# New Career Community Modules designed to support your current visions and goals

The following are the new modules available to enable you to continue to advance career and professional development support and life-long learning programming.

## Here are the modules that will help you advance your overall strategy:

1. **Create and integrate new and existing webinars/lectures/videos and information.** You now have the opportunity to create your own webinars/lectures/videos within the TalentMarks platform. This feature will enable authorized administrators to; 1) Create multiple webinar/lecture series with unique names, i.e. Faculty Lectures, Career Tips, etc., 2) Create individual webinars/lectures/videos within your new series! This requires a rewrite in the program, the search and filtering system, authorization and databases.

2. **Customized Career Courses.** This will enable authorized staff to create customized career courses designed for specific audiences. The goal is to give those who are in a unique career transition 3,4 or a dozen or more lectures to watch that will give them the information and knowledge they will need. For example, the type of information students need to acquire the skills sets and knowledge to land an internship, or to land their first job are different then the alum who is in a career change, or finds themselves unemployed. You can create courses from available author lectures or create your own webinar/lectures.

3. **Match your college design and new filter and home page modification.** This is a major rewrite that will make the Career Community match the look and functionality of your college website. It also will modify the search and filter program to accommodate you creating your own webinar/lecture series and lectures.

4. **Career Management Certificate.** This is a fantastic way for job seekers and students to show their commitment to their careers. A user can watch a lecture that teaches them to hold more productive meetings, to become a better presenter/communicator, leader or team player and then print out a certificate to with the name of the author, title of book and two signatures of "authorizers on campus". The career center can encourage students to watch a webinar on resumes and then print out the certificate and require them to bring it into resume review meetings. We've seen career center directors post student certificates on the wall to build awareness and participation in the program.

5. **Enhanced reports and analytics.** This will provide more user-friendly reports and deliver the information in a more strategic way.

6. **Single sign on.** To make the flow from iModules/NetCommunities/Blackbaud or a campus database to the Career Community effortless, we can program your Career Community with authorized and approved single sign on.

7. **Career Parent Club.** The CPC is designed to engage parents and encourage their students to take ownership of their careers and visit the career center frequently.

# Current Enhancements Available for your Career Community!

Here are new enhancements we have made, can make, or are adding to your Career Community and are covered by your yearly subscription fee.  <u>Some of these enhancements will require your approval to integrate the program.</u>

- **My Schedule.** MySchedule enables users to mark upcoming lectures to create their own schedule. This feature also sends a reminder email a day before the lectures they added to their My Schedule
- **Transcripts Available** identifies which lectures have a complete typewritten transcript. It's a perfect way to help those hard of hearing and/or deaf to participate in your series.
- **Ratings**. Users can now rate each recorded lecture and offer comments.  The lectures are now dynamically listed from highest to lowest rated.
- **Feedback.**   You will now get feedback from your alumni.  We are setting up a SurveyMonkey account for you to collect comments from YOUR alumni. You will receive an email reminder for each comment and will be able to review all comments at any time.
- **Donate.**  This is optional.  Simply tell us which page on your website you want the Donate button to link to.  See additional page for details.
- **Ticker tape.**  This will display the first name, last initial and class year of recent visitors to your Career Community.  It has two functions.  One to show that others are actively taking ownership of their careers, and two – there will be a statement in the ticker tape display that will say – Click to develop your career plan.  The goal is to get alumni updating their profile and using the "Siri-like program that suggests webinars based on their current needs.
- **Facebook Login.**  Designed to make it easier for users to access the Career Community. We have on our development board to add <u>LinkedIn login features</u> in the second quarter of next year.

## New Modules on the development board

1. **Mentoring.**   Our plan was to create a career ecosystem that would attract both students and alumni.  Now that we are offering new ways to engage students by giving them the ability to print out achievement certificates to share with hiring authorities, we are now developing a mentoring tool that will connect students with multiple alumni.
2. **Career Coach Directory.**   You have dozens of alumni who are skilled professional career coaches.  This directory will give them an opportunity to showcase their expertise and for alumni and students to find them
3. **Gamification**.   Gamification is another way to reward people for investing time in their careers.  They will receive badges, points and recognition through their social media channels.