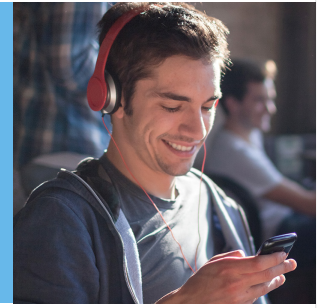




Provide your student job seekers with more opportunities and career preparation tools than ever before



CURRENT SITUATION

Career services offices have what may sometimes feel like an overwhelming amount of responsibility, which, understandably, is often divided between many different team members. With so many intertwining aspects of career services, it's easy for the workflows to become tangled and valuable time to be wasted as a consequence. An organized approach to career services is absolutely critical in ensuring that maximum efficiency and efficacy are being achieved; all pertinent data, communications and tasks should be consolidated into one core place rather than scattered between countless various programs and documents. Without a system of organization and clearly defined workflows in place, a career services office is functioning at nowhere near the level of productivity it could be.

Just as important as making day-to-day tasks easier for career services staff is providing students with the resources they need to pave the way to future success. In 2015, it was estimated that millennials, many of whom are recent college graduates, made up around 40% of the unemployed in the United States.¹ With that in mind, career services offices need to make aggressive efforts to facilitate connections between their students and viable employment opportunities.

Who Uses CSM?

UCLA

Colgate University

Yale



CURRENT SITUATION (CONT.)

Furthermore, a noticeable trend has recently developed into a point of concern for many students and recent graduates: employers now require experience even for entry-level positions. This creates an "experience loop" for many individuals entering the professional world as they wonder, how can they get experience if they need experience to do so? It's a paradox, and it can only be prevented by ensuring that students acquire experience in their field before they graduate and officially enter it. Internships are a key part of the solution to this, and students need a resource they can use to find these invaluable stepping-stone opportunities experience in their field before they graduate and officially enter it. Internships are a key part of the solution to this, and students need a resource they can use to find these invaluable stepping-stone opportunities.

SOLUTION

In any career services office, it is paramount that each team member is operating from the same central starting point.

“Employers now require experience even for entry-level positions.”

CSM is the solution for implementing this level of synchronization between team members by connecting all career services staff members to one database. Within CSM is a wealth of information that, even in spite of its breadth, is easy to navigate and sort.

Continued on the next page

SOLUTION (CONT.)

Whether an associate is accessing student and alumni records or searching through lists of employer contacts, this concept of presenting sophisticated data in a simplified format applies in all contexts of CSM. After the correct student, alumni or employer contacts are quickly located, they can then be sent targeted emails by batch. These emails are fully customizable to allow personalized fields and aesthetically pleasing design.

CSM also allows staff members full control over the entire lifecycle of career fairs, workshops and other events and enables them to manage all advising and counseling appointments. Unlike other career services management systems, CSM is widely customizable to fit the personalized needs of schools on an individual basis.

Virtually any type of data contained within CSM can be turned into an ad-hoc report so that offices can analyze statistics and identify trends to better understand students' activity and needs. This level of insight will contribute to more effective career services planning and operations in the future. In addition, CSM partners with NACE to allow schools to quickly enter Final Destination Survey data to track graduate employment outcomes.

One of CSM's most unique features is that its support staff is hired directly from the higher education field, which ensures that users receive answers that are compatible with the higher ed language and landscape.

“One of CSM’s most unique features is that its support staff is hired directly from the higher education field.”

On the student interface side, CSM's offerings are invaluable for students wishing to optimize their chances of success. Top companies like Amazon, Deloitte, Google and NASA partner with Symplicity to seek out prime student candidates. Employers can reach out to students of interest directly, and students can browse through employers using robust search filters.

CSM uses intelligent job matching to provide students with suggestions catered to their interests and qualifications.

In CSM, students can search for internships and manage the entire internship lifecycle, from initial application and acceptance of an offer to self-evaluation upon completion. With internship experience, students can more effectively combat the “experience loop” and enter their fields with a more impressive resume to heighten their chances of employment.

Students are able to personalize their employer-facing profile with a range of supporting documents, like portfolios or projects they've completed. They can then choose whether to promote themselves in search to appear to all recruiters or whether to only appear to recruiters whose jobs they've applied for.

Everything students can do in CSM from their computer can also be done from their smartphone or tablet using the Careers by Symplicity app.

Value

CSM offers students access to a network of 400,000 active employers that includes 89% of Fortune 100 companies.

1 | <http://www.newsweek.com/2015/06/05/millennial-college-graduates-young-educated-jobless-335821.html>

WHO WE ARE

Symplicity is the market leader of student employability solutions. At Symplicity, we are deeply committed to partnering with the global higher education community to redefine student and institutional success by breaking down departmental silos and leveraging Symplicity's smart, innovative technology.



CONTACT:
info@symplicity.com
703-351-0200