Embedding Job & Internship Feeds with James Madison University

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Meet Your Presenters

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Agenda

- Overview and origins of the project

- Logistics of feed building

- Outcomes and takeaways

- Q&A

Part One:
Origins

JMU rolls out new approach to matching students with jobs

Richmond Times-Dispatch

Bridging the career services gap

VIRGINIA BUSINESS

JMU announces partnership with Handshake

Growth4VA @Growth4VA · Jan 29

"In partnership with #Growth4VA and @VAChamber, JMU is introducing a new initiative that puts critical career services into a place where we know students will find them early in their college careers." Read more from @JMU President Jonathan Alger. buff.ly/2vvdtJz

CAMPUS TECHNOLOGY

James Madison U Incorporates Job Feed into Undergrad Major Webpages

What is a feed?

" noun: *an Internet service in which updates from electronic information sources are presented in a continuous stream*

Student Login ▶	Alumni Login ▶	Faculty/Staff Login ▶	Employer Login ▶

Jobs and Internships Recently Added to Handshake

Remote Sales Internship- Fall

Consumer Safety Officer - Direct Hire

Management Analyst

Student Intern Program Fall 2020 Virtual Internship with EPA

Plant Protection and Quarantine Officer (Plant Health Safeguarding Specialist/Pest Identification)

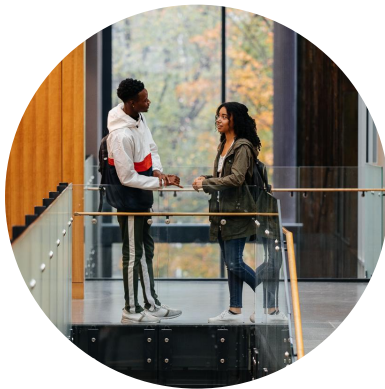Special Education Teacher, John F. Kennedy Day School

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Poll

Richmond Times-Dispatch Op-Ed:

Jonathan R. Alger column: Bridging the career services gap

By Jonathan R. Alger   Jan 27, 2020   💬 0

Goal:
Show students that Handshake has jobs and internships for every major

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Team

College President

Career Services
(Media, Liaisons)

University
Communications

University IT

Faculty in each
department

GROWTH4VA
A Campaign of the Virginia Business Higher Education Council

VIRGINIA CHAMBER

Handshake

Team

University Career Center
- Emily Blake, Communications Coordinator
- Vika Keating, Website Student Assistant
- Chandra Lane, Associate Director for Outreach & Engagement
- Carolyn Smith, Cassidy Persson, Colleen Waller, Aaren Bare, Dominique Rodriguez, Aimee Stright, Courtney Pelfrey, Kate Bergey, Career Liaisons *(some liaisons consulting with faculty in their colleges)*

University IT
- Alvin Chao, Web Services Manager
- Will Brown, Student Affairs Technical Services

University Communications & Marketing
- Andy Perrine, Associate Vice-President
- Randy Budnikas, Director of Digital Marketing
- Chris Meyers, Director of Recruitment Marketing

University President, Jonathan Alger

Project Timeline

Start

Finish

April 2018:
Handshake Implementation

April 2019:
General job and internship feed
added to Career Center website

September 2019:
Creating Handshake feeds for each major
Career liaisons research, consult with faculty, test, and compile career keywords for jobs and internships related to each major

October 2019:
JMU ranked best college in Virginia for employment

November 2019:
Partnering with industry
Idea for statewide event with employer associations, JMU officials, Christine Cruzvergara as "virtual ribbon cutting" to unveil Handshake feeds

December 2019:
Testing feeds
Previewing all 424 feeds for relevance, editing search terms as needed

January 2020:
Rollout of all feeds, event in Richmond, press coverage
Promoting our ranking as best college in VA for employment and the Handshake feeds for all majors

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Part Two:
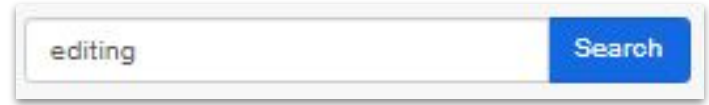# Logistics

Building feeds with a campus coalition

1. **Involve career liaisons** in research of keywords
2. Encourage liaisons to **loop in faculty** on keyword suggestions
3. **Work with IT** staff for technical assistance (layout of feeds on your website)
4. **Preview searches** generated with each feed
5. **Modify search terms** for feeds where the positions are not in line with your expectations (by using additional criteria beyond the keyword as needed)
6. Market that these feeds by major are now available for your students (think big, **involve Admissions or University Communications**)
7. Reach out to academic departments to see if they would also like to post these feeds on their **departmental websites**

Choosing keywords

- Look to a variety of information sources to develop career keywords for each major
  - Alumni career outcomes by major
  - Internship data from current students
  - Career advisors and liaisons
  - Faculty
  - LinkedIn alumni search for your university with "what they studied" filter
- Develop several career keywords for each major
- Preview results
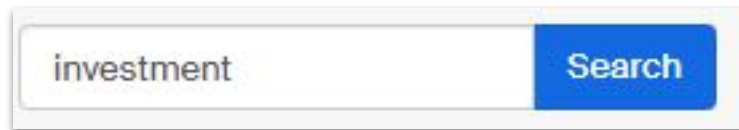- Modify as needed (your keyword may need to change entirely)

Creating your first feed

- In Handshake go to School Settings > External Feeds > New External Feed

- Name feed in descriptive way (example: "Editing internships" "Accounting jobs")

- Use left hand navigation to choose criteria

  - Type keyword in top search box

  - Choose Job Type (Job or Internship)

  - Check "Exclude Posted to All Majors" box

  - Preview results on the right hand side

- If needed, hone in on better results by choosing additional criteria (Employer Industry, Job Function, Job Role Group, Major Group, Major) or uncheck "Exclude Posted to All Majors" box

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Other feed tips

- Keyword limitations:
  - No phrases or combinations of keywords
  - We can't control where in the job posting the keyword appears
- In the keyword example above, using the term "investment", a nursing position could show up in our feed if the job posting talks about "investment in patient wellbeing".

- This is an example for when we would use additional criteria (Employer Industry, Job Function, Job Role Group, Major Group, Major, etc.) to get better results in our feed.

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Embedded feeds on Career Center website
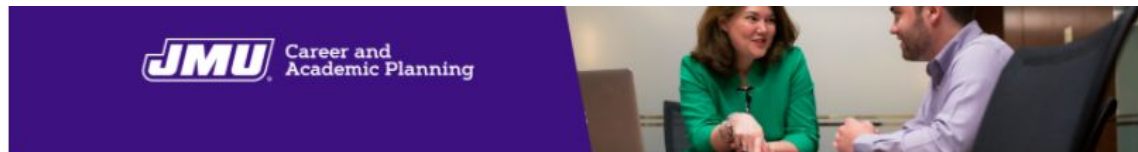
Examples:

[Media Arts & Design](#)

[Computer Information Systems](#)

[Integrated Science & Technology](#)

Embedded feeds on major landing pages for JMU

Nursing Major

We engage students, faculty and communities through dynamic and innovative nursing education, practice and scholarship to influence health in our world.

Our pre-licensure BSN program graduates 226 students per year incorporating patient care simulation, be it with high fidelity mannequins

Important Links

Nursing Website
Degree Requirements
Nursing Careers

🎓 Career Planning

A successful career and a meaningful life is what it's all about. Whe... top graduate school appointment, JMU Dukes make their dreams ig...

Here are current openings available to JMU students.

Jobs for JMU Students

| NURSING |
| NURSE |
| RN |

Internships for JMU Students

| NURSING |
| NURSE |
| RN |

When a student clicks on a job from a Handshake feed

Part Three:
Outcomes & Takeaways

JMU saw a clear increase in student activity with the launch of Handshake feeds by major

Comparing January-February 2020 with January-February 2019

Applications to jobs and internships on Handshake have increased	**Total logins** to Handshake have increased	**Agreement with HS Terms of Service** increased	**Page views** to the Career Center page "job search by major" have increased
⇧ **57%**	⇧ **77%**	⇧ **60%**	⇧ **378%**
From Jan to Feb 2020 **2,189** more applications within 1 month (compared to 35% increase in prior year)	From Jan to Feb 2020 **5,225** more total logins within 1 month (compared to 31% increase in prior year)	From Jan to Feb 2020 **357** more agreements within 1 month (compared to 3% increase in prior year)	From Jan to Feb 2020 **1,105** more page views within 1 month (compared to 38% decrease in prior year)

Great variety of Handshake major feeds being visited

—

Top pages were not just Business—this is a more sophisticated structure that champions a wider variety of majors.

1. Health Sciences
2. Psychology
3. Finance
4. Communication Studies
5. Marketing
6. Accounting
7. Biology
8. Hospitality Management
9. Computer Information Systems
10. Management
11. Sport & Recreation
12. Media Arts & Design
13. Integrated Science & Technology
14. Nursing
15. Political Science

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Takeaways

- Have multiple people develop keywords and review the feeds (not just once, but periodically).
- Don't be too tied to certain keywords, in case they don't work in practice.
- Test and preview feed results before they go live.
- Ask faculty to take a look at feed pages and provide feedback.
- If faculty want to make changes, host a meeting to do collective editing of the feeds. Some feeds will need more trial and error editing than others.
- Think about your campus coalition. Who might be interested? Who can spread the word? Who could embed feeds?

Questions?

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UNIVERSITY ®