



# CAREER DEVELOPMENT CENTER (CDC) CONCEPT

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## CAREER DEVELOPMENT CENTER (CDC) CONCEPT

The purpose of a successful Career Development Center (CDC) is to provide a comprehensive service to enhance the school's educational learning environment and address the diverse needs of all students throughout their study programs.

The CDC prepares students and alumni with the non-technical and soft skills needed to enter the workforce. The most important skills for employers include communication, critical thinking and problem solving, as well as personal and social skills. Students can access resources and tools that allow them to explore career possibilities and network with their peers and companies.

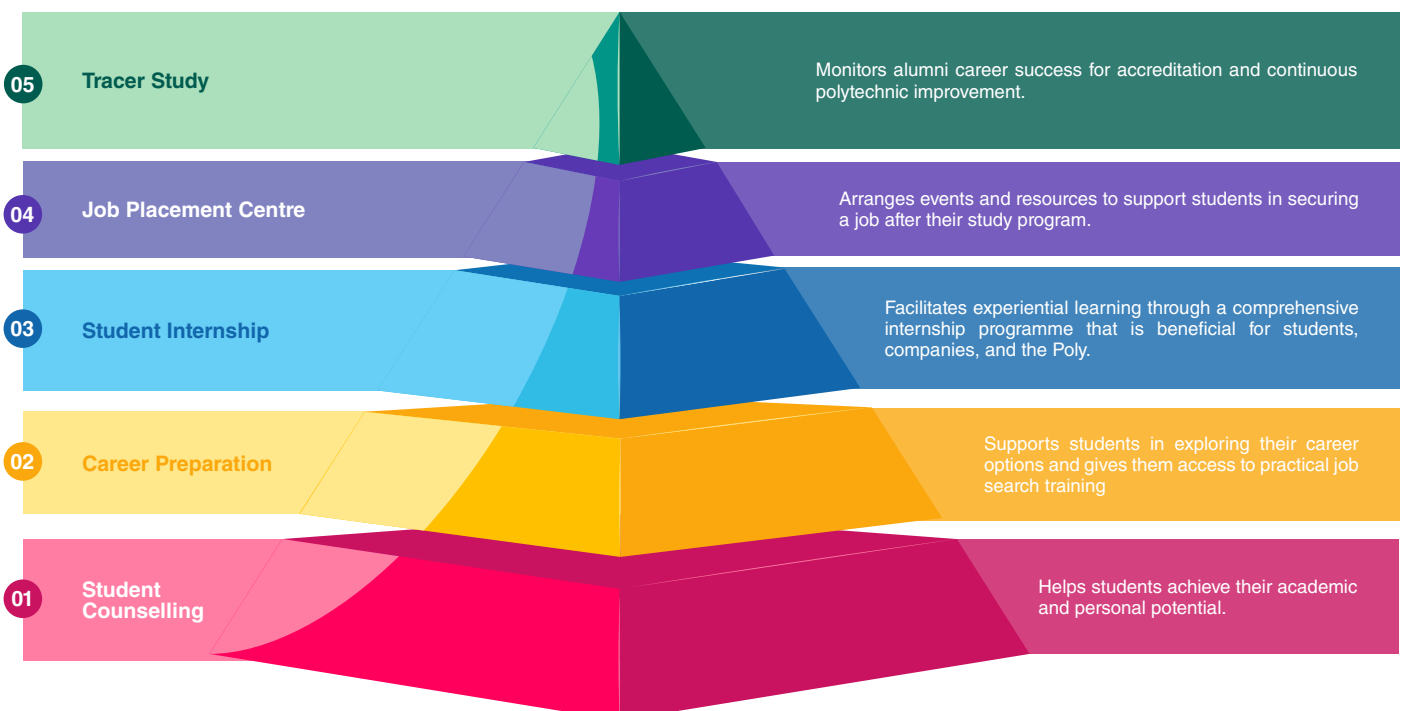
The CDC builds relationships between the school, the job seekers (both current students and alumni) and companies/industries to create opportunities for scholarships, internships, job placements and partnerships.

The CDC also carries out research on student and company satisfaction, including the mandatory tracer studies.

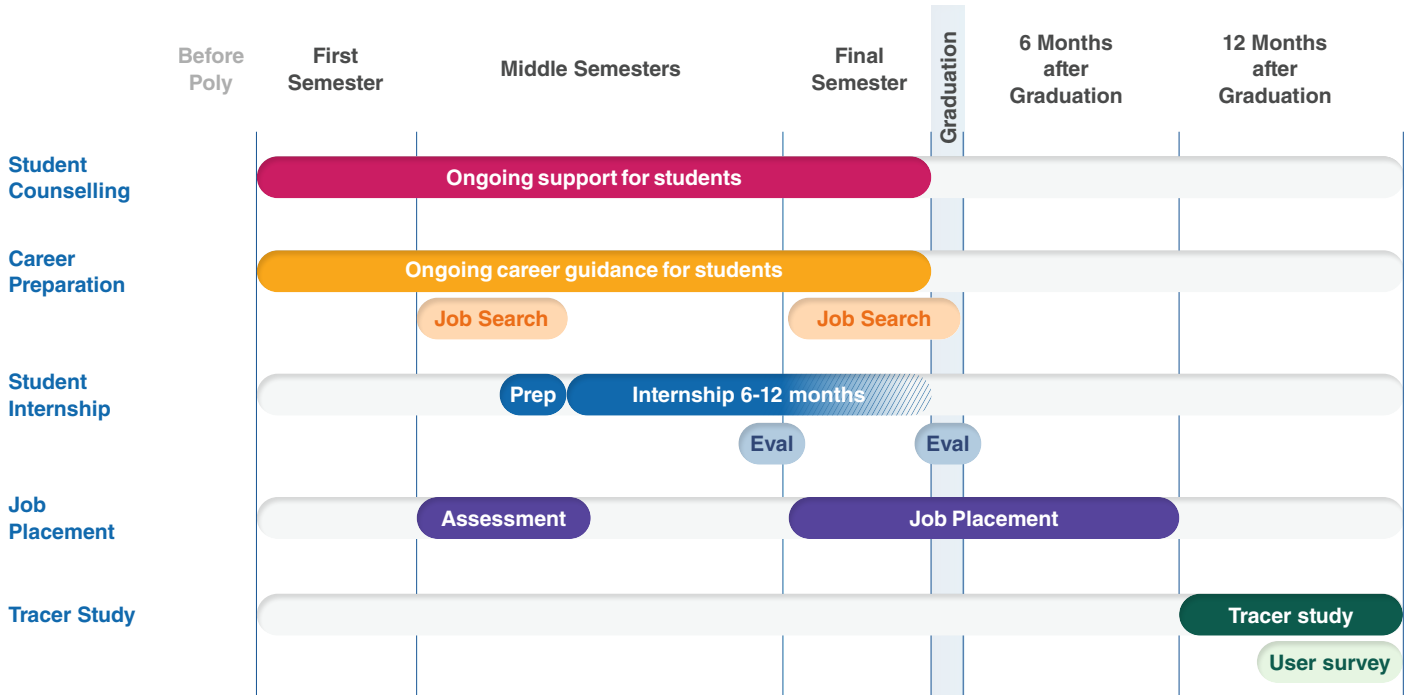
## 5 CDC FUNCTIONS

The five main functions carried out by Career Development Center (CDC) are (1) student counseling, (2) career preparation, (3) student internship, (4) job placement, and (5) tracer study.

The CDC works closely with other units within the Polytechnic and companies to achieve its overall goals and to support the Poly in implementing the higher education concept.



# CDC Activities Support Students Throughout Their Studies



## Structuring the CDC Functions



### A. Benefits

The benefits the function will bring to the students, the poly, and companies.



### B. Objectives

The specific objectives that each function aims to achieve within the CDC.



### C. Operational activities

The ongoing activities that the function delivers to fulfill the objectives.



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### D. Required resources

The resources needed to perform the activities.



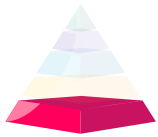
### E. Support tools

The tools needed to support the ongoing activities.



### F. Setup activities

The activities needed to establish the function at a Polytechnic.



## 01. Student Counselling

Helps students achieve their academic and personal potential.



### A. Benefits



#### Students

- Empowered to reach their optimum potential
- Prepared to cope with difficult situations
- Understand effective ways to develop their capacities
- Know how to find a solution to campus life related problems with guidance from a counsellor
- Build good relationships with the counsellor and share concerns openly



#### Poly Management

- Improves the support capability they provide for students
- Addresses mental health issues in school
- Early recognition of students problems
- Ability to proactively support students
- Show commitment to support the school's well being/health
- Provides input for policies related to setting curricular, co-curricular, and extra-curricular activities
- Useful in empowering the functions of educational support units
- Provide research for improvement of student counselling services and other Poly activities
- Alignment with government regulations related to student welfare



#### Industry

- Get students who have mental maturity for work
- Better quality of alumni



## B. Objectives

- To support students in achieving their academic and personal potential through:
  - a) Life skills - To teach students basic life skills
  - b) Academic skills – To support them in their academic development
  - c) Problem management skills – To help them cope with difficult situations



## C. Operational Activities

- Individual/group counselling sessions on training/coaching topics, including:
  - a) Budgeting, time management, communication, family planning, netiquette, cultural awareness
  - b) Writing and presentation skills, critical thinking and problem solving
  - c) Stress management, conflict resolution, addiction counselling
- Implementation of psychological test for students' capabilities and aptitude
- Student feedback survey and improvement



## D. Required Resources

- Competent staff to manage the program and activities
- Counselling skills/competencies
- Managerial/organisational skills
- Office/meeting room for sessions
- Training room for group trainings
- Networks or partnerships with specialists
- Information materials/brochures
- Secure record filing system
- Funding/budget



## E. Support Tools

- Psychological testing tools (online or offline)
- Survey tools (Google forms/Survey Monkey, etc.)
- CDC website
- Guideline (Set goals and KPIs: number of trainings, counselling sessions, number of students trained, number of tests taken, student satisfaction, etc.)



## F. Setup Activities

- Establish legal, budget, and compliance aspects (decree from the director)
- Develop support tools
- Engage with internal stakeholders
- Develop code of conduct
- Develop standards for quality assurance
- Develop organisational structure (roles and responsibilities)
- Train/hire the counsellors



## 02. Career Preparation

Supports students in exploring their career options and gives them access to practical job search training.



### A. Benefits



#### Students

- Better prepared to face their future career more realistic, more confident, more informed
- Increase opportunity to get job that is relevant to their education
- Guidance on career development
- Get information about training to increase their skills
- Clear guide on how to get an education and then transition into a job
- Students get training from Poly how to develop a good curriculum vitae and also face the interview process



#### Poly Management

- Career Preparation will make school credibility better
- Better student/alumni presentation to companies/industry
- Provides input for policies related to setting curricular, co-curricular, and extra-curricular activities



#### Industry

- Easier access to better alumni
- More and better prepared students



## B. Objectives

- To develop students' job search-related skills to support them in succeeding in finding internships and career after graduation
- To guide students in their career planning
- To build stronger relationships between the Poly and companies



## C. Operational Activities

- Career related training/coaching, including:
  - a) Interview practice
  - b) Professional softskills
  - c) CV preparation (online/offline)
  - d) Job search coaching
  - e) Networking and preparation for career/job fairs
  - f) Professional social media usage
- Career advice, guidance, and coaching for:
  - a) New student coaching
  - b) Current students
  - c) Graduating students
- Student feedback and improvement



## D. Required Resources

- Competent staff to manage the program and activities
  - a) Career development skills
  - b) Employment/Industry relations skill
- Office/meeting room for sessions
- Training room for group trainings
- Computer lab for LinkedIn training and CV preparation
- Information materials/brochures
- Funding/budget



## E. Support Tools

- LinkedIn (for online CVs and networking)
- Survey tool (Google forms, Survey Monkey, etc.)
- CDC website
- Guideline (Set goals and KPIs: number of trainings, number of students trained, student satisfaction, etc.)



## F. Setup Activities

- Establish legal, budget, and compliance aspects (decree from Poly director)
- Develop support tools
- Engage with internal and external stakeholders
- Develop code of conduct
- Develop standards for quality assurance
- Develop organisational structure (roles and responsibilities)
- Train/hire the career counsellors



### 03. Student Internship

Facilitates experiential learning through a comprehensive internship programme that is beneficial for students, companies, and the Poly.



#### A. Benefits



##### Students

- Get to know real working conditions
- First contact with working world
- Contact with potential employer
- Transition from school to workplace
- Update knowledge and skills from workplace



##### Poly Management

- Feedback from students
- Improve internal program
- Improve relevance of program
- Improve quality of graduates
- Improve reputation



##### Industry

- Understand capabilities and potential of students
- Get contact with potential employees
- Low-cost workforce
- Improve performance of freshmen and reputation, provide social service



## B. Objectives

- To prepare students for their internship
- To create internship opportunities for students
- To give companies access to qualified interns
- To build stronger relationships between the poly and companies
- To evaluate student satisfaction with the internship
- To evaluate company satisfaction



## C. Operational Activities

- Provide an orientation/induction for the internship program, including:
  - a) Grooming standards and workplace conduct/ethics
  - b) What to expect from the internship
  - c) Motivation for the internship
  - d) How to get the most from your internship
  - e) Rules/guidelines for the internship (logbook and report)
  - f) Best practice for application process (public/private)
- Connecting students with companies for internships
- Facilitating MOUs and contracting between the Poly, companies, and students
- Provide student supervision and monitoring during the internship
- Post internship evaluation (student/ company/poly)
- Learning outcomes?



## D. Required Resources

- Competent staff to manage the program and activities
  - a) Private sector cooperation skills
  - b) Managerial/organisational skills
  - c) Knowledge of curriculum and internship process
- Administration document templates (contracts, surveys, student report templates, etc.)
- Information materials/ brochures/ handbooks (for students, mentors, companies)
- Student company certificate template
- Database of students and potential companies (including details on whether they have trainers)
- Database of academic advisors
- Office/meeting room for sessions
- Funding/budget



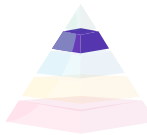
## E. Support Tools

- LinkedIn school page (to communicate with companies)
- LinkedIn student/alumni group (to communicate with students)
- Survey tool (Google forms, Survey Monkey, etc.)
- Database tool
- Handbook for companies, students, and mentors
- Logbook template and evaluation tool (online/offline)
- Hotline service (student complaints, accidents, etc.)
- CDC website
- MoU and Contract with company
- Guideline (Set goals and KPIs: number of interns, student satisfaction, company satisfaction, number of partner companies, etc.)



## F. Setup Activities

- Establish legal, budget, and compliance aspects (decree from Poly director)
- Develop support tools
- Engage with internal and external stakeholders
- Develop code of conduct
- Develop standards for quality assurance
- Develop organisational structure (roles and responsibilities)
- Encourage companies to train in-company trainers
- Train/hire the internship coordinator



## 04. Job Placement

Arranges events and resources to support students in securing a job after their study program.



### A. Benefits



#### Students

- Contact with potential employers
- Access to recruiters
- More chance to get job that is relevant to their skills and background
- Faster and more economical to apply for jobs
- Fresh graduates might be to gain networking and interviewing experience
- Learn about the variety of positions available
- Talk to someone working in the filed of interest



#### Poly Management

- High absorption of graduates and it is advantage for accreditation process
- Get the data about industry skills demand or skills trend
- Improve reputation of the school
- Build and maintain school cooperation with industry
- Can implement strtegic changes based on trends
- Special case in targeted polys under MoI may be bnefit to get Human Capital Services to strenghten the partnership with their company



#### Industry

- Access for recruiters
- Faster and cheaper for company to meet alumni
- Saving time and money on recruitment process
- Can get employees who match with industrial needed



## B. Objectives

- To create job/career opportunities for students
- To give companies access to qualified alumni
- To build stronger relationships between the Poly and companies



## C. Operational Activities

- Liaising with companies
- Conducting or advertising career or job fairs
- Organise recruitment events and/or process at the Poly
- Job placement support (sharing job advertisements)
- Organise networking events, company presentations/showcases job advertisements
- Share best practice for application process (public/private)
- Manage tools which provide alumni data (e.g. LinkedIn page/group, google form, etc.)
- Gather feedback from students/companies and suggest process improvements



## D. Required Resources

- Competent staff to manage the program and activities
  - a) Private sector cooperation skills
  - b) Managerial/organisational skills
- Database of students, companies, and mentors
- Office/meeting room
- Information materials/brochures (students and companies)
- Venue for job fairs
- Funding/budget



## E. Support Tools

- LinkedIn school page (to communicate with companies)
- LinkedIn student/alumni group (to communicate with students)
- Survey tool (Google forms, Survey Monkey, etc.)
- CDC website with links to other job search sites (JobsDb, Jobseeker)
- Guideline (Set goals and KPIs: number of placements, number of recruitment events, number of students and companies participating in events, student satisfaction, company satisfaction, waiting time after graduation, etc.)



## F. Setup Activities

- Establish legal, budget, and compliance aspects (decree from Poly director)
- Develop support tools
- Engage with internal and external stakeholders
- Develop code of conduct
- Develop standards for quality assurance
- Develop organisational structure (roles and responsibilities)
- Train/hire job placement coordinator
- Train volunteers for career fairs/events



## 05. Tracer Study

Monitors alumni career success for accreditation and continuous polytechnic improvement.



### A. Benefits



#### Students

- Strengthen alumni organisation and maintain engagement
- Provide input on school development
- Inform potential TVET students and their parents on future career paths to pursue



#### Poly Management

- Improvement of the education process and curriculum improvement
- Accreditation
- Input for publications to stakeholders
- Promotional information
- Attract students
- Enhancing marketability of vocational education programs
- Ensure the educational outcomes as evaluation of mastery and acquisition of competencies in the world of work



#### Industry

- Improved training facilities and expertise
- It can improve the quality of new recruitment that match with company need
- As a reference material in making training more relevant for graduates as new job seekers



## B. Objectives

- To conduct regular tracer studies for both accreditation reasons and for curriculum/institutional development.
- To evaluate company satisfaction with alumni
- Use tracer study results to inform various stakeholders (students, companies, polys, ministries).



## C. Operational Activities

- Raising student awareness of tracer study before graduation
- Preparing, implementing, and analysing tracer study (6 – 24 months after graduation per cohort)
- Reporting the data and preparing recommendations for school development and curriculum input
- Report to Quality Assurance Unit (SPMI) for accreditation
- Reporting for external stakeholders
- Prepare publications/cases for communications purposes



## D. Required Resources

- Competent staff to manage the program and activities
  - a) Private sector cooperation skills
  - b) Managerial/organisational skills
- Database of students, companies, and mentors
- Office/meeting room
- Information materials/brochures (students and companies)
- Venue for job fairs
- Funding/budget



## E. Support Tools

- Survey tool (Google form, Tracer.id)
- Statistical tools (Excel, SPSS)
- Survey tools (Google forms, Survey Monkey, etc.)
- LinkedIn profiles/LinkedIn training/school page
- CDC website
- Guideline (Set goals and KPIs: response rate, accreditation information secured, publications generated, etc.)



## F. Setup Activities

- Establish legal, budget, and compliance aspects (decree from Poly director)
- Develop support tools
- Engage with internal and external stakeholders
- Develop code of conduct
- Develop standards for quality assurance
- Develop organisational structure (roles and responsibilities)
- Develop tracer study methodology/implementation plan
- Training for administrators

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