Cleveland–Marshall College of Law Uses CSM Data to Guide Career Services Strategy

SITUATION | The Office of Career Planning at Cleveland-Marshall College of Law implemented CSM by Symplicity in 2006, but was not utilizing the system to its full potential. With a staff of only two people, the Director of Career Planning, Heather DiFranco, wanted to use CSM to automate existing processes that demanded the most physical resources, such as filing paper applications.

She also wanted to move away from the externship application process in place, which required students to complete paper forms in the office before meeting with an advisor and applying to externships. More importantly, Heather wanted to leverage CSM’s reporting capabilities to analyze what job opportunities were resonating with their students and what percentage of them were getting hired though their system.

“"The power of CSM lies in its underlying reporting ability for data, as opposed to just (being) a repository for information.”"
CSS SUCCESS STORY

SUCCESS | CSM allowed the Office of Career Planning to automate many of their time-consuming processes. Since ABA regulations indicate that post-graduation employment information can only be reported by the student, the staff saved time having to reach out to students individually for them to report their employment outcomes after graduation. Instead, Heather and her staff used the alert system to indicate when a student had updated their profile, and staff could quickly follow up if he or she reported inaccurate or confusing information. Students were also able to submit externship evaluations directly in CSM that could be easily accessed and reviewed in the site.

The reporting function helped Heather create annual reports to highlight trends in job postings, student advising and employer outreach efforts. Given the interest from the Dean’s office, the alumni, the students and the Board of Visitors in learning about local employment trends for law school graduates, Heather leveraged CSM’s reporting ability to provide educated answers about job postings and career services offerings. She also used historical data to compare how their career offerings have fared with various groups of students across the years and to analyze which students found employment after using the career center’s services.

Case Highlights

The Office of Career Planning at Cleveland-Marshall College of Law had been using Symplicity CSM for years, but was only employing it for job-posting purposes.

With increasing scrutiny over employment outcomes, Career Planning Director, Heather DiFranco, wanted to leverage CSM’s reporting capabilities to provide business justification for career services.

The staff began using CSM to streamline many of their manual processes, such as processing paper applications and collecting annual surveys.

CSM reporting allowed Heather to create annual reports to highlight trends in job postings, student advising and employer outreach efforts.

“The reporting function is so powerful! It really helps you make a business case (for CSM) and helps you increase your credibility in the field.”

WHO WE ARE

Symplicity is the market leader of student employability solutions. At Symplicity, we are deeply committed to partnering with the global higher education community to redefine student and institutional success by breaking down departmental silos and leveraging Symplicity’s smart, innovative technology.

CONTACT:
Symplicity Sales
info@symplicity.com

WWW.SYMPLICITY.COM