SI 500 - Job to Skill Alignment

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PROJECT BACKGROUND

With recent advancements in AI, soft skills have become increasingly important.

LinkedIn's 2024 Global Talent Trends study found 69% of executives "plan to prioritize hiring candidates with soft skills" in the next year

However, knowledge gap, many students don't know how to develop soft skills

About 8 out of 10 global executives plan to hire next year.

69% of U.S. executives say they plan to prioritize hiring candidates with soft skills.

69%

Salesforce's Original Problem

What are the key barriers for university career services in tracking students' soft skills and linking them to in-demand jobs

HMW

How might we develop tools that enable career services at universities to identify, quantify and track the growth and development of students' soft skills?

HMW

How might we develop ~~tools~~ (strategies) that enable career services at universities to identify, quantify and track the growth and development of STEM graduate students' soft skills?

Data Collection & Analysis

Data Methods

7 Interviews (4 students, 2 CDO advisor, 1 hiring manager)
Students' perspective, advisors' barriers, employers' perspective when hiring.
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Academic Articles/Industry Reports
Employers' gaps and expectations.

Artifact Analysis on Social Media Content
Identify the soft skills in use through LinkedIn postings.

Focus Group
How stakeholders interact with each other's ideas.

Survey
Individual students and subgroup behavior.

Analysis and Synthesis

Miro Board
Theme clusters helped validate our findings across multiple data sources.

PROJECT FINDINGS

Perceptions & Challenges

Learning by Living

Most students develop soft skills unintentionally and with no pre-defined plans. some interviewees mentioned practicing through talking to others in daily life.

Data & Tech Challenges

Interviewed career advisors have **not** used external tools to collect or track soft skill development and highlighted organizational and technical constraints in CDO

PROJECT FINDINGS

Expectations for Tools

EMBED into CLASSROOM

Students prioritize the soft skill development tools that can be embedded in existing classes and their curriculum, costing less extra time to use

PERSONALIZED SUPPORT

Students find assessment results that are specific, personalized and actionable most helpful

MITIGATE BIAS

Both career advisors and students identified bias in soft skill assessment, e.g. soft skill has different meanings/representation across culture, gender.

PROJECT FINDINGS

Limitations in Existing Strategies

- Existing research focuses on workplace
  a. not university or CDO or students needs

- Current methods are time- and cost-intensive

- Existing tools (e.g., Coursera) lack personalized feedback

Solution Ideas

GAMIFIED LEARNING	ENGAGING	SPECIFIC FEEDBACK	TRACKABLE	CREDIBLE	LOW COST
	✓	✓	✓		

CONNECT WITH MENTORS	ENGAGING	SPECIFIC FEEDBACK	TRACKABLE	CREDIBLE	LOW COST
		✓	✓	✓	

EXPERIENTIAL LEARNING	ENGAGING	SPECIFIC FEEDBACK	TRACKABLE	CREDIBLE	LOW-COST
	✓	✓	✓	✓	

CASE-BASED EXPERIENTIAL LEARNING

ADAPTABILITY

Example scenarios can be standardized and incorporated into different classes, CDO sessions, and applied across different universities/colleges

AI-POWERED PERSONALIZATION

The potential to build an AI-assisted interactive soft skill training tool that can identify students performance and provide personalized feedback

BOOST ENGAGEMENT

Real-world simulation is expected to increase student engagement with soft skill learning

EXPECTED COSTS

Time-consuming, need engagement, risk of marginalizing certain group of students

THANKS FOR LISTENING

Any questions?