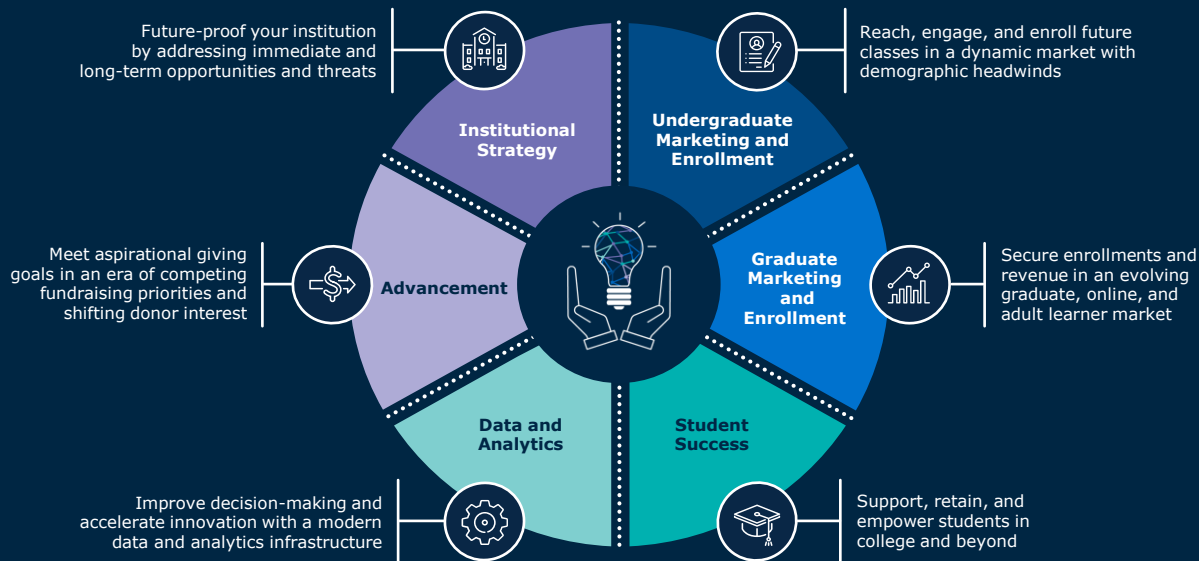


# Create Workforce-Ready Graduates

How to Scale Career Support Without Overburdening Staff

**Insight-powered Solutions for Your Top Priorities and Toughest Challenges**

We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

**95%+** of our partners return to us year after year because of results we achieve, together.

# Meet Your Presenters



**Ed Venit, Ph.D.**  
Managing Director

EAB



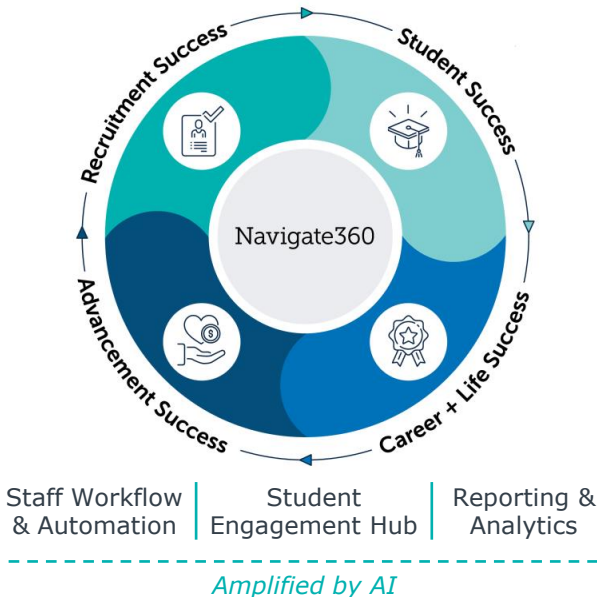
**Tara Zirkel, Ed.D.**  
Director, Strategic Research

EAB

# Navigate360: Higher Ed's Leading Student CRM



Recruit, Retain, and Empower Students in College and Beyond



## Transformational Results for Partners

With 10+ years of experience across 850+ schools and 10M students, we help our partners reach their goals.

**3-15%** Typical graduation rate improvement

**2-12%** Typical retention rate improvement

**5:1** Typical ROI for Navigate360 partners

## Beyond Technology: The Student Success Collaborative

Each Navigate360 partner becomes part of the Student Success Collaborative, gaining access to decades of research, an EAB expert dedicated to their success, events designed to share best practices, and a close-knit community of peers.



# Students Feel Unprepared For The Workforce

SECTION

1






# The Great Disengagement



## Students Experiencing Fatigue And Loss Of Motivation

### Stressed-Out Students Opt Out of Academic Responsibilities

*Challenges Reported in Chronicle Survey of 100+ Faculty, April 2022*

-  Far fewer students show up to class
-  Lack of participation in class discussion
-  Skip reading and other homework assignments
-  Little to no recall of lectures and course materials
-  Poor exam performance

### Pandemic Has Ripple Effects on Gen Z Learners' Motivation

“My students are struggling to focus within and outside of class. They feel overwhelmed and pressed for time. **They cannot separate the existential dread** [of current events] from their daily ability to live.”

*Professor, public university in Georgia*

“**I don't seem to be capable of motivating them** to read textbooks or complete assignments. They are kind kids...[but] I can't figure out how to help them learn.”

*Professor, private university in Nebraska*

# Student Readiness Challenges Arrive at Work



75%

of high school graduates say they were moderately, slightly, or not at all **prepared to make college or career decisions** after graduation



39%

of new college graduates said their education did not prepare them for the **mental health difficulties of transitioning into the workforce**



47%

of college students are not confident or only somewhat confident that they **know how to get a job after college**



53%

of young professionals said they **feel burnout** at least once a week

“The **declines in critical thinking** skills and executive presence have been the most notable, and it’s compounded because they are **scared to ask for help.**”

*HR Executive*

“The **lack of confidence** in students transitioning into the workforce is prevalent, as well as a **lack of resiliency.**”

*Associate Director, Four-Year Public University*

# Quick Poll

What percentage of employers believe new graduates are not prepared for the workforce?



Answer in the chat



# Employers Cite Underprepared College Grads



## Students Lack Soft Skills And Knowledge Of Daily Job Demands

### Business Leaders Believe Recent Grads Are Underprepared

*Challenges Reported in Intelligent of 1,200+ Business Leaders, August 2023*

- 40% believe recent grads are unprepared
- Work ethic and communication skills are cited as key barriers
- 90% say graduates from the past 3 years are less prepared than previous classes
- Salary expectations are not aligned with industry norms

### Soft Skills Stunted By Disruptions To Social Outlets

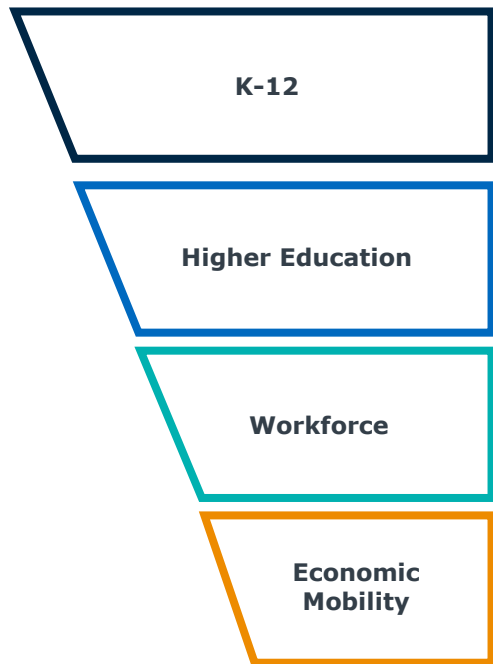


The two-year gap of Zoom school clearly had a large impact on college students who typically **grow dramatically in their 'people' skills and confidence by class discussions, clubs, and dorm life.** They missed out on a lot of travel opportunities as well as interacting with people outside their own families."

*-Diane Gayeski, Ph.D, Professor of Strategic Communication, Ithaca College*

# What's At Stake If We Don't Confront Readiness Gaps

10



## Learning Loss

Pandemic disruptions have disrupted academic progress and socioemotional development. These disruptions could be felt for the next decade.

## Unstable College Pipeline

With more students opting out of college and those who opt in facing increasing academic and socioemotional needs, college enrollment and graduation rates could decline.

## Talent Shortages

Less students on track for a credential can destabilize portions of the workforce, especially those that require specialized skills.

## Decreased Economic Mobility

Students are less likely to find themselves on a path to earning family sustaining wages, having competitive benefits, and improving their quality of life.



# Building Career Readiness from the Start

---

SECTION

2

# College-to-Career Journey a Constant Stressor



## Early Years

- Explore career paths
- Visit career center
- Declare major

## Final Years

- Attend career fair
- Apply and interview for jobs
- Accept job offer

## Middle Years

- Create a resume
- Apply for internships and research positions
- Attend networking events

## Post Graduation

- Meet financial needs
- Manage work-life balance
- Learn new job skills and workplace norms

## Higher Ed Often Overlooks Mental Health Connections

### Three Failure Paths

1

Failing to extend **resilience-building** programs across the student lifecycle

2

Overlooking **student agency** in reducing anxiety and fostering preparedness

3

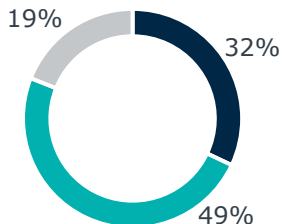
Ignoring the need and ability to help cultivate **inclusive workplace** environments

# Students Struggle to Transition to the Workforce



## Many Don't Get Adequate Guidance from Their Institution

### How clear are you on the steps you need to take to have a successful career?



- Very unclear
- Somewhat unclear
- Very clear

### What are the top barriers to preparing a successful job application?

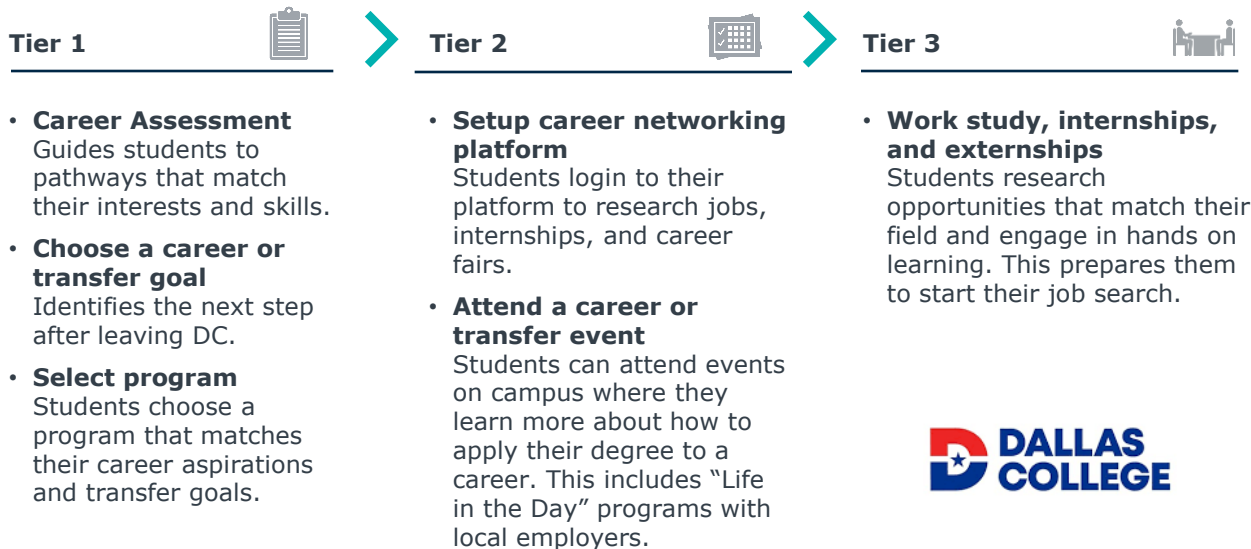
- 71% Lack of opportunity to gain relevant industry experience
- 64% Confusion on where to start and what they should do
- 49% Lack of awareness of available job opportunities

 **14%** Of students believe college provides the skills necessary for workplace success

# Dallas College's Career Readiness Journey



## Milestones created in Navigate360 for all FTIC students

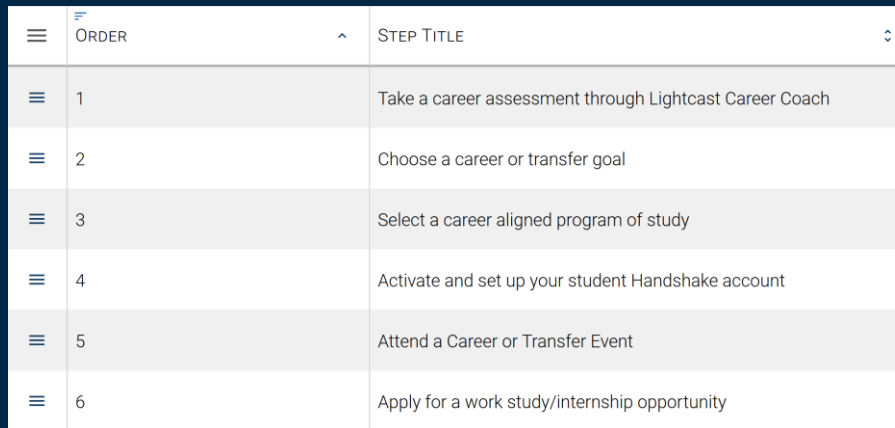


## How are students guided on their career readiness journey?

After census, all FTIC students are assigned to a career and transfer counselor who prompts them to complete career readiness milestones in Navigate360. Counselors can message students, create campaigns, and prompt appointments all from Navigate360.

# Dallas College's Career Journey

- ✓ Sets expectations
- ✓ Mobile compatible
- ✓ Counselors can track progress



| ORDER | STEP TITLE  |
|-------|---|
| 1     | Take a career assessment through Lightcast Career Coach |
| 2     | Choose a career or transfer goal                        |
| 3     | Select a career aligned program of study                |
| 4     | Activate and set up your student Handshake account      |
| 5     | Attend a Career or Transfer Event                       |
| 6     | Apply for a work study/internship opportunity           |

# Interested in Connecting with Our Experts?



*I'd like to speak to an expert about...*



1

**Using technology** to improve career readiness on my campus

2

**Scheduling a Navigate360 demo** at my institution

3

EAB's strategies for breaking down silos to **improve the student experience and staff workflows**

4

Another student success topic





# Scalable Experiential Learning

---

SECTION 3

3

# Experiential Learning is Table Stakes



## Three Institutions Investing in a Differentiated Value Proposition



### Northeastern University



#### Immediate Work Exposure

- Students rotate between first-year seminar and paid industry experience
- Modules help students prepare for and reflect on the work environment

#### Balancing Academics & Work Experiences

- Alternates semesters of academic learning and full-time work
- Replicates real-world job search conditions

#### Simulated Work-Based Projects for All

- Project-based learning tracks for all programs
- 18 credits of faculty-advised and interdisciplinary projects outside classroom

## In UK, Students Get Full-Time Job Experience with "Year In Industry"



26-week minimum dispatch for yearlong placement could last up to 52 weeks. Short term placements last up to 4 weeks.



Placements are credit bearing and woven into academics with workshops on job searching and CV writing

# Remove the Biggest Barrier to Internships

19

## Lack of Dollars Keeps Student from Pursuing Career Goals



More than 40% of internships are unpaid



Universities provide limited funding on a competitive basis



Requirements (e.g., personal essays and recommendations) discourage students from applying for funding

## Guaranteed Funding for All Internships Helps Institutions Stand Out in a Crowded Space



Invests **\$1.2M annually in internship** opportunities for all students



Enables concise sell to ROI-focused students



Guarantees stipends for **unpaid internships in the U.S. and abroad**



Enhances internship search by eliminating funding and location concerns

# Towards a More Inclusive (and Scalable) Model



## Barriers to Work-Based Learning



**Difficult and time-consuming to build** a sufficient pool of employers



**Multi-month time commitment** can hinder student participation and stall academic progress



**In-person** (and often off-campus) experiences limit student access

## Three Ways to Expand Work-Based Learning Opportunities



### Leverage Your Campus Community

#### ClarkCONNECT Projects

- Short-term, virtual projects (20-40 hours) that address a concrete sponsor goal
- Offered by Clark alumni, parents, employers, etc.



### Tap Into a Pre-Built Employer Network

#### Micro Internships

- Short-term, paid projects (10-40 hours per week) open to all majors
- Third-party facilitates the process (e.g., payroll, legalities) so employers and institutions don't have to<sup>1</sup>



### Embed In Faculty-Led Courses

#### Virtual Job Simulations

- Self-paced work experiences designed with 130+ employers across industries
- Free for students and faculty



<sup>1</sup>) Parker Dewey retains 10% of employer payment.

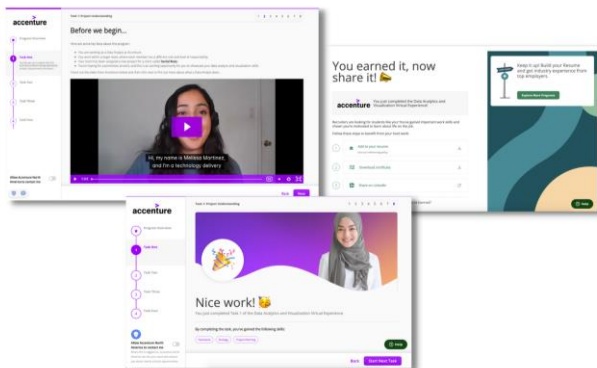
# Introducing Forage

www.theforage.com



## What Are Job Simulations?

Self-paced online learning programs that simulate the work performed in different roles at different companies through interactive hypothetical tasks.



### Scalable

Unlimited participation



### Engaging

Include hands-on exercises



### Inclusive

No barriers to participation



### Always on

Available on demand 24/7/365

**4M+**  
students using  
Forage

**300+**  
job simulations  
across  
a variety of  
careers

**130+**  
employers  
across diverse  
industries

**3.3x**  
students are 3x  
times as likely  
to land a job  
after completing  
a sim

BCG

Deloitte.

Red Bull

BANK OF AMERICA

Walmart



# How Journeys and Forage Drive Scalable Career Support

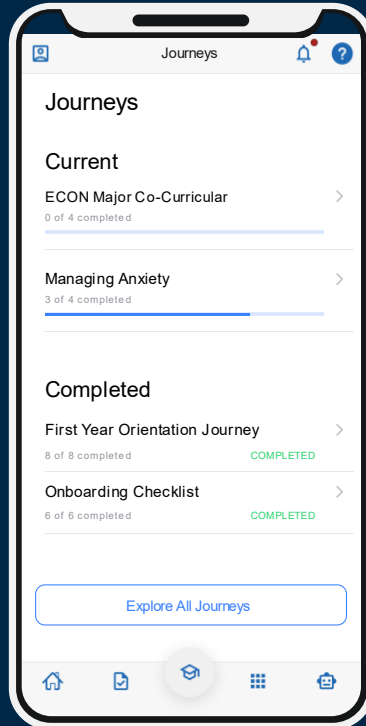
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SECTION

4

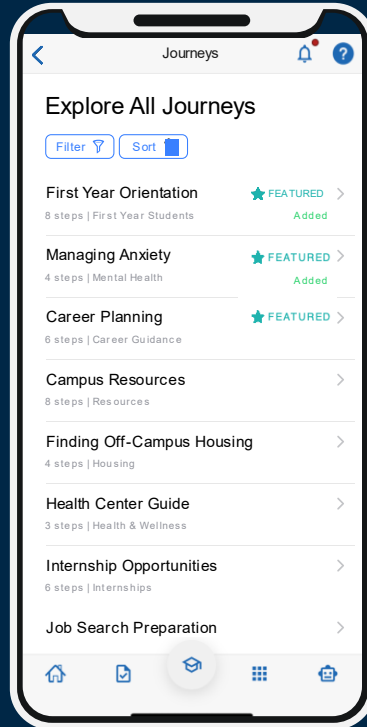
# Navigate360

## Journeys



# Navigate360

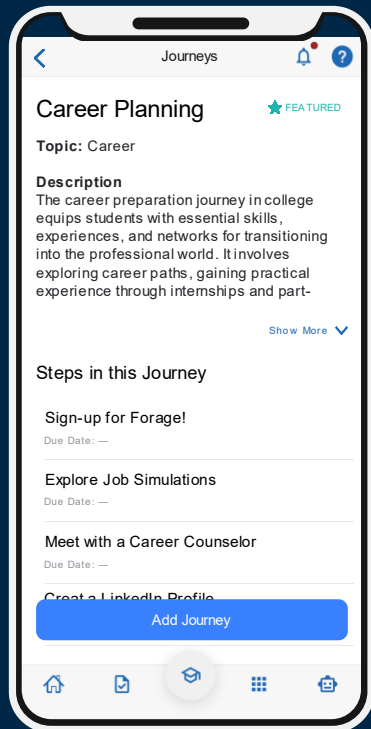
## Journeys





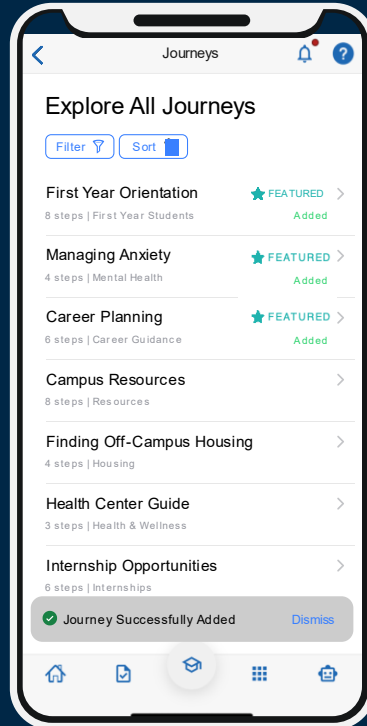
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## Journeys



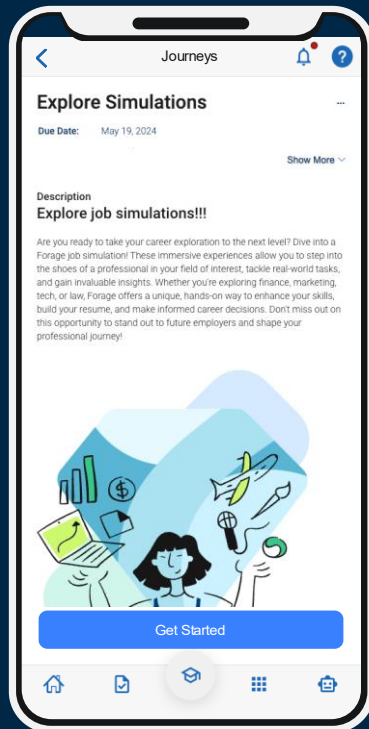
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## Journeys



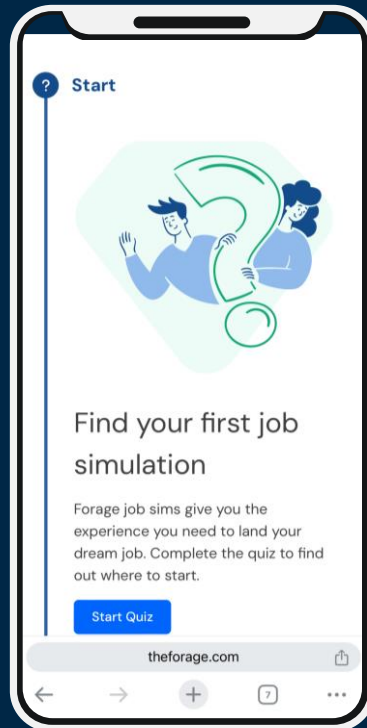
# Navigate360

## Journeys



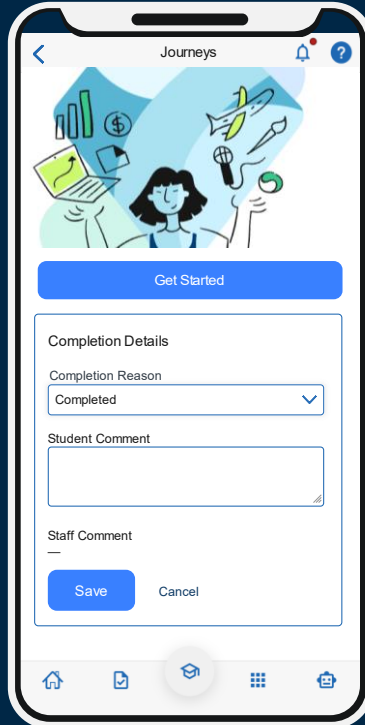
# Navigate360

## Journeys



# Navigate360

## Journeys



The image shows a smartphone screen displaying the 'Journeys' app interface. At the top, there is a navigation bar with a back arrow, the title 'Journeys', and a bell icon. Below the navigation bar is a large illustration featuring a person holding a laptop, a bar chart, a dollar sign, a plane, and a microphone. A blue 'Get Started' button is positioned below the illustration. The main content area is titled 'Completion Details' and contains a 'Completion Reason' dropdown menu with 'Completed' selected, a 'Student Comment' text area, and a 'Staff Comment' text area. At the bottom of the form are 'Save' and 'Cancel' buttons. The bottom of the screen features a navigation bar with icons for home, documents, a selected journey (highlighted with a circle), a grid, and a shopping cart.

Journeys

Get Started

Completion Details

Completion Reason

Completed

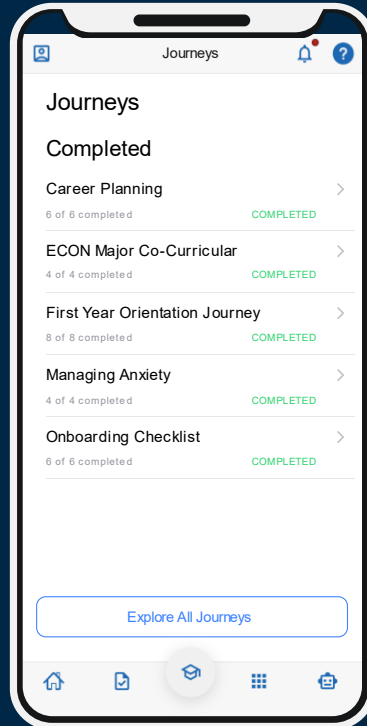
Student Comment

Staff Comment

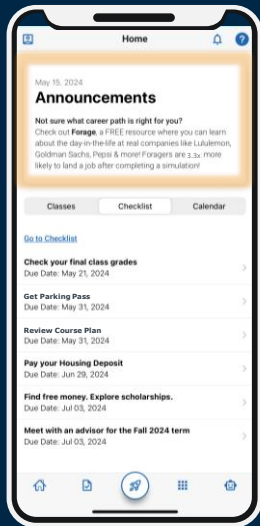
Save Cancel

# Navigate360

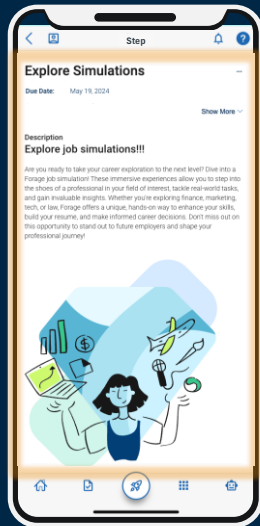
## Journeys



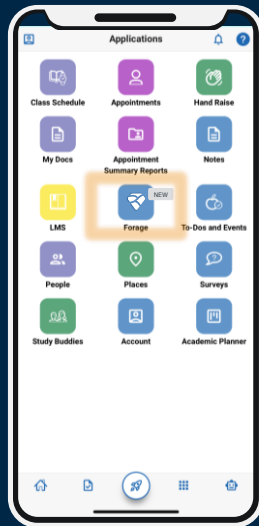
# Navigate360



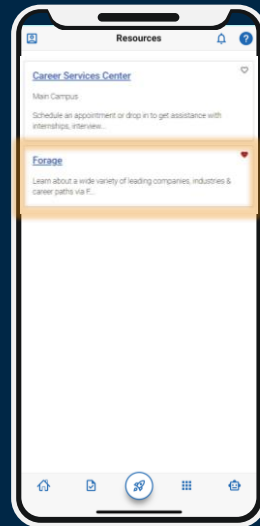
Add Forage to  
Announcements



Forage in To-dos &  
Journeys



Forage on App Menu

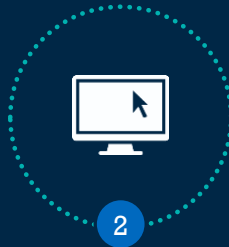


Forage as a Resource

# Key Takeaways



**Career readiness is declining**, according to students and employers



Students need **clear career milestones** to guide them from career exploration to their first job



Forage simulations make **experiential learning more accessible** and affordable



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2

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3

EAB's strategies for breaking down silos to **improve the student experience and staff workflows**

4

Another student success topic

# Related Resources For You



1

Assess your **career support and other key areas** using our student readiness self-audit



2

Learn more **tech-driven strategies for career prep** in our blog



3

**Subscribe** to EAB's success blog for the latest insights **directly to your inbox**



4

Explore **key career readiness gaps and solutions** in our latest infographic



## Q&A



**Ed Venit, Ph.D.**  
Managing Director

EAB



**Tara Zirkel, Ed.D.**  
Director, Strategic Research

EAB

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# Let Us Know Your Thoughts!



We value your feedback.

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Please take a few minutes to  
**complete the short survey  
that pops up in your browser.**

Thank you!



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