

DIGITAL TOOLS & CAREER SERVICES: USING ONLINE APPLICATIONS TO BOOST STUDENT'S EMPLOYABILITY AND FUTURE CAREER PROSPECTS

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Introduction

The analysis of the role of digital activities in the career services will consider:



Evolution in the
last century



Technology tools



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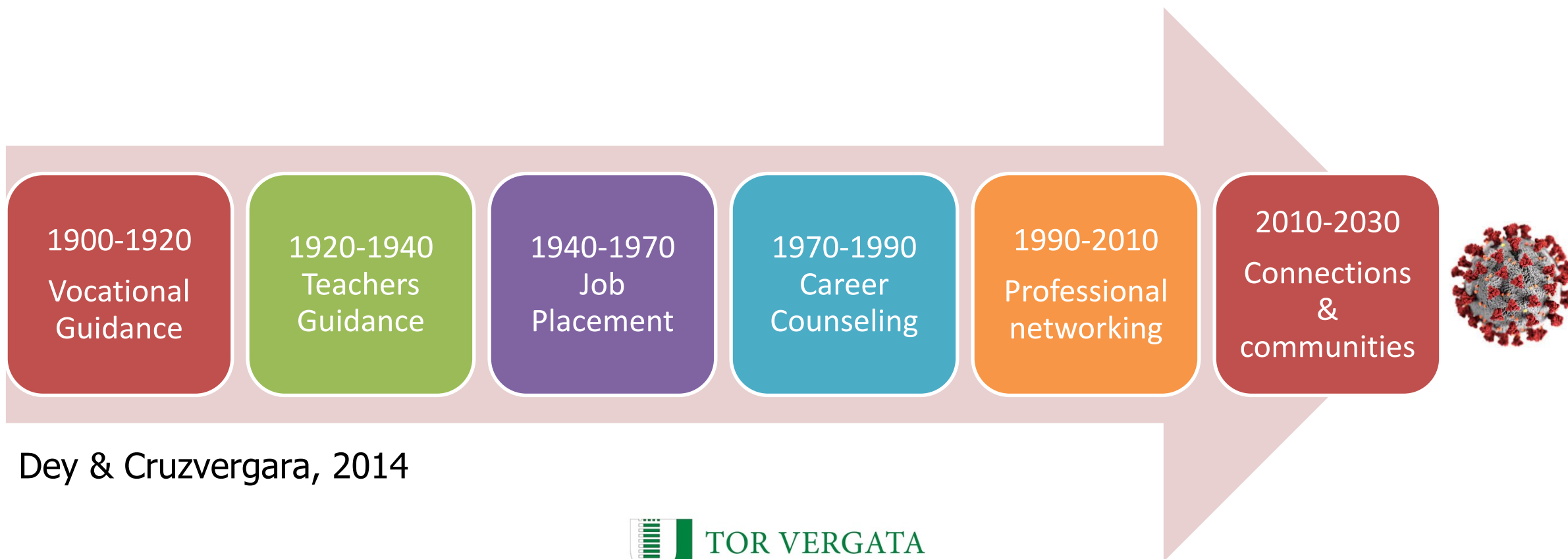
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Career service evolution

Career service development and higher education



Dey & Cruzvergara, 2014

Career service evolution

Vocational Guidance

Career guidance in higher education can be traced back to the emergence of vocational guidance in the early 1900s and the creation of Frank Parson's first career center, the Vocations Bureau, in the Civic Service House in Boston, MA, a public service entity that helped new immigrants transition to life in America.

Career service evolution

Teachers Guidance

In the 1920s and 1930s, industrialization and a post–World War I baby boom created an influx of students, which increased the need for educational and vocational guidance for graduates.

In the universities faculty originally assumed the responsibility of mentoring their students and preparing them for future employment.

Career service evolution

Job Placement

Using Parson's trait-and-factor theory as a theoretical foundation, placement centers were responsible for matching graduates' abilities and interests with job criteria.

Driven by a reactive approach and philosophy, and fueled by the increased demand for workforce in manufacturing and mining, career staff played the roles of job fillers and measured their success by placement numbers.

Career service evolution

Career Counseling

This paradigm shift forced students to take ownership of their own career development and job search, and recruiters to manage their own “matching process.”

This allowed career centers to step back into the guidance space with more emphasis on counseling, career planning, and job search preparation.

Career service evolution

Professional Networking

New information technologies accelerated this process through the continuous development of recruiting software, and social media began to redefine how students make meaning of their experience and connect with employers and professional communities.

With less funding from universities, corporate partnerships and revenue generation became a critical goal for many career centers, which further shifted the focus for career services from counselling to employer relations.

Career service evolution

Connections and Communities

Driven by increased pressure and demand for accountability from students, parents, alumni, faculty, and even government, many universities began the process of reinventing their career department, moving them from the traditional transactional model of career services toward a customized connection model that promises specialized career development support to students and meaningful connections to internship and employment opportunities as well as mentoring and experiential learning.

Career service evolution

Covid-19 and Career services

Pandemic caused restrictions to the mobility of individuals that affected all the activities at the university including the career service.

All the activities were obliged to move online and the digitalization of the service has speed up for both the career offices and the recruiters with new skills requested for supporting students in entering in the job market.

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Technology and career services

The impact of technology on the career service activities will be different on the basis of the approach used for applying it



One to many



One to one



Many to one

Technology and career services

One to many

Information technology allow to save time and cost related to some standardized services (like cv writing, presentation letter, etc....) that are:

- Flexibles in the time scheduling
- Customization on the student
- Open to distance users



Technology and career services

One to one

One to one meetings are still preferred as face to face events even if during the pandemic a lot of universities have moved some activities only online.

One to one virtual meeting could be useful for:

- First step of the selection procedure
- International job opportunities
- AI and candidates selection
- Challenge and Hackaton



Technology and career services

Many to one

Networking is one the key issues for career service but professionals may suffer from a lack of time that do not allow them to be engaged in the placement. Online tools are a solution for this type of problem.

- Conferences online
- Mentoring program
- Community and career meet-ups
- Joint projects



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Digital tools opportunities

Digital tools and website are evaluated on the basis of the:

- Information availability and content
- Ease of use or usability
- Privacy and security
- Entertainment or graphic style
- Fulfillment/reliability



Digital tools opportunities

New functionalities of digital tools



Social network



Campus recruiting



Artificial intelligence



Hackaton and Challenge



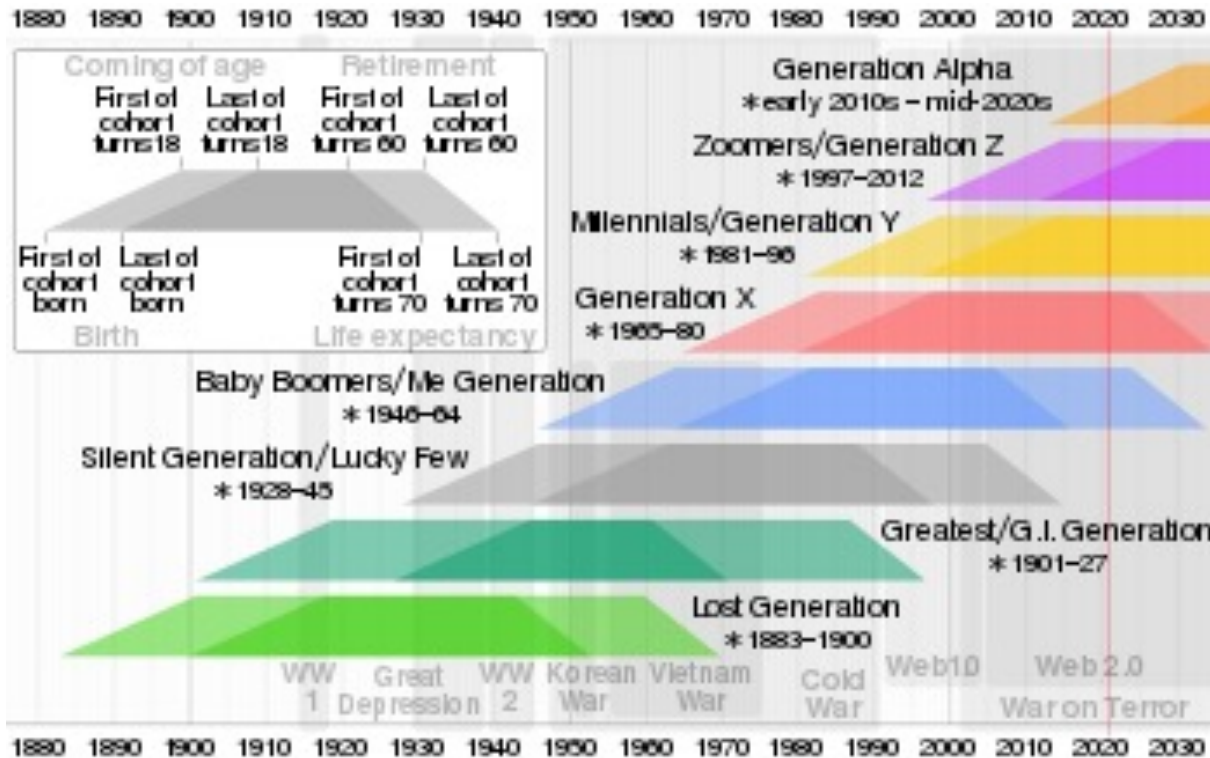
Data analytics



Applycant tracking system

Digital tools opportunities

Social network and online community



Our key findings Gen Z are:



More global

"With how social media spreads news around, we are very educated in how the world is."
Female, 20, US



Under the influence

"I keep up with celebrities, influencers, and sometimes brands through Instagram."
Female, 17, US



More demanding

"Brands need to work more to retain their customers (since our choices have really gotten pretty limitless) – I would like it if they increased their offerings and make it easier to find things that you're looking for."
Female, 20, US



Eager to stand out

"Generation Z is more focused on innovation and uniqueness."
Male, 19, China



After experiences

"The experiences I have had, they do define me in a way – not so that I can show off about them, but what they have taught me is really valuable."
Male, 20, UK



Pro social (responsibility)

"Ethics and message are most important to me... you cannot expect people to buy your products if your ethics are trash."
Female, 17, US



Digital tools opportunities

Social network and online community

Some job platforms offer the opportunity to have access to a social network tool that allow interacting between employers and candidates

Users will not only provide job openings data but also peers' evaluations about employers and career advisors. Employers will benefit from a set of automated mails and notification for managing the recruitment process

The logo for Handshake, featuring a stylized 'h' icon and the word 'Handshake' in white text on a red rectangular background.

Digital tools opportunities

Campus recruiting

Campus recruitment requires investment by the company in the selection process and it may involve employees with different skills:

- Campus recruiter
- Campus recruiting director
- Recruitment operation manager
- Recruitment marketer



Team

vs

One man show



Digital tools opportunities

Campus recruiting

Campus recruiting is normally time consuming and the lack of efficient time management may not allow to select the top candidates.

Online platforms offer the opportunity to use sophisticated platforms for booking and managing the job interviews and allow to give real time feedback to graduate candidates.

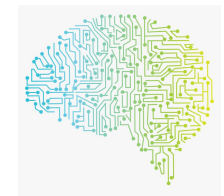
The logo for 'yello' is written in a stylized, lowercase, blue font.

Digital tools opportunities

Artificial intelligence

The job profiling for a graduate has to consider:

- Hard skills
- Soft skills
- Job expectations
- Life preferences

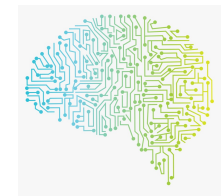


Digital tools opportunities

Artificial intelligence

The profiling of the student attitudes and the interests is a key challenge for supporting graduated students to enter in the job market.

Innovative job platforms are using AI for profiling student's expertise and interest on the basis of the job opportunities evaluated and not considered by the applicant



Digital tools opportunities

Challenge and hackaton

Companies are looking for innovation from outsiders that can be more suitable in identifying innovative approaches for problem solving. The lack of disruptive innovation may lead a market leader out of the market. Examples:

NOKIA



Digital tools opportunities

Challenge and hackaton

Companies are looking for innovation from outsiders that can be more suitable in identifying innovative approaches for problem solving working as individuals (challenges) or in heterogenous groups (hackaton).

Career officer can boost the careers for their graduates by providing them an opportunity for competing in the job market or to learn from real word challenges what are the skills required by the market.



Digital tools opportunities

Data analytics

Career service activities require to collect and process data about:

- Candidates
- Employers
- Job offerings

Data could be effectively used only if they are detailed, updated, and organized.



Digital tools opportunities

Data analytics

Data analytics has to be customized by career service and employers in order to be effective for both the career officers and the employers.

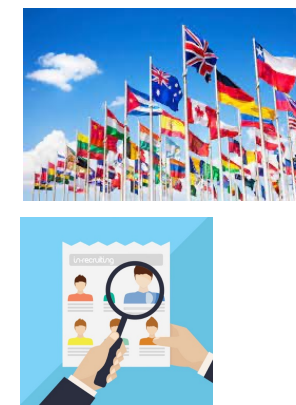
Online platforms offer the opportunity to avoid customized data analysis tools and to have data updated automatically from the market when needed.



Digital tools opportunities

Applicant tracking system

Candidate screening is the process of reviewing job applications. This comes in right after candidate sourcing and involves skimming through resumes and cover letters to find the closest applicant-job-description matches keeping in mind qualifications, experience, skill sets, and projected candidate-organization fit.

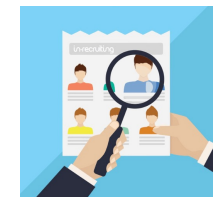


Digital tools opportunities

Applicant tracking system

The selection of candidates is normally speed up by using recruiting software (ATS) that may allow avoiding the risk and the cost of managing excessive number of applications.

In order to prepare a CV for an application you can use platform online that allow you to evaluate a CV on the basis of the job description by considering the standard filters that an ATS may apply.



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Career services are changing over time in order to adapt themselves to the new job market demand and the requested skills for young graduates.

Technology plays an important role in the evolution of the career service industry in order to be more effective and less expensive for the universities.

Big data, Internet of Things, Artificial Intelligence, and networking tools are the new tools that will change the paradigm of higher education and the market.

Thaks for your attention





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