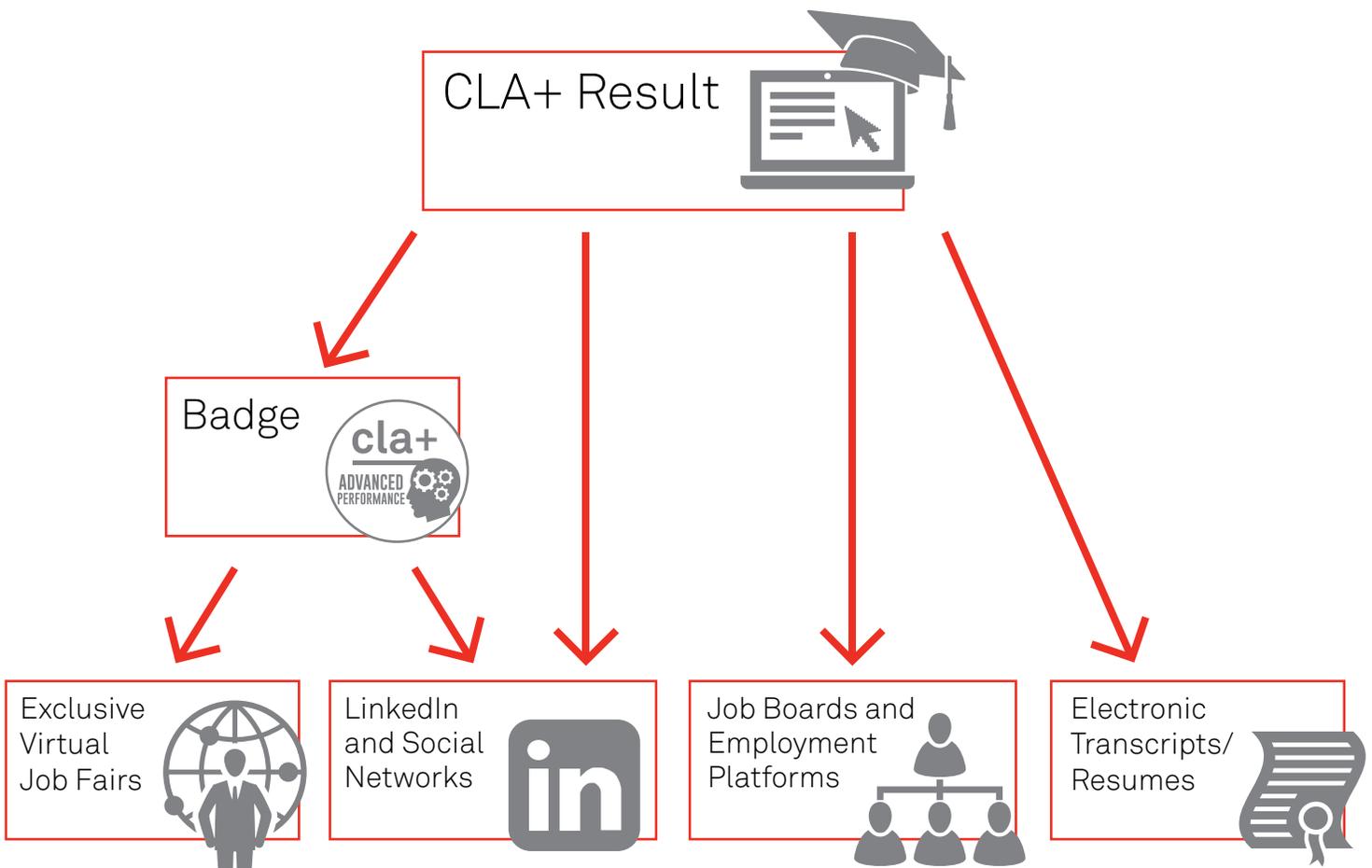




## Sharing Results: CLA+ Career Connect

Graduating students face a competitive job market. Thirty-six percent of recent U.S. college graduates have jobs that do not require a four-year degree, and another 15% are unemployed or only hold part-time positions.<sup>1</sup> It is critical for job-seeking graduates to provide evidence of skills to potential employers. Businesses rely on people who can analyze and evaluate information, solve problems, and communicate effectively. CLA+ gives college students the opportunity to demonstrate critical-thinking and written-communication skills by responding to real-world challenges. The CLA+ results are valid and reliable, and provide information about student performance—compared to other students and workplace performance expectations. In addition to mastering and demonstrating these skills, it's important to easily share this information with potential employers. CLA+ Career Connect provides an integrated set of resources to share one's ability to succeed in the workforce and with potential employers. Employers are looking for the best and brightest students, but they cannot visit every career fair on every campus. CLA+ Career Connect can provide students with a unique advantage in their job search—and employers gain new opportunities to connect with a wider pool of talent. Key components include:



<sup>1</sup> <http://money.cnn.com/2013/06/25/news/economy/malemployment-rate/>

## DIGITAL BADGES

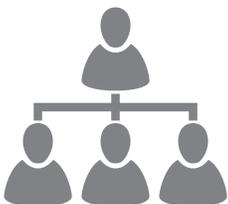
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By scoring Proficient or Advanced on CLA+, students can display a ProExam badge. ProExam badges allow career-ready students to stand out among their peers and appeal to companies seeking these higher-order skills. A ProExam badge can be displayed via an online vault or backpack, an electronic résumé, or a LinkedIn profile. Badges provide verified, specific information from trusted sources about the skills, competencies, and knowledge each individual possesses. A badge supplements a résumé because it showcases a broad range of a student's skills, particularly the skills that are transferable outside of the classroom and valid in the workplace.

## JOB BOARDS/EMPLOYMENT PLATFORMS

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There are a growing number of employment websites that function as job boards and matching services for entry-level positions. These sites are important tools for connecting prospective employers and recent graduates. CLA+ is recognized as a high-quality, valid measure of the skills employers value the most. CLA+ performance can be featured on the profiles students create for these sites.

## EXCLUSIVE VIRTUAL JOB FAIRS

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Through a partnership with Brazen Careerist, high-performing CLA+ participants will have the opportunity to connect with companies who are interested in recruiting and hiring students who possess skills measured by the CLA+. With Brazen Careerist's virtual platform, selected students will have the ability to engage with hiring managers from leading employers in real time.

## ELECTRONIC TRANSCRIPTS/RESUMES

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A growing number of universities subscribe to electronic credential profiles for students to display and distribute records of academic accomplishment. CLA+ participants can easily and securely include CLA+ scores as a verified record and share their score report.