

THIS IS CAREERPROFESSOR.WORKS!



BRIDGING THE GAP BETWEEN EDUCATION AND THE WORLD OF WORK

Employability nowadays revolves around so much more than ‘just’ finding a job. It is about personal growth, soft skill development and cultural competency. In order to fully grasp the **employability perspective**, we need to start at the basis: the student.

And with this vision in mind, CareerProfessor was born: a **ready-to-use digital tool** that provides intercultural training and global career advice to all students and alumni of a Higher Education Institution, through a game with more than a thousand multiple-choice questions on job hunting, doing business and social interactions. It contains four separate modules: the app, career advice, a community platform, and data coverage for universities.

Research on international student expectations* shows that students in this area need help in finding employment, and that they expect more career advice from their university. We thought it was time to think beyond the obvious. We are delivering support in the **language of modern students**: easy to grasp, visual, available 24/7, digital.

It all started with understanding the gap between universities and the world of work; it is huge! It seems like a never-ending pitfall that universities keep finding themselves in. Employers indicate that students often miss the **necessary skill set**. Developing this necessary skill set should be touched upon while students still find themselves in university. By integrating this into curricula and paying attention to it, students will be better prepared for their step(s) into the world of work. Setting up this new and advanced tool, it was crucial to involve all key players, and receive constant input from students, employers and universities.

So, what does CareerProfessor actually do? It helps students hone their intercultural knowledge, as well as enhance their employability skills. It brings that connection and supports the student's **transition from university to working-life**. CareerProfessor is scalable, innovative, and solves one of the most pressing issues for global higher education: ensuring each student leaves higher education feeling employable.

* International Student Expectations: Career Opportunities and Employability. Per Nilsson & Nannette Ripmeester pp. 614-631 © Journal of International Students <http://jistudents.org/>



Module 1: Core

The App & Website

The CareerProfessor app is a fun and interactive game that provides information on how to job hunt, interact and do business in more than 40 countries. Students are rewarded with exclusive and detailed information on the country of their choice. Digital badges and a leaderboard complete the gamification. CareerProfessor supports intercultural knowledge, thus strengthening the international classroom for both international and domestic students.



Module 2: Career

Global Career Advice

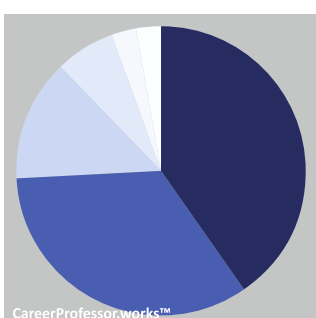
Help students understand how to job search and what is required to get hired. Making that first step on the labour market is not easy – students often struggle and fail to see how they can underline what they have learned and how to sell that knowledge to a prospective employer. Step by step CareerProfessor shows the way to write a CV or a resume, nail a job interview and get your elevator pitch right.



Module 3: Community

Alumni Relations

Include the messaging option, add a real-time world map and support peer-to-peer networking. Understanding where your graduates go upon graduation is important for any Higher Education Institution. With this CareerProfessor add-on you can turn your alumni into your Brand Ambassadors. Connect and engage with your alumni and create a peer-to-peer network.



Module 4: Coverage

Reporting on Employability

Add full reporting possibilities providing you with employability data on your graduates at your fingertips. Gaining management information on your students' satisfaction in how you prepare them for the next step after graduation is key. CareerProfessor provides insight into contentment around employability and career-related topics. Support your students and close the gap between education and the world of work.