GRADCONNECTION MANUAL FOR CAMPUS

A GUIDE TO GET YOU STARTED WITH CAMPUS

GRADCONNECTION

International students around the world are facing the issue of having difficulty in finding a job after graduating. Many employers in their country of study do not accept the applications of international students, and only 1% of university level hires at large organisations are international students. We need to supply international students with other options. This problem drives GradConnection to help. Our goal is to connect them to employers who are interested in hiring them from all over the world and to increase international student employability globally.

INTERNATIONAL STUDENTS

Over 1,000,000 international students study in abroad, however they are facing the issue of having difficulty in finding a job after graduating. With only a small percentage of local employers accepting applications from international students, and only 1% of hires at large graduate programs being international students. Many international students have to look for other options outside of the country they are studying. This problem drives GradConnection in helping to provide these opportunities for international students. GradConnection Campus international students with employers, exposing opportunities overseas in the home countries of students where they are in high demand.

International students are sort after from overseas employers, and GradConnection Campus provides institutions the ability to connect their students with the best opportunities available for them.

INTERNATIONAL STUDENTS HAVE THE ADVANTAGE OF

1. Having adapted to the style of study within Western institutions,
2. English communication and language skills,
3. Cross cultural experience and,
4. No need for a visa and work rights issues with their own citizens.

INTERNATIONAL EMPLOYERS

With the help of GradConnection, international employers are able to connect and interact with international students efficiently. The employers that are with GradConnection have over 50,000 positions available for international students with an average of 30 positions per program which provides plenty of opportunities for international students to find a job with GradConnection.

For the international students that want to stay in their country of study, international employers offer the opportunity for them to take:

1) Returnee programs which allows the students to return to their country of study after working with reputable companies in their home countries, and;

2) The ability to work with global companies that will set them up to work in another country after they have gained experience back home

GRADCONNECTION CAMPUS

GradConnection Campus is a new website platform which was specifically designed for international students who are looking for jobs with international employers through their university that is quick and easy. The site is accessible for international students as well as employers with various functions that are user friendly and quick to understand. With GradConnection having a broad network of employers, this platform hopes to assist international students that have difficulty in finding a job with just a click of a button.

HOW TO

The platform has three user methods for students, employers and the university admin. It has various functions that can be utilised and managed through the site depending on your role, which include setting up pages, filtering, registration and many others.

INTERNATIONAL

GradConnection Campus offers international students a fast, accessible and efficient way in job seeking. The usability of the website for students is for them to specifically look for job opportunities in a space that is available from their university. There aren't many functions that a student can do through the platform other than update their profile information, and look and apply for jobs offered by employers.
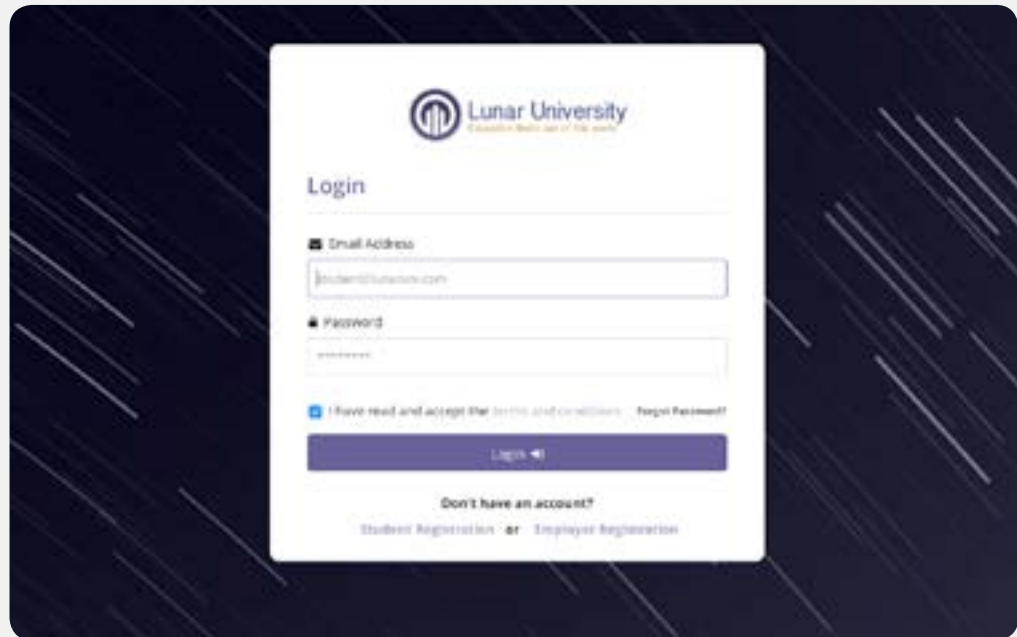
1. Homepage

When the website is opened, students will be greeted with a homepage. The homepage immediately takes them to getting started on looking for jobs with two dropdowns that allows them to enter their country of citizenship and work rights.
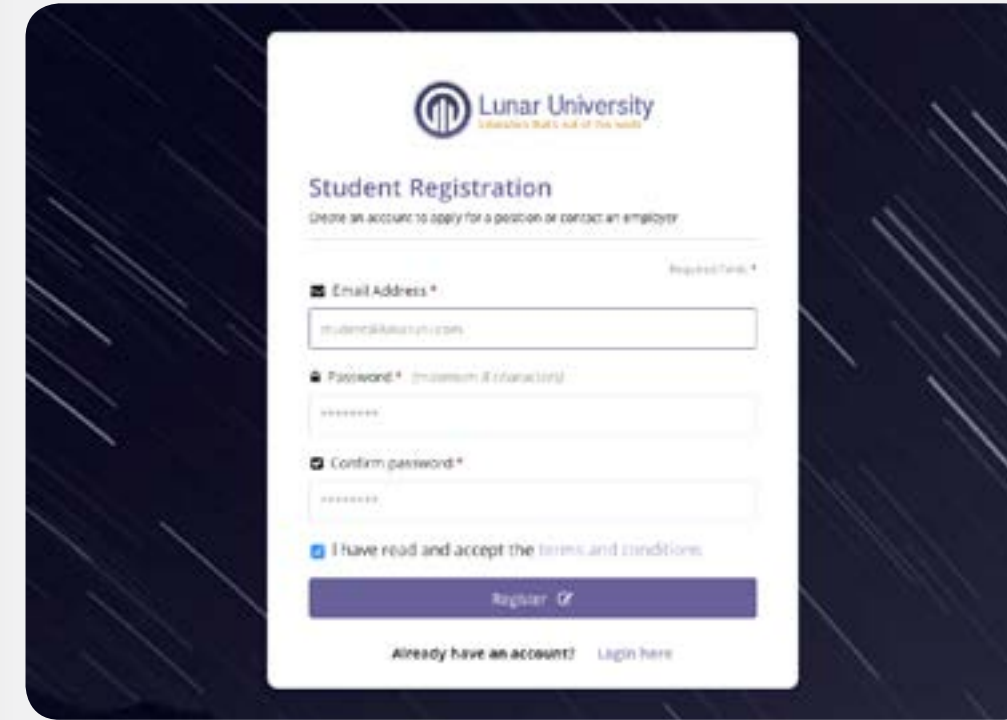
Once the students have entered their information, the next step is to click the 'Search Jobs' button. An alternative option for student to search is by clicking 'Job Opportunities' tab on the top of the page. This would lead them to another page that shows the students the available employers that they could apply for as well as be able to filter the available jobs based on

1. Disciplines,
2. Work Rights,
3. Citizenship, and
4. Job Location (Country, Region and City).

2. Log In

A student must be logged in if they want to apply for job positions which they are able to find on the top right corner of the page. When a student logs in, they will be redirected straight to the job search page instead of the homepage where they will be able to filter their search.

3. Register

There are a few steps to get through when registering as a student. The first few steps include:

1. entering email address and creating a password,
2. student ID and date of birth, and
3. more information including name, citizenship, contact number, languages spoken, and work rights..

The registration also requires students to fill information about their education. Here, they are able to add in their disciplines, degree level and add majors if needed. The last step is email settings and then registration is complete.

4. Job Search

When a student is registered and logged in, students are able to filter their job search to be more specific. The page provides various search options including

1. Disciplines,
2. Work Rights,
3. Citizenship and
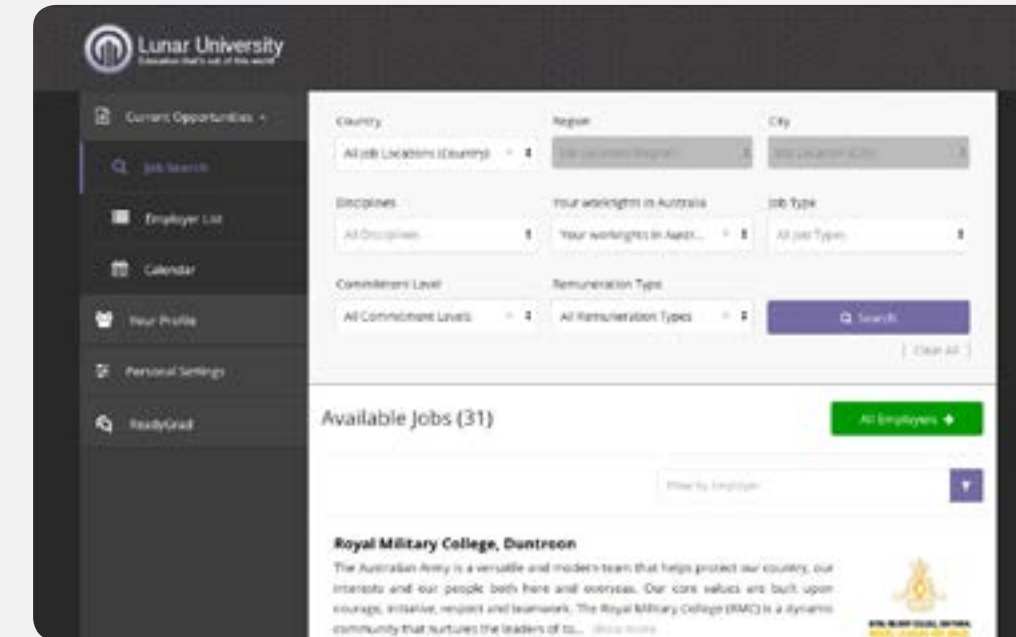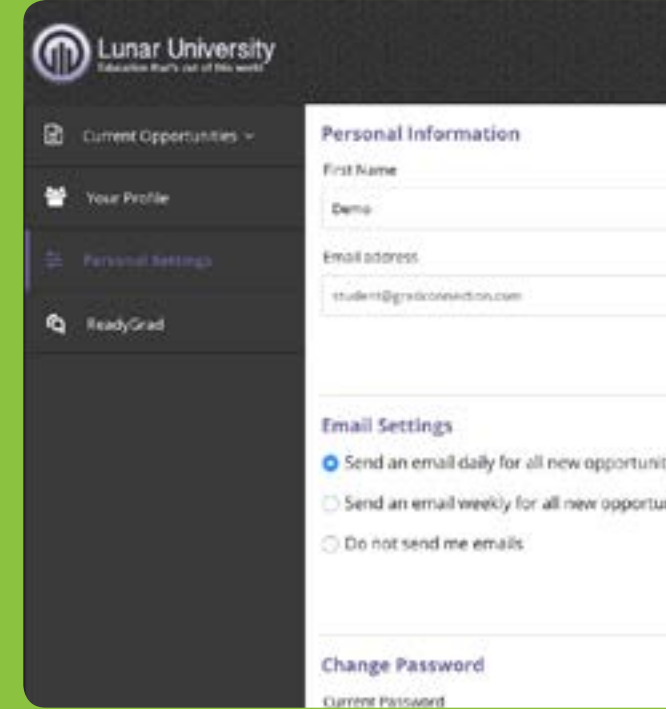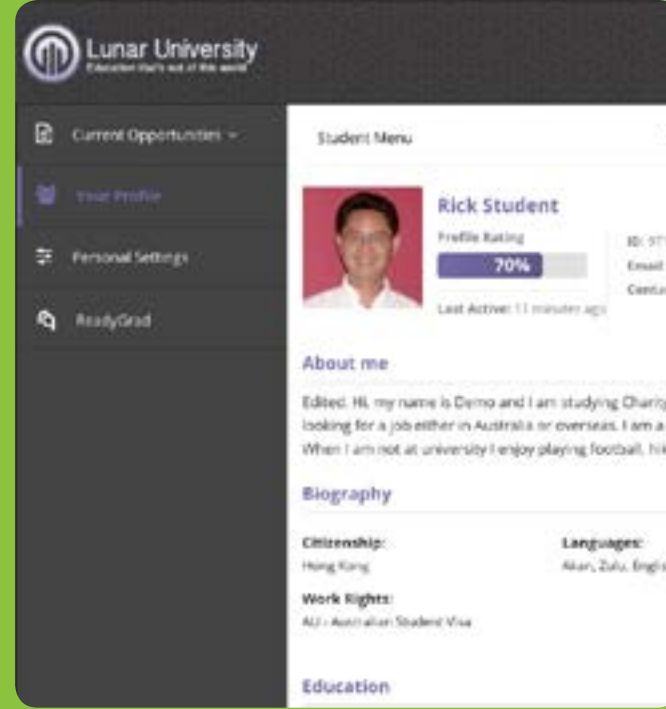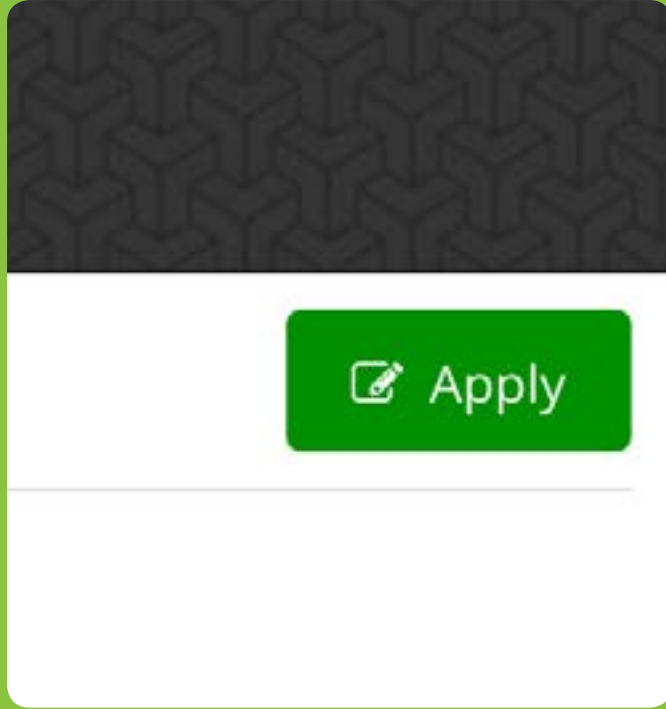4. Job Locations (Country, Region and City).

With the list of employers, students are also able to filter their jobs by employer, allowing them to see the positions that are available specifically for that employer.

5. Application

After a student has chosen their preferred job, all they simply need to do is click 'apply' that can be found at the bottom of the page under the information provided by the employer which will then open another tab regarding the job application

6. Public Profile

The student's information in this tab is public a viewable to employers and the university. Students are able to edit their profile by including a profile picture, adding a personal statement, and also changing or updating their biography, education and employment.

7. Personal Settings

This tab is where a student can change or update their personal information including their name, email address, and date of birth, their email subscriptions and their password.

EMPLOYERS

By using GradConnection Campus, employers have the ability to connect with international students and aid. An employer is also able to monitor their campaigns; create, draft, and remove campaigns; and also change and update their personal or employers settings.

1. Register

For employers, there is an option on the right hand corner of the website 'Are you an Employer?' and by clicking this, employers are able to register their address. The registration process includes adding personal details and organisation details. In organisation details, employers are able to choose an existing employer and insert their registration code which is provided by the university or employer, or create a new employer.

2. Creating New Employer

If an employer is new, then they would have to create a new employer by filling in the simple form to complete registration. To complete registration, employers would need to do is fill in their name, country, company size, address and website. It is also required to insert their own logo in the box provided and adjusted to their preference

3. Login

After registering, an employer can simply login through the 'Login' button and entering their email address and password. The page will be redirected to the campaign administration page. This page allows employers to create and view campaigns from the tabs on the top of the page:

1) Create Campaigns,
2) Draft Campaigns,
3) Active Campaigns, and
4) Past Campaigns.

Once redirected to the campaign administration tab, on the left hand side there are also a number of other tabs that have different functions for the employer;

1) Employer Dashboard,
2) Campaign,
3) Job Search,
4) Personal Settings, and
5) Employer Settings.

4. Campaign Administration

When creating a campaign, the employer will be redirected to step two of the process which is to create their campaign. Employers are given the option on adding a banner image and then required to fill in the information of the campaign of the
1) Title,
2) Short Description,
3) Body Description
4) Type of Position; part-time or full-time, and
5) Commencement Date.

After filling the campaign information in and saving the campaign, it will immediately appear in the Draft Campaigns tab and preview the campaign. In the draft campaigns tab, employers are able to see the campaigns that they have saved and drafted. These campaigns cannot be viewed and can be edited by an employer.

The next step after creating the campaign is to target the campaign through 'Target & Publish'. Employers are able to edit their campaign specifications including
1) Locations,
2) Degree level,
3) Disciplines,
4) Citizenships,
5) Work Rights / Visas,
6) Graduation date range,
7) Application Link, and
8) Ongoing Dates. When the information is filled, by clicking the 'create live campaign' button, the campaign will appear in the Active Campaigns tab.

When a campaign goes live, it will become viewable to students. However, the campaign would not be available to view until it is verified by the university administration. Once the university has verified the campaign, a green tick will appear next to the title. If the employer does not want the campaign to be live, simply click 'Unpublish' to send it back to the draft tab.

Campaigns that were active and have expired from their ongoing dates will appear in Past Campaigns. Employers are able to view their old campaigns and use it to be duplicated or extended, or to view reports and statistics.
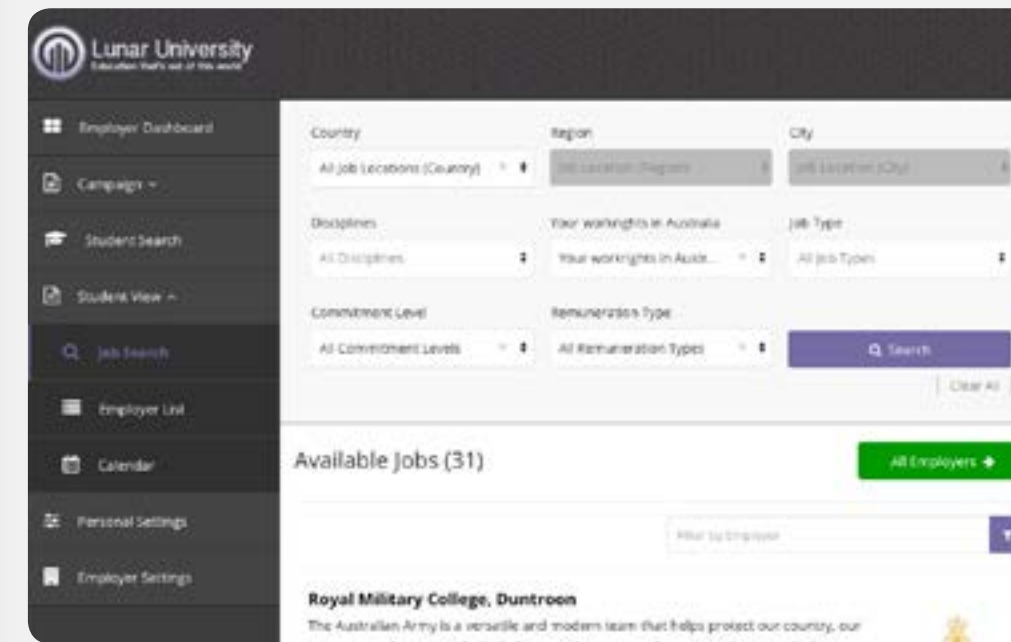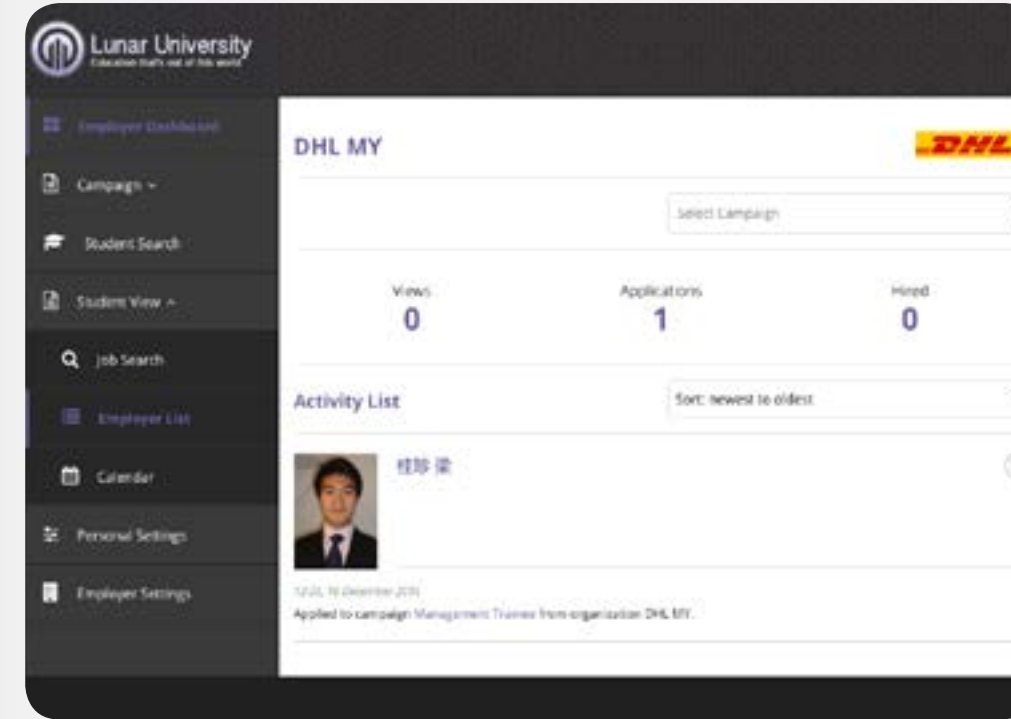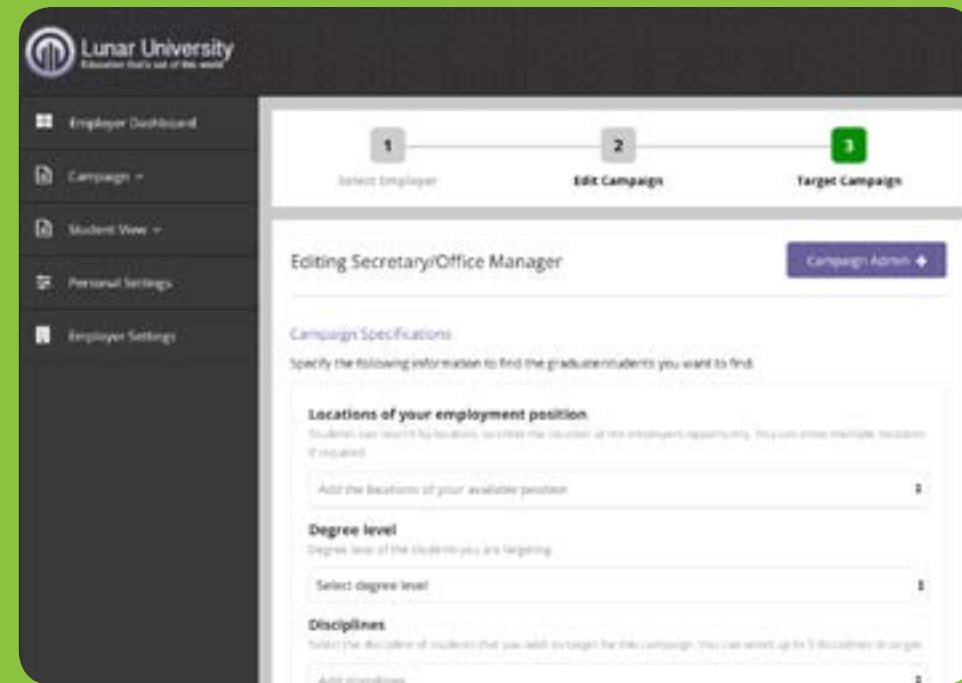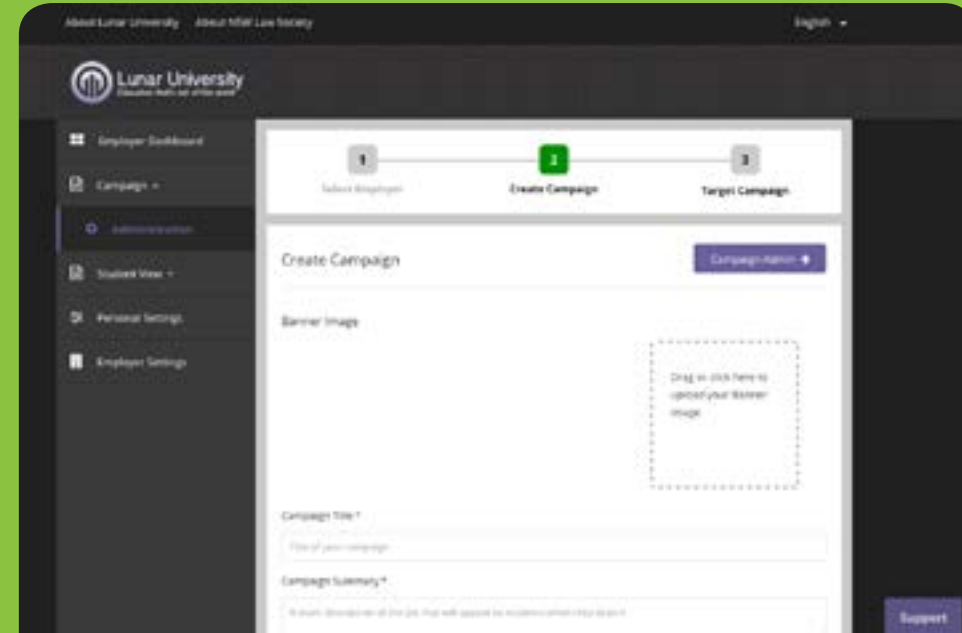
5. Employer Dashboard

The employer dashboard allows the employers to see the views, applications, and hires for their campaigns. The dashboard can be filtered based on campaign and also shows an activity list of the employer accounts which can be sorted.

6. Job Search

The job search tab allows employers to see other available employers and filter through them. This tab is also the redirection tab when the home button is clicked.

7. Personal Settings

The organisation code can be viewed in the personal settings tab. This code is required for employers that wish to join the organisation and register. This tab also allows the employer to change and update their personal information (name and email address) and password.

8. Employer Settings

This is where the employer name, address, website and logo can be changed and updated.

USERBASE

UNIVERSITIES

The university administrators have the main control over GradConnection Campus. The website platform becomes an online space made for international students and employers to connect. The admins have the ability to customise the website; monitor students, employers and staff; create, draft, verify and decline campaigns; create new employers; and update information.

1. Login

The university login will lead to a similar dashboard to the employer dashboard which is the administration section. Once logged in, an admin will be able to see different tabs on the left hand corner with various headings such as

1) Dashboard,
2) Campaigns,
3) Student Administration,
4) Web Pages,
5) Staff List,
6) Employers List,
7) Job Search,
8) Personal Settings and,
9) Platform Settings. These tabs gives full control towards the university and its admins who are able to monitor and change the settings to the platform.
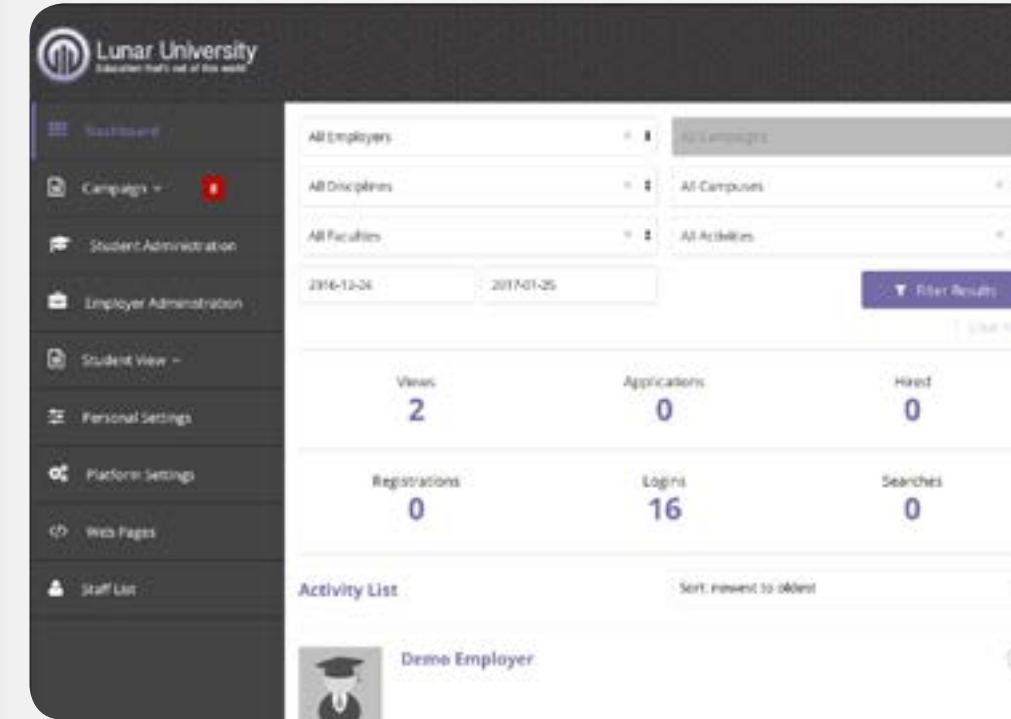
2. Dashboard tab

The dashboard tab will default redirection after logging in. From the dashboard, admins are able to see the activity of views, applications, hires, registrations, logins and searches which are able to be filtered with the options given of employer, discipline, faculty, campaigns, campuses, activities and the period time.

An activity list is also available and can be sorted from newest to oldest or oldest to newest which shows activity from both students and employers. An admin is able to view the activity of a student's login or registration as a student, their searches in the Job Search, their updates for their profile page and their applications to employers. As for the activity of employers, the admin is able to see their activity for their campaigns including editing, viewing, targeting and publishing. It also shows their searches in the Job Search, their login and registration, and their updates for their settings page.
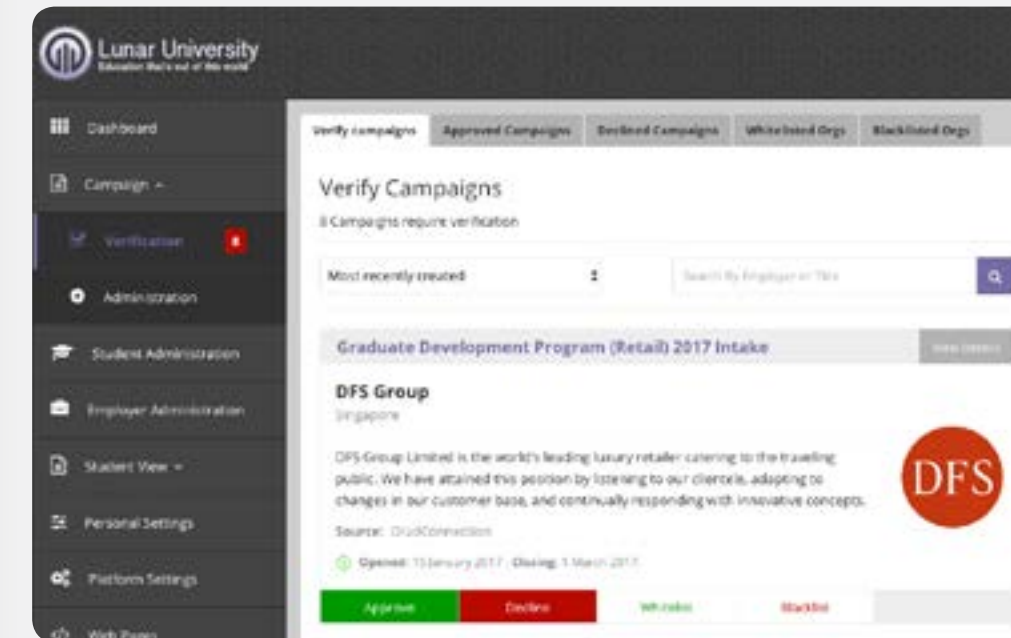
3. Campaign Tab

The campaign tab is where the university is able to create, draft, view and verify campaigns sent from employers with sub tabs of

1) verification and
2) administration.

a. The verification tab shows the campaigns either sent straight from the employers themselves or from GradConnection. If there is a verification form pending, a red box with the number of verifications needed will appear on the campaign tab as well as the verification sub tab as a notification.

Once in the verification tab, admins will be able to see another set of tabs on the top of the tab page,

1) Verify campaigns,
2) Whitelisted Orgs,
3) Blacklisted Orgs,
4) Approved Campaigns and
5) Declined Campaigns.
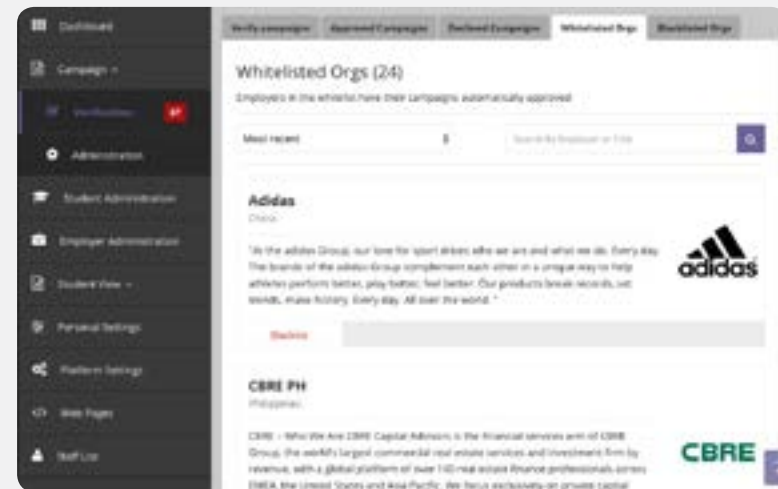
On the Verify campaigns tab, campaigns can be filtered based on creation date or an admin can search through the campaigns with the search button on the right side. These campaigns are not online for students to see until approved by the university. Under each campaign, there are four buttons,

1) Approve,
2) Whitelist employer,
3) Decline, and
4) Blacklist employer.

If the campaign is approved, it will be available for students to view online and the campaign will appear in the Approved Campaigns tab. However, once a decision is made, it is not permanent. On the Approved Campaigns tab, the university is able to decline the campaign if by chance it was approved or accident or any other reason. This also applies to campaigns that are declined and appear in the Declined Campaigns tab.

If the university decides to whitelisted, the employer's future campaigns will automatically be approved and online for students. They would also then be listed in the Whitelisted Orgs tab which an admin is also able to remove. This option also goes to employers that are blacklisted. All future campaigns from the employer will immediately be removed and the employer with appear in the Blacklisted Orgs tab which can be removed from the list in any case.

b. The administration tab can also be found in the employer login with the same functions. This where the university are able to create and draft campaigns as well as see past campaigns or ones that are still active and running. This tab has the same set of tabs on the top of the page as the employers' campaign administration tab page, consisting of

1) Create Campaigns,
2) Draft Campaigns,
3) Active Campaigns, and
4) Past Campaigns.

Not only are employers able to create campaigns, but so are the administrators of the university. In the Create Campaigns tab, an admin is able to create a campaign for an employer. By clicking on the button 'Get Started'.

The first step in creating a campaign is to select an employer. An admin would have the option to either select an existing employer to create a campaign for from the options listed or create a new employer. If the campaign is for an existing employer, click 'Continue' after selection.

If the campaign is for a new employer that are not yet listed, an admin will simply need to insert a logo, employer name and country before clicking 'Continue'. This would then move on to the next step of creating a campaign. An admin will then add in the information that is required for the campaign,

1) Title,
2) Short Description,
3) Body (whole description),
4) Type of Position, and
5) Commencement Date.

There is also the option to upload a banner image. After filling the information in and clicking 'Continue', it would preview the campaign for a double check, edited in case of any errors and then continue to 'Target & Publish'.

The third step is to target the campaign. This is where it is edited to its specifications of the employer's choice including:

1) Locations,
2) Degree Level,
3) Disciplines,
4) Citizenships,
5) Work Rights / Visas in,
6) Graduation date range,
7) Application Link, and
8) Opening Dates before creating the live campaign.

When a campaign is created, it is then drafted. These draft campaigns will appear in the Draft Campaigns tab. In this tab, the university is able to see the campaigns that have not been published and have the option to edit the campaign information or have a duplicate for an efficient way in making the same campaign. With an admin of the university, they are not able to delete the campaigns that are drafted.

In the Active Campaigns tab, this is where the university is able to see the published campaigns and are viewable for students if they have been approved and verified. In this tab, there is the option to see the reporting of the campaign, which will show the number of views, applications and hires from the campaign. It also has the option to remove the campaign by clicking 'Unpublish'.

Old campaigns that have expired and are no longer active would appear in the Past Campaigns tab. This tab is useful if the university wants to duplicate, or extend a campaign for an employer or look at old campaigns for reporting and statistics.
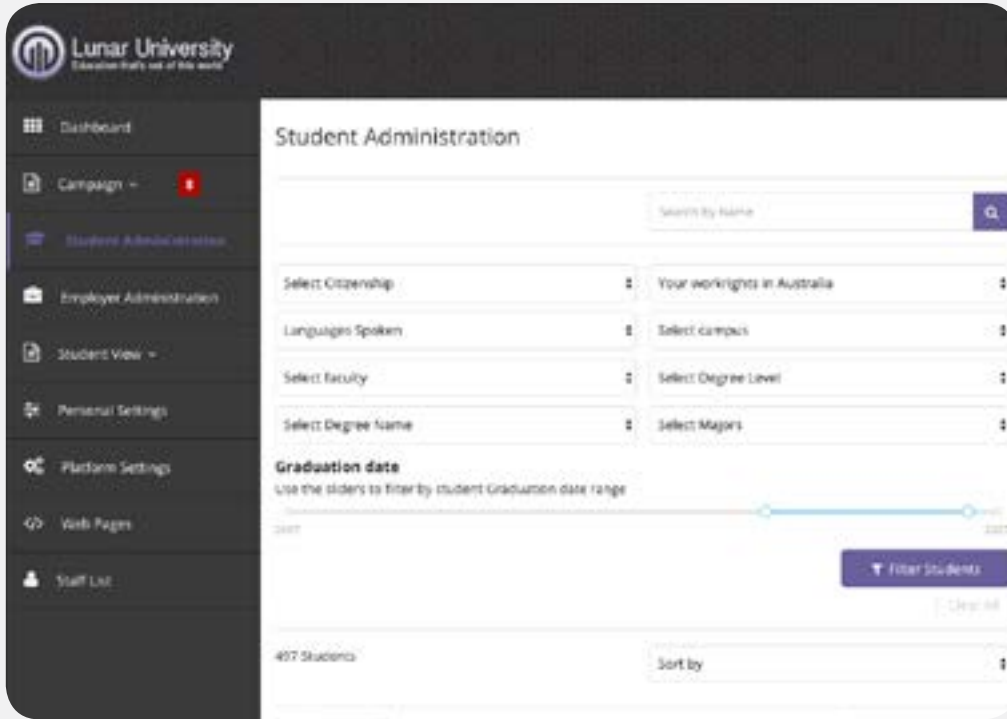
4. Student Administration

The student administration tab allows the university to view the students that have registered into the website. There is the option to filter students through their
1) Citizenship,
2) Languages Spoken,
3) Faculty,
4) Degree name,
5) Work Rights,
6) Campus,
7) Degree Level,
8) Majors as well as filtering by graduate date range. This tab gives information on a student's activity log and profile which shows their name, ID, email, education, work information, and employment which can be sorted alphabetically or from last login.
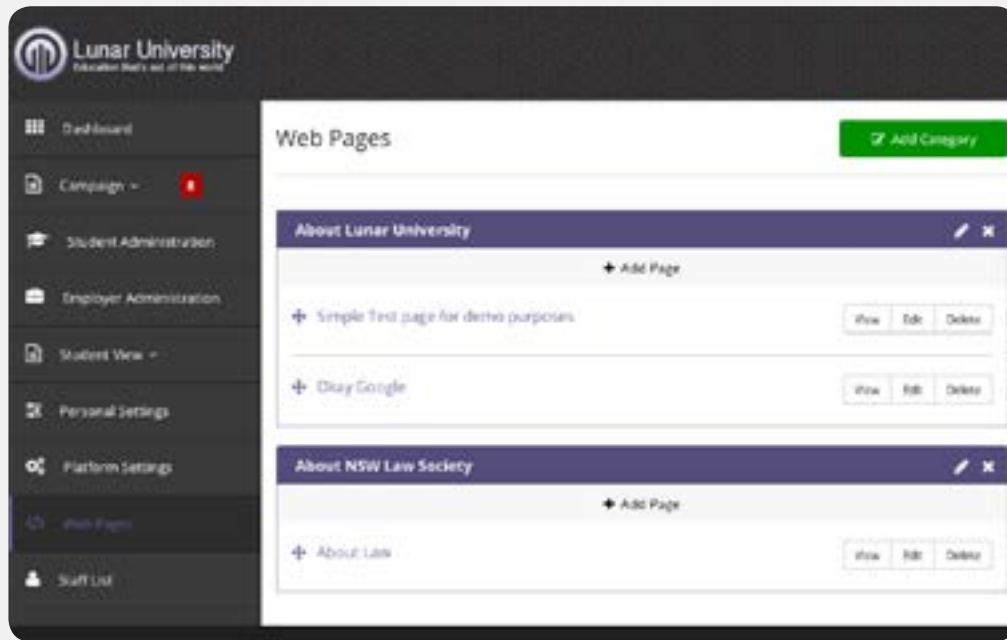
5.Web Pages

This tab allows an admin to customise the website's web pages that are on the top of the page. An admin is able to add a category name, and also add pages within the category. When adding a page, it has the option whether it can only viewed by registered members, and whether it should be redirected to a URL. After inserting a title and body for the page, it can then be saved and would appear under the category tab.
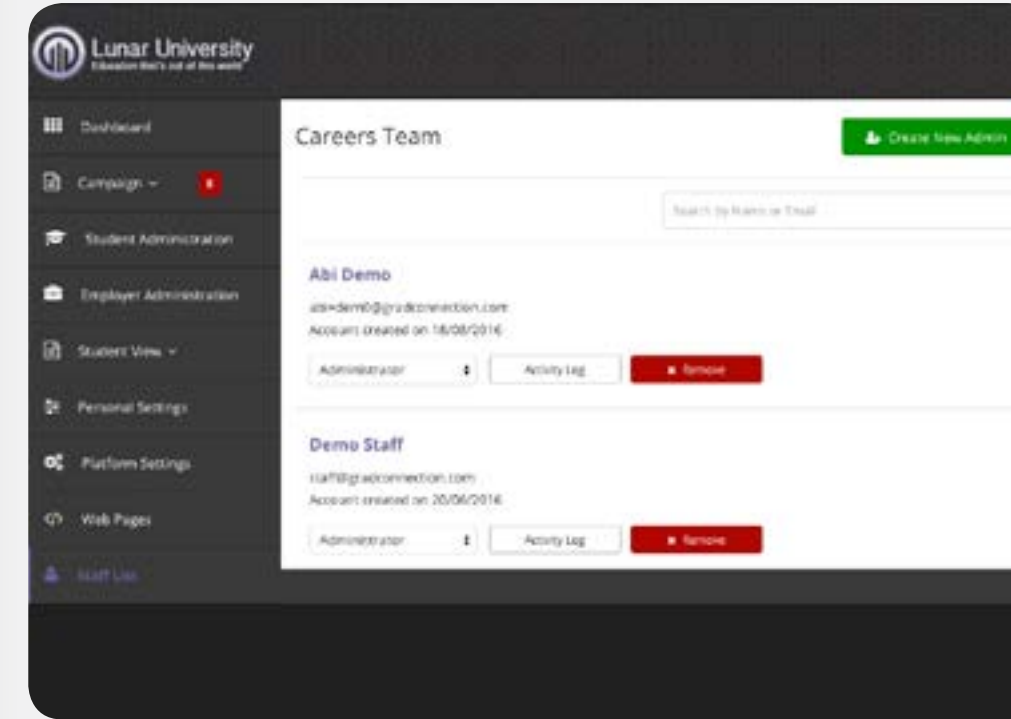
6. Staff List

The staff list shows the admins that are able to run the website. An admin is able to create and add a new member, as well as remove them. Staff also have the ability to see the activity logs of all the users (students, staff and employers) that are registered on the platform by going to their respective tabs.
An admin is also able to change the role of a member with the options of

1) Administrator,
2) Campaign Approver,
3) Campaign Creator,
4) Limited, and
5) Recruiter.

These positions may limit the access of an admin on the website.
a. An Administrator has the most access on the platform, with all the tabs available for them to monitor and edit.
b. The role of the Campaign Approver is to manage the campaigns that come through from employers or GradConnection in the Verification sub tab found under Campaign. Their access is limited and only has the tabs Campaign, Staff List, Employers List, Job Search and Personal Settings available.
c. The Campaign Creator has the Staff List, Employers List, Job Search and Personal Settings tabs available.
d. The Limited staff have very limited access to the platform. They are given access to the Job Search tab and their Personal Settings tab.
e. With the role of a Recruiter, the tabs available are Campaign, Job Search and Personal Settings.
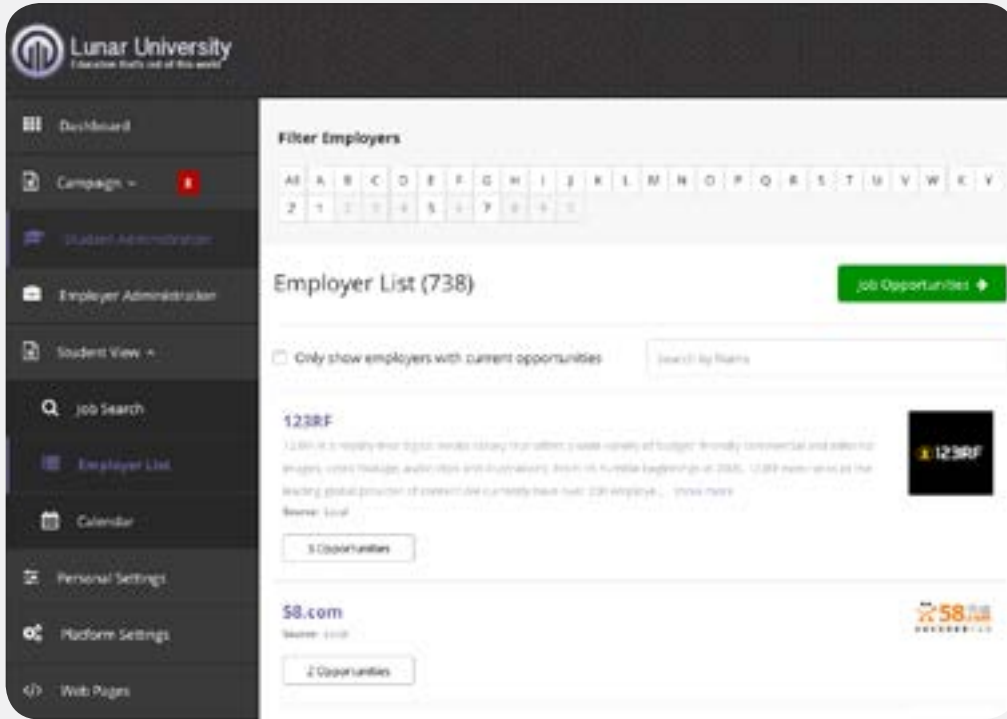
7. Employers List

The employer list shows the employers that have registered into the website, and an admin is also able to create a new employer to add. There are also the options to search the employers by name for a quick search and to filter out employers without any active campaigns. With each employer, there is an organisation code attached, which an employer would need when registering if they were to be added into the existing employer.

The university is also able to see the employer accounts within the organisation as well as have the possible option to edit the employer's information. This includes the employer name, description and logo. An admin can also create and add a user directly into the employer through employer's information and enter in their name, email address and create a password.

By clicking on the employer accounts of the employers list, the university is able to see the employers that are registered under the company. The university also has the ability to see their activity log, edit their information and also remove them from the account.
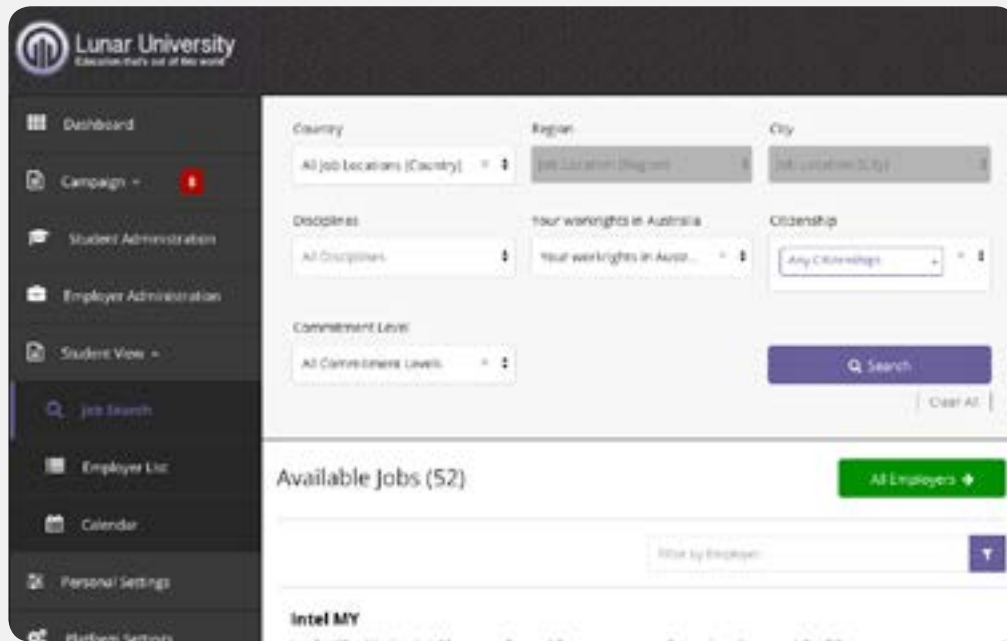
8. Job Search

The job search tab allows the university to search through the available jobs for students and will look the same as to how students will view it when they login their account.
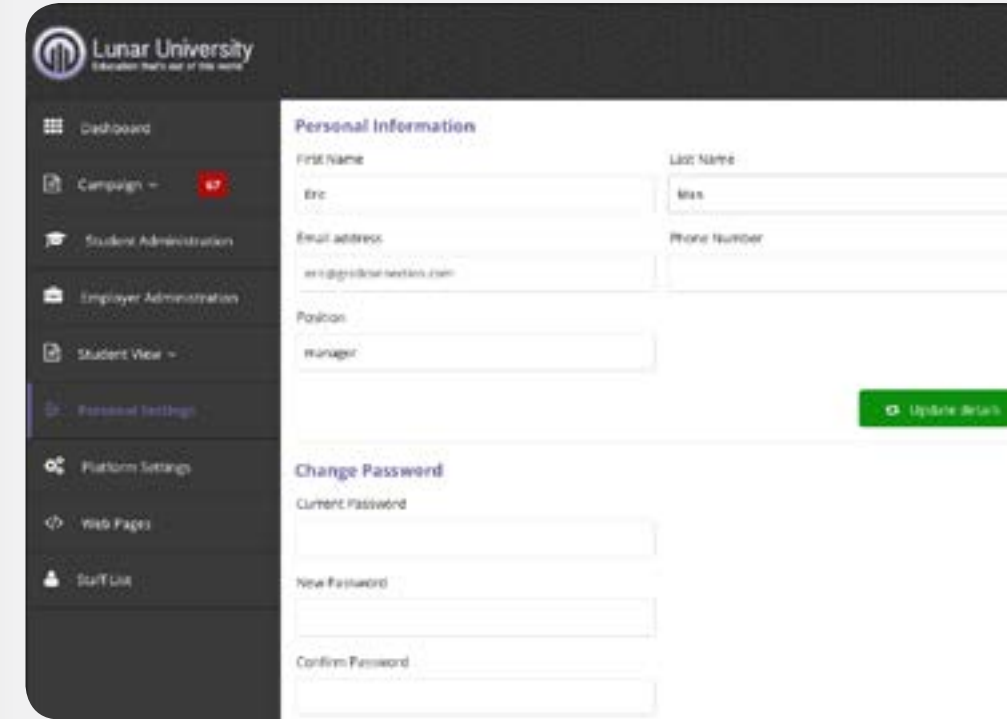
9. Personal Settings

In personal settings, an admin is able to change their password and/or update their personal information including their name, email address, phone number, and position.
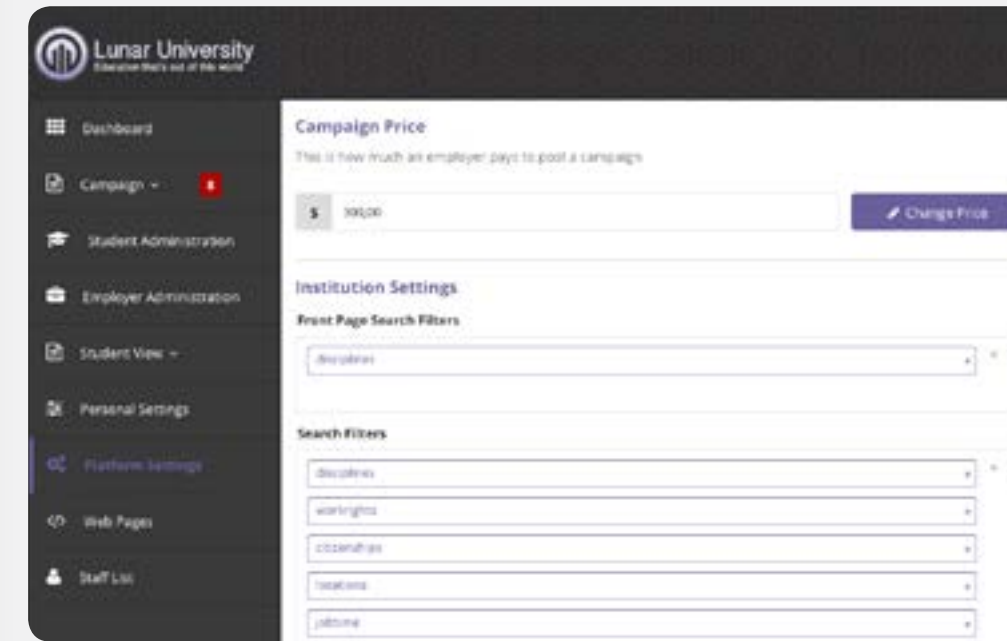
10. Platform Settings

This is where an admin is able to customise and change the information on the website platform which are split into categories of 1) Campaign; price changes, 2) Institution Settings, and 3) Privacy Policy, Terms and Conditions; updated for both students and employers.

In institution settings, an admin can remove or add the search filters by clicking on the 'x' to remove or the arrows to add a filter. This function also applies for adding or removing the options in Campuses, Faculties, and Campaign Admin Terms. The Hero Banner Text can also be changed and updated.

GradConnection

Connecting you to graduates