



MODEL PROGRAM PROFILE

Culverhouse College of Business

University of Alabama Tuscaloosa

PROFILE

- 29th Best U.S. Public Business School
- 9,972 undergraduate business students on main campus and online
- 8 business majors, 16 minors, 80 undergraduate degrees campuswide

CHALLENGES

- Engage students early to explore majors and careers inside and outside the College of Business.
- Identify accurate major and career fits for large cohorts of first-year business students in a required professional development course sequence.

- Ensure scalable, holistic digital course material across class cohorts of 2200 – 2400 students and over 75 faculty and academic advisors
- Identify students who need extra support, who may be a risk for dropping out, weak academic performance

SOLUTION

- Adopted Career Key PathAdvisor courseware within the first-year curriculum with plans to continue access throughout enrollment
- Created student activity to present PathAdvisor results to peers and practice communication skills

- Utilized a custom UA Culverhouse version of PathAdvisor that contains all UA majors, minor and areas of concentration mapped to careers with links to UA program information and Alabama job information.
- Set up faculty and academic advisors with Career Key Central access for real-time data analytics, monitoring students' engagement and progress.
- Collaborated closely with Career Key to ensure seamless course material implementation through VitalSource Inclusive Access and the University Supply Store

RESULTS

- Increased self-awareness among students regarding their major/career choices
- Boosted YOY level of student engagement and active participation in major/career exploration activities.
- Achieved effective assessment at scale across large class cohorts, enhancing the data-driven approach for academic advising and career counseling.
- Improved overall satisfaction and confidence among students in identifying their major/career "fit."

"Students need to know earlier what they want to pursue for a major and career because companies who want to recruit them are coming earlier and earlier, to build brand awareness with them... For some students, business may not be the right fit, so we just want to help students find that fit as early as possible with the understanding that that may change over time... [PathAdvisor] helps our students generate that awareness in terms of what majors and career choices are available across campus..."

"We really appreciate many things about Career Key but philosophically we view a lot about student development and career similarly in terms of this being a more holistic process..."

"We're a college of a lot of students, our cohorts tend to be 2200 – 2400 so there's no way we could do a lot of this at scale without the use and technology of Career Key."

Keely S. Latopolski, Ph.D., Senior Director of Undergraduate Programs



PathAdvisor™

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