

Marketable Skills Matrix

Marketable Skill	Outcome - Students who demonstrate this skill should be able to...	Ways student staff attain this skill
Critical Thinking	<ul style="list-style-type: none"> • Exercise sound reasoning while analyzing issues • Make well founded decisions • Obtain, interpret and use knowledge, facts and data • Demonstrate originality and inventiveness 	<ul style="list-style-type: none"> • Assignments which require problem solving and decision making as an individual or team • Assignments in which student staff must set goals and a plan on how to achieve those goals
Oral/Written Communication	<ul style="list-style-type: none"> • Articulate thoughts and ideas clearly and effectively in oral and written forms to persons inside and outside the organization. • Speak publicly • Effectively write and edit memos, letters and complex technical reports 	<ul style="list-style-type: none"> • Oral presentations/performances in which your student staff must persuade, inform or summarize information • Tasks that require effective and precisely written material/information
Teamwork/Collaboration	<ul style="list-style-type: none"> • Build collaborative relationships with colleagues and students representing diverse cultures, races, ages, genders, religions, lifestyles and viewpoints • Work within a team structure • Negotiate and manage conflict 	<ul style="list-style-type: none"> • Group assignments that require student staff to work together to achieve a goal • Allow student staff to share ideas about how to better current processes • Include student staff in departmental discussions as appropriate
Digital Technology	<ul style="list-style-type: none"> • Leverage existing data technologies ethically and efficiently to solve problems, complete tasks and accomplish goal • Effectively adapt to new technologies 	<ul style="list-style-type: none"> • Web editing, video editing, graphic design • Working within databases • Using new technology to complete assignments • Allow student staff to implement new technology to better departmental processes

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Leadership	<ul style="list-style-type: none"> • Leverage the strengths of others to achieve common goals • Use interpersonal skills to coach and develop others • Able to assess and manage his/her emotions and those of others • Organize, prioritize and delegate work 	<ul style="list-style-type: none"> • Provide opportunities for student staff to take the lead on projects/ activities • Allow student staff to delegate roles within an assignment
Professionalism/Work Ethic	<ul style="list-style-type: none"> • Demonstrate personal accountability and effective work habits, e.g., punctuality, time management, working productively with others and workload management • Understands the impact of non-verbal communication on professional work image • Demonstrate integrity and ethical behavior • Act responsibly with the interests of the larger community in mind • Learn from his/her mistakes 	<ul style="list-style-type: none"> • Model this behavior amongst your professional staff • Raise departmental standards to encourage and develop professionalism in student staff • Have student staff conduct self-evaluations and discuss areas of their work that are successful and that need improvement • Allow student staff to take on assignments that stretch their knowledge, skills and abilities
Career Management	<ul style="list-style-type: none"> • Identify and articulate one's skills, strengths, knowledge and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth • To navigate and explore job options • Understand and can take steps necessary to pursue opportunities • Understand how to self-advocate for opportunities in the workplace 	<ul style="list-style-type: none"> • Utilizing the tools in this toolkit to identify the marketable skills being gained through on-campus employment • Develop a resume that highlights those marketable skills • Suggest the MyPlan Assessment career counseling to explore career options (more information about these services can be found at wtamu.edu/career) • During Checkpoint Meetings, discuss the marketable skills the student has developed and how those skills will transfer to their career field