



Reimagining Career Support

Opportunities for Analytics Tools

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Anderson University + Lloyd

It's long been held that education, particularly a college degree, is the route to a high-earning job.¹ But landing on a rewarding career path takes more than a degree or certificate. Successfully charting a career path requires savvy on how to “navigate” the career search—preparing a compelling portfolio of work, making useful connections, knowing when and how to negotiate for salary and benefits.

Unfortunately, many recent graduates today report that their colleges don't provide enough help in

finding a job.² Though this is a problem for all students, it is particularly an issue for students who may be first-generation college students, students from families living on limited incomes, or students from communities that are vastly underrepresented in high-earning industries. Many of these students do not have the benefit of networks or connections that can fill in the gaps that career services in colleges leave behind. **It is clear that there is a need to rethink career support for the 21st century student.**

RESULTS AT A GLANCE



Students Benefit from Flexibility of Lloyd's Online Platform



Lloyd Helped Students Build Confidence in their Career Search Journey



Lloyd Support Promotes a Beneficial and Motivating Student-Advisor Relationship

¹ U.S. Department of Education, National Center for Education Statistics. (2021). *The Condition of Education 2021* (NCES 2021-144), <https://nces.ed.gov/programs/coe/indicator/cbc>

² Cengage. (2021). *Graduate Employability Report*. https://cengage.widen.net/content/e5oqtwwr1/pdf/Graduate_Employability_Report---May-24-FINAL.pdf?u=fn2gt2

Lloyd reimagines this service by providing a platform that **personalizes career support** to the learner and **easily 'plugs' into** the school ecosystem.

- **Lloyd's scaffolded career service utilizes the learnings of goal attainment and motivation research to support students at each component of their search process**—from identifying suitable careers to improving their personal pitch and resume. This personalized support not only inspires confidence in students within the different components of their career search but also motivates them to complete their degree program to officially begin their careers; of the surveyed students in this engagement, **67% reported more motivation** to complete their program after using Lloyd, despite the many obstacles and distractions that exist when concurrently completing a job search and finishing school.
- **Lloyd's "plug-and-play" online platform allows for it to be seamlessly integrated into the learning environment.** For example, in the engagement reported below, Lloyd was delivered to learners within their classroom in an online program. However, the platform has also been used at upskilling organizations, specific career service platforms, and hybrid colleges. Operating online gives learners the flexibility to access support at times that best fit their schedule and allows Lloyd to be used by a variety of learning models.

To better understand the unique impact of Lloyd in the career support sector, we report on findings from a recent engagement with Anderson University. This case study, conducted by WGU Labs in collaboration with Lloyd, was implemented in online MBA and undergraduate courses. A total of ~75 learners were given access to Lloyd to use in their course; over 90% of these learners in one course signed up to use the tool.

Students were sent a survey both at the start and end of the term to assess how they felt about achieving their career goals before and after using Lloyd. Twenty-two students shared their experiences on the survey. We highlight the findings of this engagement below.

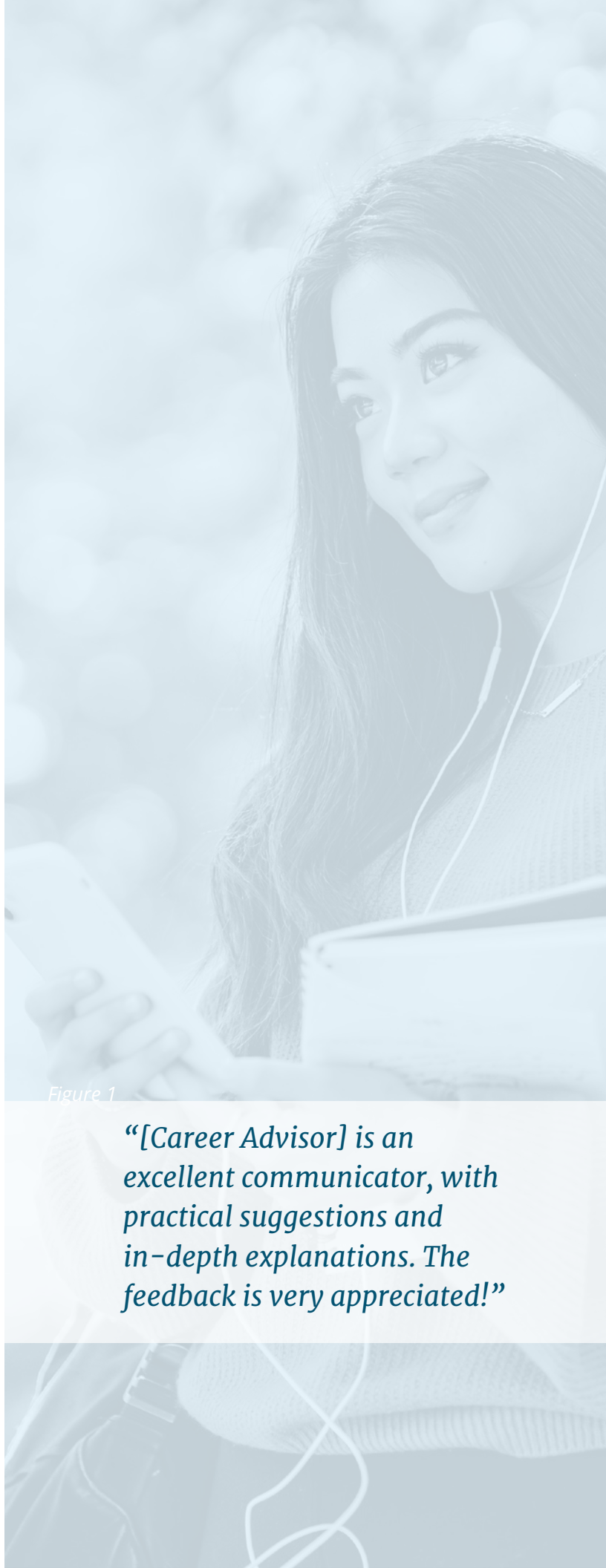


Figure 1

“[Career Advisor] is an excellent communicator, with practical suggestions and in-depth explanations. The feedback is very appreciated!”

STUDENTS BENEFIT FROM FLEXIBILITY OF ONLINE PLATFORM: INITIATIVE, ACCESS AND SCHEDULING BARRIERS

Students reported on the survey that:

- **while they felt confident about achieving their career goals at the start of the semester** ($M = 4.25, SD = 0.61$),
- **they were not as clear on next steps for reaching these goals** ($M = 3.58, SD = 0.91$) and
- **felt career resources at their college/university were not that easy to find** ($M = 3.93, SD = 0.76$).

These answers reflect the potential barriers encountered in the traditional college career service/support experience. Below, we discuss these barriers and highlight how Lloyd helps mitigate such hurdles.



BARRIER: Initiative

The presence of a career service office does not necessarily mean that students are using said service. Students must take the initiative to seek it out, locate it, make an appointment, and then ultimately meet with the career advisor. For students juggling many responsibilities, these tasks may be too big of a hurdle and ultimately may prevent them from seeking out career advice.

Because Lloyd is presented to the student, those seeking this service can immediately act upon it.

LLOYD MAKES IT EASIER FOR BUSY, DISTRACTED STUDENTS TO USE CAREER SERVICES.



BARRIER: Access

Students may not have career services within their program or know they exist as part of their program. Lloyd circumvents this issue with its fully-online presence. Students no longer need to search for the relevant office; instead, they are **able to access career support directly from their devices**. Of the 22 students sharing their experience on the follow up survey, 73% of them reported that they felt more confident in the career services offered at their institution since using Lloyd.

73% OF STUDENTS REPORTED THAT SINCE USING LLOYD, THEY FELT MORE CONFIDENT IN THE CAREER SERVICES OFFERED AT THEIR INSTITUTION.



BARRIER: Scheduling

Traditional career service offices generally operate during the day, when students may have classes or jobs—thus making it difficult for the student to find times that match with the center's office hours. Lloyd circumvents this problem by giving students the agency to schedule meetings on their own time. Notably, **about 50% of all learner-advisor interactions on Lloyd happened in the evening**. Lloyd's flexibility provided students the opportunity to find career support that best fit their schedule. This facet of Lloyd is important when considering the changing demographics of student populations, especially at online and non-traditional universities that may enroll students with full-time jobs or those juggling caretaker responsibilities that take up time during normal business hours.

LLOYD'S FLEXIBILITY PROVIDED STUDENTS THE OPPORTUNITY TO FIND CAREER SUPPORT THAT FITS THEIR SCHEDULE.

LLOYD HELPED STUDENTS BUILD CONFIDENCE IN THEIR CAREER SEARCH JOURNEY

Lloyd advisors support students through every stage of the career search process, personalizing advice to meet students where they are. When students onboard, they are directed to a set of questions that assess where in their career journey they are, in order for career advisors to best determine where to start in their career plan. See Figure 1, image of personalized plan example.

As shown in the career plan image, Lloyd scaffolds the process by breaking it down into smaller components. Research shows that goals are best achieved when segmented into incremental steps³, so as students progress through the plan, they are better prepared and motivated to attain their goal of landing a job. **Of the 22 students responding to the follow up survey, 60% said they felt more clear on the next steps that needed to be taken to be successful in their career now after using Lloyd**, and half felt even more confident about achieving their career goals. This was after 12 weeks or less of working with the Lloyd advisor and platform.

In addition to the personalized career plan, students also benefit from having a supportive relationship with their career advisor, which can positively benefit goal attainment.⁴ Though engagement is usually asynchronous, students and advisors have the option of a scheduled monthly call that helps students stay accountable to their goals; these check-ins help build and enhance the student-advisor relationship.

This initial implementation with Anderson University students highlights the ways in which Lloyd provides flexible, scaffolded support that is

- tailored to the student,
- promotes a beneficial and motivating student-advisor relationship, and
- adapts to the students' schedule.

These qualities, in conjunction with the ease with which the service is delivered to students, position Lloyd as an exciting platform that meets the needs of the new upskilling and/or higher education learner. No longer is career support confined to a brick-and-mortar building on campus. Now, students have the opportunity to speak with professional advisors on their own time, on topics that are relevant and personalized to their career needs, and can, through a well-researched and scaffolded career plan, boost their career opportunities. ■

³ Huang, S., Jin, L., & Zhang, Y. (2017). Step by Step: Sub-Goals as a Source of Motivation. *Organizational Behavior and Human Decision Processes*, 141, 1-15.

⁴ Scherer, K. R., Schorr, A. E., and Johnstone, T. E. (2001). *Appraisal Processes in Emotion: Theory, Methods, Research*. New York: Oxford University Press.

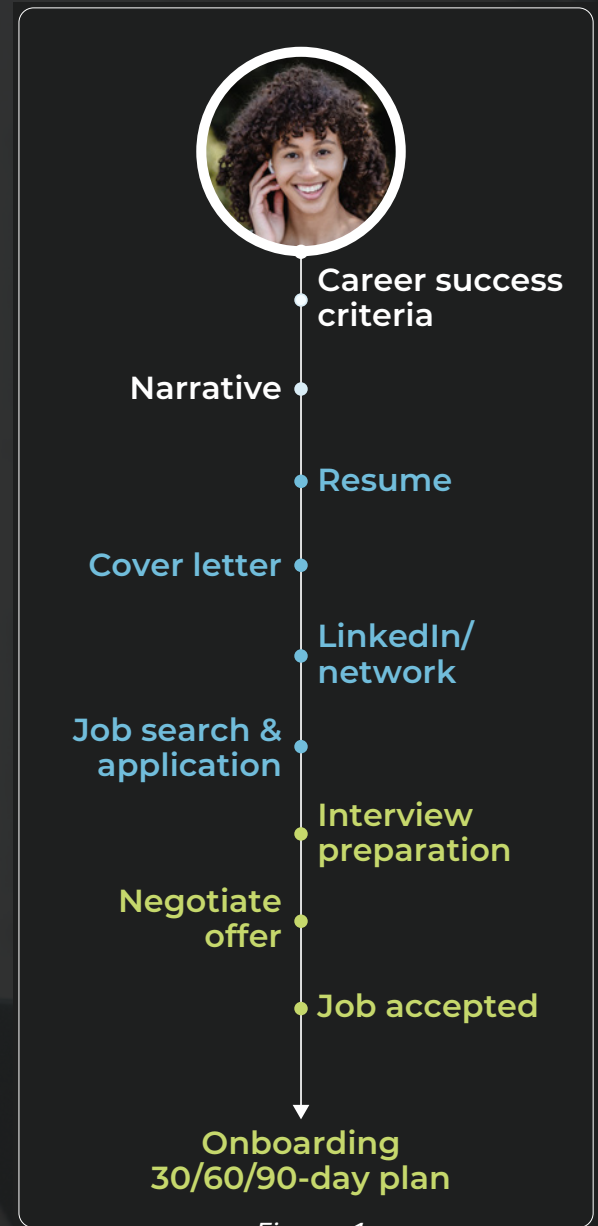


Figure 1

“[Career Advisor] was very professional during the discussion and created a relaxed atmosphere during the copilot call that engaged me fully, to say the least.”



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The **Accelerator at WGU Labs** works with early-stage education technology startups. As an accelerator born out of Western Governors University (WGU) — the nation's largest nonprofit, online university — its mission is to advance the academic, social, and career success of learners by lowering education costs, increasing learner access, and improving learner outcomes, all with a particular focus on those who are underserved and/or at-risk.

Lloyd helps professionals advance towards meaningful, gainful careers. Lloyd works with members to clarify career goals, identify paths to those goals, and ensures they succeed.