



# Case Study

## University of Hawai'i - Mānoa

This case study reveals the results of an evaluation of jobZology's assessment and career tools for business majors in the Shidler College of Business at the University of Hawaii at Mānoa. The course instructor administered surveys to all 37 students in the Business 315 (Global Management and Organizational Behavior) course during the Summer 2016 and 2017 semesters. The 2016 and 2017 surveys varied slightly. The objective was to evaluate jobZology® as a tool to facilitate and support student career decision-making for students new to the business major.



UNIVERSITY  
of HAWAII®  
MĀNOA

Founded in 1907, the University of Hawai'i at Mānoa is the flagship campus of the University of Hawai'i System. Students and faculty come from across the nation and the world to take advantage of UH Mānoa's unique research opportunities, diverse community, and beautiful landscape.

A leader among U.S. business schools in its focus on the Asia-Pacific region, the Shidler College of Business at the University of Hawai'i at Mānoa provides students with an in-depth understanding of the best business practices, an awareness of languages and cultures, and a solid comprehension of emerging technologies within today's complex global economic environment.

Across both semesters, 100% of business students surveyed recommend jobZology® tool for further use at the University of Hawai'i – Mānoa

### Challenge

- Business 315 is a foundational course for all new business majors regardless of emphasis.
- The College of Business is always on the lookout for new assessments and career planning tools to help students choose fulfilling majors.
- In past years, the course has used the MBTI and other similar instruments.
- As the instructor was familiar with jobZology's offerings, the tool was built into the course.
- Students were required to take the career assessments, complete multiple online exercises and complete two brief assignments requiring exploration of careers and personal reflection.
- At the end of the course, students were offered the opportunity to complete a brief evaluation survey of the jobZology® suite.
- Across trials, 25 of 37 students completed the evaluation surveys.

### Solution

jobZology® was created from years of research and development in the area of predictive analytics pertaining to curriculum and career paths. The results of these analytics help develop strategies that students, alumni and job seekers in general can implement to identify and pursue career paths that fit them well. The end goal of this process is to foster student success and help job seekers build satisfying and purposeful careers.

The product is a SaaS-based user portal containing assessments, personal reports, a job matching instrument, and "how-to" tools designed to help students and job seekers find a path that fits them well, make informed choices about education and career options, navigate the job search and interview process, and shape their work in ways that make it meaningful.

The online tools are the perfect complement to services that faculty, academic counselors, career services centers, and alumni career path programs offer. When provided as an overlay to the services you already deliver, jobZology® extends your reach and helps you serve a broader array of students and alumni by offering 24-hour access to assessments, tools and support that they can use on their own or with the help of an available service provider.

### Results

- Across both summer courses, 100% of students recommended further use of the jobZology® tool.
- In 2016, all respondents found their jobZology® assessment reports helpful as they explore their career options, including 27.3% who found them "extremely helpful" and 54.6% who found them "mostly helpful".
- In 2017, most students (92.9%) indicated that they have a very good understanding of their interests, values, and personality.

### Quotes from Students:

"Some of it told me things I already knew, but there was also information that I had not considered. The job matches showed me a number of potential career paths that I had not considered."

"I've learned [about] many different job opportunities that are available to me and that I can consider looking into."

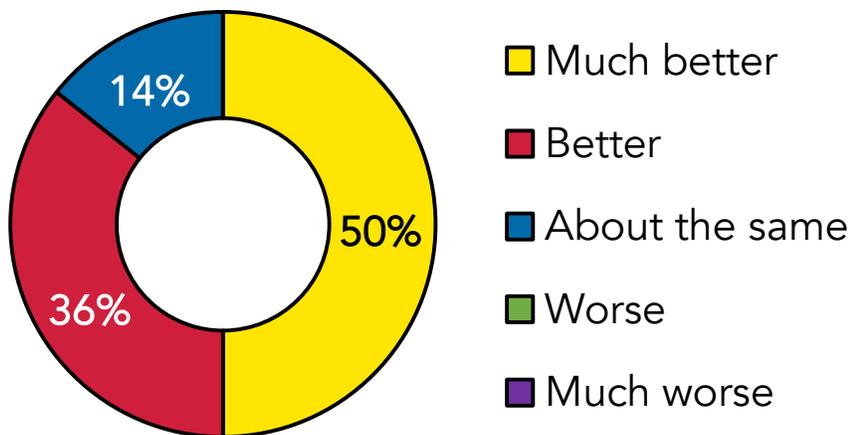
"Some of it told me what I already knew, but it helped to see how some of my interests were not compatible with accounting, and to think about how I could satisfy those outside of work."

"I learned that the career paths I am considering are a good match for my personality."

"I still want to be an accountant, but I am reconsidering the type of company I ultimately want to work for."

"It has [shown] me what I value right now at this time in my life and further helped me to identify my goals"

- Many students indicated that the assessment results either supported what they already knew about themselves or offered new and valuable insights.
- In Summer 2016, many students commented favorably on the workplace preference assessment and the feedback from that tool. Before the assessments, several students had thought about what jobs they wanted, but not the type of organization for which they would like to work.
- Students who had yet to pick a major commented that the assessments gave them "a lot to think about" while students who had chosen a major frequently mentioned that the results reinforced that choice or got them thinking about where they would ultimately like to work.
- In 2017 students were asked, "Compared to other self-discovery and career guidance tools you've used (e.g., MBTI®, Strong Interest Inventory, Focus2, etc.), how would you rate your overall experience with jobZology®?" Results are pictured below.



- In 2017, 85.7% of students were moderately, very, or extremely confident in their ability to navigate the career decision making process.
- 71.4% of Summer 2017 students agreed or strongly agreed that they have a very good understanding of the career paths fit them best.

### Quotes from Students:

"The jobZology site gave me some fairly accurate interest, values, and workplace preferences; this was the part of the site that surprised me because I did not expect such accurate results. I feel that the website was very accurate and surprised me because it gave me suggestions that I would not have considered; yet they fit me very well. I enjoyed taking these assessments and viewing the results."

"It has influenced me to connect my interest[s], personality, and values...They gave me a lot of options I am already considering going in to."

"It was pretty consistent with what I already believed, but that was helpful."

"It would be really cool if I could find internships using this."

"I think the school should give it to incoming students."