Enhancing UNCG Employment Data Collection

Nicole Hall
Director, Career Services Center
Facilitate Regional Transformation

Showcase UNCG ROI

Empower Stakeholders with Data
Stakeholder Data

- Prospective Students
- Current Students
- Hiring Organizations
- Accreditation/Rankings
Industry Standards for Data Collection

NACE Standards require a 65% “knowledge rate” - the percent of graduates for which the institution has reasonable and verifiable information
In close collaboration with each school and college, Career Services uses cutting-edge technology and contact to collect data.

- Personalized message, survey development, and deployment
- Mining of social media, databases
- Data to Career Services & academic unit
- Data-driven decision-making
Reporting Categories

**Seeking**
- Full-time
- Contract / Freelance
- Fellowship / Internship

**Not Seeking**
- Continuing Education
- Entrepreneur
Our New Technology: 12Twenty Outcome & Data Analytics

User-Friendly & Accurate
- Less than 3 minutes to complete
- Cleans data as it is entered

Efficient & Targeted
- Real-time response tracking
- Email through the system from anyone on campus

Dynamic Reporting
- Access to three years of historical data
- Empowers stakeholders on campus with intuitive access to university data and reports
Thank You!

Any Questions?

Nicole Hall – nrhall@uncg.edu