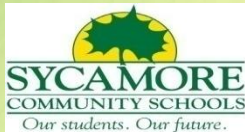


Sycamore Advisory Commission Internship Clearing House Project



May 2016

TEAM MEMBERS

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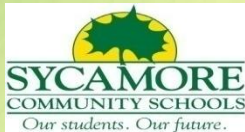
Kassi Eckert

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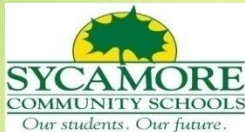
Kyle Lewis

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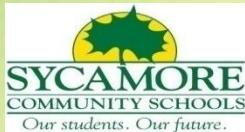
Agenda

- **Project Background and Objectives**
- **Research Methodology**
- **Key Findings**
- **Recommended Next Steps**

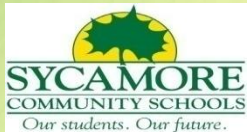


Scope of Project

- To facilitate opportunities for students to engage in non-traditional authentic learning.
- **The opportunities include internships, shadowing and service learning experiences with abundant community resources.**
 - ❖ Find a communication format to connect with the resources.
 - ❖ Identify the community resources that may be interested in partnering with Sycamore to provide these learning opportunities.



Research Methodology



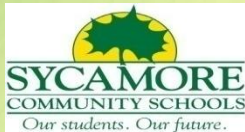
Identified Key Stakeholders

1. Students
 - Search for job/volunteer opportunities
 - As minors, need higher level of security & privacy
2. Parents
 - Oversight ability
3. Administrators/Teachers
 - Administrators need to vet employers/organizations and oversee students
 - Teachers/counselors could facilitate matching students with relevant opportunities
4. Employers/Organizations
 - Post employment opportunities
 - Must be thoroughly vetted and have secure way to connect with students

Identified and
listed software
criteria

Criteria Used to Evaluate the Companies:

- Access
- Ability to Customize
 - If customizable, who customizes?
- User Interface Ease of Use
- Ability of Administrator to Monitor
- Security
- Ability to Integrate with Existing Tools
- Costs, Start Up & Maintenance
- User Training
- Ability to Test System Before We Commit



Established categories and companies to research.

Companies We Considered

College Software Solutions:

- **Colleg Central** (collegcentral.com) – Provider of career services management tools for small, mid-size and community colleges.
- **Handshake** (joinhandshake.com) – Recruiting platform where students, career centers & recruiters come to meet & share opportunities.
- **Symplicity** (symplicity.com) – Platform to connect job seekers to leading employers while giving them all the tools they need to prepare for and succeed in today's job market.
- **Naviance** (naviance.com) – College & career readiness software provider that partners with high schools and other K-12 institutions to provide students with college planning and assessment tools.
- **Salesforce** (salesforce.com) – Cloud-based Customer Relationship Management (CRM) that stores and manage prospect and customer information in one central location.

Applicant Tracking Systems

- **ICIMS** (icims.com) – Provider of ATS applicant tracking systems and HR recruiting software. Innovative cloud-based solutions allow companies to recruit and onboard talent efficiently.
- **Jazz** (jazz.co) – Recruiting software for companies. Post jobs online, eliminate spreadsheets and track candidates easily.
- **Workable** (workable.com) – Affordable, usable hiring software. From building a branded careers page, to posting ads to multiple job boards, Workable makes it simple.
- **Bullhorn** (bullhorn.com) – Automate the entire recruiting lifecycle, from front office to back office. It automatically captures all client interactions, eliminating manual data entry.

Analyzed
Data/Findings

Develop
Recommendations

Lead Options

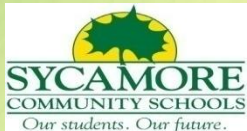
	Salesforce	Symplicity	iCIMS	Blackboard
Pros:	<ul style="list-style-type: none">• Cloud Based• Subscription• Might have charitable corporate funding availability• Highly customizable	<ul style="list-style-type: none">• Cloud Based• Subscription• Can be tailored to high school• Proven solution in education field• Compelling demo	<ul style="list-style-type: none">• Cloud Based• Subscription• Functionality is built; just needs to be adapted into student/education language.• Parent oversight capability• No add'l charges for workflow changes	<ul style="list-style-type: none">• Current Sycamore solution• Already has Parent, Student & Administrator access• Easy link to Google forms to create base functionality
Cons:	<ul style="list-style-type: none">• Collaborative solution but might require more customization	<ul style="list-style-type: none">• To be determined if it's a good fit for our own high school needs• No parent portal capability	<ul style="list-style-type: none">• Not actually created for education market• Minimal experience with education sector	<ul style="list-style-type: none">• Does not have a way for employers to access today• Not a fully featured solution that would provide long term solution
Costs:	<ul style="list-style-type: none">• 75k-250k 1x set up fee• 7% annual increase to be expected year over year	<ul style="list-style-type: none">• \$2600 1x set up fee• \$8800/yr with no annual increase	<ul style="list-style-type: none">• \$4250 1x set up fee• \$850 /mo• \$75/mo – add'l admin	
Remaining Questions:	<ul style="list-style-type: none">• Costs are fluid depending on customization needs, charitable funding availability	<ul style="list-style-type: none">• Compelling materials for system integration which need to be explored in more detail by Sycamore technology experts		<ul style="list-style-type: none">• Can we integrate a solution that enables Employer access?

Analyzed
Data/Findings

Develop
Recommendations

Key Learnings & Next Steps:

- Follow ups are best executed by Sycamore Personnel
 - Committee lacked credibility/authenticity which was an obstacle in moving forward with some companies
- Recommendations:
 - Salesforce: Explore charitable funding option
 - Symplicity & ICIMS: Connect technical experts from Sycamore for next stage of vetting
 - Blackboard: Consider as short term solution to connect with Google Forms while vetting 3 solutions above or another employer facing option can be integrated

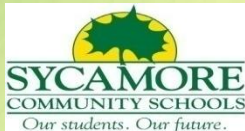


Analyzed
Data/Findings

Develop
Recommendations

Community Resources for Internship & Shadowing Opportunities

- Chamber of Commerce (Blue Ash, Montgomery, Symmes Township)
- City Councils
- Cities of Blue Ash, Montgomery, Symmes Township
 - Newsletters to residents & businesses
- Suburban Press
- Social Media
- Real Estate Brokerage Firms (new companies to the area)
- Library
- Sycamore Advisory Commission
- School Newsletters (Buildings, PTO)
- Booster Organizations (Athletic, Band, Theater, etc.)



Analyzed
Data/Findings

Develop
Recommendations

Community Resources Recruiting Suggestions

- Develop more marketing materials including;
 - Articles on success stories that are sent to the Suburban Press, School Newsletters etc.
 - Short Videos on success stories
 - Focus on service to the community
 - How students can provide a benefit & how the student benefits as well
 - Support provided by district

- Create tools to make it easier to say Yes
 - Suggested plan to orient students to the company
 - Ideas on how to include student in day to day operations
 - Transition document/Resume- sharing specific job skills / interest areas
 - Assessment / Evaluation document to track experiences and successes

