think clothes play in getting a job or keeping a job?
- f) Workplace dress has become more casual in the past few years. Blue jeans and sweatshirts are worn in worksites now that would have been unheard of even 10 years ago. Does this present an opportunity for the well-dressed person to stand out in a positive way?
- g) What is the expected dress in your company for men? For women?
- h) What is the difference between business, business casual, and casual dress?
- i) Are your clothes an asset or a liability? Why?
- j) Ask your supervisor to sign your paper.

**18. SERVICE LEARNING:** Identify a service need in your organization, or a service need your organization is associated with. Examples are Big Brothers/Big Sisters, soup kitchens, United Way, etc. Give three hours of unpaid service to this need and then reflect on the following questions for your paper:

- a) Describe the mission of the community agency. What underlying social problem does it address? Why does this problem exist?
- b) How could this be solved or reduced? What could students personally do to help address this problem?
- c) How can civic responsibility help solve this problem?
- d) What did you learn from the experience?
- e) How does your service experience relate to your academic work or courses?
- f) Have your community partner supervisor sign your paper and verify your service hours.

For Service Learning contacts please e-mail Linda Billingsley at [lbilling@butlercc.edu](mailto:lbilling@butlercc.edu).

**19. LINKEDIN:** Create a *LinkedIn* Profile. What is *LinkedIn*? *LinkedIn* is a great professional networking tool. While *Facebook* is great for social networking with mainly family and friends, *LinkedIn* provides a platform for professionals to share information.

- a. Check out this link, <http://learn.linkedin.com/students/step-1/>, to learn more about why you really need a *LinkedIn* profile. There are 6 short videos in the series that will help you understand more about *LinkedIn* and how it can help you. To learn more about creating an awesome profile, there is another great series of videos available at <http://learn.linkedin.com/profiles/overview/>.
- b. Now, create your own *LinkedIn* profile. To create your own profile, start at <http://www.linkedin.com/>. Begin by filling out the information in “Join *LinkedIn* Today”. Be sure to include a photo, summary, headline, career history and education. Once you have completed your profile, add your instructor as a connection.
- c. Write an 8-10 sentence paragraph explaining the benefits of *LinkedIn* and what features you think might benefit you the most.

**20. GRATITUDE:** How many times have you had someone help you out and you meant to thank them, but just didn't get around to it? Professionally, you will have mentors and others who do something special, or say something special that encourage you to grow and expand your horizons.

Answer the following questions:

1. Who was the last person who helped you professionally, and what did they do? How did their input help you grow as a person and as a professional?
2. Did you tell them thank you? If so, how did you express your appreciation?
3. If you did not thank them, what can you do now to show your gratitude?
4. When is it too late to thank someone?
5. Identify three people who have helped you in the past year. Send each of them a note thanking them. Make a copy of the notes and include them in the portfolio.
6. Finally, think of someone you know who could use some help. How can you help them grow professionally?