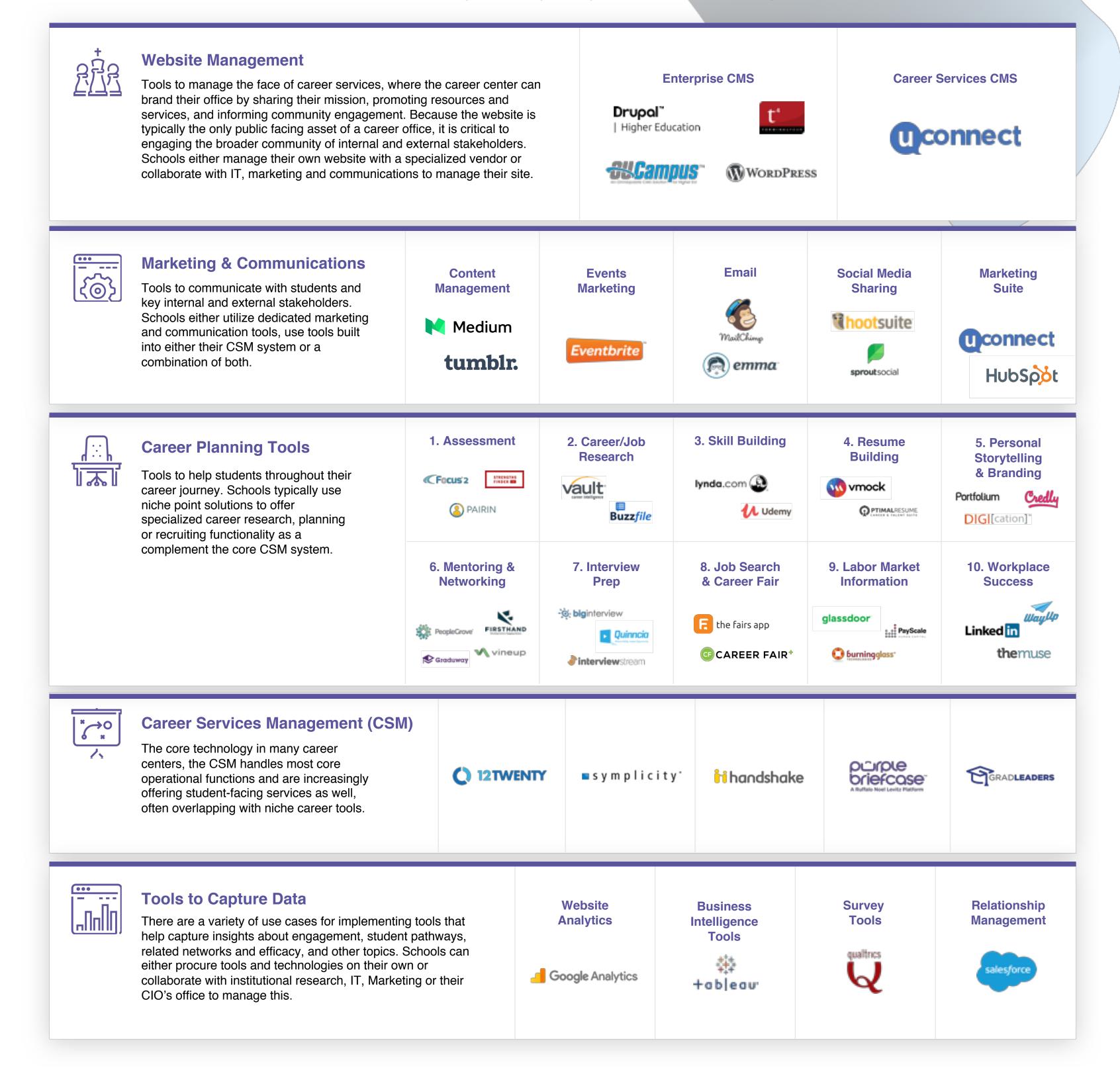


The higher education career services industry has changed dramatically over the last five years, especially the technology landscape. In fact, there is now a "career ed tech stack" or a set of layers of software and applications used to support career planning and outcomes. If this tech stack is built 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.



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.



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.





The authors do not share implied endorsement through logo representation within this visual. Companies are represented as examples of types of tools within each layer of the stack.