

XJTLU Career Centre

Case Providing Department: Student Admissions and Career

Development Office

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1. Background

With the ever-changing current career development environment, students are facing increasingly diverse growth paths. To better provide support, the XJTLU Career Center continues to carry out various activities that focus on students' career development needs. However, the traditional management model mainly relies on paper records and electronic spreadsheets for information aggregation, which gradually presents challenges such as information dispersion, inconsistent standards, and limited collaboration efficiency in practical operations.

This is specifically manifested in the following aspects:

The effectiveness of resource integration requires improvement. Taking corporate partnerships as an example, among the existing cooperative resources, the proportion that can continuously and deeply participate in the university's career support activities is limited, leaving a significant amount of resources underutilized.

Data processing is relatively cumbersome. The volume of graduate-related information accumulates year by year. Conducting multi-dimensional statistical analysis often requires considerable manual effort for repetitive sorting and processing.

Information continuity is insufficient. For instance, in career counseling and further education guidance, if the counselor changes, subsequent services struggle to quickly connect with historical records and student backgrounds, affecting the continuity and personalization of guidance.

To gain a more comprehensive understanding of students' needs regarding further education and employment, effectively integrate existing resources, and enhance service efficiency, this project adheres to a student-centered approach. It aims to build an integrated business platform covering employer engagement, graduate information management, front-desk services, and counseling support. The goal is to achieve resource optimization, data connectivity, and service quality improvement, thereby providing students with more precise, efficient, and coherent career development support.

2. Solutions

(1) Interaction Index Model: Utilizing data association and calculation functions to quantify resource engagement and accurately identify underutilized resources.

- **Core Mechanism:** The system automatically associates companies with their various activities and tracks/logs the quantity of each employer's participation in different events (e.g., career fairs, career talk sessions, company visits), forming a complete interaction history.
- **Data Calculation:** Based on the frequency, type weight, and recent activity of interaction events, a specific algorithm synthesizes a quantitative Interaction Index. A higher index value indicates more frequent interaction and a closer relationship between the company and the Career Centre.

(2) Data Visualization & Analytics Platform: Transforming complex employer and graduate data into clear charts and analysis dashboards.

- **Unified Data Foundation:** The platform's underlying layer has cleaned and integrated data for over 40,000 graduates and employers using a standardized tagging system, ensuring data quality and consistent metrics.
- **Dual-Perspective Visualization:**
 - a. **Employer Resource Profile:** Uses various charts (bar charts, radar charts, maps) to intuitively display the quality, structure, and geographic

distribution of existing employer resources across dimensions like industry, partnership level, and company size.

b. Graduate Development Tracking: For graduate data, the platform supports drill-down queries and visual analysis based on key dimensions such as graduation year and post-graduation destination (e.g., employment, further study, undecided). Users can quickly access deep insights into specific student cohorts, including employment rates, ranking of further study institutions, and industry distribution of employers, through interactive charts.

(3) Establishment of an Integrated Student E-Profile: Creates a unique digital profile for each student based on their AD account, continuously accumulating key information such as educational background, counseling records, and feedback.

- Online Counseling Process: Counselors fill out structured consultation summaries online after each service, forming traceable and searchable continuous records.

- Authorized Sharing Mechanism: Under privacy protection principles, authorized counselors can fully understand a student's history, ensuring continuity and personalization in guidance, effectively eliminating information silos.

3. Outcomes and Benefits

Following the full launch of the platform, it has not only successfully addressed the limitations of the original operational model but has also delivered significant comprehensive benefits in terms of business processes, resource utilization, and strategic decision-making.

(1) Comprehensive Standardization of Daily Work Processes for Efficient and Regulated Operations

- Standardized Employer Management: Established a full-process standardized operating system covering information entry, partnership tiering, interaction tracking, and outcome evaluation, enabling unified and professional management of over 1,500 employer resources.
- Standardized Service Processes: Integrated front-desk reception, career counseling, and other tasks into unified online workflows, ensuring full traceability of service processes.
- Continuity of Counseling Information: Built a structured student counseling file system that completely records all counseling history, enabling seamless handover between different counselors. This effectively ensures the coherence and depth of guidance, enhancing service professionalism.

(2) Scientification of Management Decision-Making, Shifting from Subjective Judgment to Objective Measurement.

- **Data-Driven Decision Making:** The integrated dashboard provides real-time visualization of employer resource profiles and graduate development trends, supporting multi-dimensional drill-down analysis. This offers a precise basis for optimizing activities and adjusting resource acquisition strategies.
- **Quantified Evaluation System:** The introduction of quantitative indicators like the "Interaction Index" enables objective assessment and dynamic monitoring of employer relationships. This makes resource maintenance work measurable and optimizable, driving management from experience-based to data-oriented and directly guiding work prioritization.