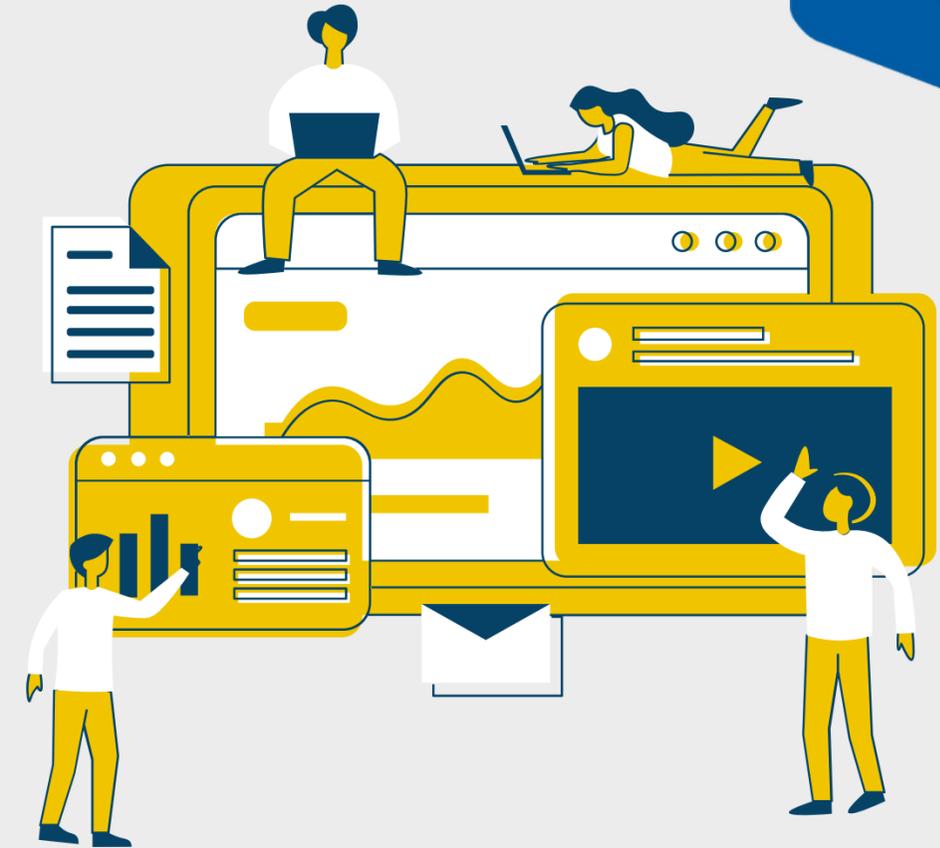


Upskilling During the Pandemic



As the economy shifts and unemployment rises, new career opportunities will emerge. In order to leverage your skills in these emerging roles, you will want to track in-demand technology skills and identify the skills that best align with your interests.

After that, it's time to upskill!

See where you fit.

This is a process, and demand can shift. Staying on top of in-demand skills is part of successful career management - even in a robust economy.

- Search job boards regularly, using broad keywords, and sorting by date posted - focusing on anything posted in the last couple of weeks.
- Look for intersections between your skills and experience with the emerging or growing needs in the market.
- Keep a list of the skills you see associated with roles you would be interested in applying for.



Upskill to meet demand.

Add these functions to your current role or pursue these skills in other ways.

- Take an online course (structured or self-directed).
- Volunteer to take on a skill-focused project for a non-profit or small business.
- Design a personal or passion project that utilizes these skills.
- Collaborate with a friend or colleague to practice the skill you're building.



Great places to start:



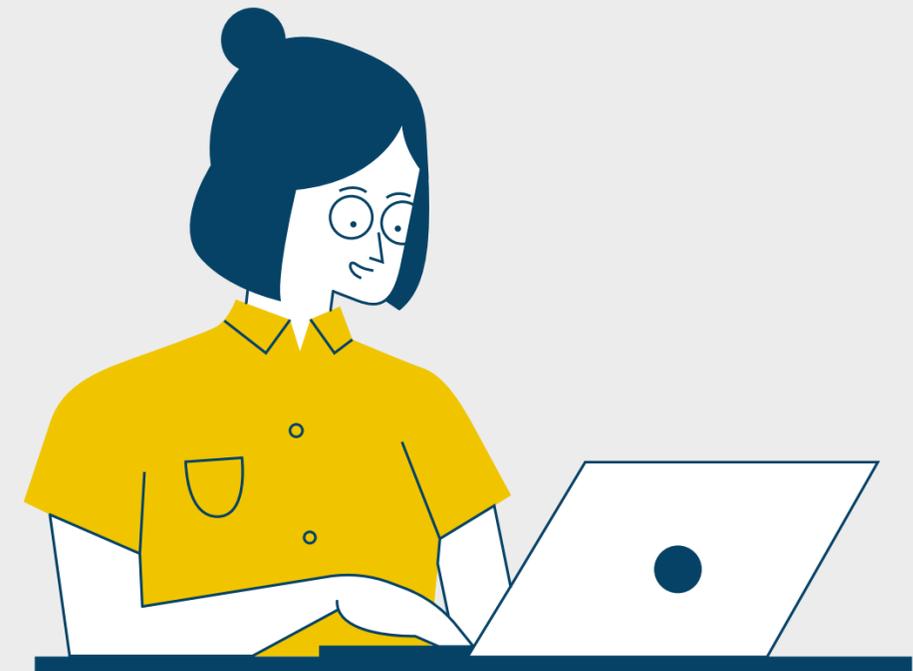
- Professional Organizations
- Product Webinars
- Free Trials (or Free Versions)
- LinkedIn Learning
- YouTube
- Coursera
- EdX
- Udemy
- Google
- Khan Academy

! *DePaul students have unlimited free access to LinkedIn Learning, a vast online library of instructional videos covering the latest software, creative, business, and technical skills.

Top 10 In-Demand Skills:

"The 10 most important skills you need on your résumé to nail a high-paying job"
LinkedIn

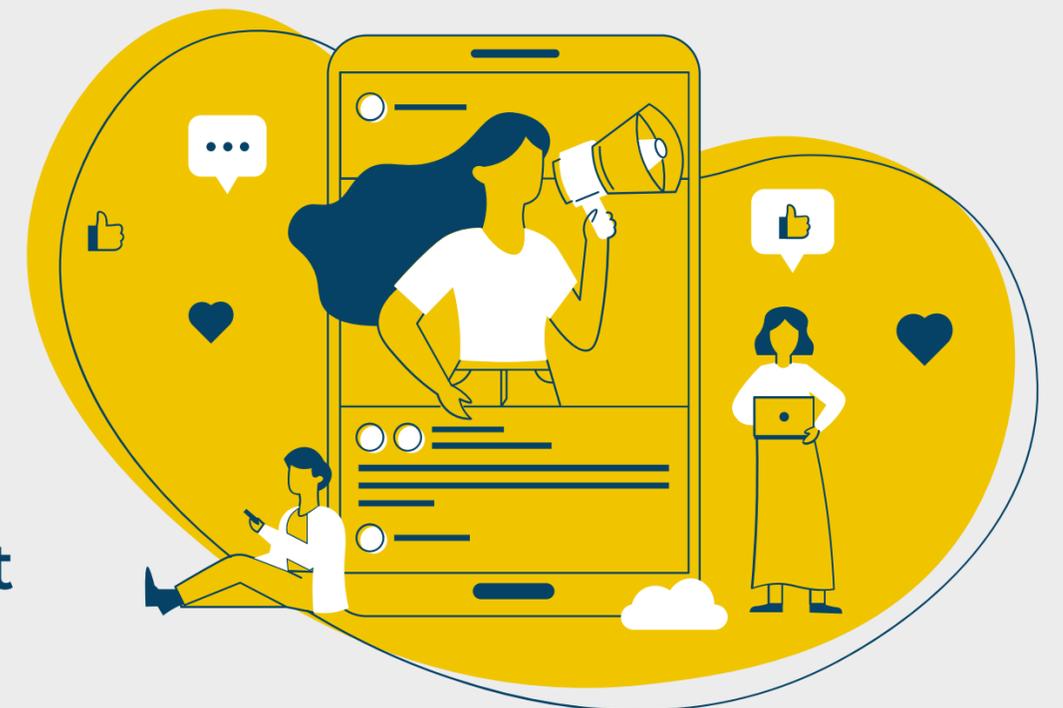
1. Blockchain
2. Cloud computing
3. Data Analytics
4. AI
5. UX Design
6. Business Analysis
7. Marketing
8. Sales
9. Programming
10. Video Production

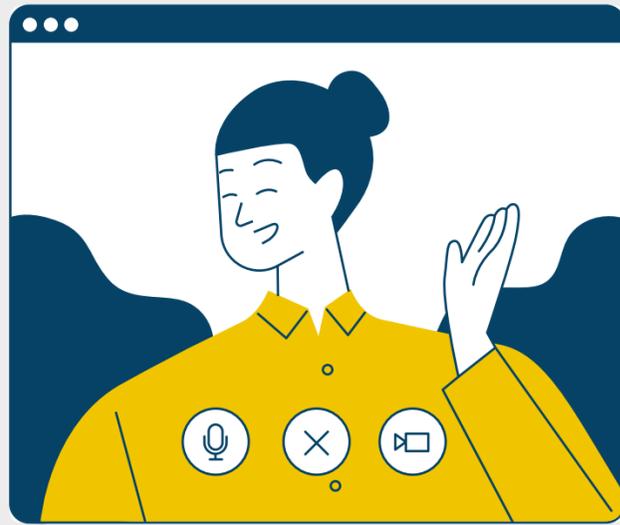


6 In-Demand Tech Skills

Technology skills are not just for technology jobs. Most roles today require some familiarization with different technology applications. Now is a great time to build your skills with some in-demand tools that can give you a leg up in your job search.

1. Real-Time Communication Tools
2. Project Management and Collaboration
3. Data Analysis and Visualization
4. Web Management
5. UX (User Experience) and Product Management
6. Web Analytics



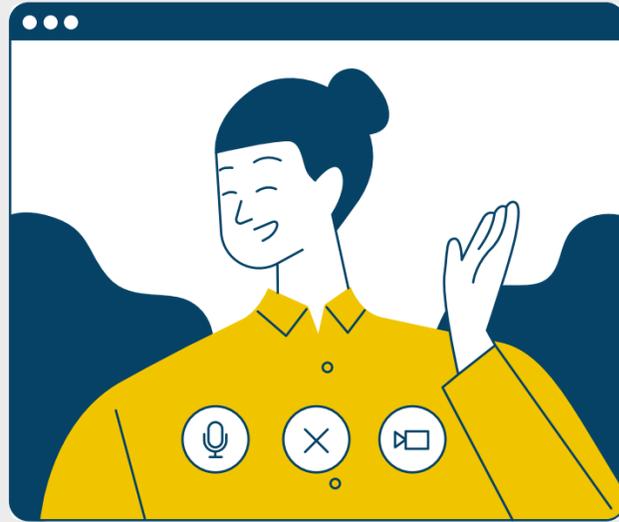


REAL TIME COMMUNICATION TOOLS

If you're working remotely, you'll want a way to chat with your team asynchronously instead of needing to set up a time for a call whenever you have a question. You could use email, but that's not a great way to have a normal, human conversation.

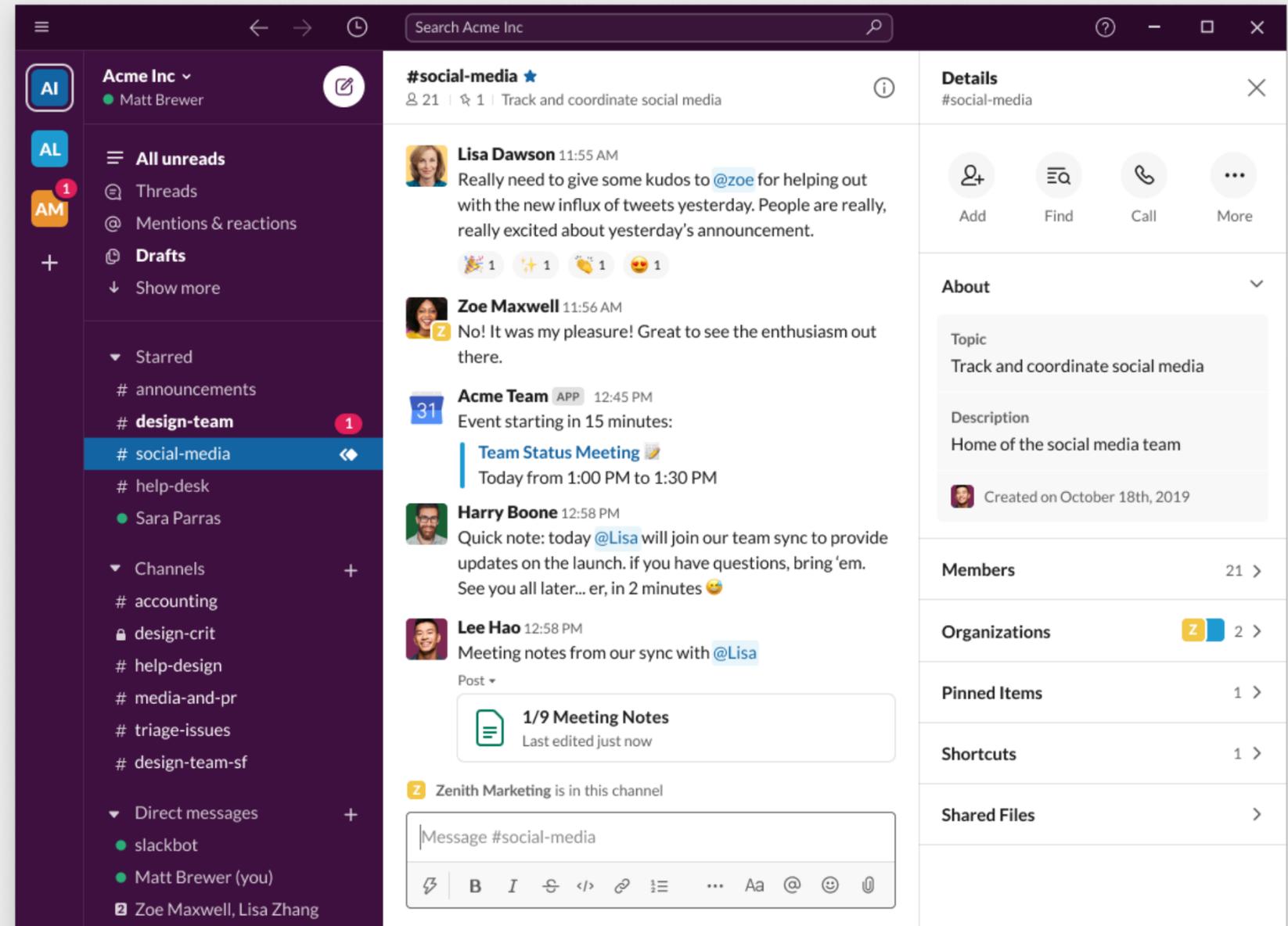
What are my options ?

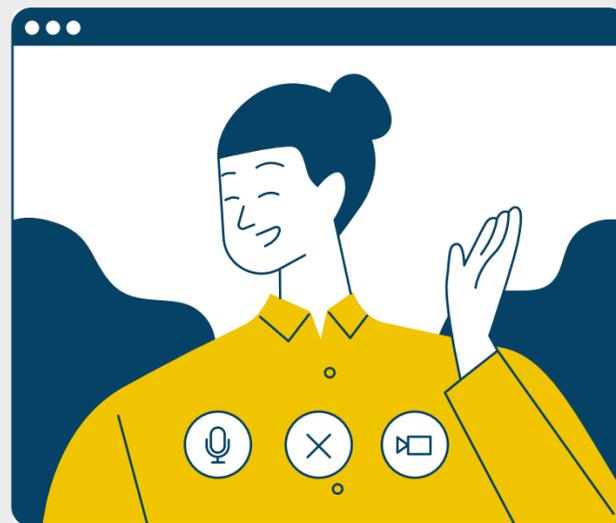
- [Slack](#) for a chat-powered workplace
- [Twist](#) for threaded conversation-centric chat
- [Microsoft Teams](#) for discussions about documents and meetings
- [Google Chat](#) for following up on conversations
- [Flock](#) for making decisions in chat
- [Discord](#) for always-on voice chat



Regardless of the tool, most of these products feature a combination of message "channels," threads, direct messaging, and phone/video calls.

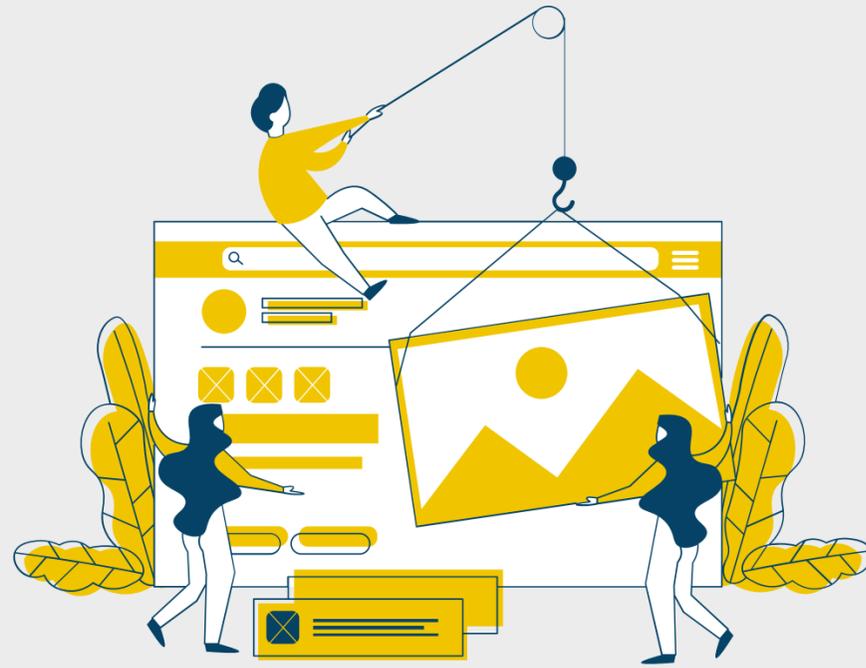
****Free versions limit archiving as well as group calling or conferencing.**





<https://youtu.be/pUZzBoAbAOs>





PROJECT MANAGEMENT

Project management software helps teams plan, implement, and manage projects from start to finish. Giving everyone a unique log in to view their tasks, upload files, and contribute to discussions makes it easy to stay on task, and gives managers a high-level view of how projects are progressing.

Most project management tools allow users to create multiple "boards" that feature a customized workflow and assign team members to different stages of the process. They use notifications, due dates, and integrate other apps, like Google Suite.



Share

Search



Upgrade



Last task completed on Thursday

Incomplete tasks Filter Sort Rules Fields

Project Title ... Content Review ... Needs revisions from author ... Ready to Submit to Marcom (A... Submitted to Marcom Design Ready ...

+

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BEC- Hiring Trends in Business for Employers
 Jun 5 1

Gap Year
 Jun 5 2

ENPG Employer insights for the class of 2020
 May 1 1

First Year eWorkbook
 Today - Aug 17 2

Email to student employees about how to translate their experience in an on-campus job to a full-time position.
 May 22 3

Create a learning path through LinkedIn Learning
 Jun 5 2

Transfer Modules
 Jul 1 1

Content Review column (empty)

How to recruit on campus when campuses are closed
 May 8 6

MCAE Alternative Career Options
 May 6 3

ENPG - Videos for Faculty; Job Search strategies, building your documents (resume, cover letter), etc. for faculty to use in their classe...
 May 11 2

Add Handshake job feeds to hiredepaul.org
 May 8 2

MCAE - Navigating freelance/gig work
 May 1 4

ENPG Alternative Career Options
 May 14 5

Career Exploration using ASK network
 May 26 8

MCAE Employer insights for the class of 2020
 May 1 3

T&D Employer insights for the class of 2020
 May 1 2

ENPG - Virtual Classroom Skills
 May 1 7

T&D - Top five tech work tools for 2020 Grads with any major
 Apr 29 9

T&D Alternative Career Options
 May 6 3

Click to go back, hold to see history

- Home
- My Tasks
- Inbox
- Portfolios

- Favorites
- Favorite projects by clicking the ☆
- Show more

Reports

Teams

Career Education

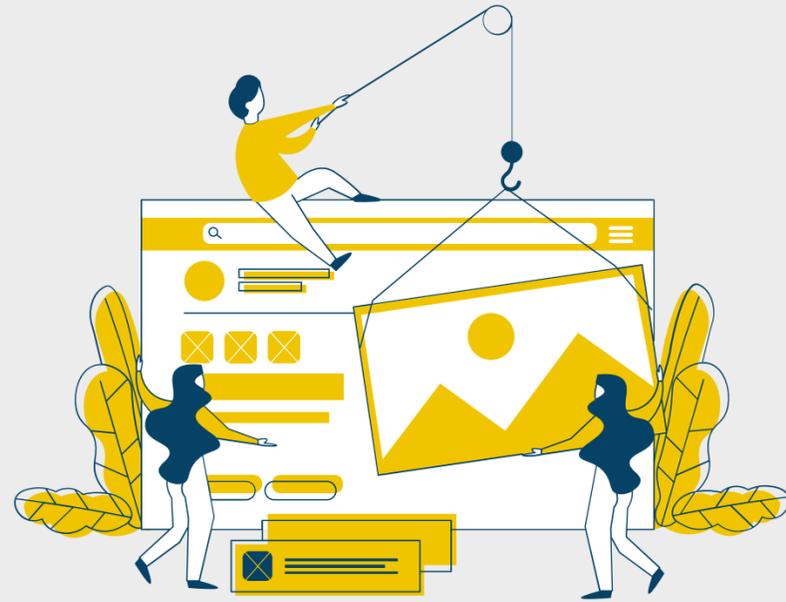
- Career Community Re...
- Career Education SQ20

Health Care & Sc...

- Sabs's Current Tasks
- Spring 2020 Student ...
- Student Org Caseload...
- Megan's Current Tasks

MCAE

- Creative Community ...
- Student Org Caseload...
- MCAE Resources & H...



PROJECT MANAGEMENT TOOLS

What are my options ?

- Basecamp
 - Combines project management with group chat and cloud storage.
- Asana
 - Best for larger teams that require a high level of organization & task automation.
- Mondays
 - For visual learners who want multiple ways to view projects
- Trello
 - Simple task management that adapts quickly into your team's existing workflow.
- Wrike
 - For creative teams who produce videos or graphics as deliverables.



<https://youtu.be/HGxzd-eaLWs>



DATA ANALYSIS & VISUALIZATION



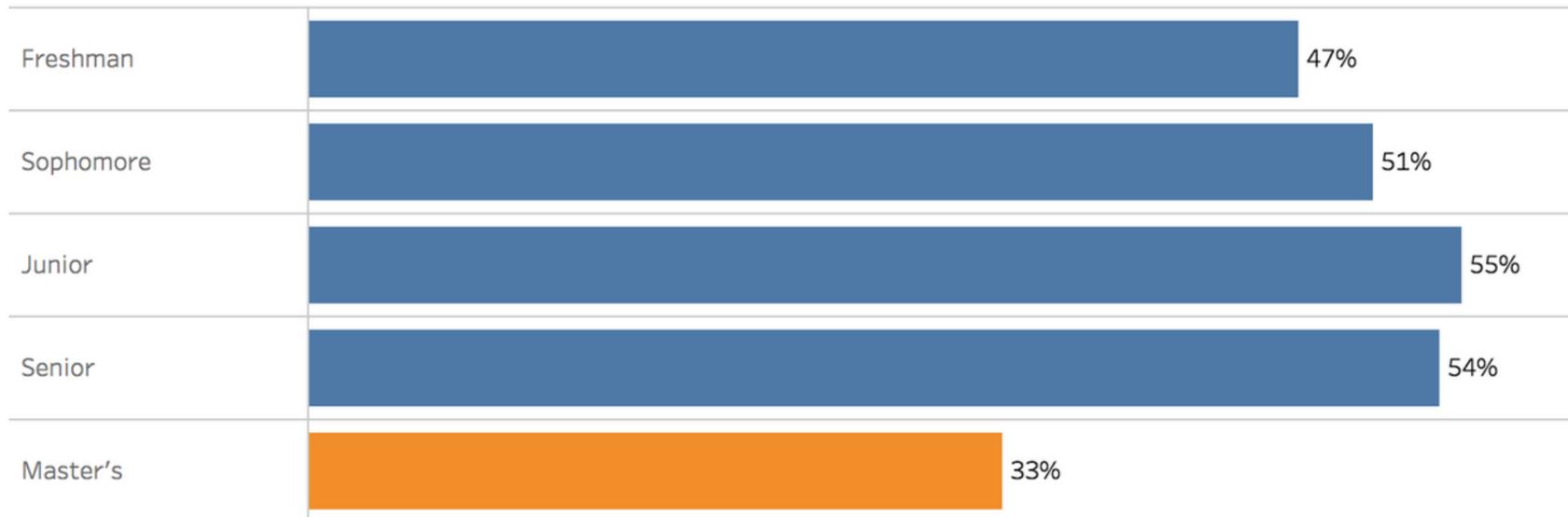
All organizations use data. While data visualization enables you to tell a story through visuals, data analysis involves sorting through massive amounts of unstructured information and deriving key insights from it.

4 Types of Data Analysis:

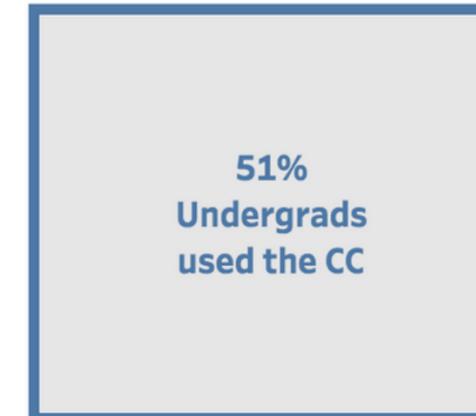
- Descriptive Analysis (analyze, describe, summarize the features of a data set)
- Predictive Analysis (based on the analysis of data, forecast the future)
- Diagnostic Analysis (diagnose problems that are exhibited through your data)
- Prescriptive Analysis (combines insights from all of the above analytical techniques)

WINTER 2020 UTILIZATION SNAPSHOT

Student Level



% Students used the Career Center - including Handshake logins



Career Communities

Number of members and % members who participated in an engagement activity

DATA ANALYSIS & VISUALIZATION



What are my options ?

- Excel
 - The most popular tool for collecting, sorting, and manipulating data.
- R
 - Open-source programming language primarily used for graphics and statistical analysis.
- Tableau
 - Create and share reports across platforms.
- SQL
 - Structured Query Language is used to communicate with a database: query, update, etc.
- Google Charts
 - Free data visualization tool for creating interactive charts for embedding online.



<https://youtu.be/HGxzd-eaLWs>

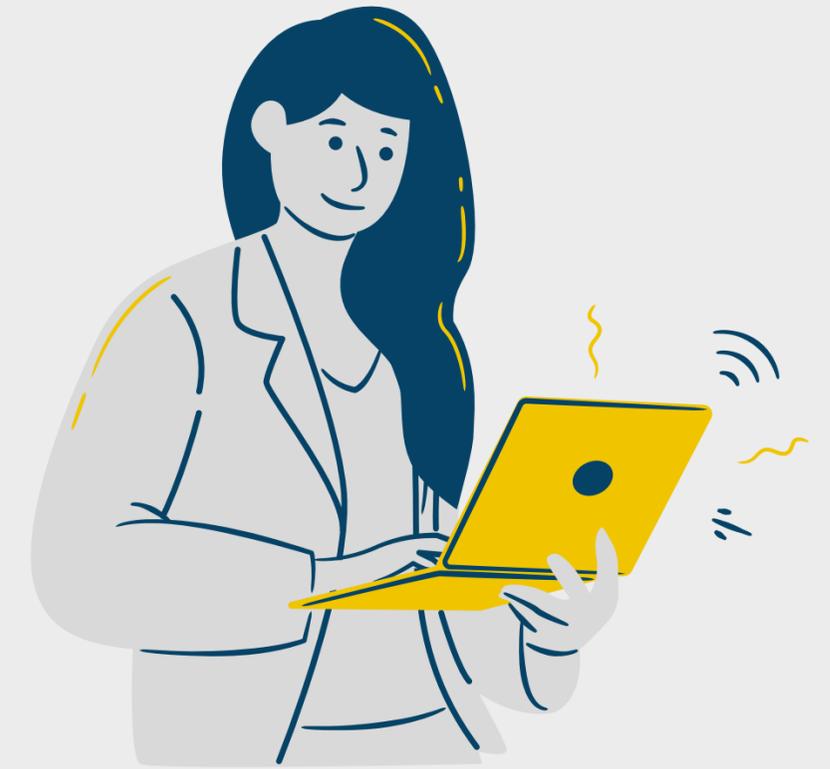


WEB MANAGMENT

CONTENT MANAGEMENT SYSTEMS

CMS (content management systems) helps you create, manage, and modify the contents of your website without the need for any HTML or CSS coding skills. You don't need to be a web developer, a designer, or have any previous experience with website building to use these tools.

Most CMSs offer "drag and drop" functions. Despite their relative simplicity, it's worth gaining skills in working with a CMS.



- Drupal
- Joomla
- Magento
- ModX
- Squarespace
- Wix
- Weebly
- Wordpress

✕ Saved

Customizing Site Identity

Logo
 Add a logo to display on your site. No logo? Buy a pro one from Looka — Click "Create logo" to start.

Select logo

Create logo

Site Title
 Creating a Website

Tagline
 Introduction to WordPress

Display Site Title and Tagline

Site Icon
 Site Icons are what you see in browser tabs, bookmark bars, and within the WordPress mobile apps. Upload one here!

Site Icons should be square and at least 512 x 512 pixels.

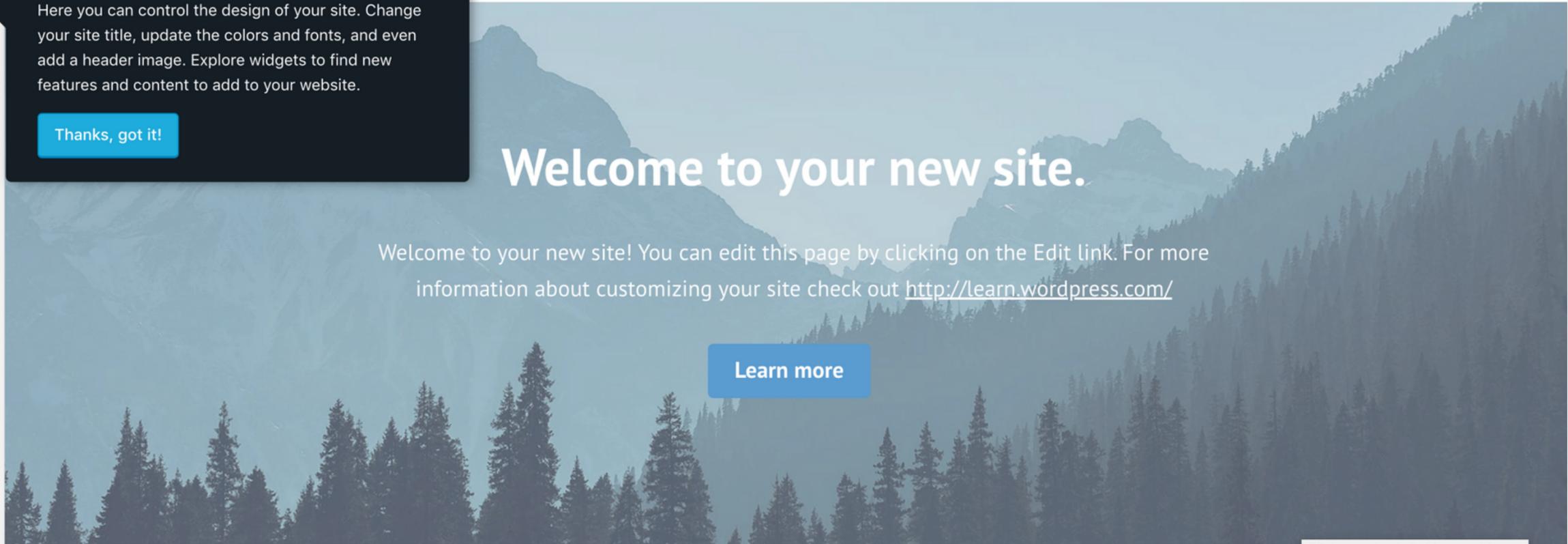
Select site icon

Footer Credit
 Default

Hide Controls   

Here you can control the design of your site. Change your site title, update the colors and fonts, and even add a header image. Explore widgets to find new features and content to add to your website.

Thanks, got it!



Click to go back, hold to see history

Latest from the Blog

Introduce Yourself (Example Post)

This is an example post, originally published as part of Blogging University. Enroll in one of our ten programs, and start your blog right. You're going to publish a post today. Don't worry about how your blog looks. Don't worry if you haven't given it a name yet, or you're feeling overwhelmed. Just click the

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This is an example post, originally published as part of Blogging University. Enroll in one of our ten programs, and start your blog right. You're going to publish a post today. Don't worry about how your blog looks. Don't worry if you haven't given it a name yet, or you're feeling overwhelmed. Just click the

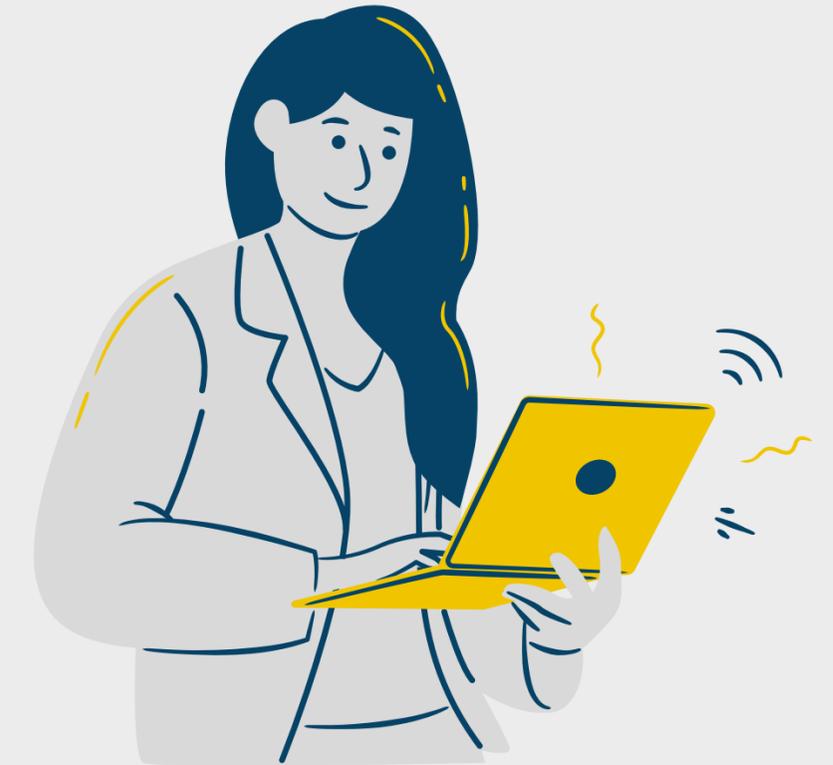
Introduce Yourself (Example Post)

This is an example post, originally published as part of Blogging University. Enroll in one of our ten programs, and start your blog right. You're going to publish a post today. Don't worry about how your blog looks. Don't worry if you haven't given it a name yet, or you're feeling overwhelmed. Just click the

WEB MANAAGEMENT

WEB DEVELOPMENT

Every company has a website. Web development encompasses how a website appears to a user (front end) and how it communicates with internal servers (back end).



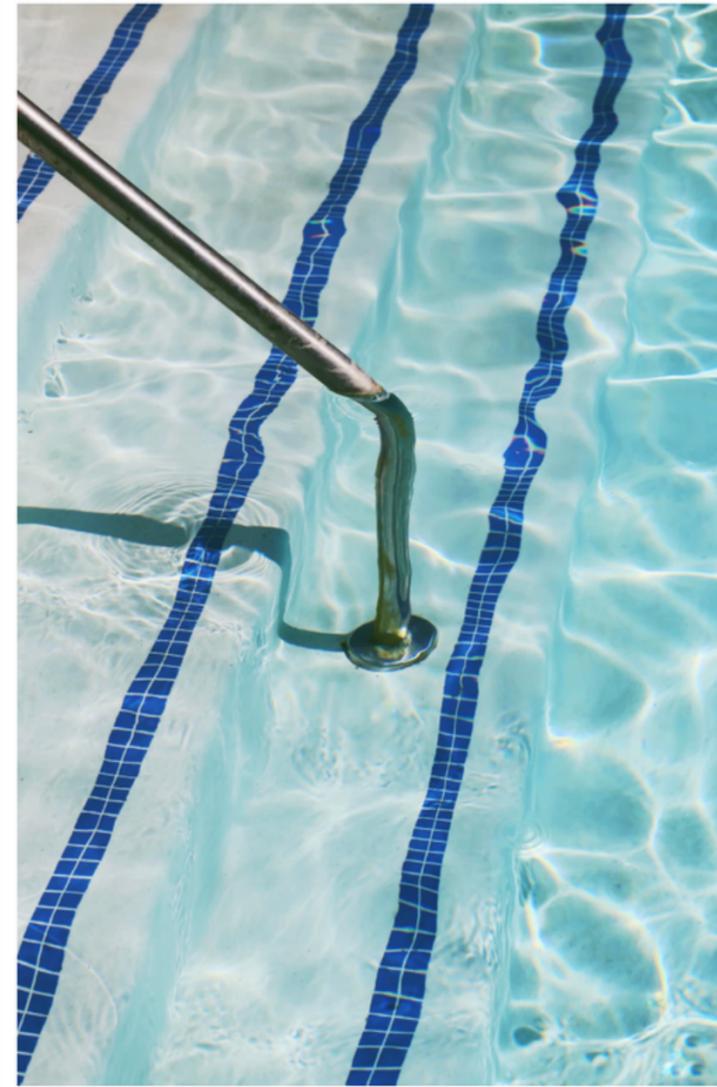
- **HTML and CSS** are the core programming languages for basic web design. They are used to develop the appearance, structure and layout of a website, with HTML representing the content and CSS providing the structure and appearance.
- **JavaScript** makes a website interactive. Anytime a website does anything beyond remaining static, that's JavaScript at work.

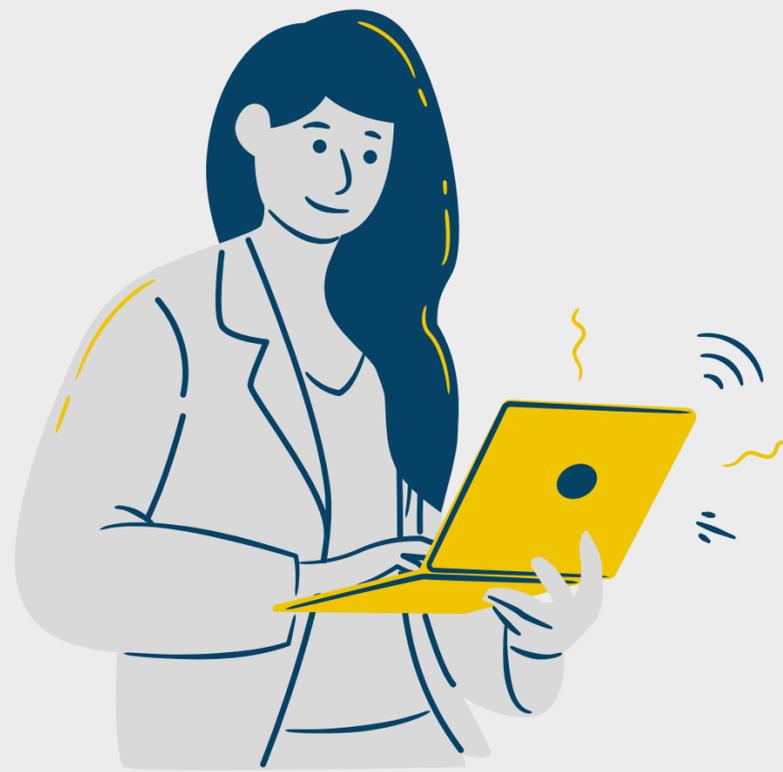
1 <p>SWIMMING POOLS</p>
2 <p></p>

File Edit Insert View Format Table Tools



SWIMMING POOLS





<https://youtu.be/qYCuPqJan0g>



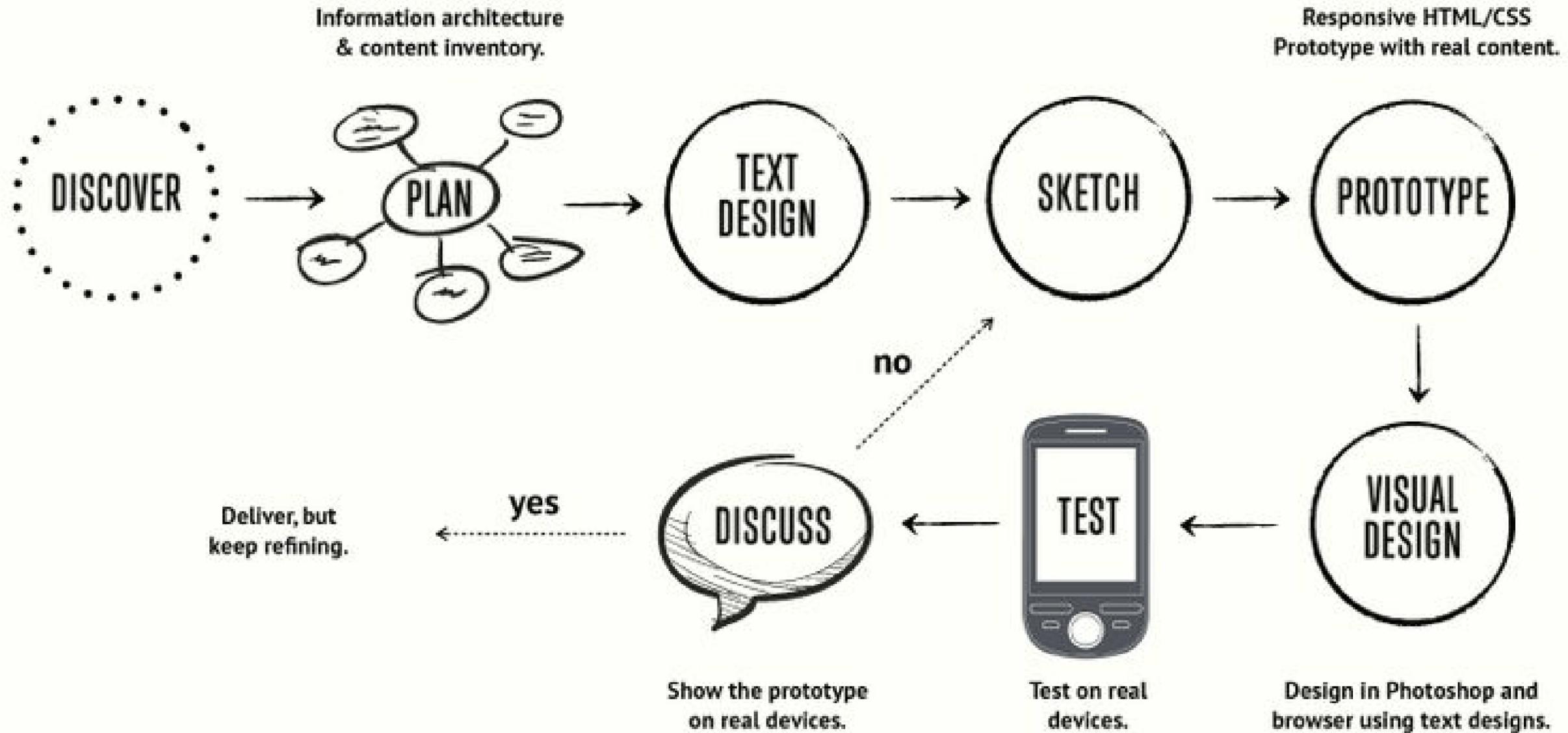
UX (USER EXPERIENCE) and PRODUCT MANAGEMENT

UX design is about how someone feels when interacting with a system or website. UX designers create digital experiences that are useful, easy to use, and pleasing to the end user.

Product management is to organizing as UX is to executing. Digital product managers are responsible for the successful delivery of high quality digital products, focusing on product success over the entire product lifecycle. Their role involves guiding cross-functional teams in the creation of products, providing deep product knowledge and making strategic product decisions.



UX WORKFLOW



PRODUCT MANAGEMENT WORKFLOW

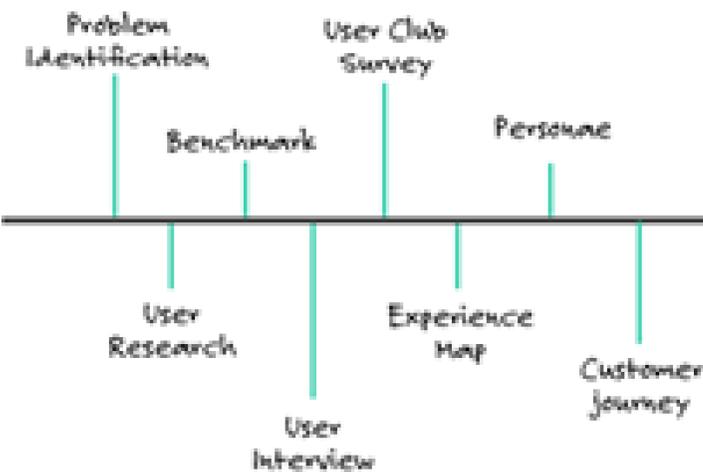
Product Process

Discovery

1-2 Sprints



PM + Designer

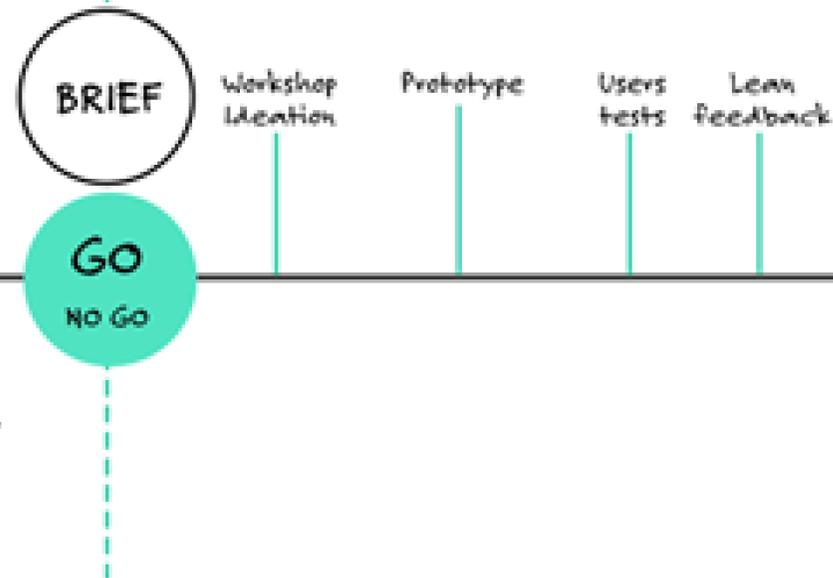


Solution

1 Sprint per iteration



PM + Designer + Dev(s)

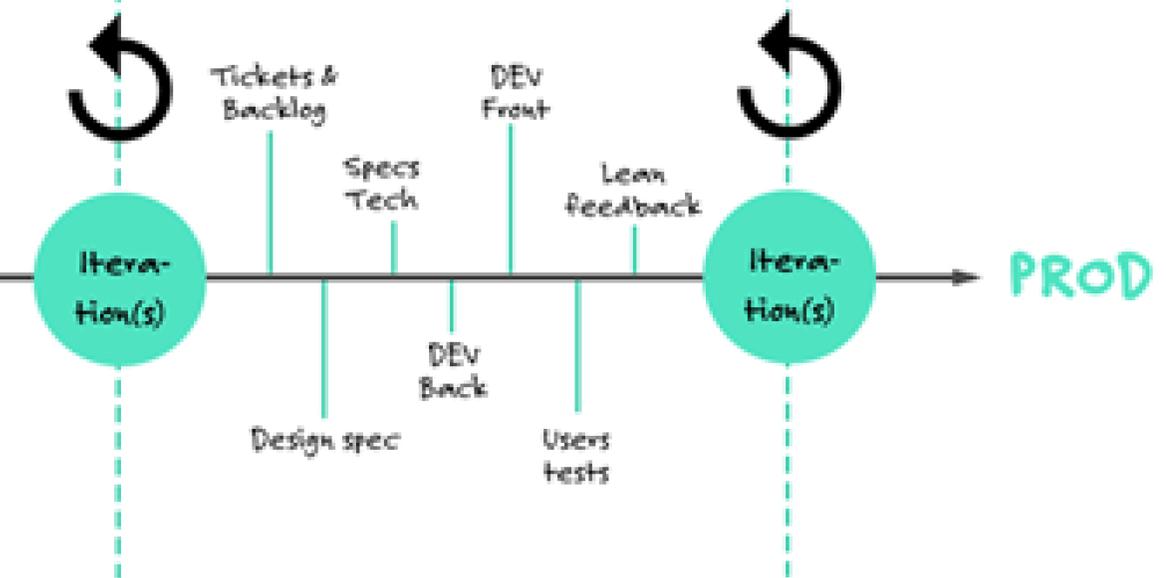


Development

n Sprint(s)



PM + Designer + Dev(s) + QA



UX and PRODUCT MANAGEMENT



Opportunities to Upskill...

- **Design thinking** refers to the cognitive, strategic and practical processes by which design concepts are developed.
- **Survey Design** is critical in determining the quality of research.
- **Prototyping** refers to simple experimental models of a proposed solution used to test or validate ideas, design assumptions and other aspects of its conceptualisation.
- **Usability testing** is a way to see how easy to use something is by testing it with real users.
- **Journey Mapping** refers to a visual representation of every experience customers have with a product.



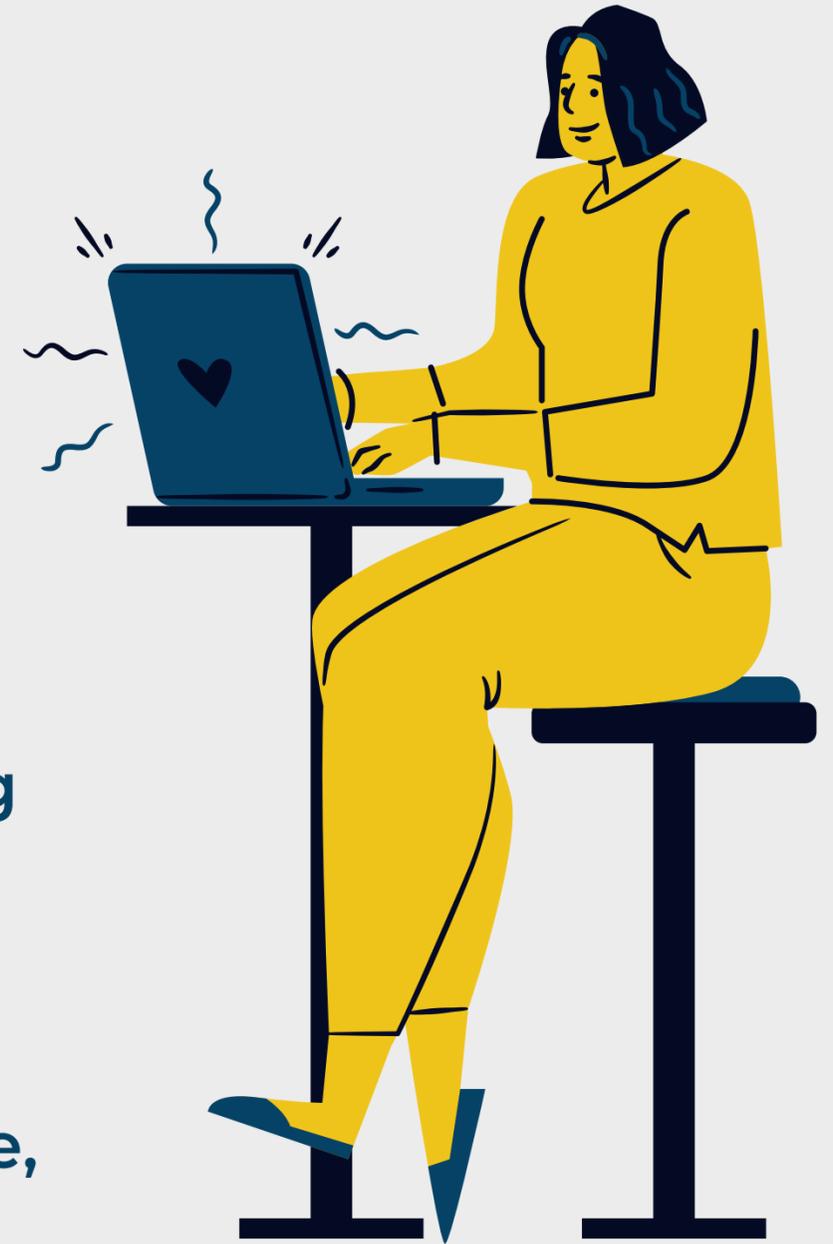
<https://youtu.be/gHGN6hs2gZY>



ANALYTICS

Web and marketing analytics measure user behavior and activity on a website or app, including how long someone stays on a page and what they click. Businesses use web and marketing analytics to optimize user engagement and benchmark site performance.

- **SEO** (or search engine optimization) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.
- **Google Analytics** is the most dominant web analytics service, allowing you to track and report on web traffic.
- **Campaign Monitor** is one of several email marketing tools that include robust reporting tools (like opens, clicks, etc.)





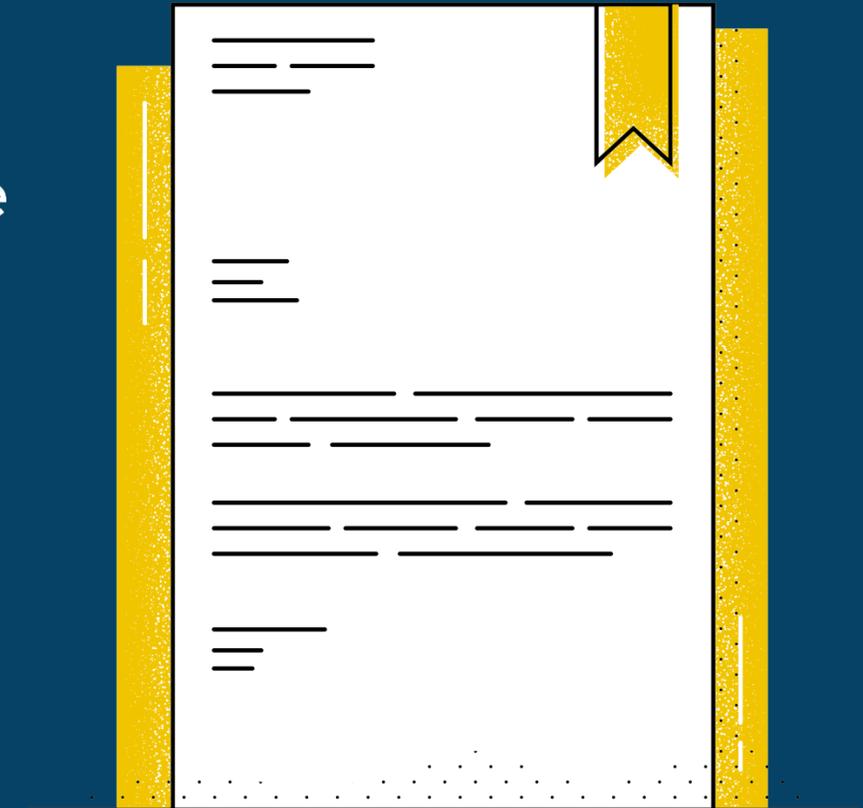
youtu.be/DvwS7cV9GmQ



Pro-Tip: Revise Your Documents

Re-examine your resume, LinkedIn, and cover letter. Make sure it reflects the intersection of your background and your readiness for this new role.

Test your resume by using EMSI's free "Resume Optimizer" tool, a new skills-based prototype that will help people improve their resumes as they apply for new jobs.



skills.emsidata.com/resume

How can we help?

Career Resources & Activities

Resumes & Cover Letters



[Resume Basics: Writing Your Resume](#)
[Resume Design Tips](#)
[Resume or C.V.?](#)
[Writing Your Cover Letter](#)

Job Search Tips



[Your Career Toolkit](#)
[Get Hired on Handshake](#)
[Organizing Your Job & Internship Search](#)



Career Library

5 videos • 75 views • Updated 6 days ago



Welcome to the Career Video Library! We're creating these short videos to compliment the handouts and activity sheets in our Career Resource Library (bit.ly/CareerLibrary). Stay tuned, we'll be adding new videos weekly!



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- 4 **Ace Your Interview**
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- 5 **Launch Your Job Search**
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1:30



Thank You!

