





Career Coach

– Creating a Career Vision for Marketing Purposes

Why A Career Vision Is Important

When students know that their education will lead to a great career that fits who they are and is in demand with employers, those students will engage with their education at a deeper and more effective level.



In Omaha, Students Use EMSI's Career Coach as Their 'Personal GPS'

"It wasn't that he couldn't do it; he just couldn't figure out a reason why."

Wayne Brown, Chief Career Officer, Avenue Scholars Foundation



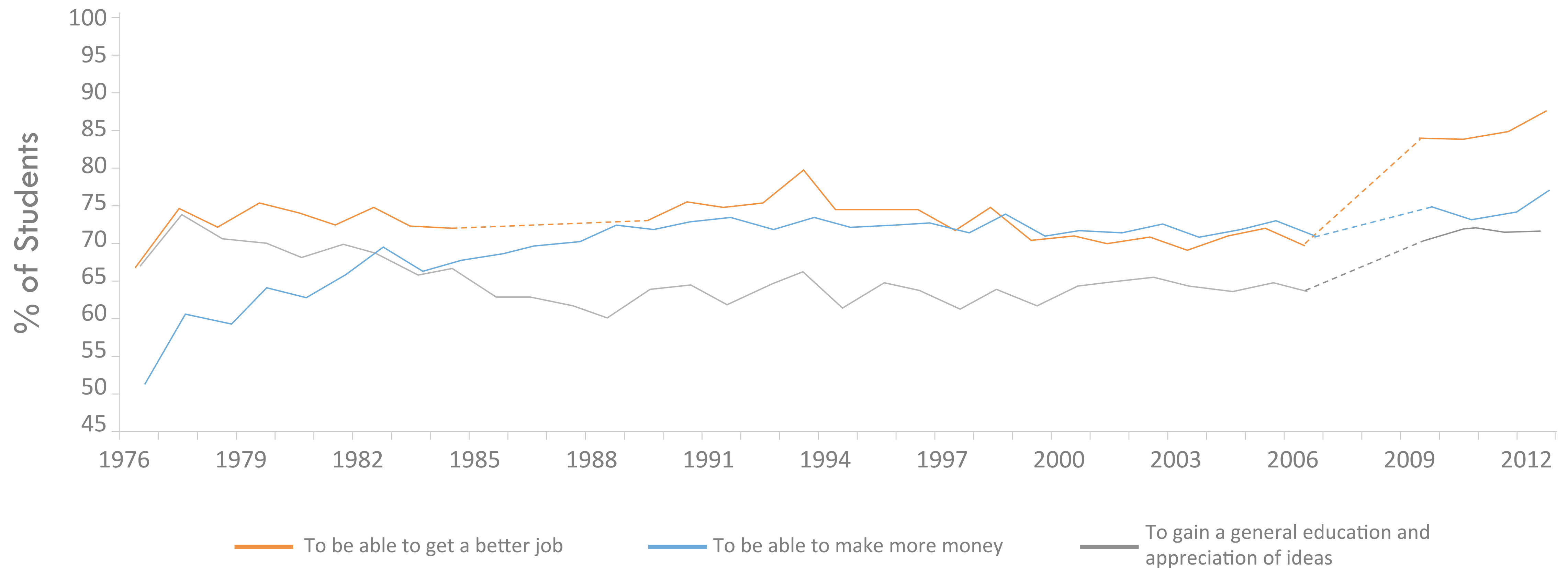
“Never before has the link between a college education and postgraduate job prospects been more important.”

-The Aspen Institute's Guide for Using Labor Market Data to Improve Student Success



The Big E on the Eye Chart Today

Reasons for Deciding to go to College





Career Coach Connects

1.

Current & Prospective Students

2.

To Your Programs

3.

To Regional Career Opportunities

4.

With Your Branding, From Your Website

An aerial photograph of a city street at dusk. The street is lined with multi-story brick buildings, some with lit windows. A large, modern building with a flat roof and large windows is prominent on the left. The street has several cars parked and driving. The sky is a deep blue, and the city lights are visible in the background.

DECATUR & MACON COUNTY




Case Study


AC **START HERE. *GO ANYWHERE.***

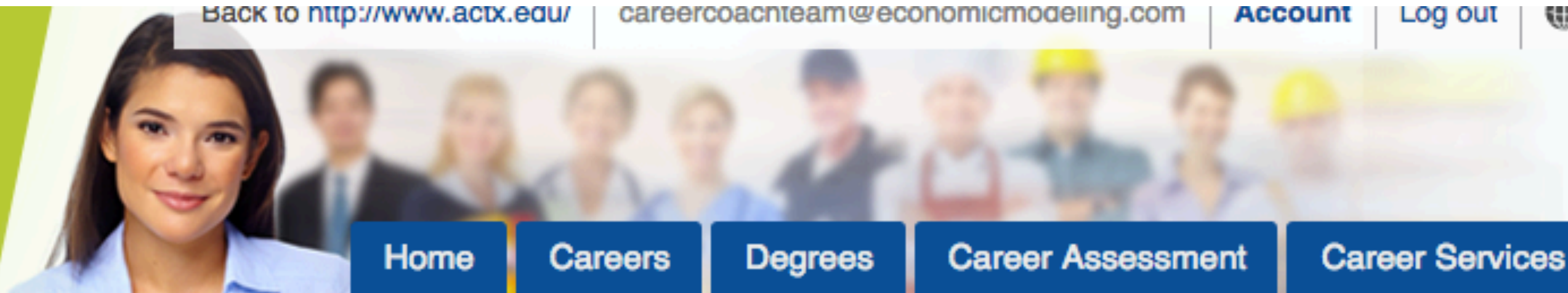
**How Much Can I Make?
What Jobs Are Out There?
Who's Hiring?**

View current, local data on more than 800 careers — and associated education and training.

SEARCH CAREERS



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 May 11, 2016

to

 Jun 11, 2016

[Update](#)

Account

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Admin

Statistics

- Careers
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- Degree Lengths
- Degree Locations
- Departments
- Users
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2624

Visits

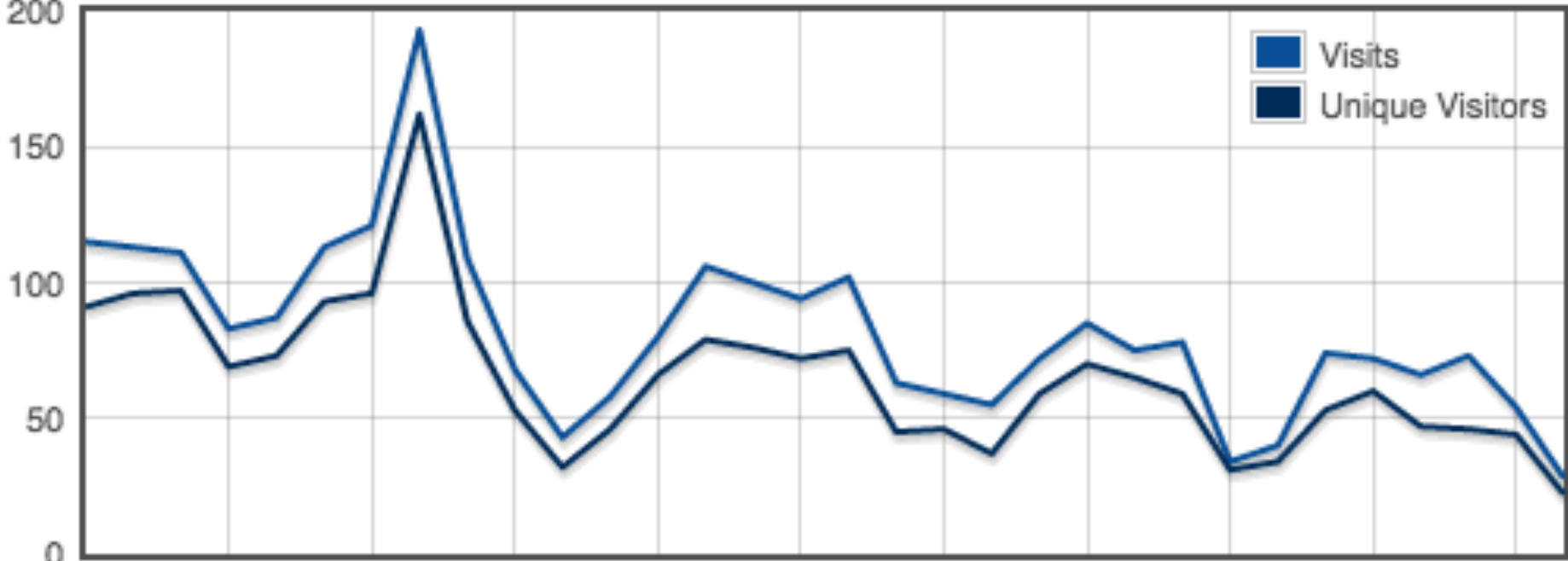
53.7%

Bounce Rate

00:08:05

Avg. Time Spent

[Visits](#)
[Career Views](#)
[Degree Views](#)
[Indeed Conversions](#)





Date	Visits	Unique Visitors
May 11	115	95
May 14	85	75
May 17	190	160
May 20	65	45
May 23	105	85
May 26	95	75
May 29	65	45
Jun 1	85	75
Jun 4	35	35
Jun 7	75	65
Jun 10	25	25

▼ Top Searches

CDL	39
mortuary	36
Social worker	28
sonography	27
teacher	24

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▼ Top Cities

Amarillo	914
Mountain View	467

▼ Top Viewed Careers

emsi

11

Occupation Views

•Total Occupation Views

- 6 months: 13,623
- 1 year: 22,543

•Top Occupations (6 months)

- Radiation Therapists (1384 views)
- Occupational Therapy Assistants (425 views)
- Nuclear Medicine Technologists (364 views)
- Surgical Technologists (324 views)
- Medical and Clinical Laboratory Technicians (292 views)

•Top Occupations (1 year)

- Radiation Therapists (1565 views)
- Nuclear Medicine Technologists (631 views)
- Occupational Therapy Assistants (606 views)
- Medical and Clinical Laboratory Technicians (479 views)
- Diagnostic Medical Sonographers (466 views)

Account

My Careers
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Views
55

Bookmarks
1

▼ Top Searches

blank search	11
Business administration	6
business	3
accounting	1
Office	1

Page 1 of 1



▼ Viewer Locations

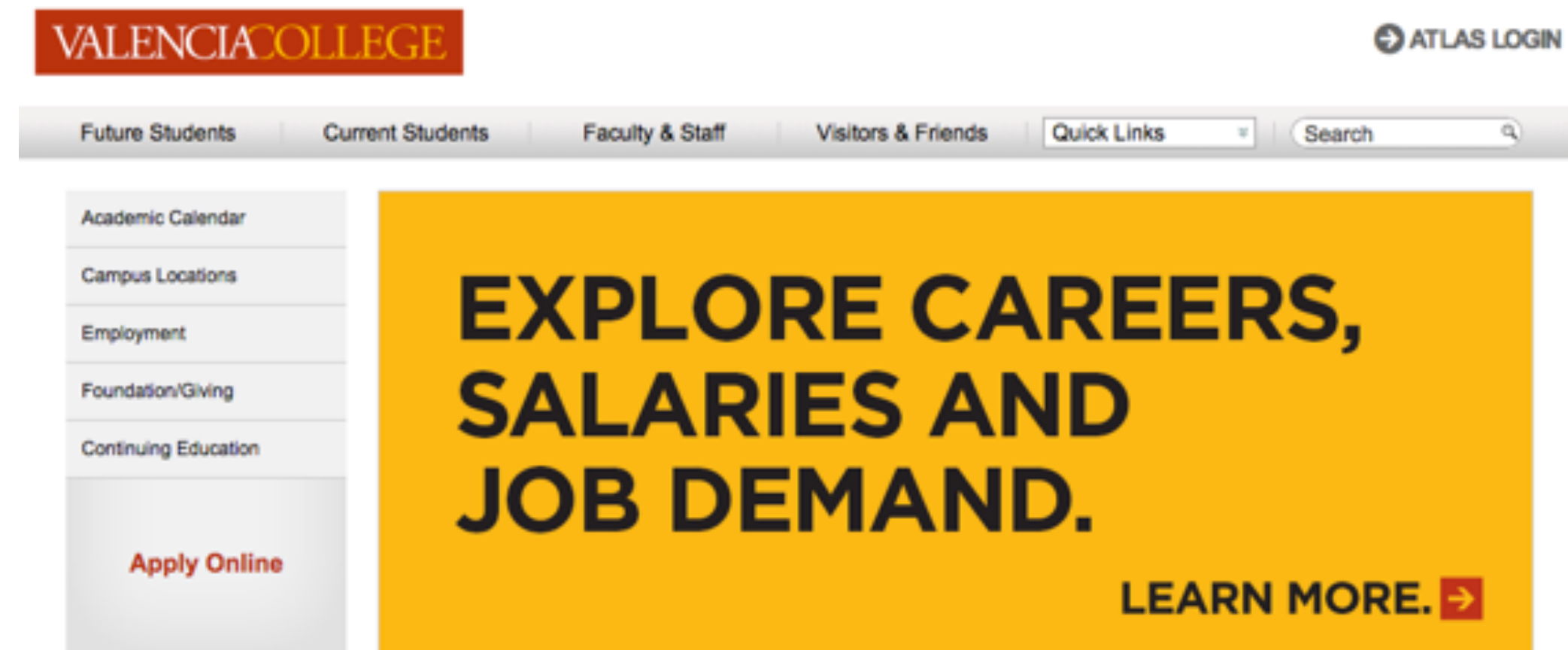
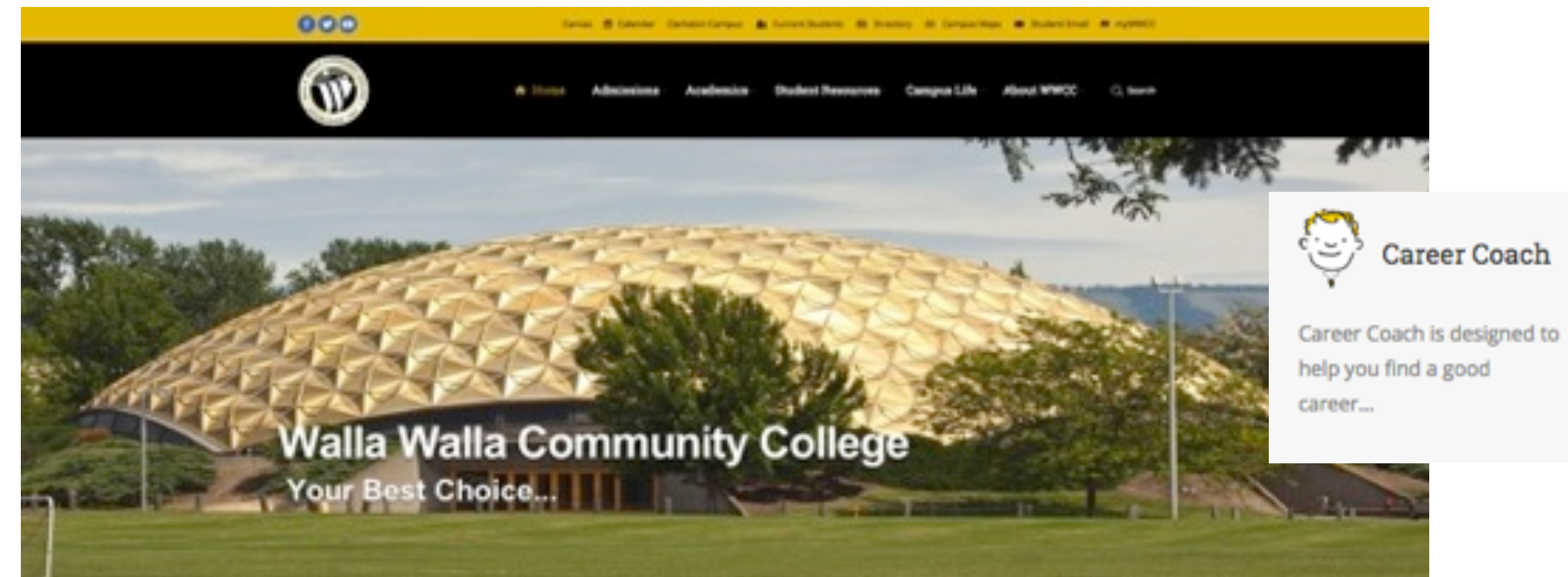
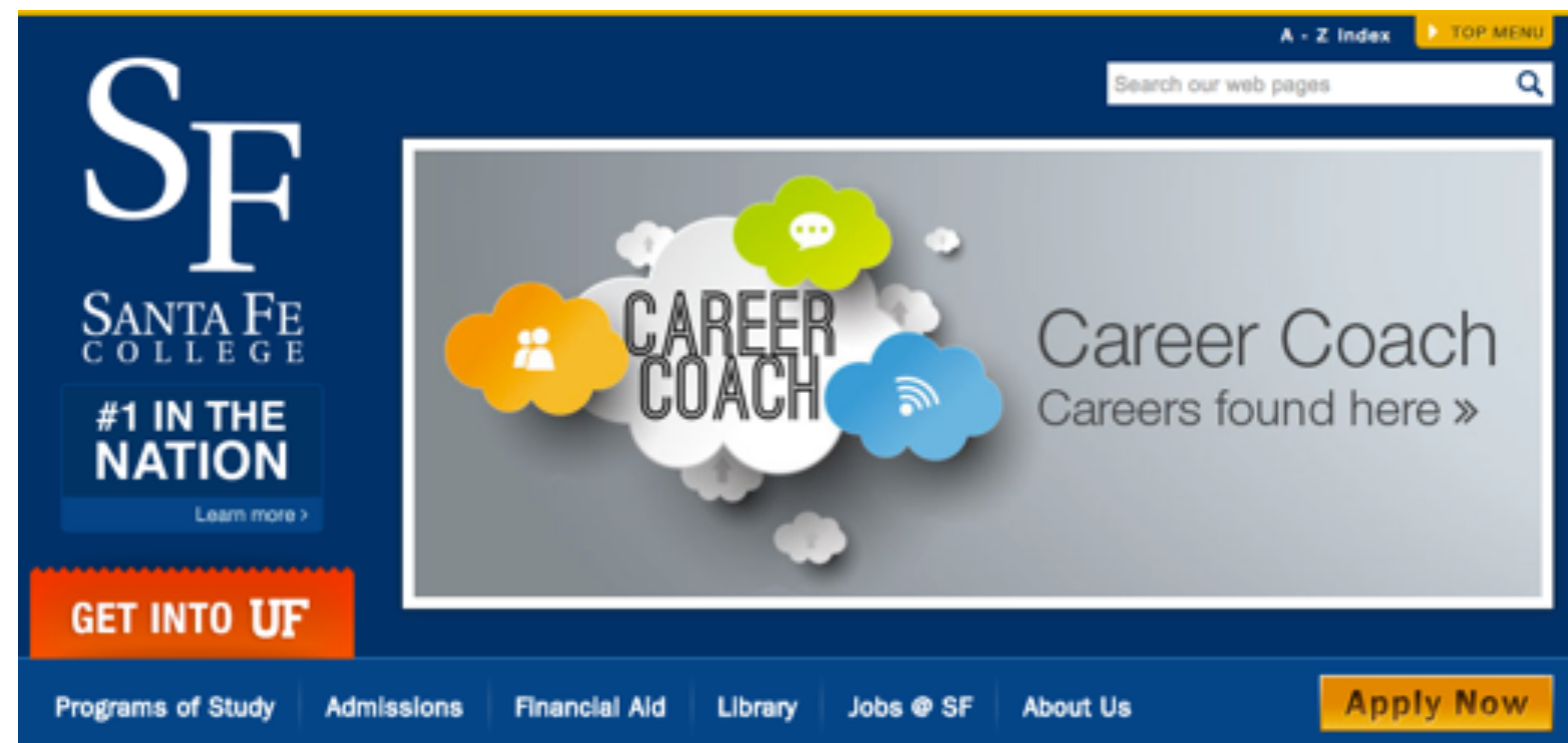
Amarillo	30
Irving	5
Conroe	4
Pampa	2
Trenton	2

Page 1 of 2



▼ Users With This Degree Bookmarked

shantell.green07@gmail.com



The last 3 Aspen Winners have Career Coach embedded on their homepages.





2015 Aspen Prize Winner



“Career Coach helps to show the value of our programs and also to highlight the high wages that students can get from those programs,”

- Naima Brown, Vice President for Student Affairs.

Using Google analytics, Algonquin College was able to determine some pretty Interesting statistics about Career Coach users:

- Algonquin: 60% of Career Coach Users Register for Programs
- 80% are new leads / 20% current contacts

“Since the launch, Career Coach has helped students start their course of study with defined, in-demand career goals so that they remain motivated throughout their college experience, ultimately finding great careers.”



Lindsay James
Marketing Officer| Algonquin College

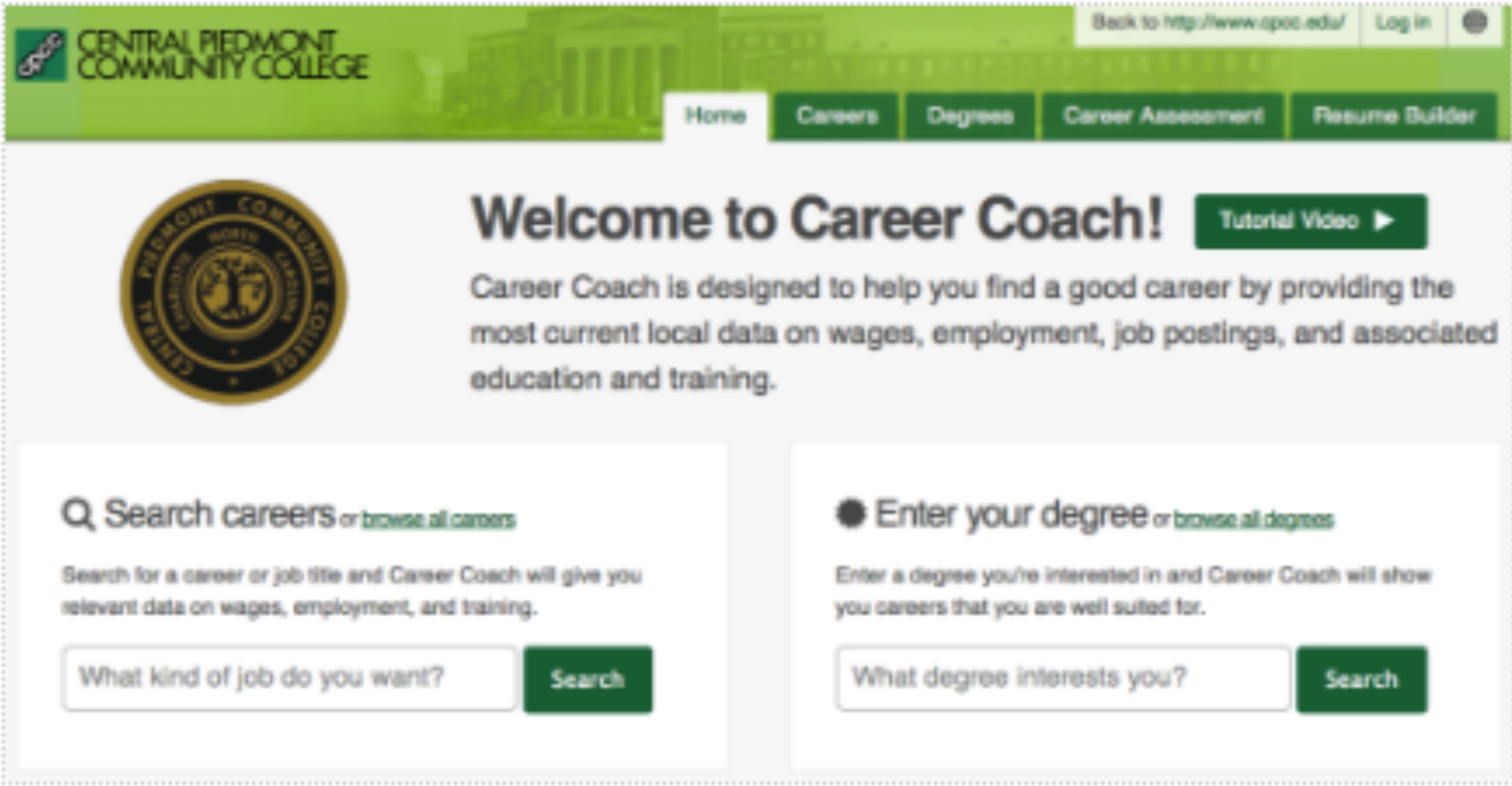


Since May of 2015 the FSCJ Career Coach site has drawn more than 33,000 visits and maintained an average session of 9.5 minutes by engaging students with relevant career information.

We believe Career Coach is a fantastic product that empowers our students to take charge of their own academic journey and associated career decisions *and we have set our sights on being the number one user of Career Coach in the nation.*

- **Richard Turner** - Dean of Enrollment Management, Florida State College at Jacksonville

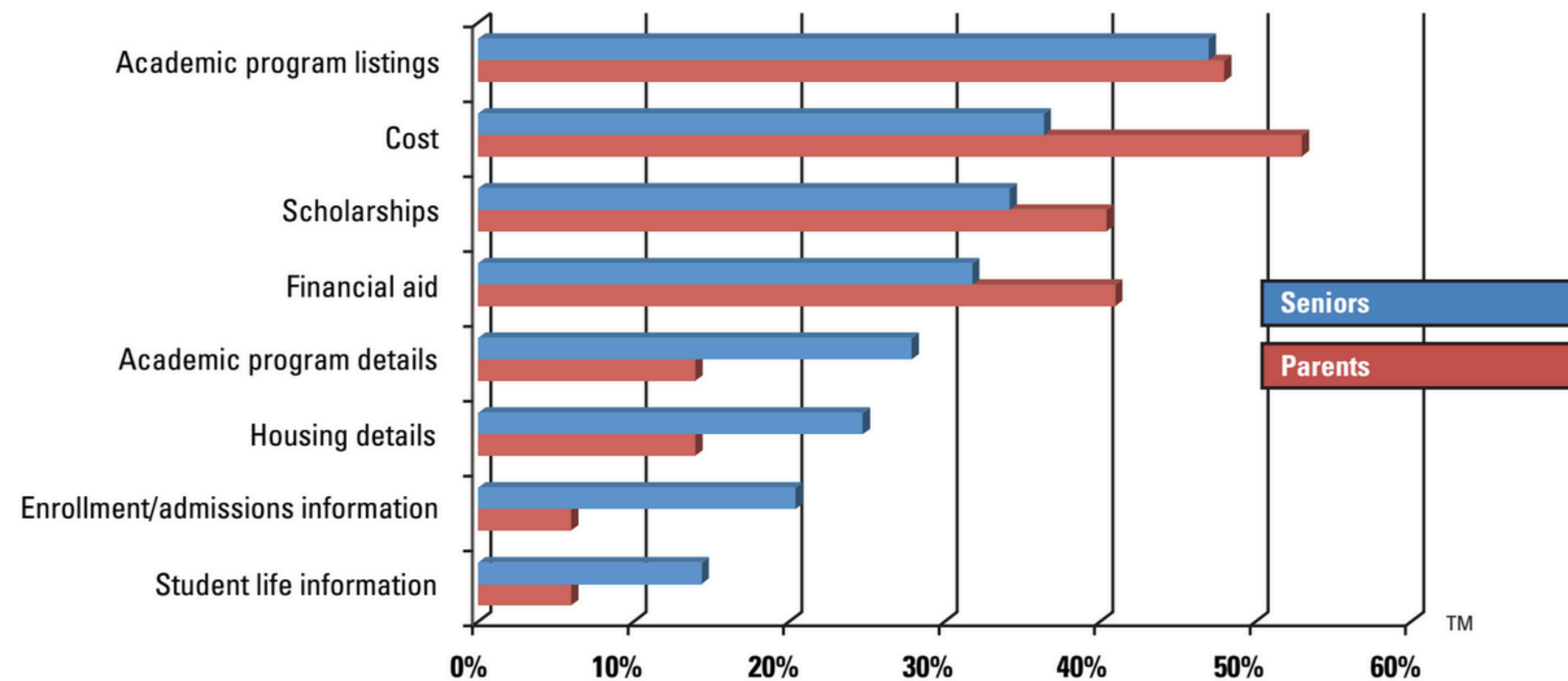
New York’s Monroe Community College Takes Steps to Identify and Address Regional Skills Gap



Career Coach: A ‘Depth of Information’ in One Place for CPCC Students

What are Students and Parents most concerned about?

Seniors and parents were asked what were the top three things they looked for on a college's website.



**Taken from the 2014 E-Expectations Report*

Noel-Levitz, Omni Update, College Week Live, and NRCCUA E-Expectations survey 2014

62% of Students and 51% of Parents prefer web-based resources for learning about colleges. Seniors, students, and parents favored the College Website over any other resource.

All state that academic program content and statistics on jobs and graduate placement were some of the best ways to demonstrate educational value on college websites.



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CENTRAL
FLORIDA

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You Tube



my CF

FUTURE
STUDENTS

CURRENT
STUDENTS

FACULTY &
STAFF

DONORS &
ALUMNI

COMMUNITY
& VISITORS

SEARCH SITE:



APPLIED WELDING TECHNOLOGIES

Postsecondary Adult Vocational Certificate

The Applied Welding Technologies program is offered at the **Jack Wilkinson Levy Annex** in Levy County. For information, contact the Levy Center at 352-493-9533.



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JACK WILKINSON LEVY ANNEX

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EXPLORE PROGRAMS

STRUCTURAL IRON AND STEEL WORKER

In your area, people working in this
occupation typically make

\$20.36 PER HOUR

Find out more at

CAREER COACH

Career Coach Clients in Texas



“The community college world is moving quickly to a ‘choose your career, not a choose your major’ approach. Redesigning Community Colleges (published in 2015) is heralding a move to guided pathways, meta majors, student success, gainful employment, and employer engagement/outcomes. All have the focus of limiting choice for students so that they can succeed.”

- Dr. Bill Holda, Former President of Kilgore Community College

COMING SOON

An updated version of Career Coach

- Mobile-friendly
- Pathways-ready hierarchy
- Transfer mapping made easy
- Front page more customizable
- Single sign-on
- Enhanced job posting analytics, job skills
- More student-savvy interface

[Careers](#)[Assessment](#)[My Resume](#)[California](#)

Your future made easy.

Discover education and careers based
on your interests and strengths

[Get Started](#)

WATCH HOW IT WORKS

STEP 1

Understand Yourself

STEP 2

Career Exploration

STEP 3

Declare A Pathway



STEP 1

Complete Our Quick Questionnaire

Our questionnaire is aimed to help you understand your strengths and interests. We use that data to match you up with potential career pathways.



STEP 2

Discover Careers That Fit Your Interests

You are matched with careers based on your answers. These matches are meant to help you discover what you could potentially be great at.

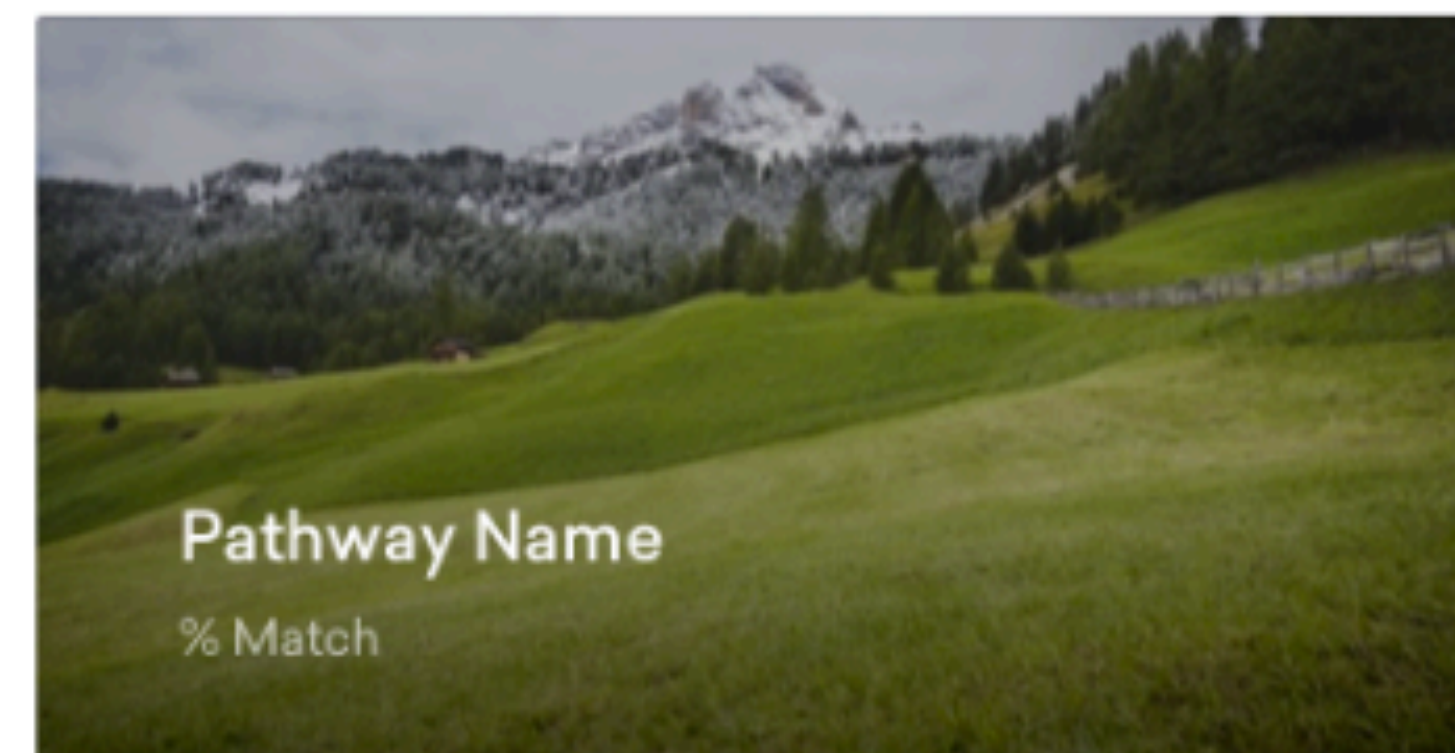
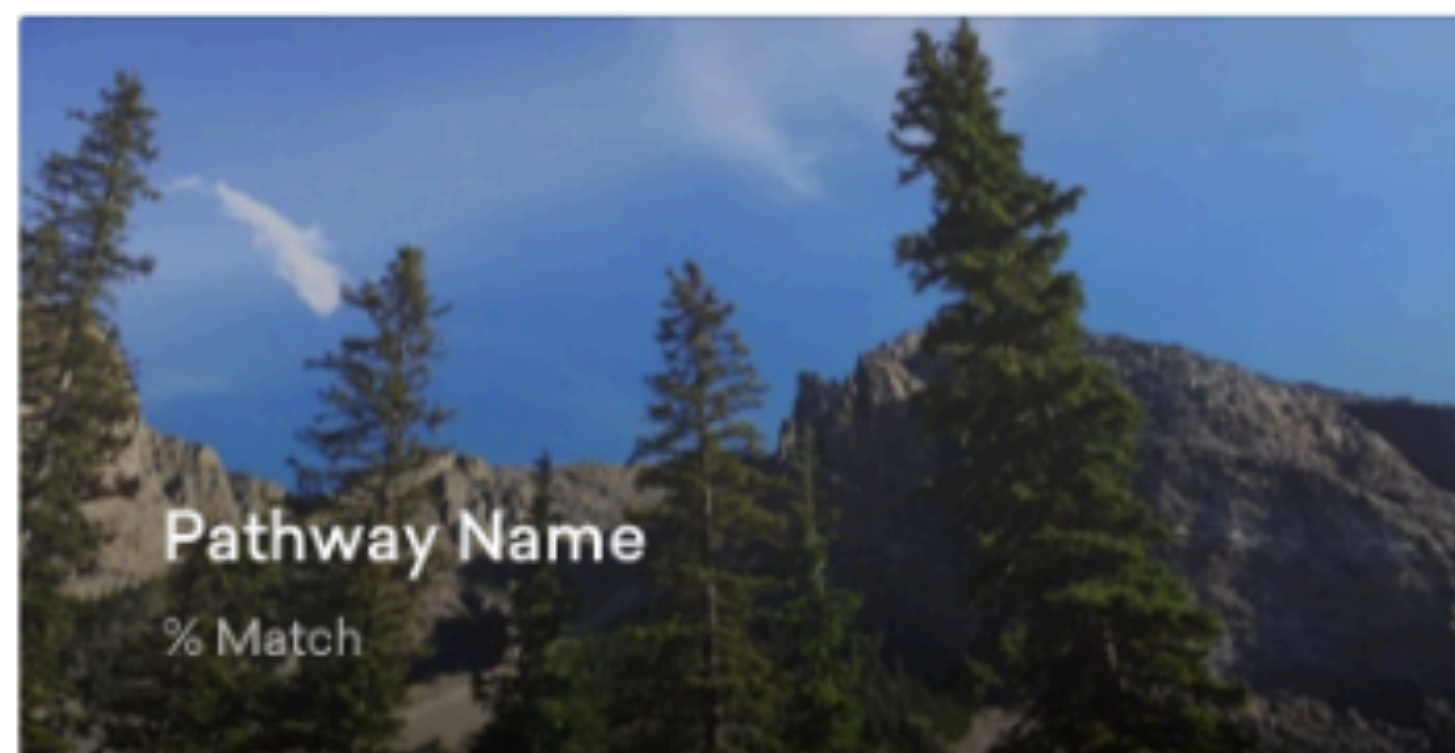
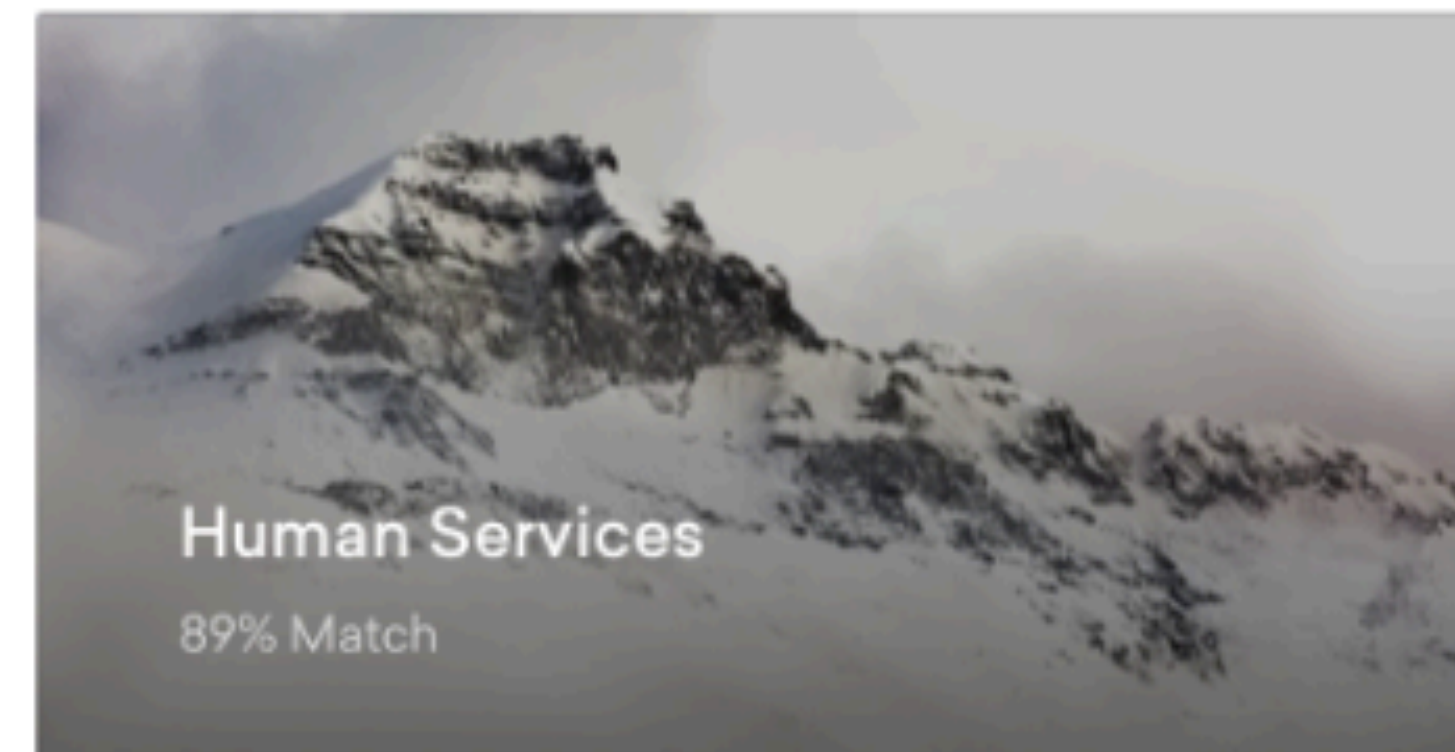
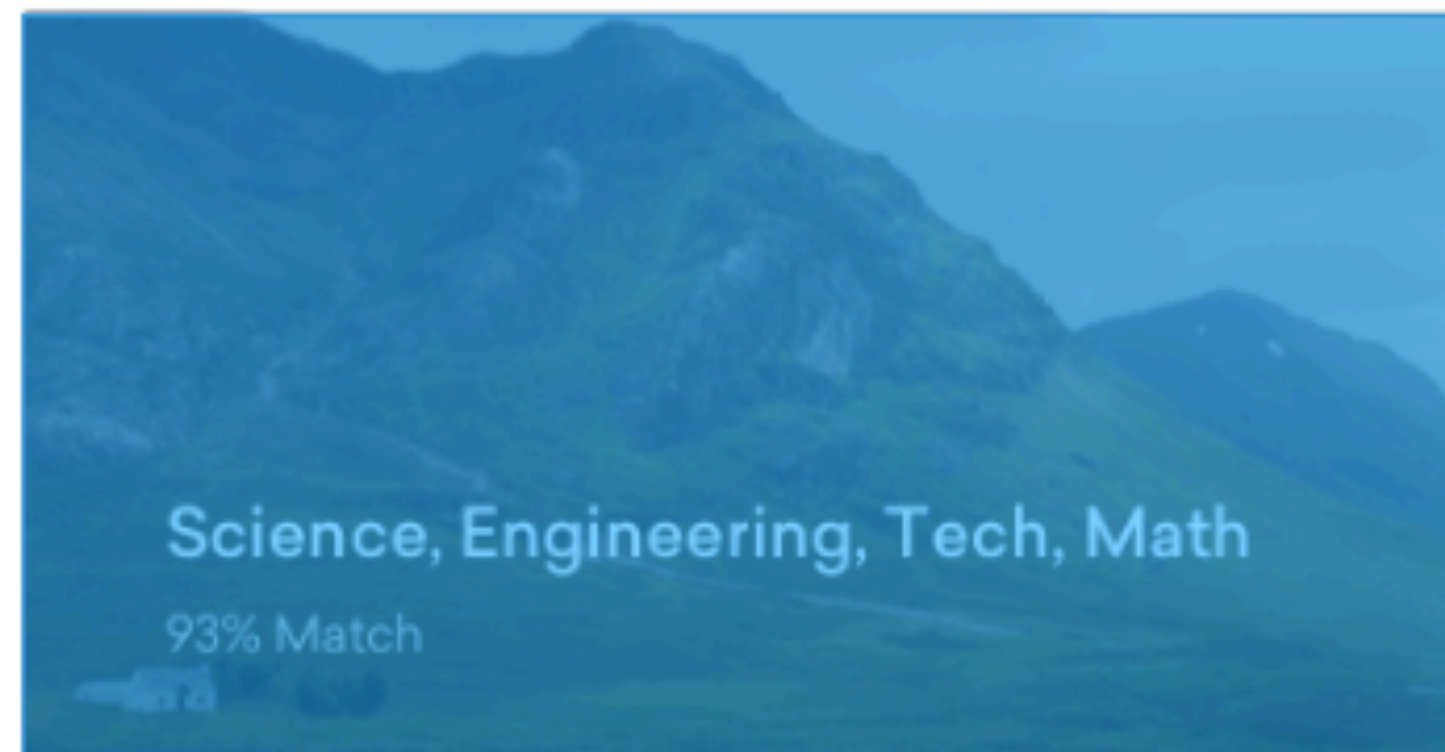


STEP 3

Find Programs That Lead To Careers

Finding the right program can be a challenge. We've made it easy by generating a list of top programs for specific careers that you like.

Explore Careers



Thank You

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