

## MODEL PROGRAM PROFILE

# UNION COUNTY COLLEGE

## CRANFORD NEW JERSEY

### PROFILE

- Three campuses, located in Cranford, Elizabeth and Plainfield, New Jersey, with additional locations in Rahway and Scotch Plains.
- 20,000 credit, non-credit and continuing education students
- Student-faculty ratio: 24-to-1
- Highly diverse student body
- 60+ degree and certificate programs in arts, science and applied science, along with continuing education, career programs and intensive English language studies.

### CHALLENGE

- Reduce summer 'melt' by ensuring enrolled students register in September.
- Help first-generation students choose their Union County College (UCC) major to support student success and retention.
- Provide Union County College administrators, educators and advisors with actionable data about student interests and the UCC programs that align with student interests.

### RESULTS

- More than 75 students completed the Career Key Discovery assessment and identified more than 34 careers that interested them.
- Students saved more than 20 college majors from UCC that matched their career interests.
- Administrators gained valuable clarity into students' interests and majors, with the most popular career being nurse anesthetist.
- STEM majors comprised the largest number of students' majors of interest...a critical insight for UCC advisors and academic planning teams.

Union County College (UCC) was the first community college in New Jersey. From its founding in 1933 right through today and tomorrow, the College provides accessible, affordable educational opportunities to the residents of Union County and to students from 83 countries. As part of the College's commitment to its first-generation students, UCC participates in the Educational Opportunity Fund (EOF) Program.

Created by statute in 1968, EOF provides academic, financial and social support to thousands of students who have the potential to do college work, were academically under-prepared in high school and have a history of financial disadvantage. Program funding supports these benefits and services:

- Summer orientation for first year students
- Personal, academic and career advising
- Academic support through tutoring and supplemental instruction
- Leadership activities
- Financial grants
- An opportunity to join the Chi Alpha Epsilon National Honor Society

UCC, through its EOF program, makes Career Key Discovery available to qualifying students. Using science-based theory and best practices in career counseling, Career Key maps student personality, interests, values and skills to careers and UCC majors, so UCC students can choose and deeply explore opportunities that fit them best.

### Tools Administrators Value

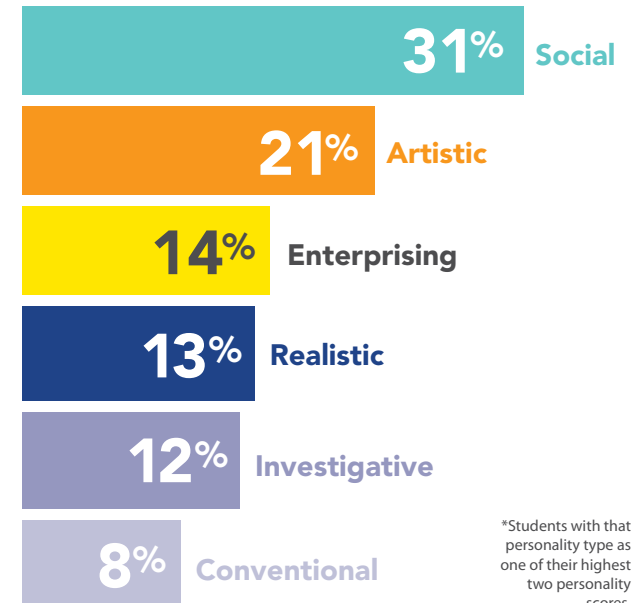
Career Key Central is also delivering important capabilities to the UCC administrative, counseling and student services teams through its core dashboard hub and tools for administrators:

- Upload student rosters
- Create and manage student groups
- Send invitations to students, prompting them to take the Career Key assessment and explore majors and careers
- Communicate with individual students and student groups to encourage them and promote continual career explorations and personal career action plans

### Some Encouraging Discoveries

UCC has long taken pride in its diverse student body. Participants in the EOF Career Key program in 2019 showed great diversity in their personality types:

UCC Top Personality Types\*



\*Students with that personality type as one of their highest two personality scores.



UCC students are interested in a spectrum of possible careers as shown here:

### TOP 5 CAREERS

Nurse Anesthetist

Creative Writer

Financial Analyst

Probation Officer

UCC administrators were encouraged to see EOF students save these UCC majors in their Career Key Profiles:

### TOP 4 UCC MAJORS

Pediatric Nursing

Computer Hardware Engineering

Critical Care Nursing

Social Work

UCC creates and recommends student exploration activities in these areas:

#### SOCIAL

Nursing

Social Services

Sports/Fitness

#### ARTISTIC

Writing

Singing

#### ENTERPRISING

Finance

Business Administration

#### REALISTIC

Hardware Engineering

Mechanical Engineering

#### INVESTIGATIVE

Engineering

Pre-Medicine

“The 10-minute Career Key assessment is a powerful program for our EOF students because it’s an engaging way to give them a glimpse of the opportunities ahead. I especially value the program’s integration of Holland’s Theory of Career Choice because it gives our students a foundation of self-knowledge and helps them focus their choices of majors and potential careers.”

- Sharron O. Sparks  
Student Development Specialist  
Union County College

## Career Key

The Career Key career decision platform supports students as they explore and make career choices, develop career plans and choose educational programs to fulfill their life goals and aspirations. Career Key delivers assessments, data and analytics to help students and educators in matching students’ interests and personality to college majors and career pathways. Our Career Key Discovery assessment is the first to link the Holland’s Theory of Career Choice to all college majors and career clusters/pathways. Career Key assessments are research-based and scientifically validated and have been successfully adopted in secondary and higher education for 20+ years.

**Career Key** 

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