FACT SHEET
Student Pathways Application
LAUNCHING APRIL 2017

Intended for college internal use only. For more information, please contact:

FirstName LastName
Email
Phone

Application Overview

The Student Pathways application is designed to help jobseekers and prospective students make informed decisions about career options — matching their individual interests and skills with programs and careers. Factoring in the individual's unique needs, expectations, and preferences, the application identifies nearby Massachusetts Community Colleges with relevant academic programs that match career preferences.

In addition to aligning individual interests, goals, and college offerings, the application is supported by current labor market information. As a result, site visitors receive a customized online experience that culminates with a detailed action plan tailored to their personal career and academic objectives, furthering their educational and professional growth — while driving program interest and student enrollment within the college system.

User Advantages

Community College Admissions: Collects data from prospective students that have shown program interest, while providing insights to help guide them through enrollment. Information gathered includes experience, occupational preferences, and goals.
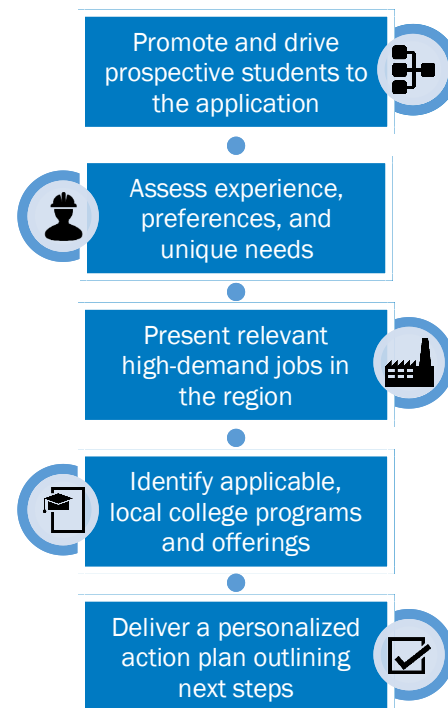
Academic and Career Advisors: Delivers intelligence on regional employment data, including demand, growth outlook, number of jobs, and salaries.

College Administrators (Department/Program Leads): Provides insight into regional academic and occupational preferences along with employment needs — channeling prospective students to admissions counselors.

Prospective College Students: Presents current, tailored, and actionable information on high-demand jobs in the region, along with the academic programs that will help them achieve opportunities of interest.

One Stop Career Center Customers: Empowers jobseekers with regional employment opportunities, along with correlative academic programs.

Features

- Promote and drive prospective students to the application
- Assess experience, preferences, and unique needs
- Present relevant high-demand jobs in the region
- Identify applicable, local college programs and offerings
- Deliver a personalized action plan outlining next steps

Benefits

- Promotes awareness and drives traffic to website

- Connects prospective students to high-demand careers and relevant academic programs

- Delivers personalized outline of actionable steps towards enrollment