

# ACADIATE



## **Norwich University Partners With Acadiate to Provide Online Talent Marketing Platform for Students and Alumni**

Partnership provides Norwich students with high quality resources and mentorship focused on improved student employability.



## Overview

Norwich University, the first and oldest private military college in the United States, is one of the six senior military colleges. The institution offers academic programs to a geographically diverse online student population, of which approximately one-fourth are active duty military located around the globe.

Norwich University and Acadiate have partnered to deliver an effective student and alumni career development experience that empowers students to better market their talent and education to prospective employers.

## Challenge

Norwich's online graduate programs, first launched in 1997, had grown to over 1,200 students and the school wanted to deliver a structured and effective career development experience. Norwich wanted to provide its mainstream students with high quality career resources, while improving its ability to provide targeted career development intervention for specialty degrees and specialized students, such as veterans and disadvantaged students.

### **Other Goals Norwich had for the Deployment:**

- Better alignment of learning outcomes with employment outcomes. Achieved by enabling students to repurpose coursework for showcasing targeted talents and skills to prospective employers.
- Manage and accommodate returning alumni seeking career development and job search guidance as they seek more senior career paths. Norwich recognized that the more active a role they can play in an alumni's future career development, even well after they have graduated, the better they were positioned to elevate the University's brand and reputation.
- Provide a consistent and ubiquitous student employability experience that serves a geographically and career field diverse group, while not needing to further hire additional career

*"Norwich evaluated numerous vendors and Acadiate's expertise on student employability in combination with their online tools and structured mentorship with defined outcomes won us over. The deployment was easy and seamless. Acadiate staff enlightened us on how we can align our curriculum to better prepare our graduates for career acceleration. Norwich is now well positioned to leverage our alumni to assist students in career guidance and for our graduates to be more marketable to employers in their field of studies."*

### **Shelley Brown,**

Norwich University, Director of Partnerships

service staff.

- Leverage its large and highly accomplished alumni network of 28,000 to engage their students and provide rich and effective mentoring opportunities.

- Manage employer job postings and relationship management into a cohesive integrated system that ensured student's applying to postings showed better than student's from competing schools.

## Solution

Norwich turned to Acadiate's platform to manage its online student career development needs, designed for ease of access and self-directed management at the desired pace of the student, while maintaining a positive student learning and development experience. Norwich chose Acadiate for its student centric approach and because it could manage the entire life-cycle of the school's relationship with the student from orientation week to graduation and through to retirement as an alumni.

## Platform and Tools

Acadiate provides on-demand tools, resources, and analytics to improve the quality of student job applications. Core to this experience is self-help educational resources that help students understand how to 'think' the job application process, what employers are looking for, and how to better showcase their talents and "stand-out" from the crowd.

## Showcase

Acadiate's Showcase Job Application tool is designed to align with the screening needs of employers and recruiters. The Showcase has been developed, focused on the needs of the recruiter to quickly review applications, but also be able to gain greater depth on the candidate as needed. As an added benefit, the Showcase archiving capability has proven to be an effective e-portfolio for students to store their coursework during and beyond their student life. Recruiters rate students who use the Showcase an

*"Acadiate was life-changing for me. The combination of learning resources and mentorship helped me to better understand how to adjust my approach to constructing my job applications and prepare for interviews. Within a month of using Acadiate, I was getting interviews with the top national brands in my field of Emergency Management and secured my dream job not long after. I could not have achieved this without Norwich's student employability program using Acadiate."*

**June Eberhardt,**  
Norwich University  
Graduate

8.3/10 on average. For graduates, the Showcase is an effective tool to differentiate themselves and gain competitive advantage.

## Mentorship

Norwich has thousands of alumni who are willing and capable of providing in-depth, one-on-one career advice and job application feedback. Acadiate helped Norwich scale mentorship focused on student employability, leveraging their impressive network of volunteer alumni. The system is designed to enable student's and alumni to search, browse, and apply to mentors based on a wide range of criteria. The mentorship is structured to drive student employment outcomes that are documented with a Letter of Completion, which serves as reference material for employment purposes. Studies show that mentored students have better grades, higher retention, and stronger employment outcomes.

## Access to Employers

One of Norwich's core goals was to align each program and degree with the practical demands of employers in their field of study. This means introducing each new student to Acadiate during Orientation Week and coordinating with Program Developers to generate assignments that can visually showcase skills and knowledge acquired in their programs in the Showcase format. To student's this means an on-going, structured career development pathway within their program that helps them build their job application skills over time. It also ensures students access multiple mentorships to refine their student employability and better ensures students are properly prepared to meet and surpass recruiter expectations on graduation, with minimal extra effort by school administrators.

**177%**

**Improvement in job application appeal to employers**

**9.6/10**

Satisfaction Levels

**9.3/10**

Importance of Mentorship to career success

**9/10**

Confidence rating after mentorship

**50%**

Improved rating of school career services

**60%**

Mentees willing to become mentors in the future