

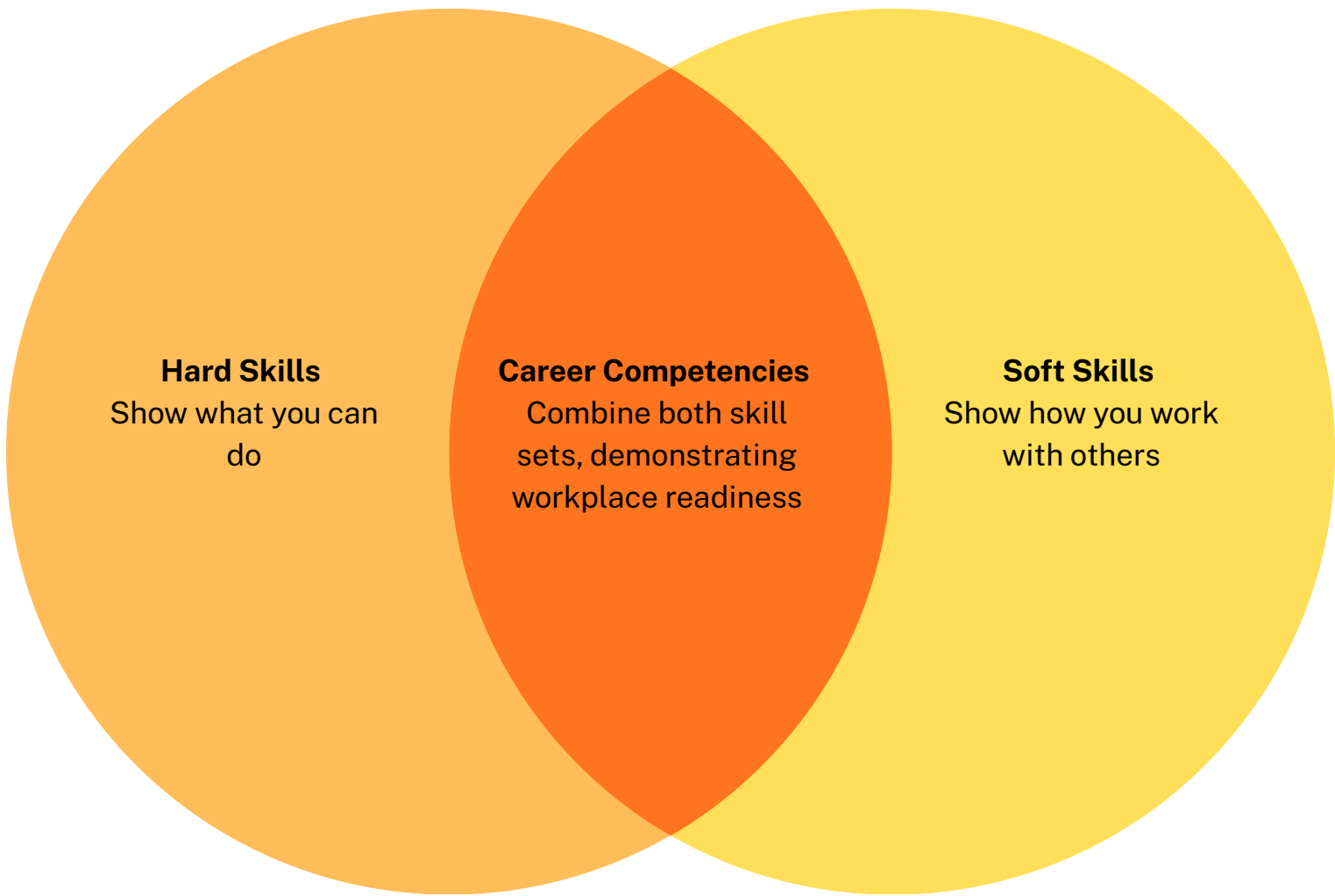


CAREER DEVELOPMENT GUIDE

BUILD EXPERIENCE & SKILLS

Learn by doing, practicing, observing,
and connecting

HARD & SOFT SKILLS AND CAREER COMPETENCIES



Hard Skills

Technical abilities and tools

Usually learned through education, training, or practice, and can be measured

Soft Skills

How you communicate and work with others

Career Competencies

A combination of skills, behaviors, and habits that demonstrate you are ready for the workplace



Key Point

Employers want both technical ability and the ability to work well with people



Build Career Skills with LinkedIn Learning

Greensboro College students, faculty, and staff have free access to LinkedIn Learning, an online library of short courses on business, technology, creative skills, communication, leadership, and more.



Unlimited Learning

Enjoy access to thousands of courses, with new ones added every week.



Personalized Recommendations

Connect your LinkedIn profile to get course suggestions based on your interests, skills, and career goals.



Learn Anywhere

Take courses on your computer or through the LinkedIn Learning app on your mobile device.



Career Growth

Build in-demand skills, prepare for certifications, and earn continuing education credits.



Support for Teaching and Learning

Faculty can use LinkedIn Learning to complement classroom materials, replace textbooks, or create engaging assignments.

Why use it?

- Learn skills you can add directly to your resume and LinkedIn
- Explore career paths before applying for internships or jobs
- Earn certificates of completion you can share with employers
- Learn at your own pace; 10 minutes or 2 hours, whenever it fits your schedule

Whether you’re figuring out your next step or sharpening skills for an internship or job, LinkedIn Learning is one of the easiest ways to turn learning into career momentum

Popular Skill Areas

- Resume and interview preparation
- Excel and data analysis
- Project Management
- Communication and leadership
- Marketing and social media
- Coding and technology

How it helps

LinkedIn Learning can help you turn curiosity into skill-building and skill-building into career momentum

**Pro Tip**

A certificate is strongest when you can explain what you learned and how you applied it



How to Access LinkedIn Learning

Logging into your Greensboro College LinkedIn Learning account

1. Access LinkedIn Learning

Use Greensboro College's unique [URL](#) to access the landing page

2. Log In with your Greensboro College Single Sign-On Credentials

Use your Greensboro College email and password to log in

3. Choose Profile Connection

You'll be asked if you want to connect your personal LinkedIn profile to your LinkedIn Learning account. Connecting your profile allows for personalized course recommendations and showcases completed courses on your LinkedIn profile

If you prefer not to connect, select the option to continue without LinkedIn

4. Set Up Your Learning Preferences

Choose topics or areas of interest, such as business, creative, or technology skills. This helps LinkedIn Learning recommend courses tailored to your preferences

5. Start Exploring

Once your account is set up, you'll land on the LinkedIn Learning homepage. From here, you can search for courses, browse recommendations, and begin learning whenever and wherever you are

6. Share Your Certificates

Save or share certificates when appropriate

Profile Connection Note

Connecting your personal LinkedIn profile can personalize recommendations and make it easier to show completed courses. If you prefer not to connect, choose the option to continue without LinkedIn



Key Point

LinkedIn Learning is most useful when you choose courses connected to your goals, not just random certificates

JOB SHADOWING

Job shadowing lets you observe a professional at work so you can better understand a career field, workplace, and daily responsibilities.

What It Is

Job shadowing lets you follow a professional through part of their workday. You may observe meetings, tasks, client interactions, workplace routines, and the skills used in the role

Typical length: A few hours to one full day

Why It Helps

- See daily work firsthand
- Explore whether a field fits your interests
- Learn what skills and education matter
- Build professional confidence
- Make career connections

How To Arrange It

- Choose a career field or role to explore
- Ask faculty, alumni, friends, supervisors, or Career Development for contacts
- Send a short, professional email
- Be flexible with the date and time
- Confirm location, dress code, parking, and confidentiality expectations



Pro Tip

Send a thank-you message within 24 hours

Informational Interviews

Learn From People Doing the Work

Finding People to Interview

Start with your network: friends, family, GC faculty and staff, coworkers, neighbors, alumni, or community members

Before the Conversation.....continued	
Preparing for the Interview <i>Know your goals:</i> What do you want to learn about their field or path? <i>Do your homework:</i> Research their organization and role <i>Reflect:</i> Be clear on your own skills, interests, and values <i>Practice:</i> The Career & Personal Development office can help you craft questions	Arranging the Interview Reach out by email first, then follow up with a polite phone call. Mention any mutual contact: “Alice Smith suggested I reach out to you.” Clarify your purpose: You’re seeking insight, not a job Attach your resume for context Keep it brief: 20–30 minutes is ideal Dress professionally and arrive early
During the Conversation	After the Conversation
Take notes and ask thoughtful questions Be courteous to everyone you meet Let them talk, but guide the conversation Thank them for their time before you leave	Send a thank-you note or email within 24 hours Mention something specific you learned or appreciated Keep in touch if appropriate. Networking is about relationships

Questions About Their Path

- 1.How did you get started in this field?
- 2.What does a typical day or week look like for you?
- 3.What parts of your job do you enjoy the most? The least?
- 4.What key skills or personal qualities help you succeed in your work?

Questions About the Organization

- 1.How would you describe the culture or work environment here?
- 2.What kinds of people tend to thrive here?
- 3.What current trends or challenges are affecting the organization?

Questions About Your Preparation

- 1.What experiences would help me stand out?
- 2.Who else should I talk to?



Key Point

Networking is not asking strangers for favors. It is building professional relationships through curiosity, respect, and follow-up

INTERNSHIPS & EXPERIENTIAL LEARNING AT GREENSBORO COLLEGE

Experiential learning helps you test career interests, build skills, and gain examples you can use on your resume, LinkedIn profile, cover letters, interviews, and graduate school applications.

Before You Start

- Students usually need junior standing or higher and must meet the required GPA for the internship course.
- The internship course must be taken during the semester or summer of the internship experience. Family members may not serve as site supervisors.
- Internship contracts must be submitted by the add/drop deadline.

Registering for Your Internship

1. Secure an internship site early. Do not wait.
2. Register for the appropriate internship course during advising and registration.
3. Connect with the faculty supervisor for your internship course.
4. Complete Sections I–VI of the [Internship Contract](#), which is also on our Internship page
5. Save your contract using the required file name format: **First Name Last Name Internship Contract**.
6. Share your learning goals with your site supervisor.
7. Your faculty supervisor will assist you with completing the academic requirements of your internship
8. Submit the completed contract to the Director of Career Development as early as possible.

Important

For summer internship courses, students are charged based on the number of credits registered. Contact Financial Aid for information about available aid.

Where to Search

Internships may be found through faculty, family, friends, current or former employers, Career Development, LinkedIn, Indeed, ZipRecruiter, Idealist, employer websites, AI-assisted searches, and Google searches.

*If using a current employer as an internship site, the internship duties must be significantly different from your regular job responsibilities.

Experiential Learning May Include

Internships, undergraduate research, service learning, study abroad/study away, student teaching, theatre productions or music performances, and other approved applied learning experiences

WARNING

Waiting until after the add/drop deadline may affect your financial aid, billing, or internship registration.

Understand Your Goals	Research Opportunities	Prepare Strong Materials
Think about the fields you want to explore, skills you want to build, and experiences that would help you make career decisions	Look for organizations connected to your major, interests, location, and career goals. Some internships are posted publicly, while others come through networking	Tailor your resume and cover letter to the internship. Use keywords from the description and show relevant coursework, skills, projects, or experience



Key Point

Start looking early! The application process for certain sites may begin weeks, or even months, in advance