

**TRANSFORM STUDENT
OUTCOMES WITH
OCCUPATION INSIGHT**





Institutions face increased accountability for student outcomes with public funding often tied to career placement results.

How can your institution gain greater insight into workforce needs so that students acquire the right skills?

GAIN INSIGHT THROUGH WORKFORCE ANALYTICS

With CampusNexus Occupation Insight from Campus Management, your students and advisors can leverage up-to-date workforce data earlier in the student lifecycle and drill down on that data to align academic programs and course selections as industry needs evolve. This results in students who are better prepared for their desired careers.

BENEFITS

- Determine early and often whether the skills students are gaining through their academic programs directly relate to workforce needs
- Provide students with relevant and required skills as well as commensurate salary information
- Empower students with career pathways to move from entry level to higher level positions
- Improve recruiting and enrollment through demonstrated program ROI and student outcomes

IMPROVE ADVISING AND RETENTION

CampusNexus Occupation Insight can motivate students to stay in school or even guide them in new directions. For example, a student getting an associate degree in graphic arts may have ambitions toward becoming an art director someday. She goes to the institution's Occupation Insight portal and sees that 80 percent of working art directors have a bachelor's degree. She then decides to complete a bachelor's degree, better positioning herself with skills for the role and career she desires.

ART DIRECTOR

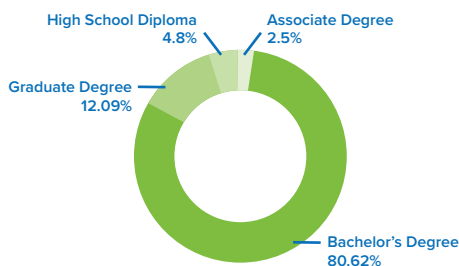
WHAT DO THEY DO?

Directs style and visual image for a company. Directs the work of other design staff, including artists, photographers, writers, and editors. Works on page layout and cover art in print, web publishing, or the visual aspects of a design or media campaign. May oversee set design for movie, television or theatre productions.

Depending on the applicant's job experience, art director positions may require one or more of the following training or degree programs.

BACHELOR'S

Education Requirements



HOW MUCH DO THEY MAKE?

\$76,960

AVG National Salary

104,620

Current Active Positions Nationally

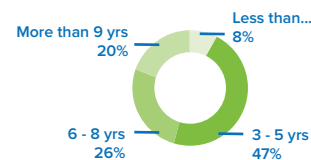
115,455

Projected Positions in Next 10 yrs

10

10 yrs % Projected Job Growth

EXPERIENCE DESIRED FOR THE JOB



MEET ADVISOR RENEE

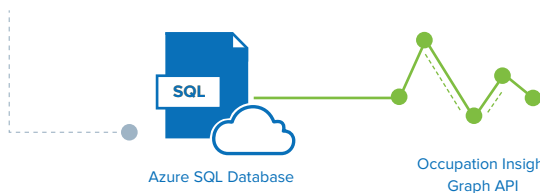
The career advisor in this SMS text example just happens to be the university’s artificial intelligence bot, Renee, who engages students with personalized and timely information. The AI platform contextualizes workforce data to determine what skills employers are looking for and then personalizes recommendations for each student based on their goals.

LEVERAGE MICROSOFT ENVIRONMENT

CampusNexus Occupation Insight leverages the Microsoft technology stack and its applications, tools, and services, including CampusNexus Cloud (built on Microsoft Azure), Power BI, and artificial intelligence. National and regional workforce data is cached in the CampusNexus Cloud and seamlessly integrates with your programs, courses, catalogs, and student services.



OCCUPATION INSIGHT



Campus Management imports workforce data into its own model called **Occupation Insight**.

This data is now available through an API called the **Occupation Insight Graph**.



The visualizations are then provisioned to each institution through an embedded Power BI report. Each client institution has a unique key which links their data to the market data.



YOUR TRANSFORMATION PARTNER

Campus Management develops strong relationships with client institutions and provides exceptional services in support of its solutions, including:

- CampusNexus® Cloud options for cost-effective SaaS-based solutions
- Managed Services programs to augment your staff's skill-sets, provide technical assistance and disaster recovery, and protect your investment
- Implementation packages designed to meet your institution's goals, timelines, and budgets
- Project management services to facilitate communications across the organization and oversee the progress of your implementation
- Training and consulting to enhance your use of the products and extend your ROI
- Customer support with expanded hours to cover multiple time zones
- Self-paced, asynchronous classes on products and industry topics through the Campus Management Learning Center
- Networking & training at CampusInsight Annual Users Conference

CAMPUS
MANAGEMENT

About Campus Management Corp.

Campus Management is a leading provider of cloud-based SIS, CRM, and ERP solutions and services that transform higher education institutions. Today, more than 1,100 institutions in over 30 countries partner with Campus Management to transform academic delivery, student success, and operational efficiency.

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