



Career Coach

Personalized career guidance

A Microsoft Teams app powered by LinkedIn





Higher Education faces challenges setting students up for their future and employability

The high cost of tuition, increasing student debt burdens, and the dramatic rise of remote learning due to the pandemic are all combining to cause students and parents to question the value of higher education. On top of these pressures, many of the skills students have been learning don't match up with what employers are looking for. Higher education institutions want the best for their students – but they face challenges helping driving effective employment outcomes. To list a few, here are some of the top challenges that Higher Education Institutions face:



Attracting student enrollment and minimizing dropouts as students incur a financial burden.



Offering personalized guidance for all students.



Equipping faculty to advise students on careers.



Engaging alumni to mentor and advise students on their careers and learning.



Increasing insight into student skills and career goals to drive programs to support them.



Optimizing curriculum development to align with job market trends.

These challenges have become even more pronounced due to COVID disruptions. Now more than ever, institutions need a way to help remote students prepare for their future and find a career that aligns with their aspirations.



Most students don't know what they want to do after graduation

We surveyed 333 students from eight different higher education institutions:

50% of students don't have high clarity about their future career

68%
of students don't understand what skills are needed to start their career

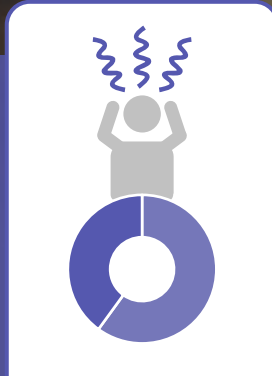
60%
of students don't have high confidence in getting a job that aligns to their goals

50%
of students don't know how to search for a specific job

Digital transformation is reshaping every aspect of our lives – how we live, learn, and work. This transformation impacts the skills students need to succeed both in the workplace of today and in a future where the roles students fill may not even exist yet and where they will be tasked with solving the most complex issues of any generation in history. This makes it an economic imperative that we ensure education is evolving as quickly as the job landscape, so everyone has the chance to gain the skills to not just fill those jobs, but to thrive in them. Institutions must ensure students are prepared and determine a way to provide students with the support they need to find **clarity** around the career they want, understand the **skills** they need for that job, have **confidence** that the career choice aligns with their goals, and know how to start **searching** for that dream job!

Students underutilize the career services that are provided on campus

60%



Of students don't meet with career advisor more than once per year

Career center visits in the past year: Office vs. Website

Number of visits	Office	Website
No visits	35.5%	24.0%
Once a year	24.3%	14.0%
Once a semester	16.6%	12.7%
2-3 times a semester	17.7%	24.1%
4+ times a semester	5.7%	24.8%

Source: Class of 2017 Student Survey, National Association of Colleges and Employers

Even though students are anxious about their future after graduation and concerned about landing their first career, the career center remains underutilized by students – and many are not taking steps to actively plan for their future until their final year.

Higher Education institutions are looking for a better way to engage and reach all students regarding their future careers throughout the whole student lifecycle.



Institutions now have an opportunity to empower every student with their own career coach, using a solution that...

- Enables remote career services that is scalable, differentiated, and boosts student enrollment
- Offers personalized career guidance for every student on and off campus
- Provides a seamless experience that lives in a central hub for students and faculty to access
- Pulls data from the largest employer network in the world
- Recommends courses so students can easily build a skills portfolio
- Guides students to careers that meet their preferences, skills, and course load
- Lessens the burden on your career service staff
- Empowers institutions to customize their career guidance offerings – bringing in their curriculum and integrating with outside resources



Provide personalized career guidance for your students with Career Coach



A Microsoft
Teams App

Powered by
LinkedIn

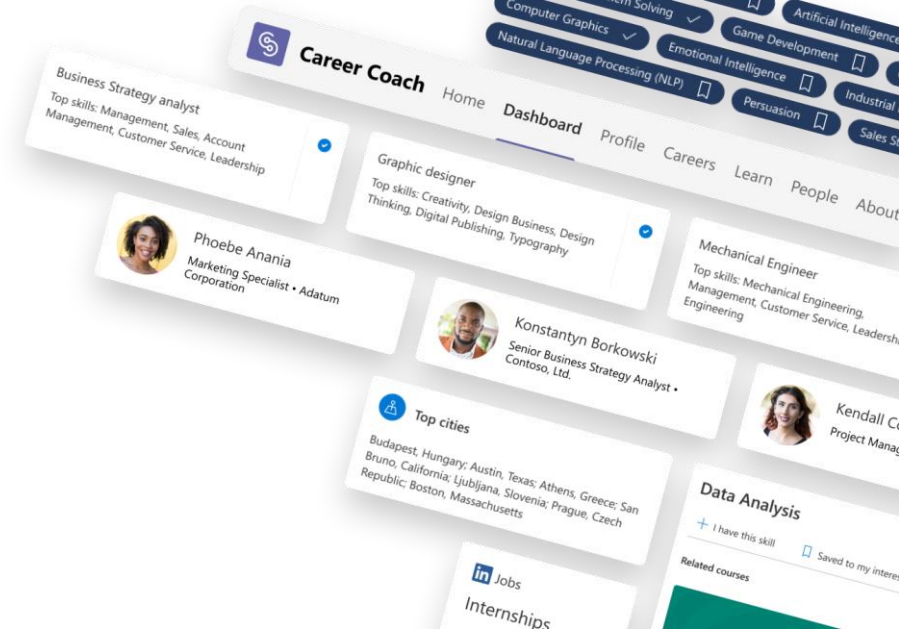
Career Coach is a Microsoft Teams app powered by LinkedIn that provides personalized guidance to students, so they can navigate their career journey via self discovery, real world skills development, and networking on the world's leading professional network. Unlike standalone labor market insights and skilling specific solutions, Career Coach is an integrated employability solution designed to help with the discovery of students' goals, interests, and skills using an AI-based skill identifier that aligns students' comprehensive profiles with job market trends.





What is Career Coach?

Career Coach is a Microsoft Teams app powered by LinkedIn that provides personalized guidance for higher education students to navigate their career journey.



Student Value



Help students discover their career path with personalized guidance



Support students to grow real-world skills they need to increase their employability



Empower students to connect and build their professional networks

Institutional Value



Improve student success to drive employment outcomes

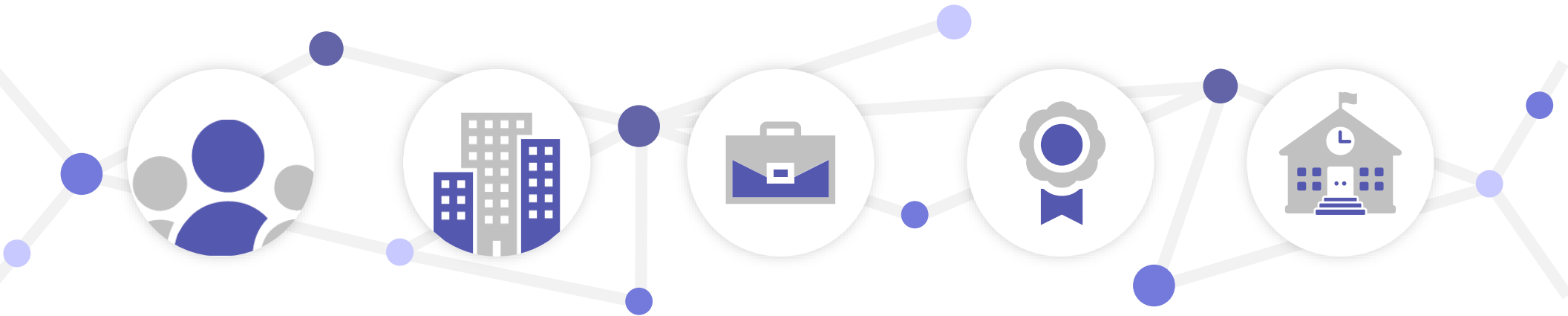


Gain powerful insights to enhance student experience



Customize with your unique institution offerings

Powered by the world's largest professional network



722M+

55M+

24M+

36K+

115K+

Members

Companies

Jobs

Skills

Schools

LinkedIn is the largest network of professionals in the world, and a primary recruiting ground for companies with 14 million open jobs on the platform

The world's largest professional network allows student and new graduates to: **Connect** to the professional world, **stay informed** through professional and industry news, and **get hired** and build their career. Students utilize LinkedIn and Career Coach to its full capabilities by setting them up with a comprehensive LinkedIn profile along with the real-world skills and knowledge they acquire with LinkedIn Learning and institutional courses recommended by the personalized career guidance app. Career Coach is designed to make them more employable and there's no better place to highlight these outcomes than on LinkedIn where over 55M companies can take notice of your students and their career-ready skills.

2X+

Having a **comprehensive LinkedIn Profile** with items like **skills, course completion certificates, professional certifications** and other content increases callback rates for **entry-level candidates** by two times

Gain powerful insights to enhance student experiences across your institution

Educational institutions are challenged to keep their courses up to date with current job market trends and may not have adequate insight into students' skills and career goals. Institutions want a clear idea of whether their students are prepared to enter the job market and that is where Career Coach can help out. With this Teams app your institution will be able to:



Increase insight into student skills and career goals to drive programs and services to support student success.



Understand student engagement in **career-related activities** to see where they might need to help along their journey.



Optimize curriculum development to align with job market trends.



Customize Career Coach with your unique institution offerings

Educational institutions are challenged to drive student awareness about resources and services that could help their experience. Institutions are worried though about how student data is being used by 3rd party platforms and need a solution that can fit into what they are already using in a safe and secure manner while matching with the school's branding. With Career Coach added into Teams your institution can:



Customize the app to include your institution's unique courses, programs, services, and brand.



support students' career journeys with **integrated experiences in** learning experiences, alumni connections, and job market insights all in one place

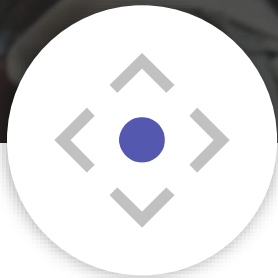


Offer simple student access within Microsoft Teams on desktop and mobile to incorporate **career coaching in the flow of their learning experience.**

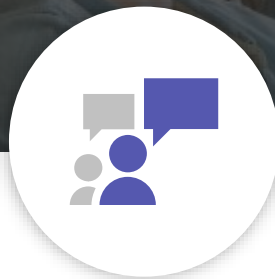


Improve student success and drive employment outcomes for your graduates

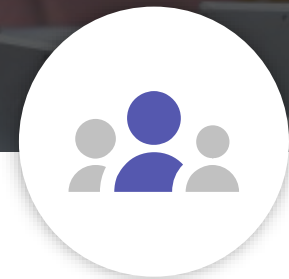
Career Coach is a **comprehensive solution focused on career planning** that helps students to build self-awareness about their strengths, interests, story, and aspirations to optimize a student's experience.



Empower students to easily **explore career options** that match their skills, interests, and passions and get inspired by alumni career paths.



Connect students with experiences to **get the real-world skills they need** to pursue their career goals.



Bring students together with peers and alumni to create a strong mentoring community which supports each students' goals.

The Career Coach app **drives more equitable student outcomes** across your institution by helping all students have equal access to personalized career guidance and opportunities.

Help students discover their path to a fulfilling career

Students are often unsure about where to start when determining what career to pursue after graduation. Even when they find a career that meets their aspirations, they may not know the concrete steps they need to take to get there. With Career Coach, you can:



Provide students with a powerful tool to easily identify their current skillset, and build a **comprehensive career profile**.



Enable students to explore career options based on skills, field of study, industries, companies, and locations that interest them.



Help students understand the **career journeys of alumni** with a curated view of their skills, field of study, and the steps they took along their career path.



Enable students to **set and refine achievable career goals to get personalized guidance** on courses, experiences, and people who can support their journey.





Get students the skills they need to increase their employability

Once students determine a career they're interested in they still may not know the skills needed to get there. With Career Coach your institution can help students increase their employability by surfacing courses and experiences for them to leverage.



Enable students to track progress towards their career goals as they gain real-world skills from their experiences.



Empower students to find courses from your institution to build the skills you need for graduation and beyond.



Make it easy for students to access and discover courses from LinkedIn Learning* for continued growth in all skills used in today's job market.



Find learning resources in Microsoft Learn to prepare students for industry recognized Microsoft certifications.



Help students find real-world experiences where they can make a difference and apply their skills – such as projects, volunteering, competitions, internships, etc.



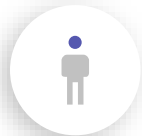
Support students optimizing their LinkedIn profile to tell their story and find opportunities

Empower students to connect and build their professional networks

Networking is critical for students looking to acquire and succeed in their first career. Career Coach enables your institution to help students build their networking skills and connect with peers, alumni, and employers. With Career Coach your institution can:



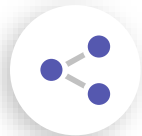
Provide students with **guidelines to build a network for advice** and support during your career journey.



Work together with your students and their classmates using **recommended activities to reflect, connect, and gain confidence** in their career journey.



Enable students to find alumni based on **skills, field of study, industries, companies, and locations that interest you**.



Inspire students to **connect with alumni** who have experience using their skills in today's job market.



Offer and receive advice when needed from peers, faculty, and staff using Microsoft Teams, so you have continuous support on their career journey.





Combine the personalized guidance of Career Coach with rich on-demand courses from LinkedIn Learning

Career Coach brings the power of Microsoft Teams, LinkedIn, and your institution's unique offerings together to transform student outcomes and employability. With LinkedIn Learning, you can further expand your students' opportunities with tailored learning your whole campus will use, love, and apply.

Online learning is increasingly being used as a complement for institution's curriculums. LinkedIn Learning provides social, collaborative, and relevant experiences that support both macro and micro learning. Career Coach features free LinkedIn Learning courses that offer specific career related guidance and activities within the product. With a separate LinkedIn Learning campus subscription, access to the full 16,000+ course library is seamlessly integrated into the experience, which empowers students to build the skills they need to launch their career.



Bring Career Coach and LinkedIn together to better student outcomes



Career Coach

- Designed for students
- Private, personal app in Microsoft Teams
- Guided, career-related experience
- Explore careers options
- Set and track career goals
- Identify and explore skills from experiences
- Find real-world experiences offered by school
- Learn from school, LinkedIn Learning, and Microsoft
- Find and connect with alumni (and peers)
- Build local community
- Optimize your school experience



LinkedIn

- Designed for all members of the global economy
- Public professional networking app
- Self-guided experience
- Apply for jobs and other work experiences
- Pursue career goals
- Showcase skills and experiences offered by companies
- Learn from LinkedIn Learning, your community and thought leaders
- Find and connect with a global professional network
- Build global community
- Optimize your professional experience

What we've learned about faculty and staff interest in Career Coach

94% of IT decision makers and 78% of educators find Career Coach appealing

90% of IT decision makers would recommend Career Coach



I strongly believe Teams + Career Coach + LinkedIn Learning are critical to digitally transform Higher Education"

Students enjoy Career Coach and the intuitive nature of the app

✓ Goal-oriented and guided experience

“

*I enjoyed the **checklist of steps to achieve goals and the drop-down panel** with the different target goals the most. It definitely helps to cater the experience to the individual and where they are in their career development.”*

✓ Easy experience and navigation

“

*“It is very **effective at finding what you want with a simple press of a button**. Just by selecting, internship or volunteer work, it will take you straight to a list of possible opportunities.”*

✓ Enhanced skills understanding

“

*“I enjoyed the **skills explorer and skills interests, don't see it in other apps.**”*

✓ Integration with LinkedIn

“

*As someone who has LinkedIn, but doesn't use it much, I feel like **Career Coach is a great tool to use that enhances LinkedIn** in a way that can help you think about future choices.”*



Next steps

Now, if you're ready to get started and set your students down the right path to employment, there's a few next steps you can take.

- See Career Coach in action by watching our [demo video](#)
- Request more information and get started with a free trial of Career Coach by [contacting sales](#)
- Learn more about Career Coach [here](#)



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