

# **TECHNOLOGY, AUTOMATION, AND FREE TOOLS: SAVING TIME AND STRETCHING RESOURCES**

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# FROM OUR BUDDIES AT NACE...

- Career center budgets for the 2024-25 academic year have decreased across the board since 2022-23.
- At approximately \$504,000, the median overall budget has increased by 21% in the last two years.
- Many career services offices operate with alarmingly low student-to-staff ratios, with an average of one career services professional per 2,263 students.





EFFICIENCY IS DOING  
THINGS RIGHT.  
EFFECTIVENESS IS DOING  
THE RIGHT THINGS.

-Peter Drucker

# MANAGING A CAREER CENTER WITH VERY LITTLE RESOURCES

- Job boards and employer engagement
- Resume/cover letter support
- Career fairs & event management
- 1 on 1 coaching sessions
- Internship placement
- Student tracking and outcomes
- Marketing events





# DISCUSSION

“What area is currently the most time-consuming or expensive for your team?”



# MANAGING A CAREER CENTER WITH VERY LITTLE RESOURCES

- Step 1 – Establish what data I wanted to capture.
- Step 2 – Look at all the platforms that supported the data I needed.
  - Handshake – Schedule career fairs and appointments
  - PathwayU – For 1 on 1 coaching sessions. Assist students with connecting their academic interests with a career.
  - Quinncia – Resume and Cover letter writing.
- Step 3 – Made sure faculty was aware of these platforms they could place in their syllabi.

# **CAREER SERVICE TECH TOOLS**



# CAREER SERVICE TECH TOOLS

## JOB BOARDS

Category	Tool	Purpose	Cost	Why It Works
Job Boards	Handshake	Job postings & employer management	Free (limited)	Widely used by universities; scalable
	Notion	Build your own job board & database	Free plan	Fully customizable with templates
	LinkedIn	Alumni connections, job search	Free	Leverage alumni network & job alerts
	Airtable	Track employer contacts and student job leads	Free (limited)	Easy to use database with visuals



# AIRTABLE DEMO





# CAREER SERVICE TECH TOOLS

## RESUME AND COVER LETTERS

Category	Tool	Purpose	Cost	Why It Works
Resumes & Cover Letters	Rezi	AI resume builder	Free (basic)	Auto-formats & tailors for ATS
	SkillSyncer	Resume keyword matcher	Free	Helps students tailor resumes to job descriptions
	Canva (Edu)	Design creative resumes	Free for EDU	Great for visual learners, portfolio-style resumes
	ChatGPT	Draft resumes, cover letters, interview prep	Free	Use prompts to guide students



## CANVA DEMO

**MAKE  
RESUME  
EASILY!**





# CAREER SERVICE TECH TOOLS

## CAREER FAIRS AND EVENTS

Category	Tool	Purpose	Cost	Why It Works
Career Fairs & Events	Calendly	Schedule mock interviews & coaching	Free (basic)	Automates scheduling with availability
	Hopin	Host virtual career fairs	Free (starter)	Virtual, customizable event space
	Google Forms	Event RSVPs, check-ins, employer surveys	Free	Easy to share and analyze
	Padlet	Digital bulletin board for jobs & events	Free (limited)	Great for virtual postings & employer boards

# GOOGLE FORMS/SHEETS DEMO



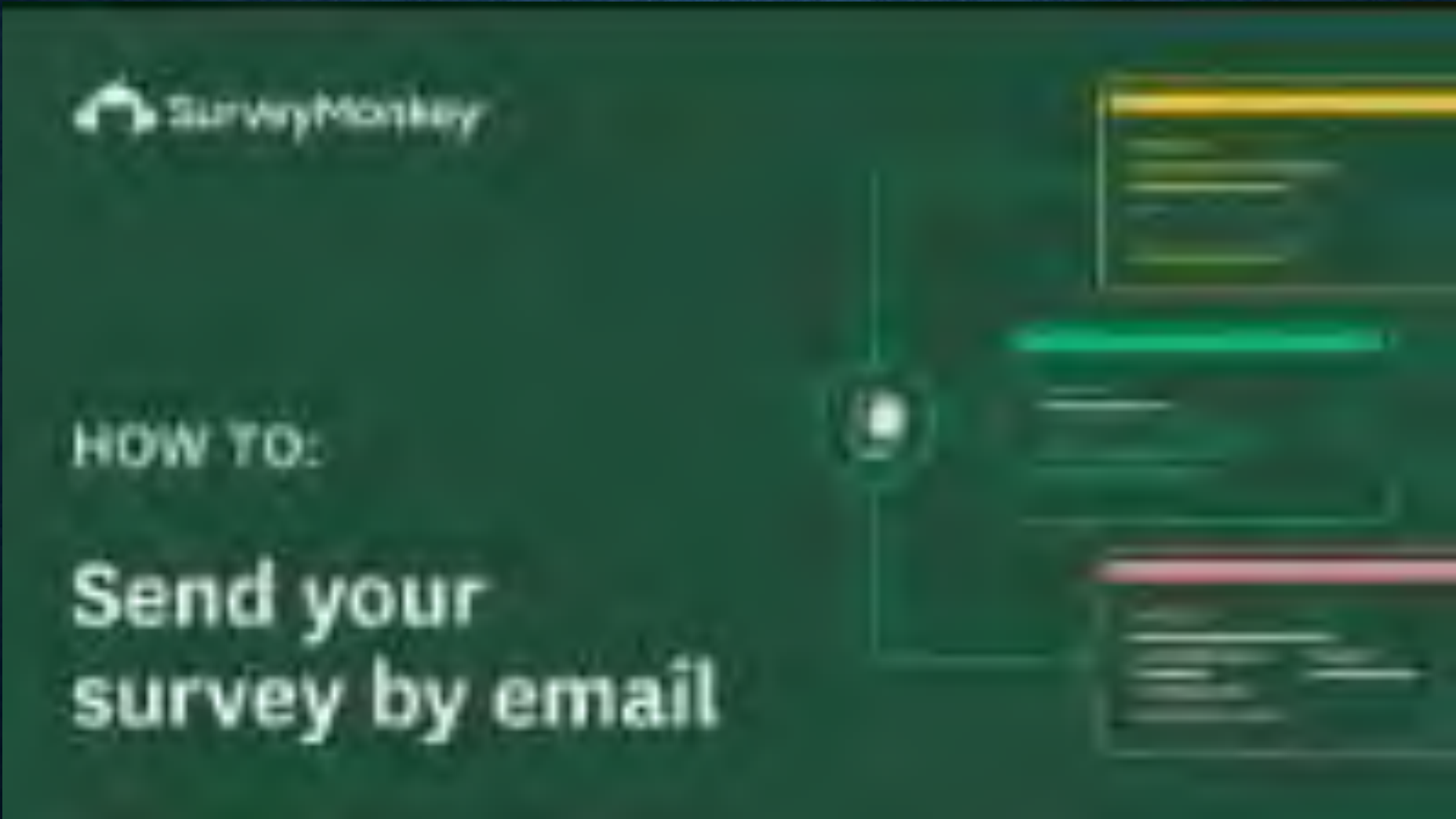


# CAREER SERVICE TECH TOOLS

## STUDENT TRACKING

Category	Tool	Purpose	Cost	Why It Works
Student Tracking	Trello	Career coaching workflow or advising tasks	Free	Visual boards for job search stages
	Google Sheets + Data Studio	Track workshop attendance, student outcomes	Free	Real-time dashboards and reporting
	SurveyMonkey	Follow-up surveys on job placement	Free (basic)	Quick feedback collection
	Typeform	Engaging student surveys or intake forms	Free (limited)	User-friendly, mobile optimized

# SURVEY MONKEY DEMO





# KEEP IN MIND....

- Technology doesn't have to be expensive.
- Be careful, as you add features, the cost can go significantly up.
  - Start small and scale smart
- Student friendly tools drive engagement
- Collaboration and creativity go further than cost
- You can launch a basic board in under an hour.





# THANK YOU!

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