

Publications

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## Infographic: Career Readiness Challenge (CRC) Summary

Melanie Canfield  
canfiem1@my.erau.edu

Leroy Long III  
*Embry-Riddle Aeronautical University*, longl2@erau.edu

James J. Pembridge  
*Embry-Riddle Aeronautical University*, pembridj@erau.edu

Matthew Verleger Dr.  
*Embry-Riddle Aeronautical University*, verlegem@erau.edu

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## Objective

To create a career readiness program to...

- enhance attitudes towards career planning
- support the translation of professional competencies

# Career Readiness Challenge

## Key Findings

Highest contribution from athletes on professional competencies of:

**Leadership**  
**Communication**  
**Collaboration**

## Participation

44% visited regularly

22% complete challenges

Higher participation when closer to graduation

User types - strong impact on types of challenges completed

## Intervention

Online and Asynchronous

Utilized game elements to encourage participation

### Game Elements Include:

Progress Bar      Leaderboard  
Challenges      Levels  
Inter-team Competition

### Pilot Implementation:

6 teams across 3 sports  
116 participants  
Duration - 7 weeks

## Team

James J. Pembridge, Ph.D.  
pembridj@erau.edu

Leroy L. Long III, Ph.D.  
Leroy.Long@erau.edu

Erin Minta  
mintae@erau.edu

Matthew Verleger, Ph.D.  
verlegem@erau.edu

## Implications

Canvas LMS makes course accessible but may require IT support

Timing is important, breaks may limit participation

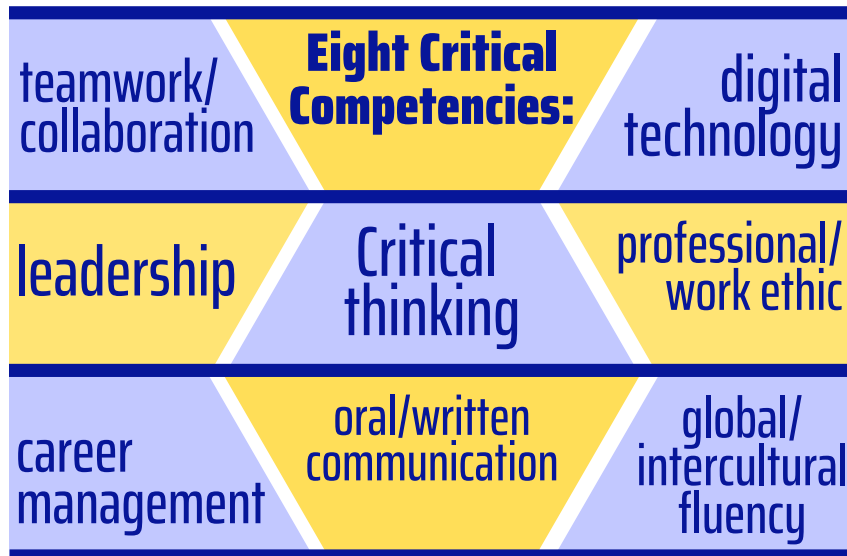
Valuable to all academic level, more relevant closer to graduation



# Career Readiness Challenge

Development of an online platform to support the translation of professional competencies learned through athletic participation to career readiness

**Career Readiness:** “the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace”



Despite the importance of these career competencies, athletic and academic responsibilities may **LIMIT** the student-athlete’s ability to engage in career service activities that can support the translation of their skills to future employers.

**Student-athletes must begin to explore professional careers and ponder a sports exit strategy.**

## Problem:

Athletic and academic responsibilities limit the student-athlete's ability to engage in career service activities that can support their career preparation.

## Incorporated Game Elements:

Progress Bar, Leaderboard, Challenges, Levels, Inter-team Competition, Bonus opportunities, Focus on user type



## Pilot Implementations:

6 teams across 3 sports - 116 participants  
Duration - 7 weeks



## CRC Participation:

- 22% of participants actively complete challenges
- 44% of participants visited on regular basis
- User type has strong impact on the types of challenges completed
- High participation by student-athletes closer to graduation

## Key Findings:

### Perception of Professional Competency:

High contribution from athletic participation on professional competencies of

**LEADERSHIP**

**COLLABORATION**

**COMMUNICATION**

## Student-Athlete Perceptions of Career Readiness:

Self-perceptions of the respondents indicated moderate ability to demonstrate career competencies to future employers

The highest competencies included professionalism, communication, collaboration, and leadership.

Athletic participation has the **STRONGEST** impact on the development of competencies associated with leadership, communication, collaboration, and professionalism

Over 75% of participants perceived that athletic participation to have at least a small positive impact on the development of career competencies with the exception of digital technology.