

# Hire U at USG Experience

## Program Overview and Best Practices



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# Hire U at USG Experience Overview

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## Brand Positioning

Hire U is all about YOU—the scholar, the achiever, the job seeker. It’s a career-readiness initiative that puts Montgomery County students on the right path by preparing them for real-world opportunities. From resume building and interview training to internship guidance and more, Hire U leverages strengths and improves skill sets by highlighting 9 key career competencies. They’re all tools to help build the best you. And the best you— is the one they’ll hire.

### **Hire U is:**

#### **Positive**

Emphasizing what is possible in a hopeful, constructive, and encouraging way.

#### **Relatable**

Speaks directly to the age-appropriate student—making a meaningful, personal connection.

#### **Inclusive**

Hire U is for all students. It should always look and feel that way in its visual and verbal communications.

#### **Motivational**

The approach is to inspire confidence—encouraging students to be the best YOU they can be by taking the next step.



## Hire U Goals

All students who attend classes at USG will have an opportunity to build their portfolio of career readiness skills; the nine competencies, to include how the competencies can impact success within their chosen field of study and career. Students will also improve their ability to articulate their actions and achievements to effectively represent their skills, knowledge and abilities when interviewing and connecting with others.

The goal is to have all students who attend classes at USG have an understanding of the following:

- What career readiness means.
- Why it is important to build the nine competencies through academic and co-curricular activities.
- How the nine Montgomery County career competencies are defined and what specific behaviors are associated with each.
- Why USG is committed to making graduating students career-ready.
- How USG and our university, community and industry partners collaborate to offer programs, activities, events, experiential learning opportunities, and more for the benefit of students by enhancing their portfolio of skills.

# Hire U at USG Student Experience Overview

## ALL ARE WELCOME

All students who attend programs at USG are encouraged to engage in the Hire U at USG Program which will enable advancement of skills across the nine career competencies.



## DOWNLOAD THE APP

Students download the **Hire U at USG app** powered by Suitable and go to the **START HERE** Achievement to link them to the Hire U Student Orientation.

## SELF-ASSESSMENT

The next step in the **START HERE** Achievement is the **Hire U Career Competency Self-Assessment** to help students understand what the competencies are and identify their career competency strengths and weaknesses.



## SELECT COMPETENCIES

Using the Self-assessment results as a guide, students select the **3 career competencies** they want to focus on developing.

## ENGAGE IN LEARNING

Students can attend events and activities, engage in experiential learning, and/or other actions they may take to further develop their career competencies.



## UPDATE YOUR COMPETENCIES

It is recommended that students reassess their career competency development each semester to gauge progress and update their **START HERE** selected competencies accordingly.

## BUILD YOUR E-PORTFOLIO

Students are encouraged to build their **Hire U Scorecard** and **E-Portfolio** in the USG Hire U App; this is an effective way to document, highlight, and share achievements across the nine competencies when meeting with mentors, advisers, potential employers, and current supervisors.



## PREPARE FOR GRADUATION

It is also recommended that a semester before graduation, while looking for job opportunities, students meet with their coach to prepare for successful interviewing and discuss ways to highlight their competency developments and achievements.

# Hire U at USG Staff Experience Overview

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USG staff and academic partners are encouraged to attend available training sessions on the **Hire U at USG Program** to learn more about this innovative career readiness initiative and how students use the **USG Hire U mobile app powered by Suitable**

All USG staff are encouraged to **promote the importance of career readiness** to students and the student benefits of engaging in the Hire U at USG Program.

USG programs, events, and activities will be accessible to students through the Hire U at USG App. Announcements, program information and dates, and push notifications via the Hire U at USG App will be encouraged. Additional forms of marketing and communications should include references to the USG Hire U App for purposes of registration and **identify which 1-2 competencies** students can develop by attending.

Programs, events, and activities at USG will be continuously developed with the goal of aiding students to advance their career readiness skills. Programs, events, and activities are designed by staff and intend to help participants achieve a level of learning and/or skill development that is assessed in the Hire U at USG App. The staff member(s) who develop the event or task will determine one of five levels of student learning outcomes. The more challenging the expected student learning, the more points the student can earn in the Hire U at USG App.

All student participants are asked to **scan the Hire U at USG smart code** at events via the Hire U at USG App. Best practice is to allow students to scan the smart code at the close of the activity versus the beginning to encourage participants to fully engage and learn.

## Assessments & Evaluations Overview

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Most events, activities, programs, experiential learning activities and other types of skill development efforts will include a student assessment of the expected learning outcomes.

Events and activities without an expected student learning outcome should be Level 1 activities in the Hire U at USG App. Activities that require students to upload a submission to the Suitable mobile app must be approved by the student service center's designated approver.

### Chart #1: Example Events & Activities

Achievement	Activity Description	"Task" or "Event"	Level
Teamwork & Collaboration	<b>Attend a student org event</b>	Event	1
Teamwork & Collaboration	<b>Join a student org</b>	Task	2
Leadership; Teamwork & Collaboration	<b>Become a student org board member</b>	Task	3
Professionalism; Oral & Written Communications	<b>Compete/present at a conference on behalf of your student org</b>	Task	4
Career Development	<b>Employer assessment from internship or job</b>	Task	5





# Hire U at USG Rewards & Recognition Overview


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In addition to learning career readiness skills and preparing for the world of work, students can choose to complete various **Achievements** as part of the Hire U at USG program. Students are also eligible to achieve **Milestone** recognitions as part of the Hire U at USG program.

## Hire U at USG Milestones include:

 Silver (Tier I): Students who have completed one Career Competency Achievement. Students are eligible to be **Hire U Peer Leaders** at this level.

 Gold (Tier II): Students who have completed three Career Competency Achievements. Students are eligible for the **Hire U at USG Honor Society** at this level.

 Platinum (Tier III): Students who have completed all nine Career Competency Achievements. Students are eligible for a **Platinum Milestone Letter of Recommendation** at this level.

Students may be eligible to receive prizes corresponding to a milestone achievement level. Hire U at USG Honor Society students may receive graduation regalia to recognize their membership in the Hire U at USG Honor Society. Students who earn the Platinum Milestone are eligible for a customized letter of recommendation based on their competency development activities to share with employers or graduate programs.

## Hire U at USG Milestone Recognitions

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Students who reach the Silver Milestone are eligible to apply to be **Hire U at USG Peer Leaders**. Hire U at USG Peer Leaders will serve as ambassadors for Hire U at USG and present to student and stakeholder groups, create content for Hire U on USG social media, and are eligible to serve as representatives for Hire U at USG on campus.

The **Hire U at USG Honor Society** recognizes students for taking the initiative to extensively engage in their co-curricular learning by engaging in the Hire U at USG program.

**Platinum Milestone Letter of Recommendation** earners have taken the initiative to fully engage in their co-curricular learning by engaging in the Hire U at USG program, demonstrating to prospective employers or graduate/professional schools that they have developed all nine of their career competencies to set them apart.

Hire U at USG Peer Leader, Honor Society, and Platinum Milestone Letter of Recommendation application procedures:

- When a student has earned the Hire U at USG Silver Milestone, he or she will be eligible to apply to serve as a Hire U at USG Peer Leader. The Hire U at USG Peer Leader application will be available in Suitable.
- When a student has earned the Hire U at USG Gold Milestone, he or she will be eligible to apply to the Hire U at USG Honor Society. The Hire U at USG Honor Society application will be available in Suitable.
- When a student has earned the Hire U at USG Platinum Milestone, he or she will be eligible to apply for a customized Platinum Milestone Letter of Recommendation from the Hire U at USG program office. The Hire U at USG Platinum Milestone Letter of Recommendation application will be available in Suitable.

# Career Readiness Operations Overview

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Career Readiness Operations: A dedicated team of professionals provide leadership and coordination to design, develop, implement, maintain, and continuously improve all the goals and components of the Hire U at USG career readiness initiative.

The Career Readiness Operations staff report to the USG Chief Student Affairs Officer.

The Career Readiness Operations staff participate in all Industry Hub teams to facilitate applicable aspects of Hire U at USG being integrated equitably and sustainably into programming at USG.

# Education & Training Opportunities Overview

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Introductory learning modules for eight of the career competencies are available as an asynchronous activity in the Hire U at USG App. These modules are self-paced and accessible on-demand. An asynchronous **Hire U at USG Student Orientation** module is available on the Hire U at USG website student page to orient students to the program who are unable to attend a live orientation session.

USG and partner university staff will have the opportunity to attend in-person training sessions to better understand the Hire U at USG program and how their department/position lends to the success of the program and in helping students to become career-ready.

Career Readiness Operations staff are available to schedule overviews and trainings as needed.

# Hire U Branding, Marketing, & Communications

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Hire U is the official brand name for the Montgomery County Career Readiness efforts across the Montgomery County educational pathway - Montgomery County Public Schools (MCPS), to Montgomery College (MC), and to the Universities at Shady Grove (USG).

Hire U brand guidelines are available on the G: Drive under USG Marketing & Communications folder.



# Hire U at USG App Student Procedures

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From the App store: Download the free Suitable mobile app. Once downloaded, students can sign in with their university email address. Registered students are pre-populated in the app by their university email address. Examples of university emails include:

il88137@umbc.edu  
mabare1@umaryland.edu  
eattamac@umd.edu  
ahmed.allel@ubalt.edu  
pabrams2@students.towson.edu  
jaccus1@student.umgc.edu

PLEASE NOTE: Students must have registered for classes to have an active account.  
Challenges with logging in? Email: [USG-HireU@umd.edu](mailto:USG-HireU@umd.edu)

PLEASE NOTE: Suitable hosts multiple career readiness programs at various institutions of higher learning in their platform. To ensure you are working with Hire U at USG, make sure you see the Hire U logo in the top left corner of your profile. To change dashboards, simply click the logo and select the appropriate dashboard.

## Hire U at USG Activities Student Procedures

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Hire U at USG is focused on helping students develop their career competence. Students may engage in Hire U at the pace and level they choose.

To view activities, programs and events for each competency area and start earning points, students log in to the Hire U at USG App and follow the tips below:

- Click on **Activities** in the Hire U App to see what's coming up.
- Activities can be filtered by type: **Virtual, In-Person, or Virtual & In-Person (Hybrid)**.
- Students can also filter for **Asynchronous Activities** to complete career competency developing activities on their own time.
- Click on **Achievements > Milestones** in the Hire U at USG App to see progress to completion of Achievements and Milestones.
- It is recommended that students begin by completing the tasks associated with the **START HERE** Achievement
  - a. Attend a Hire U at USG Student Orientation
  - b. Complete the Hire U Career Competency Self-Assessment
  - c. Select three competencies to focus on developing





# Student Clubs and Organizations Procedures

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Hire U at USG is only as successful as the programs, activities, and events that are planned and executed by USG, student organizations, employers, community members, and university partner academic programs. All event organizers play a vital role in the Hire U at USG program by creating events designed to provide students with opportunities to develop their career competencies or be part of experiences that they may not be able to encounter within the classroom.

*\*\*Please note that events approved for HIRE U at USG points do not necessarily represent the viewpoints of USG or Partner Universities.*

- Plan events with Hire U at USG in mind. Determine which career competency or competencies will be developed by the participants and how learning/skill development outcomes be measured.
- Submit events for inclusion in the Hire U at USG program.
- Once an event is approved for inclusion in Hire U at USG, you will receive an email with the **smart code** that students can scan at your event to receive Hire U at USG points.
- Add the Hire U at USG logo and competency icons to your marketing materials and promote the event. (G: Drive under Marketing & Communication)
- Print the smart code and make sure students scan using the Suitable mobile app at the event or download the smart code and add it to the presentation being shared with students to scan.
- After your event is completed, email [USG-HireU@umd.edu](mailto:USG-HireU@umd.edu) to request an event report containing every student that scanned the QR code.



## Hire U at USG Activities Faculty/Staff Procedures

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STAFF AND FACULTY: Follow the instructions below to ensure students receive Hire U at USG points for attending your event:

- To request your event be listed in Hire U at USG, please complete the **on-line event request form** on the Hire U at USG website Staff or Faculty page *or* send an email to [USG-HireU@umd.edu](mailto:USG-HireU@umd.edu) with the following information:
  - Title of event
  - Date, time, and location of event
  - Event description
  - Any student incentives (Ex: food, giveaways, etc.)
- Once your event is approved and added to the Hire U at USG calendar, you will be sent a smart code for students to scan for Hire U at USG points at the event.
- For an 'event report' listing all the students who scanned the smart code at your event, please email [USG-HireU@umd.edu](mailto:USG-HireU@umd.edu).



# Assessment Standards and Procedures: Activity Levels & Learning Outcome Tiers

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Activity levels and the associated participant learning outcomes for career readiness efforts must be consistent and learning outcomes must be managed in a manner consistent with the Council for the Advancement of Standards in Higher Education (CAS) standards.

What will the student learn or be able to do after completing the activity?

**Activity and Learning Outcomes Levels:** The rigor and depth of the learning/skill development determines the level assigned for every activity; when students engage and meet the required assessment criteria they will be awarded the associated points.

- **Level 1 events and activities** = 10 points per identified competency
  - Activities that involve exposure to raise awareness and/or basic understanding.
  - Examples include:
    - "fun" events like a campus carnival
    - attendance at a student organization or club meeting
    - *tasks that would take a student less than 15 minutes to complete*
  - Scan smart code and/or minimal skills assessment required.
- **Level 2 events and activities** = 20 points per identified competency
  - Activities at this level require the student to gain a deeper understanding and begin building their skill in one or more of the 9 competencies through active engagement.
  - Examples include:
    - 45-60 minute workshops
    - *tasks that will take a student up to 1 hour to complete*
  - Assessment: Scan smart code and complete a graded reflection or learning outcome assessment.
- **Level 3 events and activities** = 50 points per identified competency
  - Activities at this level require a higher level of interactive involvement, to develop greater depth of knowledge and skills in one or more competencies.
  - Examples include:
    - intensive individual activities that would take a student *over 1 hour to complete*
    - *day-long events* such as job shadowing
  - Assessment: Scan smart code and complete an assessment of learning outcomes.
- **Level 4 events and activities** = 75 points per identified competency
  - Activities at this level require the student to have developed an advanced level of knowledge and skill in the competency and frequently or always models those behaviors.
  - Examples include:
    - *multi-day activities*, such as participating in Toastmasters for a semester
    - *week long* on-campus activity
  - Assessment: Students complete a structured reflection.
- **Level 5 activities** = 150 points per identified competency
  - Activities at this level require the student to demonstrate a practical proficiency of one or more competencies.
  - For example, completion of a *semester-long* internship with a written evaluation from the supervisor; a significant *semester-long* project.
  - Assessment: Direct assessment–employer evaluation, certification, observed behavior over a period by faculty or other evaluators.

# Assessment Standards and Procedures: Learning Outcome Tiers continued

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**Assessments** will be created to determine learning/skill development. All assessments or evaluations should be developed in Qualtrics. Qualtrics has an integrated interface with the Suitable App for Hire U at USG, allowing students to more seamlessly complete assessments right in the app.

## Types of Learning Assessment to earn points:

*Note: Not all activities will require a student to scan a smart code. For example, a semester-long work experience would not typically include a code for scanning. Credit can be granted to a student using the "Give credit form" on the Hire U at USG website Staff or Faculty page.*

- Level 1: Scan smart code only (no learning assessment)
- Level 2: Scan smart code plus submit learning assessment
- Level 3: Scan smart code plus submit documents and/or learning assessment
- Level 4: Student completes a task with associated structured reflection
- Level 5: Student completes a task with associated structured reflection and indirect learning assessment

Chart#2: Example of Points Awarded for Activities in Hire U at USG

Levels	Points Awarded	Assessment Requirement for points	Example Activities
1	10	Scan code only	Attend a student org event
2	20	Scan & Reflection	Attend a workshop
3	50	Scan & Submit Direct Assessment (Qualtrics) Requires approval	Become a student org board member
4	75	Complete task with Documents Submission Requires approval	Compete/present at a conference on behalf of your student org
5	150	Document & Survey Requires approval	Employer assessment from internship or job

## Hire U Reporting & Rewards:

All career readiness efforts should be organized, marketed, communicated, tracked, and reported in a manner to allow for and reward various levels of student engagement and outcomes. Not all students will fully engage in all the career readiness activities, but ALL students will be eligible for the points awarded for each event or activity they participate in.

# Hire U at USG Suitable Administrative Procedures

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## Hire U at USG User Roles

Available user roles in Suitable:

- Admin
- Publisher
- Advisor
- Contributor
- Student

Each service center will have 1-2 staff members assigned to the Admin-level user role. Only Admin-level users have the ability to directly create and publish new activities, edit activities, and create and send new push notifications in Suitable. Admin users are expected to be familiar with all Hire U at USG procedures and materials and will serve as experts and troubleshooters for their service centers, as well as other users including faculty, staff, and students.

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## Adding Users

If a student or staff member at USG is having difficulty logging into their Suitable account, **always search for that student or staff member BEFORE adding a new user**. All registered students will have an existing account in Suitable, they may just be using the incorrect university email address to access that account.

Any non-student users will not be able to log in to the Suitable platform on their phone. The phone platform is only for the use of student users. To view the Hire U at USG platform on your phone, log in as a **test student** using the following credentials:

student.suitable@umbc.edu  
Student12345

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## Creating Activities in Hire U

Students, faculty and staff can submit activities for listing on the Hire U at USG platform using a form found on the Hire U at USG website staff or faculty page.

**Prior to creating a new activity or event in Hire U**, best practice is for admin users to search for keywords to determine if this event or activity has already been created. Duplicate events create unneeded confusion for staff and students. Duplicative activities do not add to the breadth of learning opportunities for students. If a task already exists that is similar to the one requested, point the end user to use that same task.

All activities should be tagged appropriately to allow students to more easily filter activities:

- In-Person
- Virtual & In-Person (Hybrid)
- Virtual
- Asynchronous activity

All activities should be tagged to the applicable service center:

- ACES
- Center for Career Development
- Center for Scholarships
- Center for Transfer Access
- Entrepreneurship Lab
- Macklin Center for Leadership & Communication
- Priddy Library

# Hire U at USG Suitable Administrative Procedures

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### Reflection questions:

Instructions for how students complete a reflection for an activity should match the level of expected student effort.

*Examples by activity level:*

#### Level 2

*Please describe one or more techniques learned in this workshop that will help you improve your Professionalism & Work Ethic career competency.*

#### Level 3

*Describe at least one experience or situation where you demonstrated growth or improvement in this competency using the STAR method, by discussing the specific situation, task, action, and result of the situation you are describing.*

#### Level 4

*Describe a time where you demonstrated your improved Leadership skills, this can be a school, work, or social situation. What was the situation? What task(s) were required? What actions did you take? And what were the results? (Be specific and state objective measurable results.)*

#### Level 5

*In a one-page document, describe your internship experience. Please include your goals (and whether or not they were met), a detailed description of the execution of your project, and which career competencies you developed during this experience using the STAR method, by discussing the situation, task, action, and results of the situation you are describing.*

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## Approving Activities in Hire U

Each Student Services Service Center has a designated approver for their Hire U at USG activities.

Approvers are encouraged to approve student submissions within 2 business days, so that students are never waiting to earn points for their efforts. If students complete an activity incorrectly, approvers are encouraged to deny credit for the activity detailing how the student can correct the mistake and sharing your contact information for questions. **Activity approvals should never be waiting more than 1 week in the queue.**

Approvers should not be approving activities for students detailing completion of an activity *prior* to their beginning of the Hire U at USG program. All activities are looking to reward engagement during a student's time at USG.

# Hire U at USG Suitable Administrative Procedures continued

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## Hire U Push Notifications

A solid push strategy will increase loyalty, retention, frequency of use and more. It does this purely by offering valuable content to the user.

Users are encouraged to send day of notifications out for events to the student cohort who has opted into events for that competency using News & Nudges in Hire U Notifications. Include the link to the specific event in Hire U in the message content.

Monday - Hire U digest by competency

Tuesday - Center for Career Development

Wednesday - Center for Scholarships

Thursday - Center for Leadership/Priddy Library

Friday - Center for Transfer Access/Center for Counseling & Well-being

### Notifications guidelines:

- **Be relevant.** The audience for notifications is students so determine how this content brings them value.
- **Be concise.** The shorter your message, the easier it is for the user to quickly read the entirety of the message.
- **Be helpful.** Notification headlines and content should be helpful and compelling for students.
  - Headlines should share what the students get by clicking on the notification.
  - The content should be new, not recycled nor repetitive from other recent notifications.
- **Prompt action.** Content should include a call to action with clear next steps.
- **Be thoughtful.** Make your message warrant an interruption to make viewers feel rewarded rather than annoyed.
  - Examples of compelling content include:
    - Events
    - Drop-in hours or extended hours
    - A specific service students may not know you offer
- **Select your audience.** Select the student population thoughtfully so the message is relevant to all of those included.
- **Schedule ahead.** Schedule your notification to go out at least one hour in the future so you have an opportunity to correct mistakes prior to the notification going out.