

Learn How **Bakersfield College** Increased Student Engagement by 70%

The Issue

Bakersfield College is a Hispanic Serving Institution established in 1913 and is one of the nation's oldest continually-operating community colleges. They serve 33,000 students annually between three campus locations California.

Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer.

Like most community colleges, resources at Bakersfield are stretched and many departments must operate and serve students in a variety of ways. The Career Education Department at Bakersfield College must play a multi-faceted role and support a wide variety of stakeholders including:

- **Students** who need enhanced work-based learning opportunities and access to the job market
- **Employers** who need access to a pipeline of new graduates equipped with the right skills
- **Faculty** working to balance classroom responsibilities, relationships with students and employers

To provide the best experience possible, Bakersfield needed a comprehensive system for jobseekers, and to streamline processes for work-based learning and reporting which would allow for more time in the career services team's day to focus on personal interactions with students and relationship building conversations with outside hiring partners.



Did you Know?
Jobspeaker has more than 350K employers active on their site.

The Solution

Bakersfield College selected Jobspeaker's Career Services Platform to effectively and efficiently transition students from campus life to the workforce.

Jobspeaker provides a comprehensive platform that engages our students in their career path and employers in on-campus jobs, work-based learning and employment while tracing outcomes. Plus, Jobspeaker provides outstanding customer service.



Stephanie Baltazar
Career and Technical Education (CTE)
Program Manager

Additionally, partnering with Jobspeaker and utilizing the AI-based software has saved Bakersfield College today's most precious resource – time.

Previously, the Career Services team manually tracked student, employer, and careers data. With their new suite of tools, time spent generating reports was cut by one-third, allowing more time to implement the actionable insights delivered through the Jobspeaker platform and to share successes and wins across the entire campus.

Finally, Bakersfield College saw incredible adoption rates of the Jobspeaker platform. Bakersfield College saw more than 10,000 alumni and students access their new job seeker resources and nearly 1,500 hiring employers using the platform to build a robust pipeline of new employees.

The impressive usage and engagement validate the overwhelming need and demand for these services on the Bakersfield campus and their local community. Through this initiative, Bakersfield College has been able to solidify its role in the communities they serve as an active solution provider to today's most challenging workforce needs.

Bakersfield College Success Story **by the Numbers**



20% Growth
YEAR OVER YEAR
ENGAGEMENT



10,670
STUDENTS
& ALUMNI ON
JOBSPEAKER



50,000
LOCAL
EMPLOYER
PROFILES

To learn more about
Jobspeaker's custom solutions,
schedule a demo today.

jobspeaker.com/demo

