

## ASU Career Center Technology Fee Proposal –Fall 2001

We have a contract with an outside vendor, Brass Ring / Career Connections that develops and provides web based software to career services offices to help connect students, career services offices and employers. We have been partners with the company since 1992. Up until May 2000, the software was totally funded by charging the students directly (\$20 a piece for an account) which limited our ability to do some things and access certain resources using the software because it was not feasible to everyone. We did not like charging students but the employers were requesting quicker results from the office and the students wanted greater access via the Internet. The technology was our answer to both. In 2000, the company was bought by Brass Ring Campus. In an effort to remain competitive and retain their users, they adjusted their site licensure fee structure. With year-end money in the summer of 2000, the office signed a year-long site licensure agreement where all students could utilize this service without any cost. This software gives us the following capabilities to assist students:

1. Register students using our office online where we can gather information about their major, preferences for employment and interest in gaining internship/co-op experience through their online account.
2. Students can load a resume from Word to use where we can post it on a web resume book for employers to access and we can refer resumes directly to employers via email. This includes students seeking any form of work, part-time or full-time.
3. Students can access local and regional jobs on a part-time, full-time, internship or Co-op basis geared for college students and recent college graduates.
4. The Career Center staff can group students by employment type or major to mass email them about upcoming seminars or specific job opportunities available - mailing lists/labels can also be generated.
5. Announcements can be posted on an electronic billboard to communicate with students as soon as they enter into their account.
6. Students can apply directly to employers that set up e-mail accounts to allow the submission of resumes via the system.

The site licensure is \$7500 a year (based off of enrollment), which would allow all of our students to participate that choose to. Our budget does not have room to handle this on an on-going basis and we need to look at permanent funding solutions. "Year-end money" via Dr. Barnabei covered the first year and we will need on-going financial support each academic year to keep the program going.

## Quick Reference Resources Regarding the Career Center's Career Connections / Brass Ring Software

- Since the inception of the site licensure in May 2000, the Career Center has seen an increase in student usage of this software. **We have five times as many student users on Career Connections (a 527% increase in students obtaining an account in the last year) this year since the software no longer involves direct cost to students.**
- **There has been a 60% increase in the use of the program by undergraduates and the amount of seniors using the software has doubled.**
- The Career Center's "web job listings" through Career Connections averages 50 "unique" hits a day from ASU users accessing the jobs on-line. This is just a count of those that leap to the jobs via our web page, not counting those that have the direct link loaded onto their home computers.
- Students most readily access their accounts between 3pm and midnight.
- I checked into the career services offices of other public universities/colleges in Georgia to see if they had financed any of their software via the Campus Technology Fee. **Georgia Southern University and State University of West Georgia have funded their use of Career Connections via site licensure through their Student Technology Fee.**
- HISTORICAL BACKGROUND: Use of this system via a site licensure allows the office to automate many resources and streamline the tracking of student information. The Career Center has undergone two different review teams/audits where their services were assessed in 1992 and in 1999. Despite the many strides in technology the office has incorporated, the inability to centralize and streamline data and resources was criticized in both reports. ASU Computer Services worked with the office in the early 90s to create a centralized registration system. It was designed to work with OASIS and became a "dead" issue with the transfer to BANNER. In 2000, the Career Center began to revisit the issue of an online registration project with computer services and a group of senior computer science majors needing a "Senior Project." After a review of the time-line and coordination of various areas of the campus to assist, the move to the site licensure was implemented in an effort to solve many of the problems that had plagued the service areas of the office for a decade.
- According to ASU graduation surveys, 85-90% of our students work while attending school. Their employment is a critical link to retention. The Career Center plays an integral part in helping students find employment that coincides with their education and through Co-op and internships, compliments their classroom experience.