

Driving Digital Excellence

Elevating Career Services and Enhancing Student Employability at Deakin University with CareerSet

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34,514	9,108	12
Review conducted	Student users	Months
3.8	14.1%	Established leader
Average uploads per user	Average score increase	In online education

Introduction

CareerSet, an AI-powered platform specialising in instant CV feedback, tailoring advice, and cover letter enhancement, has significantly bolstered employability support at Deakin University, a leading global institution in Victoria, Australia. This case study examines Deakin University's adoption of CareerSet, the challenges overcome, and its impact on the careers service operations, DeakinTALENT, since it adopted the platform.

Finding the Ideal Solution

Deakin University, renowned for its innovative approach to new digital technologies, operates a digital-first strategy through its pioneering careers service, DeakinTALENT. Recognising the need for an efficient tool to streamline CV support and reduce manual efforts, the team sought alternatives after encountering dissatisfaction with a previous solution in 2023. Sharon Berman and Jamie Mustard led the quest for a better solution and identified CareerSet as superior for several reasons:

- The platform offers features providing students with flexibility during CV optimisation;
- It enables students to tailor their CVs to specific job descriptions and enhance their cover letters;
- CareerSet's adaptability across various programs and approaches aligned well with Deakin's needs;
- Crucially, CareerSet adds significant value without consuming valuable staff time, a key requirement for the busy career service.

Sharon notes, "From a student's perspective, it's amazing. Since our go-live, we have seen over 9,000 students access the platform. Each student has done about three uploads. With our previous tool, our students had to do many, many more uploads before they saw any sort of major improvement. With CareerSet, it's much easier for them to read and to act on the feedback as well, so we see good results in much less time."

Jamie adds, "Overall, the ease of use, the reduction in staff workload, and the freedom of students to work independently without encountering issues or bottlenecks made this the perfect solution for the careers service. There is no cap on student numbers or uploads, which means the admin-heavy process of reallocating uploads to students who have maxed out was eliminated. We also like that CareerSet handles any and all student queries and support directly."

Challenges Addressed by CareerSet

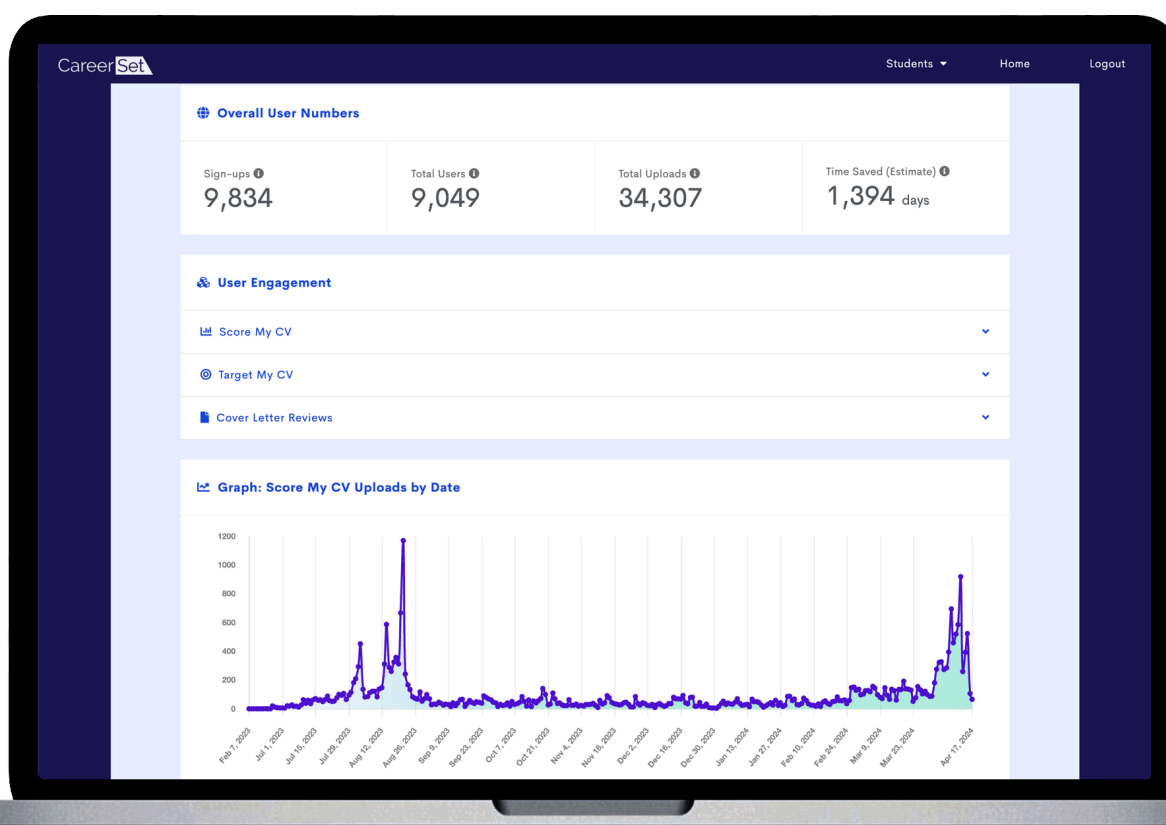
DeakinTALENT has widely integrated CareerSet across the academic curriculum, reporting high effectiveness. CareerSet's solutions have addressed or eliminated various challenges faced previously:

1. Giving students more autonomy: The adaptable platform provides students with more flexibility in approaching their CVs (and cover letters), while still encouraging adherence to best practices and Deakin's templates.
2. Zero issues. Zero downtime and great student feedback: CareerSet's reliability eliminated complaints and downtime experienced with the previous tool, ensuring uninterrupted access for students.
3. Smooth implementation: Unlike past experiences, CareerSet's implementation was swift and hassle-free, instilling trust and confidence in the relationship.
4. Tracking student progress: CareerSet integrates seamlessly with Deakin's Career Centre Management System, providing staff with valuable data for strategic decision-making and quality assurance.

Implementation and Results

DeakinTALENT implemented CareerSet into its digital ecosystem in May 2023, integrating AI capabilities for fully automated CV feedback. This implementation has led to:

1. Increased scalability: Over 9,000 students have utilised CareerSet, with an average of three reviews each, resulting in over 34,000 reviews. CareerSet's ease of use and unlimited uploads eliminated the need for any manual staff intervention to support the students' use of the platform.
2. Improved quality of CVs and cover letters: Significant score improvements validate CareerSet's effectiveness, empowering students with actionable feedback, within an engaging and interactive learning resource.
3. Enhanced student independence: CareerSet encourages students to tailor their CVs and cover letters to any job description, to encourage ownership and independence in the job search process.
4. Data security and integration: CareerSet's compliance with data standards and seamless integration with Deakin's career centre management system ensure secure data handling and a single source of truth.
5. Cost-effectiveness and time-efficiency: CareerSet saved DeakinTALENT financial and human resources. The platform allowed the service to optimise resource allocation and enable efficient student support, resulting in benefits for 9,108 students while enhancing the DeakinTALENT team's productivity.



The Future - Ongoing Innovation

As an innovative tech company, CareerSet harnesses GPT technology to enrich the student experience on the platform. Students now have the advantage of having lines of their CV optimised for inspiration through CareerSet's GPT integration. This integration has been carefully positioned and configured to ensure a valuable learning experience takes place, while also providing the career center with full oversight of how students are using the feature. Another exciting innovation from CareerSet, is the LinkedIn Optimisation solution launched in April 2024. This tool offers scalable support for students seeking to enhance their online presence by receiving professional feedback on their LinkedIn profiles. DeakinTALENT is currently evaluating these newly launched features and considering how these could be incorporated into the current strategy.

Conclusion

In less than a year, CareerSet has delivered significant benefits across multiple fronts, allowing it to reduce costs for DeakinTALENT while expanding functionality. It streamlined CV support, liberating students from rigid templates and empowering students to engage in the CV and cover letter improvement process, promoting independence. Additionally, it enhanced accountability by allowing students to monitor their progress and take ownership of the quality of their documents. It is seamlessly integrated into Deakin's systems and approaches for easy tracking and reporting and has required no manual intervention from staff to date. Sharon and Jamie concurred "We would thoroughly recommend CareerSet to other universities in Australia and beyond".

