



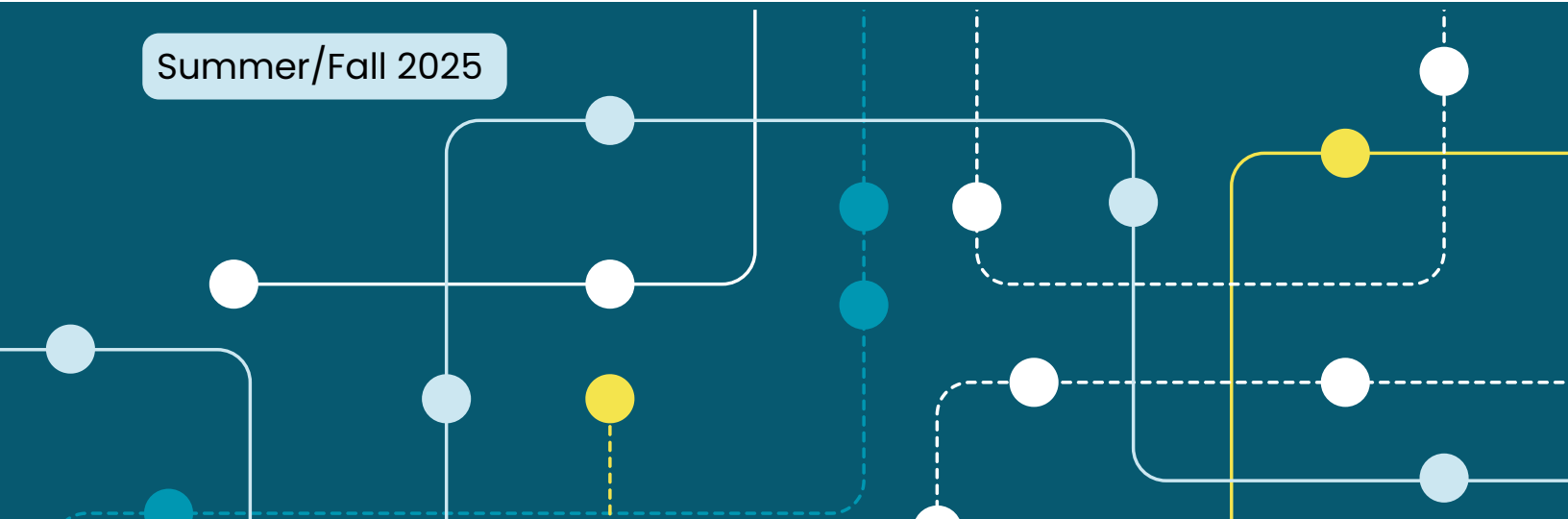
Professional Development for College Educators



# EMPOWER FUTURE-READINESS

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Workshops for Integrating  
Career-Connected, Future-Ready  
Learning in the College Classroom



Summer/Fall 2025

# About Our Workshops

We empower college educators with research-backed, integrative workshops, frameworks, and tools that foster career-connected learning and elevate career readiness in the curriculum and classroom learning experience.

## Focused on Empowering Students—Through You

Our workshops and resources help faculty equip students with the skills, mindsets, and confidence they need to translate their learning into meaningful futures—as professionals, leaders, and lifelong learners.

## Developed by Educators, for Educators

As seasoned college educators and academic leaders, we understand the dynamic, day-to-day realities of teaching in higher ed—and we create resources that respect your time, your goals, and your students.

## Rooted in Research, Built for Practice

As social scientists, our work is grounded in sociological principles and draws on current research in learning design, career development, and leadership to help you bring career-connected learning to life—in ways that elevate student success and deepen engagement.

## Leveraging Strengths for Small Shift, High Impact

We focus on bringing you high-impact strategies and flexible, ready-to-use tools that align with your existing practice—enhancing what’s already working and expanding your reach and impact.

### About Us

At B Optimal, we bring decades of experience collaborating with academic and industry partners to advance higher education’s most enduring missions: *cultivating lifelong learners and socially responsible leaders—prepared to contribute across disciplines, communities, and dynamic careers in an ever-evolving world.*



**LEARN MORE**

## FOUNDATIONAL WORKSHOPS: START WITH WHAT YOU ALREADY TEACH

Our **foundational workshops** are ideal for faculty who are just beginning to integrate career readiness into their courses. They focus on enhancing transparency in existing materials—like syllabi, assignments, and project descriptions—so students can clearly see the value and relevance of their learning.

**Perfect for:** Instructors looking for practical first steps that align with what they're already doing.



### Designing a Career-Connected Syllabus for Undergraduate Learners

**Duration:** 1.5 hours

**Audience:** Faculty, Teaching Coaches & Mentors

**Description:** Infuse career development into your curriculum and make career skill-building transparent by mapping course learning to career competencies and integrating career-relevant language in your syllabus.



### Small Shifts, Big Impact Strategies for Career-Connected Coursework

**Duration:** 1.5 hours

**Audience:** Faculty, Teaching Coaches & Mentors

**Description:** A hands-on session focused on practical, low-lift ways to make career skills visible, valuable, and verbal—without overhauling your course. Participants will learn to identify career readiness competencies in their assignments, adapt an assignment to highlight these competencies, and craft syllabus language that clearly communicates the career relevance of student work.



## APPLIED WORKSHOPS: DEEPEN THE PRACTICE, EXPAND THE IMPACT

Designed for faculty ready to go further, these **applied workshops** explore how to embed career readiness into course-level learning strategies—through inquiry-based learning, formative assessments, and student reflection. Build on your foundations with evidence-based approaches that support transferable skill development across disciplines.

**Perfect for:** Educators ready to expand the impact of career-connected teaching across the term.



### Activate Curiosity & Build Career Readiness with Inquiry-Based Learning (IBL) Strategies

**Duration:** 2 hours

**Audience:** Faculty, Teaching Coaches & Mentors, Instructional Designers

**Description:** Bring career readiness to life through inquiry-based learning (IBL). Learn and try out simple, adaptable strategies that help students ask better questions, build critical skills, and engage deeply. Leave with an action plan to pilot IBL in your own course—no major redesign required.



### Leverage Self-Assessment for Engagement & Career Readiness In the Classroom

**Duration:** 2 hours

**Audience:** Faculty, Teaching Coaches & Mentors, Instructional Designers

**Description:** Use self-assessment to fuel student growth and skill development. In this workshop, you'll explore strategies and tools to help students reflect, track progress, and connect course experiences to career competencies—all anchored in a practical toolkit you can customize and apply right away.



## PRICING GUIDE FOR FOUNDATIONAL & APPLIED FACULTY WORKSHOPS

This pricing guide outlines our workshop offerings across two levels of faculty development—*Foundations* and *Applied*.

Each session is designed to deliver high-impact, hands-on learning experiences with practical takeaways that support career-connected teaching.

Pricing reflects both expert facilitation and the strategic value of each workshop, including custom preparation, session delivery, and post-session support.

### Foundations Track (90-Minute Workshops)

Designed for faculty taking first steps in career-connected instruction. These sessions focus on increasing transparency and aligning existing course materials—like syllabi and assignments—with career competencies.

Delivery Format	Base Price	# of Participants
Virtual	\$950	Includes up to 25 participants. Additional participants.
In-Person*	\$1,350	Groups up to 30.

Recommended Cap: 25 (virtual) / 30 (in-person)

\*Additional fees for facilitator travel and lodging may apply to in-person workshops held outside the Central, Finger Lakes, and Western New York regions.





## Applied Track (120–Minute Workshops)

Ideal for faculty ready to deepen their practice. These sessions integrate inquiry-based learning and reflection strategies to help students actively develop and transfer career competencies across the term.

Delivery Format	Base Price	# of Participants
Virtual	\$1,100	Includes up to 20 participants.
In-Person*	\$1,600	Groups up to 25.

Recommended Cap: 20 (virtual) / 25 (in-person)

## Workshop Bundling Options & Discounts

Bundle	Description	Discount	Price (Virtual)	Price (In-Person)
2-Pack	Any two workshops from either track	10%	\$1,980–\$2,070	\$2,610–\$2,880
3-Pack	Any three workshops from either track	15%	\$2,420–\$2,805	\$3,445–\$4,080

## Optional Add-Ons (Flat Fees)

- Custom Workshop Companion Guide (branded + editable): \$150 •
- Additional Follow-up Coaching Session (1 hour): \$250

\*Additional fees for facilitator travel and lodging may apply to in-person workshops held outside the Central, Finger Lakes, and Western New York regions.



# TRANSLATING SOCIAL SCIENCE LEARNING INTO CAREER READINESS

Empower students to translate what they're learning into what they'll do next—without changing the heart of what you teach.

## WHAT YOU'LL EXPERIENCE

- ✓ 5 hands-on and interactive scaffolded sessions
- ✓ A collaborative space to explore what's already working in your courses
- ✓ Guided exercises that turn abstract ideas into practical, personal tools
- ✓ Supportive peer dialogue and feedback from colleagues
- ✓ Confidence in making career relevance visible without compromising disciplinary depth

## WHO THIS IS FOR

Faculty teaching in the social sciences who are committed to enhancing the career relevance of their courses, supporting student success beyond the classroom, and bridging the gap between academic learning and professional application.

- Social science faculty
- Department chairs or program leads
- Faculty leaders advancing career-integrated teaching + learning

## IMPACT CAREER READINESS

- Increased awareness of transferable skills
- Confidence in articulating readiness for jobs, internships, or grad school
- More meaningful, engaged learning experiences

## DELIVERABLES

**Each participant leaves with a personalized Career Readiness Playbook that includes:**

- A curriculum map showing alignment between course goals and career competencies
- Revised learning outcomes using a transformation framework
- A redesigned assignment or reflection with career relevance
- Student self-assessment and reflection tools
- A career-connected syllabus statement
- A practical, personalized implementation plan



Download the details and pricing guide for this series.

# TRANSLATING SOCIAL SCIENCE LEARNING INTO CAREER READINESS

## FLEXIBLE FORMATS

### Live, In-Person

- 1-Day, multi-day, multi-week
- As a campus-wide, department-led, or cross-disciplinary offering
- As a multi-institutional hosted event

## PRICING SCHEDULE (IN-PERSON DELIVERY)

This live, in-person program accommodates up to 25 participants. Virtual delivery options available for multi-day delivery formats upon request.

Number of Registered Participants	Price*
6 or fewer	\$2,599 / workshop (flat rate)
7-12	\$400 per person
13-19	\$375 per person
20-25	\$350 per person

*Need to accommodate more than 25 participants? Custom pricing available on request.*

\*Additional fees for facilitator travel and lodging may apply to in-person workshops held outside the Central, Finger Lakes, and Western New York regions.



Download the details and pricing guide for this series.





## Not sure where to start?

Whether you're testing the waters or planning for deeper curriculum impact, our flexible formats let you create a path that works for you and your team.

### ENGAGEMENT OPTIONS



#### Start Small

Choose a single-session workshop that aligns with your current goals. These are great entry points to introduce career-connected strategies in just 90 minutes.



#### Build Your Bundle

Pick two or more single-session workshops to create a customized mini-series for your team or department. We'll help align the sessions around your instructional goals.



#### Go Deep

Enroll in our **5-session Career Readiness Playbook Series** to fully integrate career competencies into your course design, reflection strategies, and student engagement approaches.

### DELIVERY OPTIONS

#### Formats

- Virtual and in-person options
- Intensive 1-day, multi-day, multi-week series options
- Department or campus-wide
- Multi-institutional partnerships

#### Participation

- Department or campus-wide
- Multi-institutional partnerships

**Ready to empower faculty to elevate career readiness in their courses – without a curriculum overhaul?**

Schedule a no-pressure discovery call with [Calendly](#) or visit our website to [request a quote](#) today!