

Cultivating Your Professional Identity in College



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Did You Know?

By arriving at Cal State LA, you are taking the first step to becoming a professional on your career journey.

Becoming a professional does not start when you complete your degree.

Writing your professional story starts *now!*



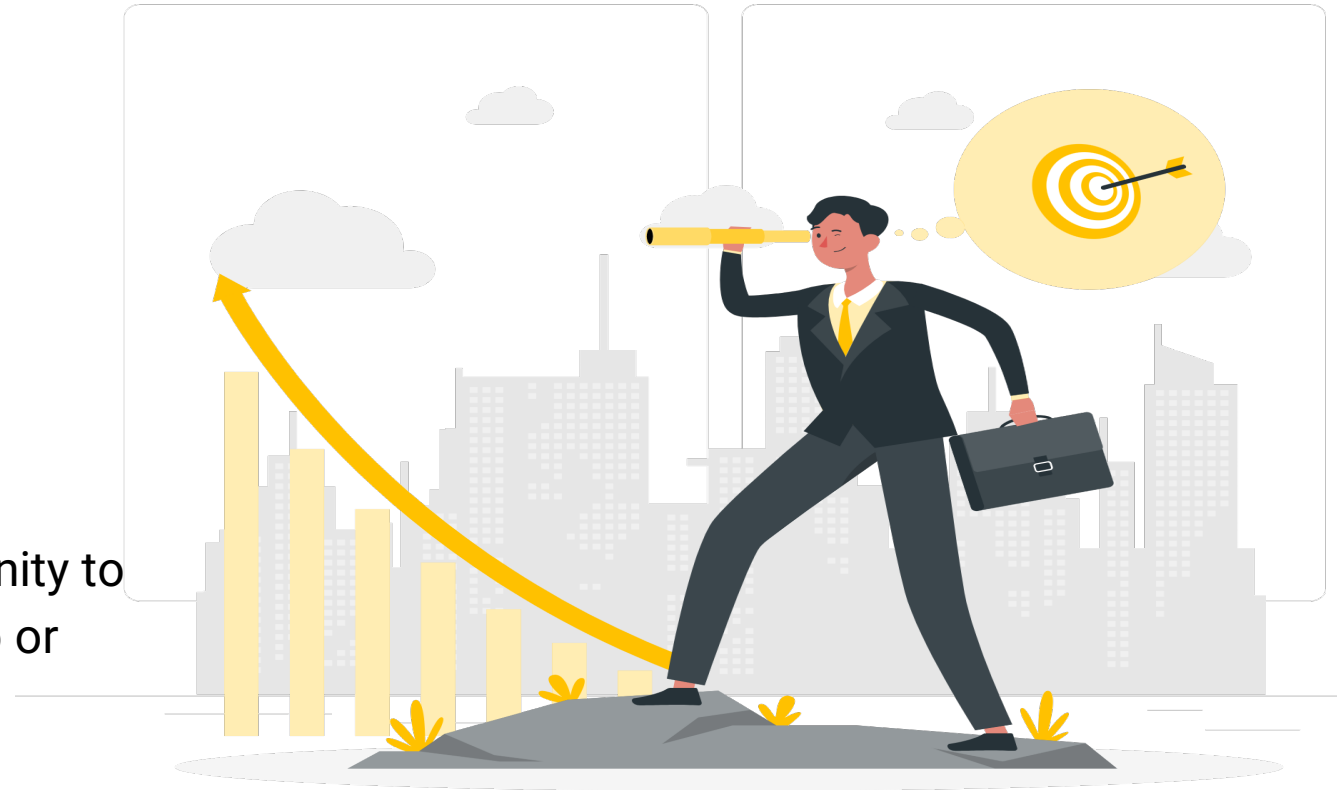
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Unlocking Your Career Success in College

Your Success is made up of your:

- Lived experiences
- Cultural wealth
- World of work skills
- Profession-specific skills

This semester you will have the opportunity to build your Professional Identity Portfolio or your **PRO-ID**



The Importance of Professional ID (PRO-ID) in Your Career

- Career Exploration
 - Identifying your strengths and interests and being able to connect them to different career pathways
- Networking in Your Job Search
 - Building a supportive career community of peers and professionals with shared mission
- Interviewing
 - Sharing your professional story and contributions with others





The Value of Your PRO-ID to an Employer

Learning-and-Effectiveness Paradigm: Companies become more effective when they encourages employees to draw upon their life experiences to reimagine tasks, products, business processes, and organizational norms.

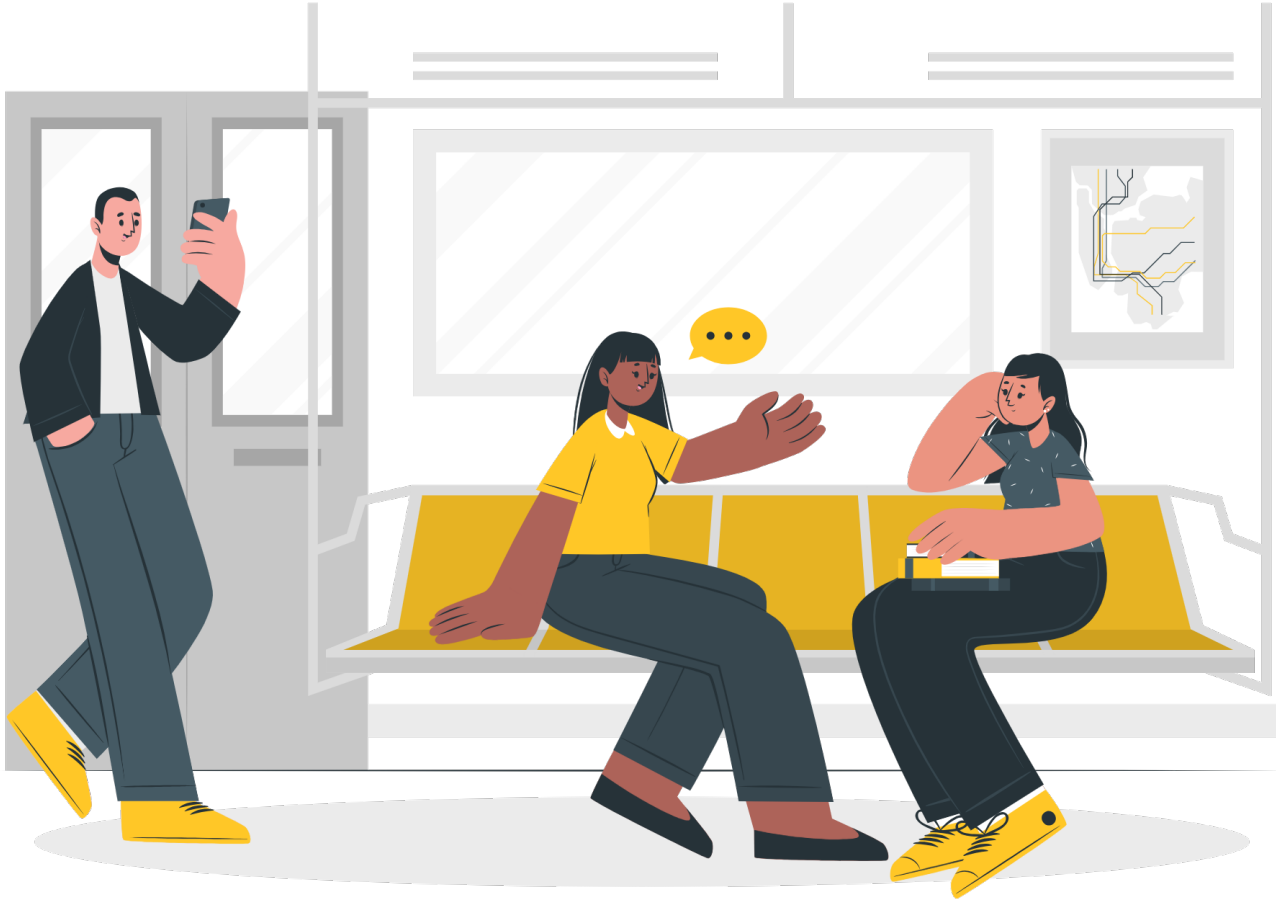
Diverse teams perform better when:

- Team members are able to reflect on and discuss how the team functions
- Status differences among ethnic groups are minimized
- People from all identity groups believe the team supports learning
- Team members are encouraged to learn from their differences rather than marginalize or deny them

[Getting Serious About Diversity: Enough Already with the Business Case \(hbr.org\)](https://hbr.org)



The Value of Your Lived Experiences



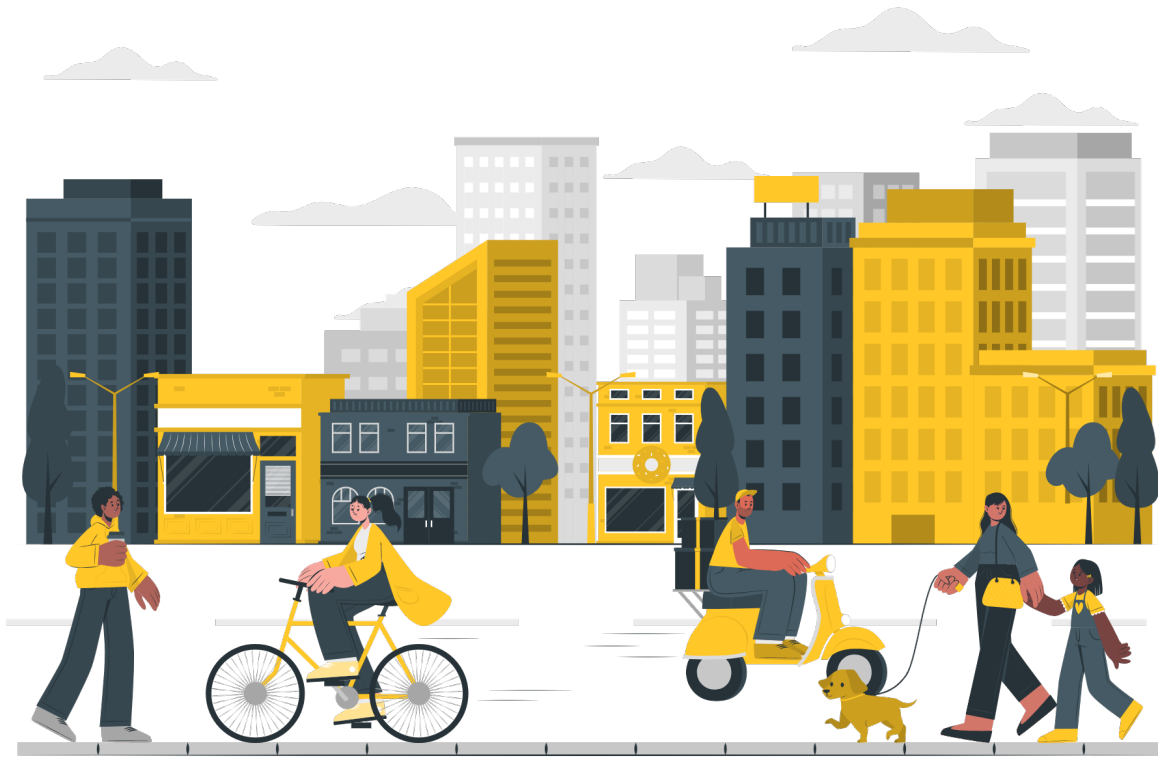
College is about exploring. Finding out what you're good at (and what you can grow at).

Finding opportunities that align with your goals and strengths, and determining how you can add value to another person's story.

There's only one **you**. What you can contribute to the workforce and the world is shaped by **your unique experiences and perspectives**.



Community Cultural Wealth



Cultural Wealth: an array of knowledge, skills, strengths and experiences that are learned and shared by people of color and marginalized groups; the values and behaviors that are nurtured through culture work together to create a way of knowing and being.

There are 6 types of cultural wealth: ***Familial, Social, Aspirational, Navigational, Linguistic, and Resistant***





World of Work Skills



Your lived experiences and cultural wealth matters.

While you're in college, you also have the opportunity to develop **world of work skills** that will help you succeed in the workplace!

These 8 Career Readiness Competencies were created by NACE, the National Association of Colleges and Employers, after surveying employers about what top skills they most wanted in a recent grad!

8 Core Areas:

- Career & Self-Development
- Communication
- Critical Thinking
- Equity & Inclusion
- Leadership
- Professionalism
- Teamwork
- Technology



Stories of Community Cultural Wealth in the Workforce

Let's hear some examples about how professionals are able to harness their community cultural wealth in their workplaces!



Familial Capital



“Growing up I was a part of a youth program that taught us standards that we should live by and how we should interact with one another. These standards instilled values in me such as **integrity, respect, honesty, self-care, and valuing other people’s cultures**. I find myself applying these values every day in my interactions with friends, family, and in work spaces.”

—Demetrius Rhodes, Assistant Director of Scholar Empowerment at Emerging Leaders

World of Work Skills

Professionalism: knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.

Sample Behaviors:

Act equitably with integrity and accountability to self, others, and the organization

Maintain a positive personal brand in alignment with organization and personal career values

Show a high level of dedication toward doing a good job



Social Capital



“Growing up I had a mentor in middle school who... made all the kids feel included and welcomed. He treated us like we mattered and heard our voice... I always aspired to be like him when I became a young man. **Now that I'm older and work with both people in the community and youth, I find myself modeling the way he interacted with us to those around me...**”

—Demetrius Rhodes, Assistant Director of Scholar Empowerment at Emerging Leaders

World of Work Skills

Leadership: recognize and capitalize on personal and team strengths to achieve organizational goals

Sample Behaviors:

Inspire, persuade, and motivate self and others under a shared vision.

Seek out and leverage diverse resources and feedback from others to inform direction.

Serve as a role model to others by approaching tasks with confidence and a positive attitude.



Aspirational Capital



“I worked side-by-side with my dad at his job in the cucumber fields... **Seeing how hard ...he worked... inspired me, motivated me, ignited something within me to work hard in school, and achieve the goal my mom and dad worked so hard for, which was seeing me graduate from college.** Understanding family values/ethics has helped shape the strong, driven, hard-working person with a strong work ethic that I am today.”

—Cinthia Manuel, CEO & Founder of Autentica Consulting LLC

World of Work Skills

Teamwork: build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.

Sample Behaviors:

Employ personal strengths, knowledge, and talents to complement those of others.

Build strong, positive working relationships with supervisor and team members/coworkers.

Effectively manage conflict, interact with and respect diverse personalities, and meet ambiguity with resilience.



Linguistic Capital



“...My family shares wisdom and teaches me lessons through ‘sayings’ or as Spanish speakers called ‘dichos’. These ‘sayings’ warn us of negative/positive outcomes, provide hope, make us think deeper, provide insights, and sometimes confirm the results of our decisions. I heard my grandparents, and parents use them. Now I find myself more often than not sharing the sayings with the younger generation.”

— Cinthia Manuel, CEO & Founder of Autentica Consulting LLC

World of Work Skills

Communication: clearly and effectively exchange information, ideas, facts and perspectives with persons inside and outside of an organization.

Sample Behaviors:

Employ active listening, persuasion, and influencing skills

Frame communication with respect to diversity of learning styles, varied individual communication abilities, and cultural differences

Ask appropriate questions for specific information from supervisors, specialists, and others.



Navigational Capital



“I was a first-generation college student... I involved myself in clubs and organizations both on campus and within the larger community, I worked part-time to help pay rent, and utilized the writing center and counseling center... **Being able to navigate all of these different spaces of responsibilities helped me to push forward and know that I was not alone.** This ability to navigate the college system and be the first in my family to graduate can be attributed to a lot of social support from my community.”

—Amani Austin, Assistant Director of Data and Curriculum at Emerging Leaders

World of Work Skills

Career & Self-Development: Proactively develop oneself and one’s career through continual personal and professional learning, awareness of one’s strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one’s organization.

Sample Behaviors:

Show an awareness of own strengths and areas for development

Display curiosity; seek out opportunities to learn.

Establish, maintain, and/or leverage relationships with people who can help one professionally.



Resistant Capital



“Being a woman of color entering the Tech Industry, there are two disadvantages; 1) Being a woman and, 2) Being a person of color. There are little to almost no women of color in this space. Often, these women feel that they have to prove their worth in a way that others do not. **The courageous act of engaging in this space is an example of resistance against social norms.**”

— Amani Austin, Assistant Director of Data and Curriculum at Emerging Leaders

World of Work Skills

Equity & Inclusion: Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in anti-racist practices that actively challenge the systems, structures, and policies of racism.

Sample Behaviors:

Solicit and use feedback from multiple cultural perspectives to make inclusive and equity-minded decisions

Identify resources and eliminate barriers resulting from individual and systemic racism, inequities, and biases.

Address systems of privilege that limit opportunities for members of historically marginalized communities.



Growing Your Cultural Wealth as a Student



We've heard examples from working professionals!

Let's talk about how you can get started building your PRO-ID at Cal State LA.



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Building My PRO-ID at Cal State LA



Projects

- **Class reports/presentations**
- **Independent/competitions**
- **Research Assistance**



Conferences/Seminars

- **Student Professional Track**
- **Poster Presentations**
- **Paper Presentations**



Relevant Experiences

- **Internships**
- **Study Abroad**
- **Volunteering**



Relevant Courses

- **General Education**
- **Electives**
- **Courses Specific to Field/Certificates**



Organizations

- **Student Clubs**
- **Professional Associations**



Skills

- **Digital Technology**
- **Practical Skills in Field**
- **Language Abilities**



Developing Your PRO-ID Plan

Academic Plan

Freshman
Time management
Stress management
Organization skills
GE classes

Sophomore
Teamwork
GE classes
Service &
Diversity

Junior
Major classes
Electives
Projects

Senior
Major classes
Electives
Capstone

Professional Plan

Explore
Self
Pathways
Clubs
Volunteering

Experience
Projects
Internships
Conferences
Start applying for
summer internships!

Engage
Companies
Recruiters
Alumni
Target Jobs



The Career Center Can Help!



Check out online resources on our [website](#)

View our [calendar](#) for more events

Make appointments through [Navigate LA](#)

- Career Exploration, Résumé & Cover Letter, Jobs/Internships, Interviewing Support

Contact Us

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