

CONEXT

CROSSROADS OF CAREER SERVICES
AND ADMISSIONS

Keeping the end in Mind...

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CEO CONEXT

PRIOR FOUNDER/CEO FINANCIALAID.COM '99 - '05

PRIOR FOUNDER/CEO EDLOAN '05 - '10

PRIOR CEO/FOUNDER POSTINGS.COM '10 - '18

THERE IS A FUNDAMENTAL DIFFERENCE BETWEEN ADMISSIONS AND CAREER SERVICES.

ADMISSIONS GETS ALL THE TOYS. ALL THE
ACALADES. ALL THE LOVE

CAREER SERVICES DEFINES THE VALUE
RECEIVED BY THE STUDENT AND GETS LITTLE
LOVE AND LEFT OVER TOYS

WHAT IS THE DIFFERENCE IN YOUR ORGANIZATION?

THEIR GOALS ARE DIFFERENT AND
THEY INTERACT WITH THE RAW
PRODUCT AND THE FINAL PRODUCT.

WHAT IS THE DIFFERENCE IN YOUR ORGANIZATION?

THE DIFFERENCE IS UNDERSTANDABLE.

ADMISSIONS IS THE LIFE BLOOD OF THE SCHOOL

ADMISSIONS DRIVES REVENUE

ADMISSIONS SETS AND MEETS GOALS

CAREER SERVICES IS A COST CENTER

CAREER SERVICE HAS NO METRICS

CAREER SERVICES HAS LITTLE FINANCIAL IMPACT

HAVE YOU NOTICED THE DIFFERENCE?

BUT WHAT IF?

- HIGHER QUALITY STUDENTS ENTERING MEANT HIGHER WAGES AT EMPLOYMENT
- METRICS COULD PROVE THAT EMPLOYED GRADUATES PRODUCE MORE REFERRALS
- REFERRALS CONVERTED AT A HIGHER RATE
- BETTER ALIGNED INQUIRES GRADUATED AT HIGHER RATES
- YELP WAS FILLED WITH POSITIVE COMMENTS AND EMPLOYED GRADUATES
- EXTERN SITES WANTED MORE STUDENTS AND HIRED AT A HIGHER PERCENTAGE RATE
- EXTERN EVALUATIONS COULD HELP DEFINE INQUIRY SCORING
- METRICS DEFINED SUCCESS FOR CAREER SERVICE REPS
- JOB POSTINGS COULD DEFINE MARKETING EFFORTS



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WHAT IF?

THERE IS A NATURAL CROSSROADS
BETWEEN THE TWO.

IT BEGINS BY WORKING BACKWARDS,
STARTING WITH THE END IN MIND.

HAVE YOU NOTICED THE DIFFERENCE?

COVID HAS HIGHLIGHTED THIS CROSSROADS.

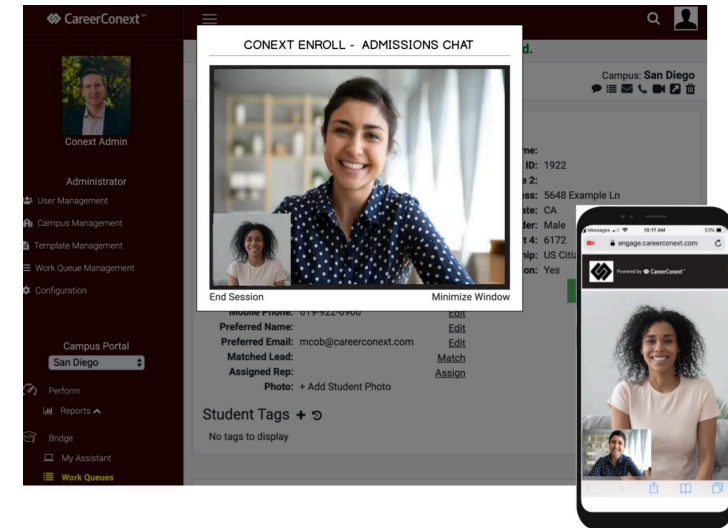
WHAT IF 100% OF YOUR GRADUATES DID NOT GO
INTO THEIR PROGRAM FIELD?

WHAT WOULD THIS SAY ABOUT YOUR
ORGANIZATION?

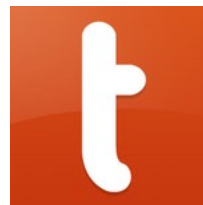
HOW WOULD YOU USE THIS DATA?

WHEN WAS THE LAST TIME YOU ...

BY ANALYZING THE AVAILABLE GRADUATES AND DEVELOPING CAREER SERVICE METRICS



DOES YOUR CAREER
SERVICES TEAMS HAVE
ACCESS TO THE
NECESSARY TOOLS?



HAVE YOU SEEN MANILLA FOLDER SALES LATELY?

EVALUATE CURRENT SYSTEMS

DO YOUR SYSTEMS TALK TO EACH OTHER IN ALL
DEPARTMENTS?

ARE YOUR STUDENTS AND FACULTY MANUALLY
ENTERING INFORMATION? IF ONE IS AND ONE IS
NOT, WHAT DOES THAT SAY?

ARE YOU MISSING LARGE SWATHS OF DATA THAT
WILL HELP YOU TUNE YOUR ADMISSIONS
MARKETING?

CAN YOU FIND INFORMATION ONCE IT IS
DIGITIZED?

DO YOU HAVE MULTIPLE CAMPUSES?
ASK WHY, A LOT!!!

WHICH SYSTEMS DO PEOPLE HATE?



CASE STUDY: ROSS EDUCATION

52 CAMPUSES
FRAGMENTED PAPER
DRIVEN, DIGITALLY
SILOED CAREER
SERVICES TEAM



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GOALS:

- SIMPLIFIED PROCESSES
- PAPERLESS SIGNING
- DIGITAL COPIES
- SPEED OF INFORMATION
- GEOGRAPHICALLY AGNOSTIC
- MOBILE FRIENDLY
- LESS CHASING STUDENTS AND EMPLOYERS
- MOBILE SCANNING & UPLOADING
- DEMOCRATIZATION OF INFORMATION
- UTILIZATION OF INFORMATION

HOW DO YOU PREFER TO RECEIVE YOUR DOCUMENTS?

AFTER ANALYSIS, THE
STUDENT, EMPLOYER,
SCHOOL **AND**
ADMISSIONS TEAM'S
BENEFITS WERE CLEAR

- STREAMLINED COMMUNICATION
- FULL CIRCLE SUCCESS METRICS
- DATA ACCESS
- JOB INFLUENCED MARKETING
- TIGHTER EMPLOYER RELATIONSHIPS
- EMPLOYER ACCESS TO GRADUATES AND EXTERNS
- MORE REFERRALS FOR JOB LEADS
- MORE REFERRALS FOR ADMISSIONS
- EMPLOYER WORKFORCE PLANNING
- EDUCATION EXTENSION
 - AAS
 - DON
 - MBA



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HOW DO YOU PREFER TO RECEIVE YOUR DOCUMENTS?

BETTER JOB ALIGNED GRADUATES
LEAD TO HAPPIER EMPLOYERS,
STUDENTS & STAFF.

WHEN THE GOALS MATCH THE DIRECTION IS
CLEAR.

HAVE YOU NOTICED THE DIFFERENCE?



CASE STUDY: ROSS EDUCATION

52 CAMPUSES
FRAGMENTED PAPER
DRIVEN, DIGITALLY
SILOED CAREER
SERVICES TEAM

RESULTS:

- CLEAR
COMMUNICATION
- MORE TALKING LESS
CHASING
- BETTER ALIGNED
STUDENTS TO JOBS
- EXTERN
AUTOMATION &
EMPLOYER ACCESS
- HAPPIER PEOPLE



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HOW DO YOU PREFER TO RECEIVE YOUR DOCUMENTS?

AS IF YOU NEEDED MORE
REASONS, COVID HAS
REQUIRED COLLEGES TO
STREAMLINE COMMUNICATION.

TRY TO IMAGINE 18 MONTHS AGO.

WHAT WOULD HAVE SAID IF YOUR TEAM DECIDED
THEY NEEDED TO WORK FROM HOME?

WHAT STEPS WOULD YOU TAKING TO MEASURE AT
HOME SUCCESS?

WHAT WERE YOU DOING 18 MONTHS AGO?

HOW DO YOU START?

- EVALUATE CURRENT SYSTEMS
- EVALUATE CURRENT STUDENTS, FACULTY & STAFF
- IDENTIFY PAIN POINTS AND BOTTLENECKS
- CREATE API INTEGRATIONS
- DEFINE STAFF AND EMPLOYEE ACCESS
- MEASURE BENEFITS
- QUANTIFY RISK MITIGATION



EVALUATE PEOPLE

DO YOU HAVE CENTRALIZED FUNCTIONS?

DOES CAREER SERVICES MEET WITH
ADMISSIONS?

DO FACULTY NEED ACCESS TO DATA THAT
DRIVES BETTER OUTCOMES?

IS YOUR ADMISSIONS TEAM RESISTANT TO
CHANGE?

PEOPLE ARE RESISTANT TO CHANGE, WHY?

BOTTLE NECKS...



ARE YOUR BOTTLENECKS PEOPLE OR
PROCESS?

WHERE DO YOU PROCESS PAPER, WHY?
SHOULD EVERYONE BE SEEING/SIGNING A
DOCUMENT?

MORE PROCESSES ARE NOT BETTER
PROCESSES?

WHO IS KINGDOM KEEPING?

PEOPLE ARE RESISTANT TO CHANGE, WHY?

WHAT DOES API STAND FOR?

COST BENEFITS

CAN BETTER JOB ALIGNED GRADUATES LEAD TO
MORE ADMISSIONS SUCCESS?

HOW MUCH FTE DO YOU SAVE WITH A CAREER
SERVICES OFFICE?

ARE YOU SCANNING/UPLOADING TIMESHEETS?

ARE YOU MANUALLY ADDING HOURS?

ARE YOU ADDING NOTES IN MULTIPLE PLACES?

WOULD AN INTEGRATED SOLUTION REDUCE
OVERALL EXPENSE?

WHO IS GETTING PAID? WHY?

CAMPUSSM
MANAGEMENT

 CANVAS

REDUCED CAREER SERVICE COSTS 40%

INCREASED EMPLOYER ENGAGEMENT

GATHERED KEY SUCCESS DATA

SINGLE POINT OF COMMUNICATION

HUMANS!

PULLING DATA AND REPORTS FROM MULTIPLE
SYSTEMS IS PROBLAMATIC!

- DATA MISMATCHES
- DATE MISMATCHES
- HUMAN INPUT ERRORS

SOLUTIONS:

- API BASED INTEGRATED SOLUTIONS
- ALL-IN-ONE REPORTING SUITES

DO ANY OF YOUR STAFF MEMBERS COMMUNICATE WITH THEIR PERSONAL PHONES?

LOGGING DATA

STAYING COMPLIANT: WITH LOGGING DATA FROM EMAIL, DOCUSIGN, PHONES, PHONE SYSTEMS, VOICEMAIL IS A NIGHTMARE. UPLOADING SIGNED DOCUMENTS MANUALLY IS LABOR INTENSIVE.

SOLUTIONS:

- INTEGRATED SOLUTIONS
- PROGRAMATIC WORKFLOWS
- AUTOMATED REMINDERS AND CONFIRMATIONS

HOW ARE YOU TRACKING YOUR PHONE CALLS?

SELFISHLY...

CONEXT = SIMPLICITY
1 PLATFORM
ELIMINATES MANY



SELFISHLY...

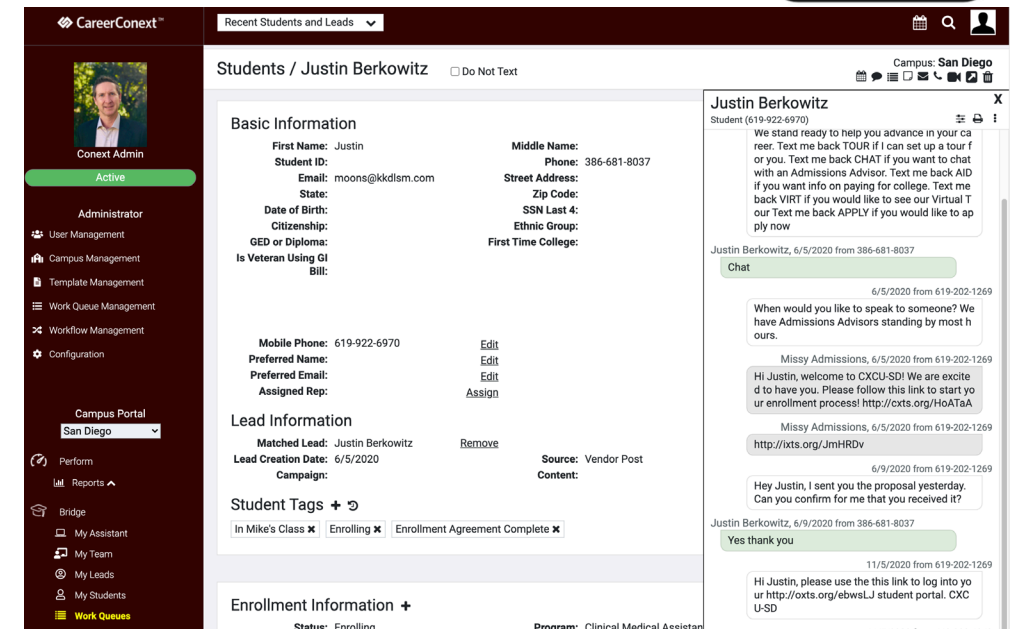
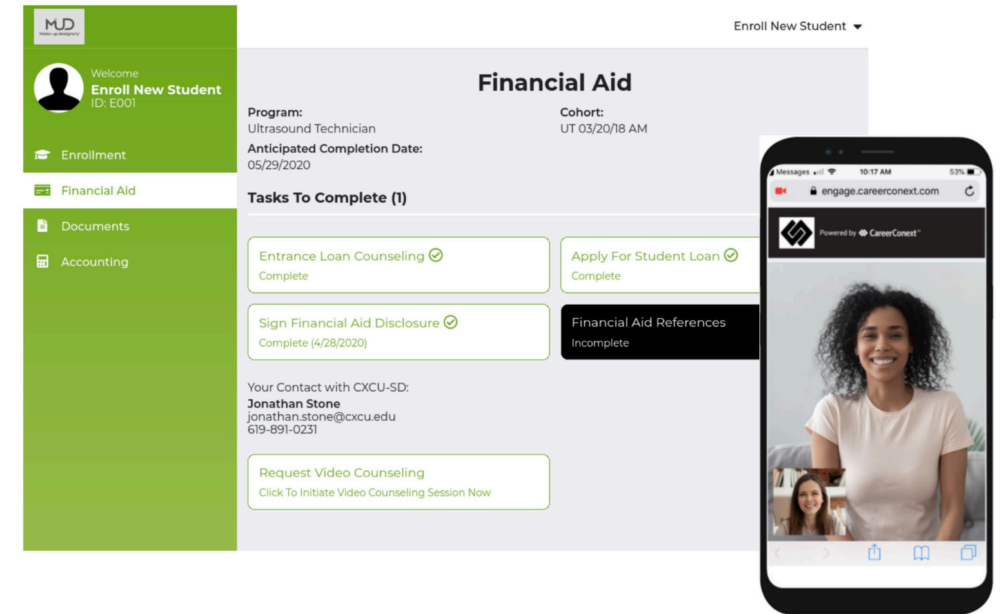
CONEXT = INTEGRATED CRM

CONEXT = INTEGRATED E-SIGN
& MOBILE DOCUMENT UPLOAD

CONEXT = INTEGRATED TEXT
TRACKING

CONEXT = INTEGRATED
ADVISEMENT & DEFAULT
MANAGEMENT

CONEXT = INTEGRATED CAREER
SERVICES



WHEN CAN WE TALK? EMAIL ME YOUR QUESTIONS - MCOB@CONEXT.ME