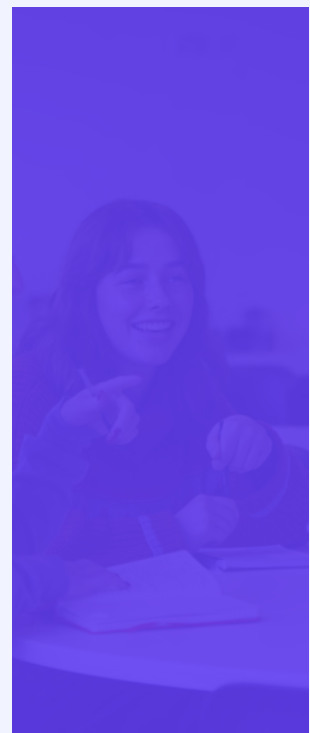


Supporting students, developing employability

Full careers service management
and career discovery platform





Supporting employability
& careers services delivery

groupgti.com

The targetconnect Career Discovery platform supports students on their career journey and helps careers services develop students' career confidence and maximise successful graduate outcomes.

Talk to us & find out how!

5 Million
students and graduates

100+ Universities
across Australia, UK, Ireland and Europe

15,000 employers
and professionals

Why targetconnect?

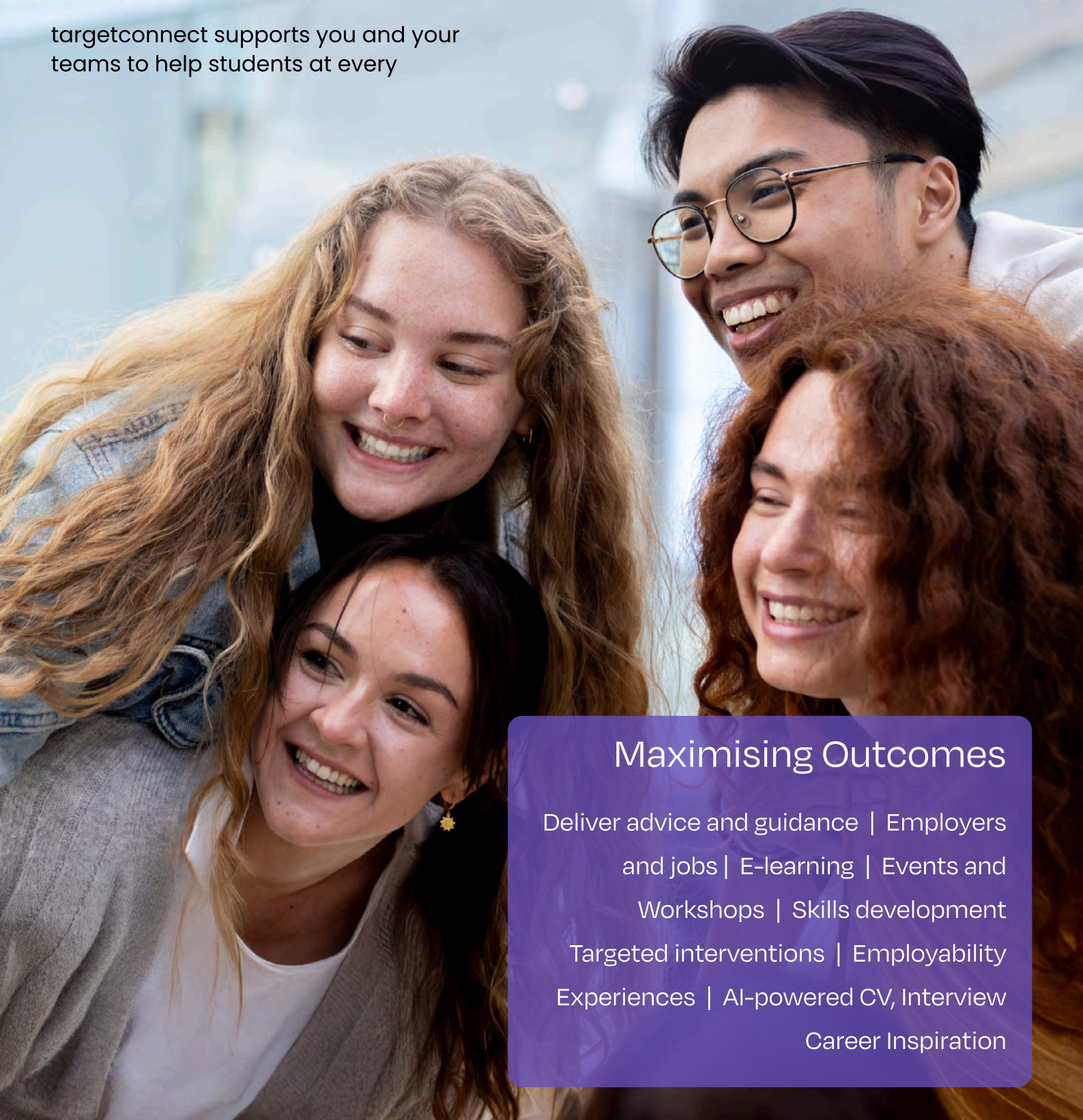
We know that initiating career discovery and delivering employability at scale is a challenge.

Building career confidence and skills development across an institution is difficult but crucial work. That's why we believe your careers platform needs to be as flexible as your service.

targetconnect supports you and your teams to help students at every

stage of career thinking, to build career confidence and secure a successful graduate outcome.

We believe that your brand and identity is important. That's why targetconnect is white-labelled so that students know it's you and your careers service that helped them with their next step.

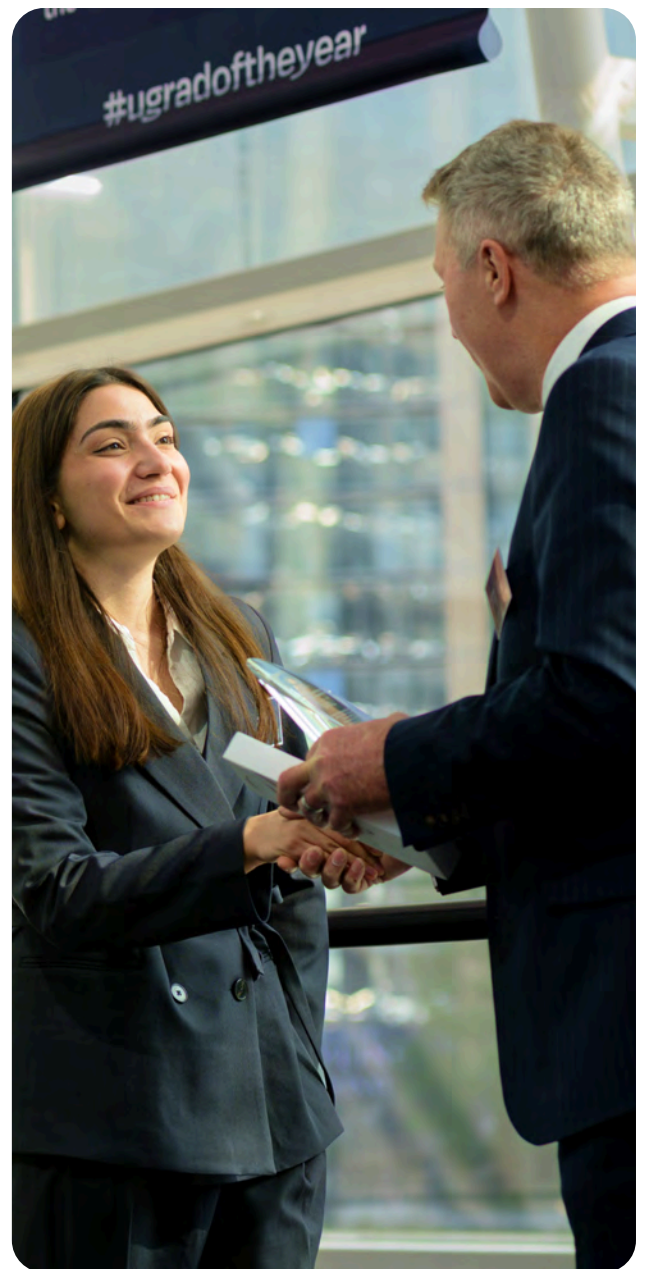


Maximising Outcomes

Deliver advice and guidance | Employers
and jobs | E-learning | Events and
Workshops | Skills development
Targeted interventions | Employability
Experiences | AI-powered CV, Interview
Career Inspiration

targetconnect is for Careers and enterprise teams

- It's customisable
- It reaches and impacts every student
- It's an open CareerTech eco-system
- ...that has a single view of student engagement
- It helps you do more with less. It saves time and reduces admin
- ...with data and insight available on-demand



"We went live with targetconnect in 2016 and over that time, our platform has evolved as our priorities and needs have changed. As a Service we make full use of the platform across all our teams, from scheduling appointments, to event attendance through to Pathways. TC also manages our year-in-industry schemes (about 1,300 a year) giving us a single point of truth for critical incident management. It allows us to articulate our duty of care coverage for these activities. One of the things I really like is the power of the data and the reporting insights that helps me ensure we're supporting students today; and developing for the future."

Jane Campbell, Head of Student Careers,
University of Leeds



targetconnect is for Students

- It's personalised
- It's simple to access and use
- It focuses on developing career thinking
- ...with AI assistance to discover inspiring careers, CV review support, and interview coaching
- It's home to the widest range of employers
- ...and the most diverse opportunities



"My Career Service helped me on my path to becoming a social media marketer. I discovered what content creation and social media strategy actually involves... who hires people like me... and what employers are looking for. I started my journey with a pretty bare CV! But, my Career Service helped me gain real experience through access to internships and coached me on the recruitment process. So, when it came to a job interview, I could stand out from the crowd."

Tal, 3rd year Law Student, University of Reading



targetconnect is for **Employers**

- Rich profiles showcase their brand & values
- It's easy to post an opportunity
- ...and host or attend events
- ...build student connections
- ...and track return-on-investment



"We're regularly on University campuses meeting students through fairs and workshops. When we're working with a University that uses targetconnect, it's easy to showcase our brand, build new connections, and advertise our range of early-career graduate programmes."

Howard, Head of Early Careers,
Construction Sector Employer



targetconnect is for Academics and personal tutors

- Employability and engagement data by faculty
- Easy-to-deliver in-curricula employability Pathways
- Placements and internships management
- Impact students through...
 - ... personal learning support plans
 - ... job previews and industry content
 - ... personalised events and opportunities updates



"The Career Zone platform (targetconnect) is central to delivery of our embedded and extra-curricular careers and enterprise activity. We worked closely with the Careers team to build a number of bespoke Pathways to support our curriculum, particularly in relation to industry projects. The university has also recently embedded a self-directed Career Development Pathway for students at all levels of study to complete as part of their embedded employability module."

Mike Hurst, Senior Lecturer in Construction Management, University of East London



targetconnect is for

Management, technology and data teams

- It connects with Student Records, SSO, and email
- APIs integrate with ERP, CRM, BI/MI platforms
- The data model means the University is the Data Controller
- It can be used across Student Service departments
- ... with separate partitions or instances for data privacy
- It delivers on security, scalability and accessibility
- It's hosted in-region and adheres to European GDPR Data Protection standards



"We chose targetconnect because it's engaging, customisable, and encompasses all of our support services under 'one roof'. We deployed multiple targetconnect partitions across our Professional Service departments, which allowed us to solve Service-specific operational challenges, but still keep data centralised."

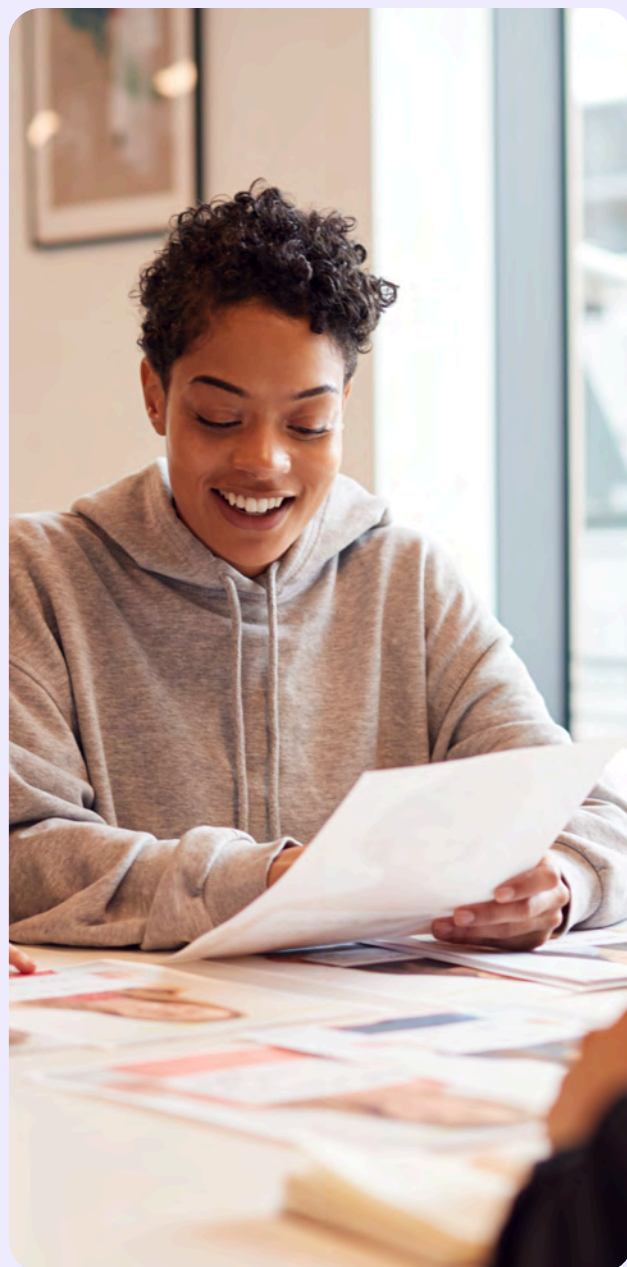
Tracy McAuliffe, Associate Pro Vice Chancellor,
Student Affairs, University of West London

targetconnect is for

Student Services

targetconnect is a SaaS platform that supports your student-facing teams in delivering their services, mixing self-service tools and content with targeted interventions and 1-to-1 support. Platform use is often extended beyond careers services.

This ensures a seamless student experience, a single data view of your students and effective triage and multi-tiered support.



Student Services include

- Careers and employability
- Wellbeing and counselling
- Disability
- Finance and money
- Student life
- Immigration
- Accommodation
- Health
- Residential life
- Student conduct
- Academic support
- Community life

To do this, we partner with employers, universities, colleges, schools and other technology providers. We support universities in delivering world class careers management and student services. We offer employers student research, attraction, virtual platforms and recruiting services.

100+ Universities
across Australia, UK, Ireland and Europe



Focus on...

Data and reporting

targetconnect supports a data driven careers approach. Reporting capabilities include:

- Exportable in-platform reports
- In-built Looker dashboards
- API export for BI reporting and PowerBI templates

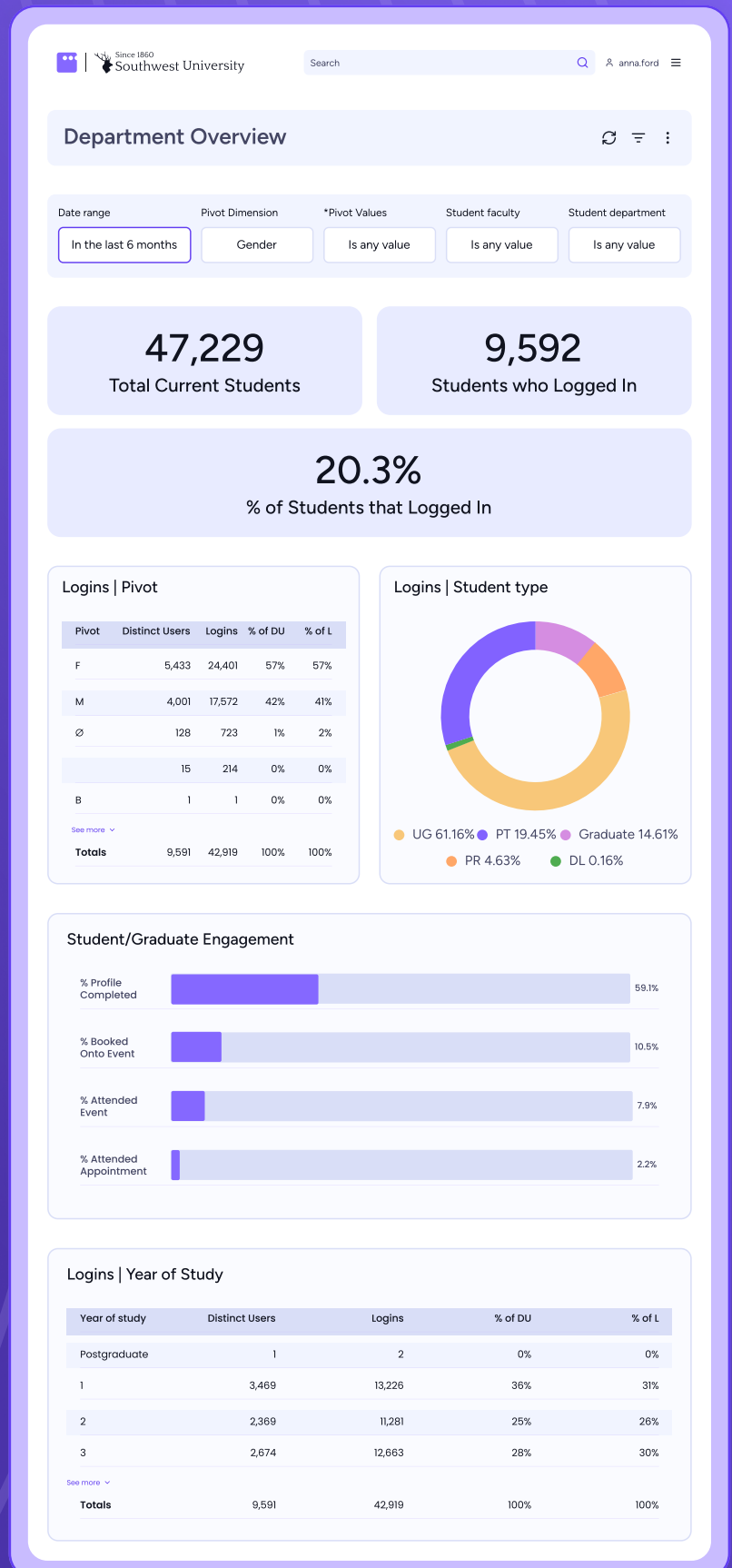
Real time data via Advanced Reporting API feed and inbuilt Looker dashboards, enabling you to:

- Quickly send relevant information to stakeholders
- Easily understand not just what's happening, but why
- Monitor key metrics and measure success

Work integrated learning

targetconnect supports work integrated learning via:

- Placements management
- Job Previews
- Employer-led virtual work experiences
- Live projects



Core feature and tool kit

targetconnect has a rich feature-set to help you support and engage your students, employers, and other stakeholders. Here are just some of the features we think you'll love.

Queries

Enquiry management to receive, respond to and track messages.

Bulk email

Visual editor for newsletters and automated mailings.

Student/ Alumni Area

Personalised interfaces providing access to your career support



Custom user area

Interfaces for Prospective Students, Academics, and other stakeholders.

Branding

Custom domain URLs and branding to match your university identity.

Decision trees

To triage enquiries and signpost to support services.

Landing pages

To share news, information, and resources with your users.

Reports

In-built data visualisations and reporting API feeds

Customisability

Custom fields to tailor your platform to your bespoke requirements.

Resources

To promote your suite of tools and resources.

APIs

To connect your range of platforms and services.

Configuration

Self-serve control over your platform settings.

Integrations

With Student Record System, SSO, and Email.

Attendance tracking

To record attendance to drop ins, appointments, and events.

Employer Area

Employer interface with opportunity posting and event booking.

Feedback

Forms and surveys to capture user insights.

Employability development features

Empowering students to develop the skills and experience that employers are looking for.



Job preview

Virtual job previews and industry insights

Pathways

Directed and self-directed learning journeys

CV guidance

Manual CV review and feedback

Partner tools

For AI CV Reviews, Video Interview practice, and Mentoring

Personalisation

Bespoke landing pages tailored to students' personal profiles

Career readiness

Targeted support based on career readiness status

Skills

In-platform skills self-assessment, reflection, and skill development

Events

F2F or Virtual Skills Sessions, Workshops, and Employer presentations

Employer profiles

Rich employer profiles including resources and top tips on how to get hired

Career passport

Updatable record of Career engagement and achievement

Career Discovery

Personalised articles, videos, and podcasts from GTI + your university

Appointments

F2F or Virtual appointment booking, including confirmations and reminders

Opportunity development features

Opportunity search

Job board for vacancies, internships and placements

Placement ATS

Placement & Internship Applicant Tracking Management

Career fairs

F2F or Virtual Career Fairs with employer participation

Employer CRM

Conversation and engagement tracking

Employer presentations

Employer hosted presentation and insight sessions

Approval workflows

Approval controls over employer postings and bookings

Job provider integration

Integrate with high quality, graduate-level job providers in your local labour market

Automated Alerts

Personalised opportunity and event roundup alerts sent to students based on their preferences

Helping you build new employer relationships and provide your students access to the broadest range of opportunities.

OUR TECHNOLOGY PARTNERS

IN-REGION AND INTERNAL
JOB POSTINGS



APTITUDE TEST
PRACTICE



FOR IN-REGION AND
INTERNATIONAL JOB POSTINGS



FOR IN-REGION AND
INTERNATIONAL JOB POSTINGS



Embedded AI to empower every student

targetconnect's AI-driven career solutions engage students at scale, offering comprehensive support for their career development from day one.

The platform enables institutions to effectively support 100% of students by providing on-demand, intelligent career guidance tailored to each student's needs.

The integrated AI solutions deliver support at key moments in a student's journey, helping them build a strong foundation for their future.

How targetconnect AI helps

✦ PERSONALISED ENGAGEMENT

Delivers chat-based, conversational experiences that feel genuinely tailored to each student, encouraging deeper engagement and self-reflection.

✦ COMPLEMENTING YOUR EXPERTISE

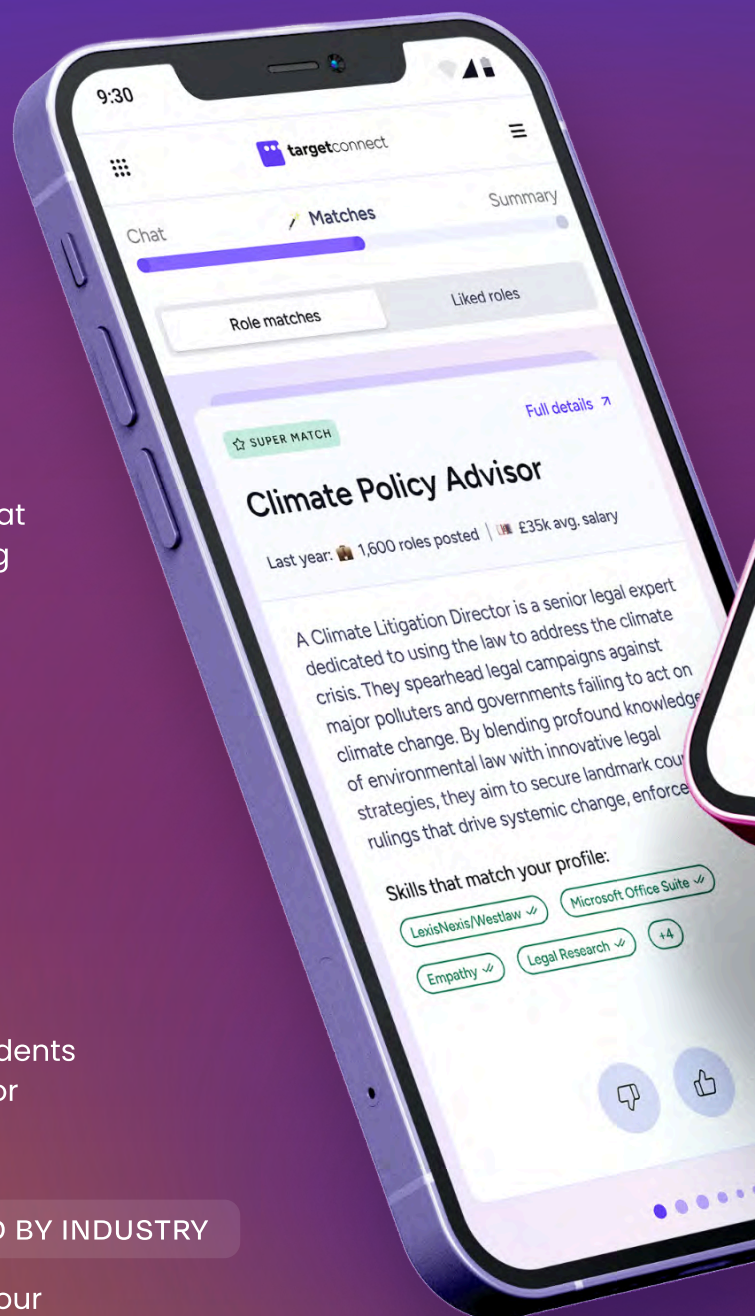
AI helps students discover all the support you offer that's unique to your university, from one-to-one sessions to your Pathways content.

✦ BLENDING HUMAN EXPERTISE WITH AI

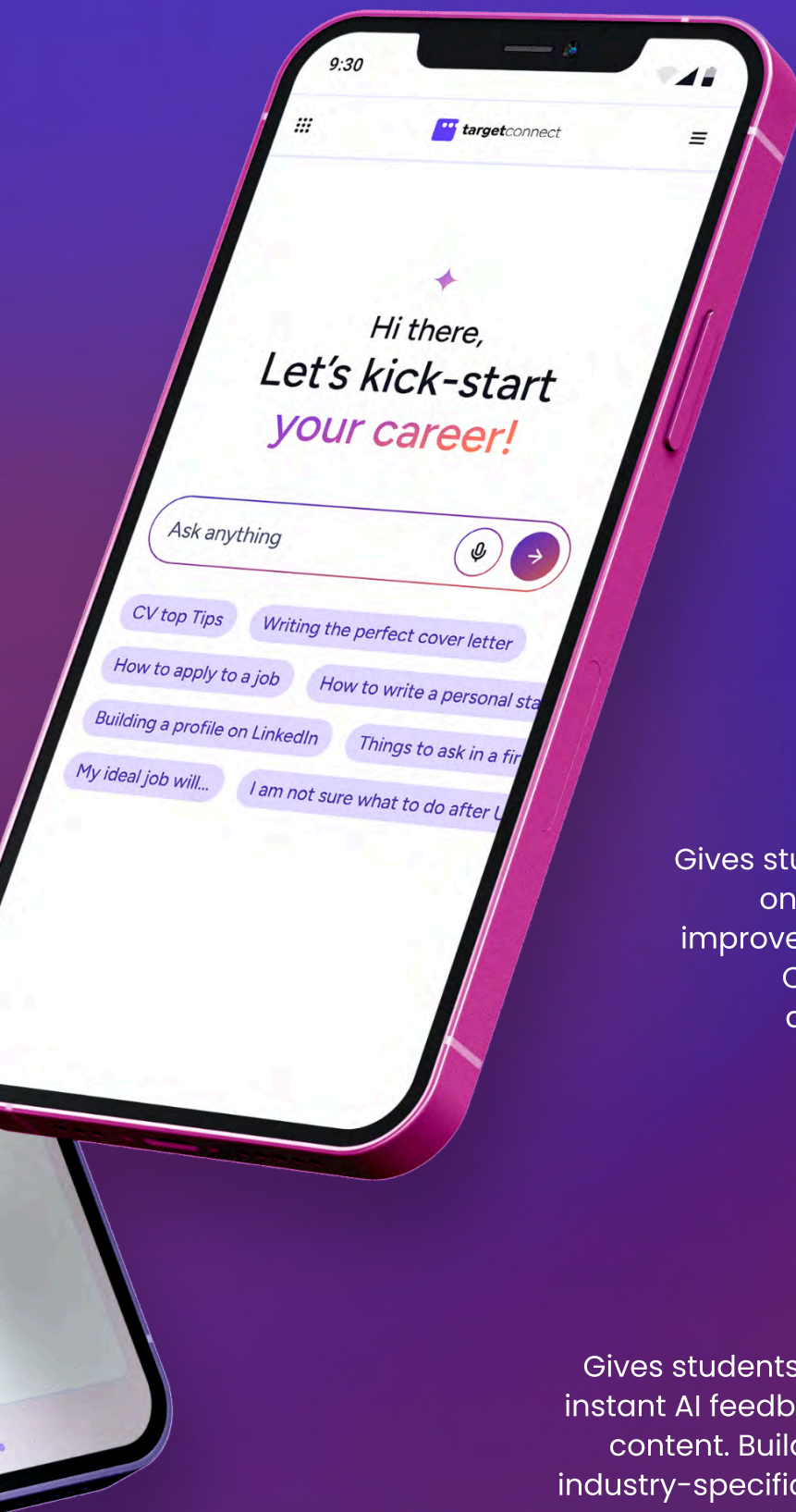
These tools complement and enhance adviser-led guidance. For example, Career Inspiration helps students arrive at appointments more prepared and ready for meaningful conversations.

✦ CO-DESIGNED WITH THE HE SECTOR, INFORMED BY INDUSTRY

Built with careers advisers and informed by real labour market insights from the thousands of roles we work on with graduate employers.



targetconnect AI includes



career inspiration

Matches students to roles based on their skills, interests, and experience. Helps students make informed decisions using real labour market insights, reveals skill gaps for dream careers, and uncovers new opportunities aligned with students' strengths.



CV Review

Gives students instant, personalised feedback on their CVs with specific suggestions to improve impact, relevance, and presentation. Can be used before or after an adviser discussion to strengthen applications.



interview coach

Gives students realistic video interview practice with instant AI feedback on answer structure, delivery, and content. Builds confidence through real-world and industry-specific questions, familiarises them with the video interview format, and ensures they're prepared to perform at their best when it counts.

Skills development

Skills Development underpins much of the thinking that drives the development of the targetconnect platform.

targetconnect has in-built skills self-assessment and development functionality which is delivering high impact, institution-wide engagement in skills thinking across the targetconnect community of universities.



Every student builds their unique Skills Profile



Upload supporting Skills Statements



Link to development Pathways and learning journeys within targetconnect



Pin skills to set goals

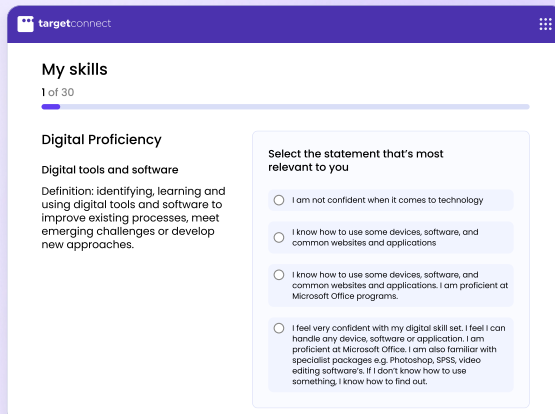


Generate wordclouds of your students' skills statements



Rich reporting tools and data

Assess your confidence and competence against key skills statements



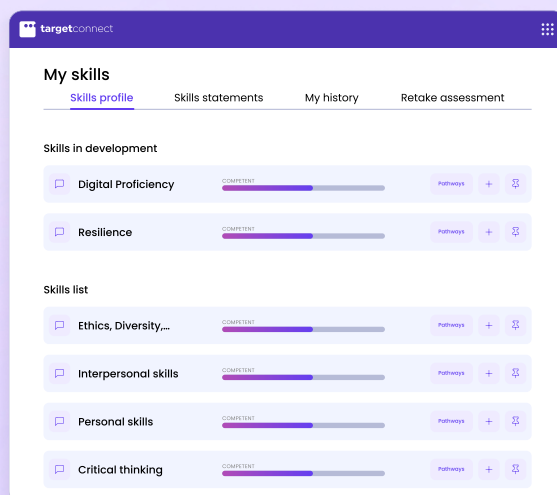
My skills
1 of 30

Digital Proficiency
Digital tools and software
Definition: identifying, learning and using digital tools and software to improve existing processes, meet emerging challenges or develop new approaches.

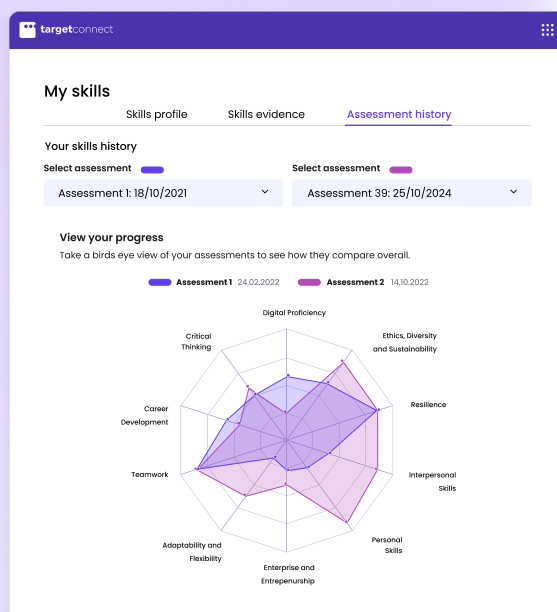
Select the statement that's most relevant to you

- ☐ I am not confident when it comes to technology
- ☐ I know how to use some devices, software, and common websites and applications
- ☐ I know how to use some devices, software, and common websites and applications. I am proficient at Microsoft Office programs.
- ☐ I feel very confident with my digital skill set. I feel I can handle any device, software or application. I am proficient at Microsoft Office. I am also familiar with specialist packages e.g. Photoshop, SPSS, video editing software. If I don't know how to use something, I know how to find out.

Build and visualise your skills profile



Capture skills development and learning gains



Use targetconnect's in-built Skills Framework or we can customise to meet your defined set of graduate attributes.

"From the outset the targetconnect team was excited by the opportunity to co-create mySkills with the University of Sheffield. The concept aligned with our ambition to help deliver career discovery and skills articulation for students and graduates at scale. But what made this opportunity really stand out was the strength of stakeholder input that the Sheffield team had behind this project.

Tying in with the Students' Union's Skills for Life strategy ensured co-creation, buy-in and engagement, all of which helped our team massively as we embedded mySkills in targetconnect. The response to mySkills has been universally positive across the targetconnect community."



Mark Mitchell,
Strategic Account
Director

Quote taken from AGCAS
Phoenix Magazine, Issue
164, February 2022

Every students' Skills Profile is linked to their Career Passport

