



## STUDENT CAREER ACADEMY PROGRAM OUTLINE

MODULES	VIDEO LESSONS	ACTIVITIES, HOMEWORK & RESOURCES
1. Defining your Purpose & Plan	Program Welcome Video	Program Outline
	1. Mindset Matters	Plan your Purpose Exercise
	2. Identifying your Purpose & Path	Career Decision Guide Exercise
	3. Crafting your Career Action Plan	Career Action Plan (CAP)
2. Building your Brand	Intro – Building your Brand	
	1. Writing your Personal Brand Statement	Personal Brand Statement Worksheet
	2. Building your Resume	Resume Building Worksheet // Templates & Samples
	3. Personal Branding on Social Media	LinkedIn Tips & Tricks
	4. Professionalism Best Practices	Professionalism Do's & Don'ts Cheat Sheet
3. Job Searching & Applying	1. Research & Informational Interviews	Informational Interview Guide
	2. Finding Open Positions	Networking & Job Search Guide
	3. Customizing Cover Letters	Cover Letter Templates & Samples
	4. Applying for Jobs	Job Search Progress Tracking Worksheet
4. Interviewing to Close the Deal	1. Practice Makes Perfect	Interview Question Practice Exercise
	2. Research & Interview Preparation	Interview Preparation Guide
	3. Conducting Interviews	Interview Do's & Don'ts Cheat Sheet
	4. Follow Up Strategy & Finalizing your Job Offer	Post Interview Follow Up Checklist & Evaluation
	5. Program Wrap Up	