



Effectively Facilitating Career Services Operations with Enterprise Career Services Software

“Periodically, career center directors ask us for assistance in making the case for the CSO System to their senior administration and other key influencers on campus. As the purpose and benefits of career services are not always widely understood at all levels and in all departments across campus, we work to provide insight into the critical importance of effectively providing career services. Following is our executive summary case statement. Please feel free to use and adapt it to your specific campus needs.”

Matt Berndt, Vice President – CSO Research, Inc.

While every campus has specific and unique needs and priorities in providing career services to their students and graduates, every college and university is faced with the challenge of answering the following question of key importance to current and prospective students and their parents:

“What can I do with my degree?”

Simply providing a high quality education is no longer enough. Students, parents, legislators, lenders and the media want evidence and examples of the return on investment (ROI) provided by a college education. They expect schools to provide career services and career support that assists students to gain experience during school, identify their career options, and take that first step from college to career upon graduation; whether that first step leads to graduate school, a full-time job, a fellowship or gap-year program, military service, an entrepreneurial opportunity, or other endeavors.

Career centers use career services-specific enterprise software to manage and monitor the delivery of career services and career support to students, just as human resources departments use HR-specific enterprise software to manage and monitor delivery of human resources services to campus employees, academic advising departments use advising-specific enterprise software to manage and monitor the delivery of academic advising services to students, and development/advancement offices use CRM enterprise software to manage and monitor alumni and donor relations. Career centers are no different than these other campus departments - in today's world, robust and unique software is necessary to effectively manage programs and client relationships, and provide services and support.

In order to deliver on the return on investment (ROI) expectations of students, parents and other key constituents, schools must actively invest in, support and facilitate effective career services operations. Since 2001 CSO Research Inc. has been committed to helping client colleges and universities fulfill these ROI expectations through robust online career services management solutions, including the CSO System - our inclusive, enterprise software platform for career services management.



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The CSO System allows college and university career center staff to:

- **Provide students and alumni with online access to a comprehensive array of career services**, including job and internship databases, on-campus interviews and career events, resume referral services, experiential education and mentoring programs, career advising appointment scheduling, online career services content, and career interest inventories and assessments.
- **Engage employers on multiple levels to connect them with students** through job and internship postings, job fairs and other career events, mentoring programs, and more.
- **Involve faculty, staff and alumni in supporting students' career exploration** through experiential education, mentoring and advising resources.
- **Communicate easily with students, employers and other system users** with direct email and mass email tools, online resource libraries, surveys, and social media integrations.
- **Create, manage, monitor and report on all system activity**, with robust databases and administrative tools including ad-hoc reporting on all aspects of the system, such as the number and types of advising appointments, job and internship postings, and career events (including attendance and income), as well as with activity reporting to track usage by and communication with students, employers, faculty and other system users.

More than 900 career centers across the US and around the world use the CSO System to power their career services.

At CSO Research, Inc. we help launch the careers of the college-educated workforce by connecting students with employers through our technology solutions.