

The Career Services Tech Stack

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The higher education career services industry has changed dramatically over the last five years, especially in terms of the technological landscape. Due to multiple factors, there is now a “career edtech stack” or a set of layers of software and applications that are focused on student careers and help achieve career outcomes. If this tech is stack built in a strategic manner, it has the power to show ROI and outcomes for career centers, engage Generation Z, and empower career centers to be integrated into the student experience. The visual below gives an overview of what the career edtech stack ecosystem looks like.

 <h3>Website Management</h3> <p>Tools to manage the face of career services, where the career center can brand their office by sharing their mission, promoting resources and services, and informing community engagement. Because the website is typically the only public facing asset of a career office, it's critical to engaging the broader community of internal and external stakeholders. Schools either manage their own website with a specialized vendor or collaborate with IT, marketing and communications to manage their site</p>	<p>Enterprise</p>   		<p>Career Services CMS</p> 			
 <h3>Marketing & Communications</h3> <p>Tools to communicate with students and key internal and external stakeholders. Schools either utilize dedicated marketing and communication tools, use tools built into either their CSM system or a combination of both.</p>	<p>Content Management</p> 	<p>Events Marketing</p> 	<p>Email</p>  	<p>Social Media Sharing</p>  	<p>Marketing Suite</p> 	
 <h3>Career Planning Tools</h3> <p>Schools typically use niche point solutions to offer specialized career research, planning or recruiting functionality as a complement the core CSM system.</p> <p>(With as many as 400 commonly used career tools in the market, this paper provides details about how to decide which career tools to procure given each school's unique student population and their needs).</p>	<p>1. Assessment</p>   	<p>2. Career/Job Research</p>  	<p>3. Skill Building</p>  	<p>4. Resume Building</p>  	<p>5. Personal Storytelling & Branding</p>   	
 <h3>Career Services Management</h3> <p>The core technology in many career centers, the CSM handles most core operational functions and are increasingly offering student-facing services as well, often overlapping with niche career tools.</p>						
 <h3>Data</h3> <p>Insights about engagement, student pathways, related networks and efficacy, depending on what is most important there are a variety of use cases for implementing tools to capture data. Schools can either procure tools and technologies on their own or collaborate with IT, IT, Marketing or their CIO's office to manage this.</p>	<p>Website Analytics</p> 	<p>Business Intelligence Tools</p> 	<p>Survey Tools</p> 	<p>Relationship Management</p> 		

About the authors



Dr. Sheetal J. Patel is a fourteen-year veteran of creating engaging brands, marketing communication strategies, and stories that effectively impact people's lives. She is currently the Associate Director and Content Lead for the Career Management Center at the Stanford Graduate School of Business. Sheetal is most excited about writing this paper to help career services professionals make more informed decisions about procuring tools and technology to support their students.

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David Kozhuk is the Founder and CEO of uConnect, maker of the first and only marketing platform built for the higher education career services industry. David was inspired to write this paper to shine a light on the important resources, data and information that lives in the career center in hopes they become a bigger part of the campus culture and daily student experience.

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