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The higher education career services industry has changed dramatically over the last five years, especially the technology landscape. In fact, there is now a “career ed tech stack” or a set of layers of software and applications used to support career planning and outcomes. If this tech stack is built in a strategic manner, easily accessible and communicated effectively to students and key stakeholders, career centers can scale their impact on both student success and institutional effectiveness. The visual below gives an overview of what the career ed tech stack and technology ecosystem looks like. Example tools and software are shown in each layer, however they are only examples, as there are are over 400 companies serving the fast-growing career services industry.

	<h3>Website Management</h3> <p>Tools to manage the face of career services, where the career center can brand their office by sharing their mission, promoting resources and services, and informing community engagement. Because the website is typically the only public facing asset of a career office, it is critical to engaging the broader community of internal and external stakeholders. Schools either manage their own website with a specialized vendor or collaborate with IT, marketing and communications to manage their site.</p>	<h4>Enterprise CMS</h4> <div></div>		<h4>Career Services CMS</h4> <div></div>				
	<h3>Marketing & Communications</h3> <p>Tools to communicate with students and key internal and external stakeholders. Schools either utilize dedicated marketing and communication tools, use tools built into either their CSM system or a combination of both.</p>	<h4>Content Management</h4> <div></div>	<h4>Events Marketing</h4> <div></div>	<h4>Email</h4> <div></div>	<h4>Social Media Sharing</h4> <div></div>	<h4>Marketing Suite</h4> <div></div>		
	<h3>Career Planning Tools</h3> <p>Tools to help students throughout their career journey. Schools typically use niche point solutions to offer specialized career research, planning or recruiting functionality as a complement the core CSM system.</p>	<h4>1. Assessment</h4> <div></div>	<h4>2. Career/Job Research</h4> <div></div>	<h4>3. Skill Building</h4> <div></div>	<h4>4. Resume Building</h4> <div></div>	<h4>5. Personal Storytelling & Branding</h4> <div></div>		
		<h4>6. Mentoring & Networking</h4> <div></div>	<h4>7. Interview Prep</h4> <div></div>	<h4>8. Job Search & Career Fair</h4> <div></div>	<h4>9. Labor Market Information</h4> <div></div>	<h4>10. Workplace Success</h4> <div></div>		
	<h3>Career Services Management (CSM)</h3> <p>The core technology in many career centers, the CSM handles most core operational functions and are increasingly offering student-facing services as well, often overlapping with niche career tools.</p>							
	<h3>Tools to Capture Data</h3> <p>There are a variety of use cases for implementing tools that help capture insights about engagement, student pathways, related networks and efficacy, and other topics. Schools can either procure tools and technologies on their own or collaborate with institutional research, IT, Marketing or their CIO's office to manage this.</p>	<h4>Website Analytics</h4> <div></div>		<h4>Business Intelligence Tools</h4> <div></div>		<h4>Survey Tools</h4> <div></div>	<h4>Relationship Management</h4> <div></div>	

About the authors



Dr. Sheetal J. Patel is a fourteen-year veteran of creating strategies that engage customers. Her current research focuses on Gen Z and technology and branding within higher education. She is currently the Associate Director and Content Lead for the Career Management Center at the Stanford Graduate School of Business. Her goal in writing about the career ed tech stack was to help career services professionals make more informed decisions about procuring technology to support students.

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David Kozhuk is the Founder and CEO of uConnect, maker of the first and only marketing platform built for the higher education career services industry. David was inspired to write this paper to shine a light on the important resources, data and information that lives in the career center in hopes they become a bigger part of the campus culture and daily student experience.

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