targetconnect

Supporting students, developing employability

Full careers service management and career discovery platform

gti | **target**connect

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!

2.5 MILLION STUDENTS AND GRADUATES

95+ UNIVERSITIES – ACROSS UK, IRELAND, EUROPE, AUSTRALIA

15,000 EMPLOYERS AND PROFESSIONALS

gti

Supporting employability & careers service delivery

groupgti.com

Meet 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 & JOBS

E-LEARNING

EVENTS & WORKSHOPS

SKILLS DEVELOPMENT

TARGETED INTERVENTIONS

EMPLOYABILITY EXPERIENCES

DEAKIN UNIVERSITY

PROUD PARTNER

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 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

STUDENTS

- **It's personalised**
- **It's simple to access and use**
- **It focuses on developing career thinking**
- **...with useful articles, videos and skills assessments**
- **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

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 our of early-career graduate programmes."

Howard, *Head of Early Careers, Construction Sector Employer*

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**

"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

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**

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
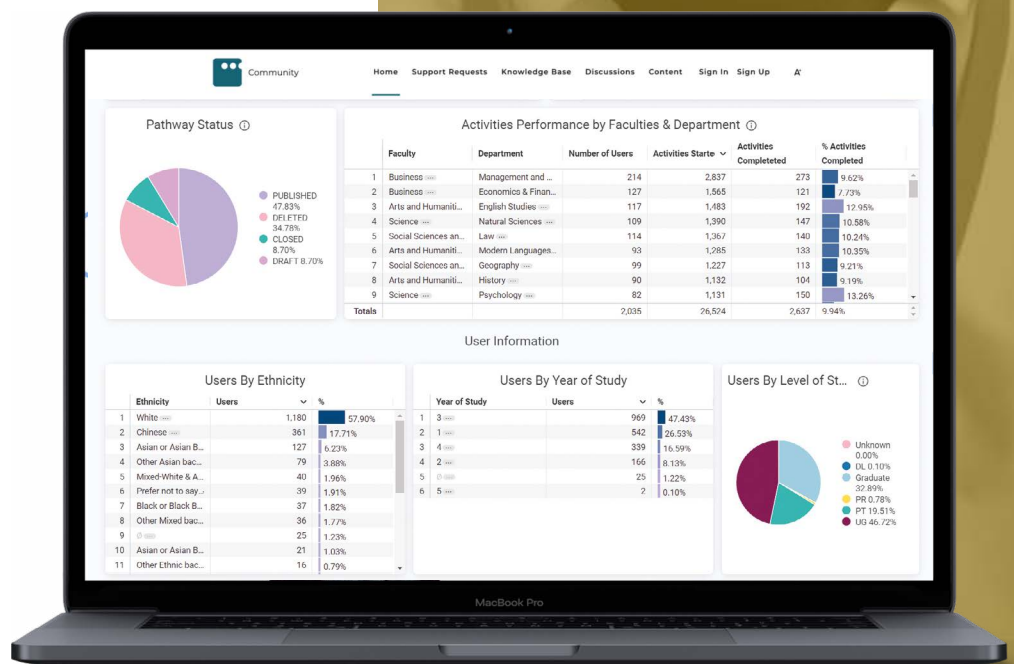- Monitor key metrics and measure success

WORK INTEGRATED LEARNING

targetconnect supports work integrated learning via:

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

Proud founding partner of the Institute for Experiential and Skills Based Learning.

IESBL Institute for Experiential and Skills Based Learning

Core features and toolkit

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:

Core features

INTEGRATIONS
With Student Record System, SSO, and Email

BRANDING
Custom domain URLs and branding to match your university identity

QUERIES
Enquiry management to receive, respond to and track messages

DECISION TREES
To triage enquiries and signpost to support services

CUSTOM USER AREA
Interfaces for Prospective Students, Academics, and other stakeholders

LANDING PAGES
To share news, information, and resources with your users

BULK EMAIL
Visual editor for newsletters and automated mailings

FEEDBACK
Forms and surveys to capture user insights

STUDENT/ALUMNI AREA

Personalised interfaces providing access to your career support

EMPLOYER AREA

Employer interface with opportunity posting and event booking

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

CUSTOMISABILITY

Custom fields to tailor your platform to your bespoke requirements

ATTENDANCE TRACKING

To record attendance to drop ins, appointments, and events

REPORTS

In-built data visualisations and reporting API feeds

Employability development features

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

PATHWAYS

Directed and self-directed learning journeys

APPOINTMENTS

F2F or Virtual appointment booking, including confirmations and reminders

EVENTS

F2F or Virtual Skills Sessions, Workshops, and Employer presentations

SKILLS

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

CAREER DISCOVERY

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

CAREER READINESS

Targeted support based on career readiness status

JOB PREVIEWS

Virtual job previews and industry insights

CAREER PASSPORT

Updatable record of Career engagement and achievement

PERSONALISATION

Bespoke landing pages tailored to students' personal profiles

EMPLOYER PROFILES

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

CV GUIDANCE

Manual CV review and feedback

PARTNER TOOLS

For AI CV Reviews, Video Interview practice, and Mentoring

Opportunity development features

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

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

OUR TECHNOLOGY PARTNERS

Shortlist Me	CareerSet	GradConnection	Cappfinity
FOR VIDEO INTERVIEW PRACTICE	FOR AI CV REVIEWS	FOR IN-REGION AND INTERNATIONAL JOB POSTINGS	FOR SKILLS AND STRENGTHS ASSESSMENTS

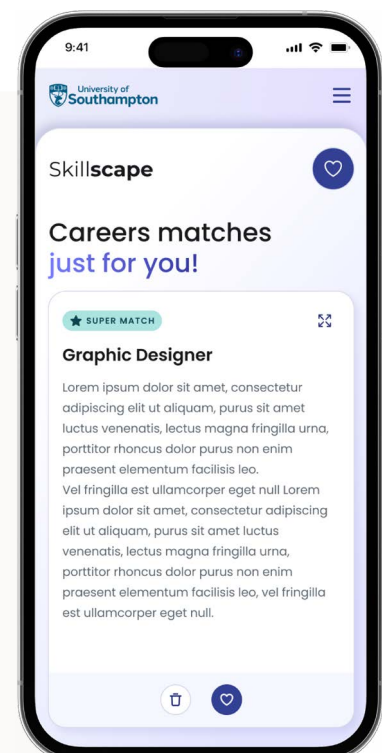# **Embedded AI** to empower every student

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 career guidance at key moments in a student's journey, allowing them to build a strong foundation for their future. With self-service tools, students can explore their skills and career options, refine their CVs, and prepare for interviews. The AI enhances career development by offering personalised insights while allowing institutions to track service impact and student outcomes.

Helping students…

- Discover inspiring career ideas based on their skills and interests
- Understand the technical and behavioural skills needed for specific career paths
- Assess, document, and develop their skills profile while unlocking personalised learning pathways
- Receive detailed CV feedback
- Practice assessments and video interviews
- Access responsible, on-demand guidance for any career-related questions

About us

Our mission is to help students realise their potential in the world of work. It's about students finding the right role and employers finding the most suitable candidates.

But it's more than that – it's about helping young people discover options, and to develop and build confidence. 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.
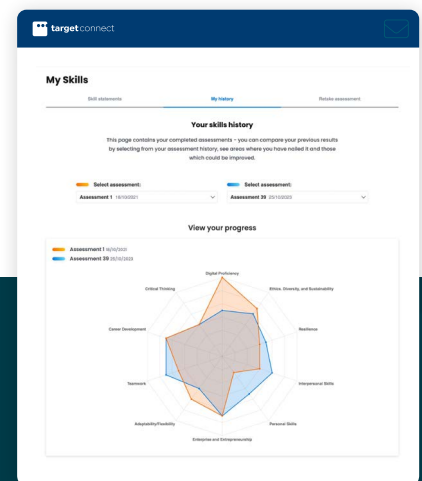
gti | targetconnect

Skills Development underpins much of the thinking that drives the development of the targetconnect platform.
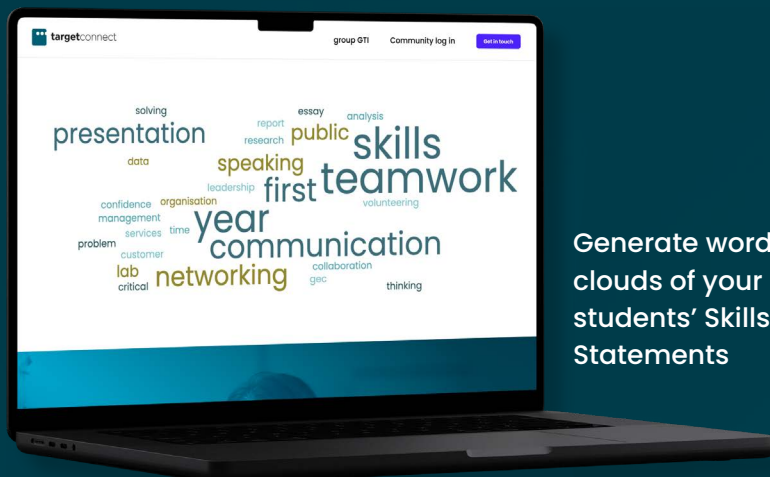
targetconnect has in-built skills self-assessment and development functionality which is delivering high impact, institution-wide engagement in skills thinking across the targetconnect community of universities.

ASSESS YOUR CONFIDENCE AND COMPETENCY AGAINST KEY SKILLS STATEMENTS

BUILD AND VISUALISE YOUR SKILLS PROFILE

CAPTURE SKILLS DEVELOPMENT AND LEARNING GAINS

Every Students' Skills Profile is linked to their Career Passport

Generate word clouds of your students' Skills Statements

Skills development

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

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
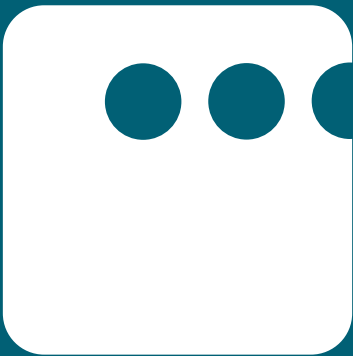
Rich reporting tools and data

"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, Chief Education Partnership Officer, GTI
(quote taken from AGCAS Phoenix Magazine, Issue 164, February 2022)

targetconnect

If you would like to discuss further, please get in touch

Brendan McGrath
University Partnerships Director @ Group GTI
brendan.mcgrath@groupgti.com

Mark Mitchell
Chief Education Partnership Officer @ Group GTI
mark.mitchell@groupgti.com

Sok Ho Chong
ANZ Territory Manager @ Group GTI
sokho.chong@groupgti.com

targetconnect.com
groupgti.com