

# Enhancing UNCG Employment Data Collection

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THE UNIVERSITY *of* NORTH CAROLINA  
**GREENSBORO**



Facilitate  
Regional  
Transformation

Showcase  
UNCG ROI

Empower Stakeholders  
with Data

# Stakeholder Data



Prospective  
Students



Current  
Students



Hiring  
Organizations



Accreditation/  
Rankings

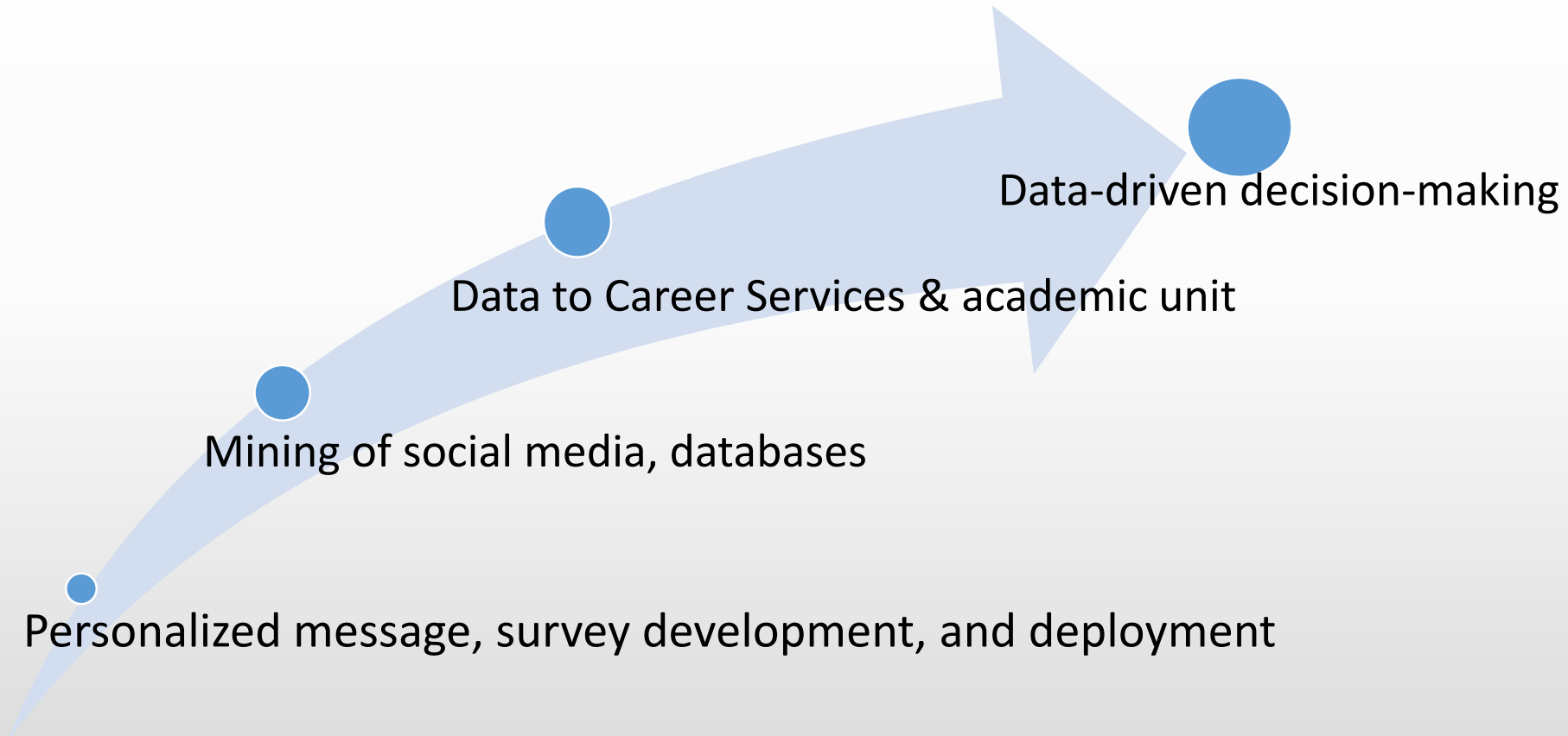
# Industry Standards for Data Collection

NACE Standards require a 65% “knowledge rate” - the percent of graduates for which the institution has reasonable and verifiable information



# The Collection & Reporting Process

**In close collaboration with each school and college, Career Services uses cutting-edge technology and contact to collect data.**

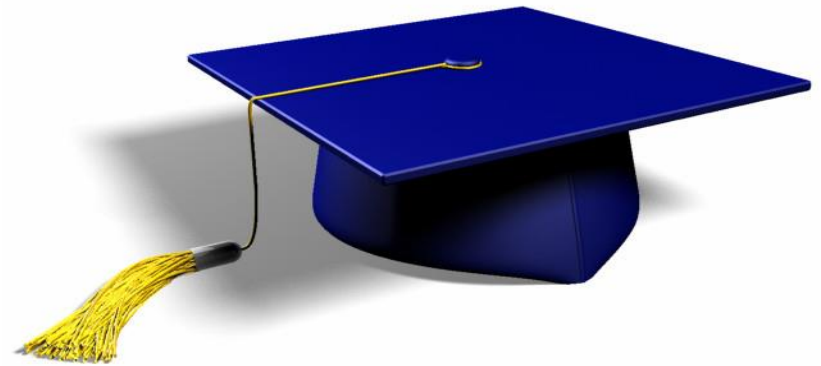


# Reporting Categories



## Seeking

- Full-time
- Contract / Freelance
- Fellowship / Internship



## Not Seeking

- Continuing Education
- Entrepreneur

# Our New Technology: 12Twenty Outcome & Data Analytics

## User-Friendly & Accurate

- Less than 3 minutes to complete
- Cleans data as it is entered

## Efficient & Targeted

- Real-time response tracking
- Email through the system from anyone on campus

## Dynamic Reporting

- Access to three years of historical data
- Empowers stakeholders on campus with intuitive access to university data and reports

Thank You!

Any Questions?

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