Career Engagement Tools – Requirements and Evaluation Rubric

Last updated: 08/07/19

Directions for finalizing requirements and rubric:

1. Review the details of the *Requirements and Evaluation Rubric*, sections A-D below.
2. Confirm that the "must-have" versus "nice-to-have" classifications are correct.
   a. Must-Have: The requirement is essential. Tools missing critical requirements may undergo a second evaluation to determine the severity of the missing functionality/feature.
   b. Nice-To-Have: The requirement is not essential but important to note when evaluating competing products.
3. Use the notes section to suggest revisions, additions, or ask clarification questions.

Please return via email to: Sylvie Hale shale@wested.org no later than Friday August 16

A. Background/Overview

Detail the tool's history, reliability, and reputation, as well as the availability of independent reviews and user community activity.

Considerations:
- How long has the tool been available?
- Is the tool produced by a known and reputable institution or company? Is the company stable?
- Has the software evolved over time? What evidence exists to indicate that the tool might keep pace with future advancements?
- What educational institutions currently use the software? Are software reviews available from these institutions?
- Have institutions experienced significant technical issues?
- Are independent reviews of the software available? If so, how is the software rated relative to other options?
- What kind of user and technical support is available? What proof is available from other institutions about the quality of the support that is provided? Is the company that produced the software committed to friendly, quick, helpful, and accurate support?
- Does the tool have an active user community?

ID	Requirements	Must-Have	Nice-to-Have	Notes
A1	Required features are fully implemented	x		
A2	While the tool is fully operational and acceptable in its current state, updates are under development that would enhance the product		x	
A3	The company is reputable, with strong client references or related kudos	x		
A4	The company understands the community college context and nuances of the related needs	x		
A5	The company is consistently adapting the product with new features to address current requirements in the field based on a defined change management process	x		
A6	The company has a defined change order process for an individual college's specific needs	x		
A7	The company is consistently adapting the product to respond to user feedback and user experience improvements	x		
A8	Current clients rate the company favorably for client support	x		

B. System Features

Detail the tool's features and how they address the project's use cases and requirements.

Considerations:
- Is the tool available to the appropriate audience(s)?
- Does the tool address at least one key activity/requirement of the system, as determined by stakeholder feedback? (Preference for systems that address multiple requirements.)
- Can specific privileges be assigned to various roles or does the system specify the privileges assigned to each role?
- Can tool data be viewed from a variety of perspectives?
- What security features does the tool offer? For example, does it require the use of encrypted passwords?

- Can student information be imported in bulk/batch (e.g., the names of all students and program affiliations)? If so, what form must it be in (e.g., an Excel spreadsheet)?
- Can data/files be imported and/or exported to existing or future administrative systems?
- Can the activities of all users be tracked (e.g., by their log-in time, log-out time)?

ID	Requirement	Must-Have	Nice-to-Have	Notes
B1	The audience responsible for completing a related activity has access to the tool. Includes students, college staff, faculty, and employers.	x		
B2	When appropriate, multiple audiences are served (e.g., a student builds his resume and a career center counselor has access to it to provide feedback)	x		
B3	The system allows for different privileges based on user role, when appropriate	x		
B4	The system displays different information for different audiences (May not always be applicable)		x	
B5	The system has the capacity to be used as a regional installation, if appropriate	x		
B6	The system complies with all campus security requirements (e.g., FERPA)	x		
B7	The system allows for APIs with required systems. (Not always required)		x	
B8	The system allows for information to be imported, when APIs not possible (e.g., SIS data, course data)	x		
B9	Automatic activity tracking features are available, when necessary (e.g., time stamps)	x		

ID	Feature Checklist	Must-Have	Nice-to-Have	Notes
Feature: Career research				
B10	Ability to connect to/integrate with career exploration tools (e.g., career profiles, assessments)	x		
Feature: Work-Based Learning and Employment Preparation				
B11	Resume development: Resume builder	x		
B12	Resume development: Online portfolio	x		
B13	Matching skills to resume from verified source (e.g., LMS or faculty entry)		x	
B14	Support in resume development: Tools for college to view students' resumes and provide feedback	x		
B15	Interview training: Online tutorials and other resources		x	
B16	Interview training: Online mock interviews		x	
B17	Tracking completion of activities: Place for college to view students' activities	x		
B18	Ability for college to message student about preparation activities	x		
Feature: Work-Based Learning Process Management				
B19	Tools for college to add employers and WBL opportunities to the system	x		
B20	Ability for colleges to share employers and opportunities across all 10 colleges	x		
B21	Ability to categorize WBL type for posted opportunities (e.g., internships, job shadows)	x		
B22	Vetting WBL opportunities: System to review and approve opportunities posted by employers	x		

ID	Feature Checklist	Must-Have	Nice-to-Have	Notes
B23	Providing students with information about WBL opportunities: Searchable board of opportunities	x		
B24	Providing faculty with information about WBL opportunities: Searchable board of opportunities	x		
B25	Notifications to students with information about WBL opportunities: Emails/texts about matching opportunities	x		
B26	Notifications to faculty with information about WBL opportunities: Emails/texts about matching opportunities	x		
B27	Tools to record intake of student, including assessments, background and preferences	x		
B28	Tracking student participation: Place to record and view student activities from placement to post-placement for case management tracking	x		
B29	Tools to collect student, employer, and faculty feedback	x		
B30	Ability to document referrals to other services (e.g., Career Center or counseling)	x		
B31	Communication tools that allow WBLC, faculty, and student to connect around WBL activities	x		
B32	Process management tools (e.g., approvals, tracking hours)	x		
B33	Process management tools can accommodate some level of variation college-by-college	x		
B34	Ability for colleges to have proprietary relationships with colleges for internship postings	x		

ID	Feature Checklist	Must-Have	Nice-to-Have	Notes
B35	Ability for employers to share internship opportunities across colleges	x		
B36	Title 5 reporting requirements		x	Needs clarification, what are the details of this requirement?
Feature: Job Placement process Management				
B37	Tools to record intake of student, including assessments, background and preferences	x		
B38	Ability to document referrals to other services (e.g., Career Center or counseling)	x		
B39	Look for jobs: Student can view job postings	x		
B40	Look for jobs: Save favorite jobs	x		
B41	Look for jobs: Notifications about matching jobs		x	
B42	Look for jobs: Automatically send stored resume	x		
B43	Look for jobs: Apply for jobs	x		
B44	Place for student to track their activities (e.g., jobs applied to)	x		
B45	Ability for employers to search for candidates and message when appropriate	x		
B46	Tools for college to add employers and WBL opportunities to the system	x		
B47	Ability for colleges to share employers and opportunities across all 10 colleges	x		
B48	Ability for colleges to have proprietary relationships with employers for job postings	x		
B49	Tracking completion of activities: Place for college to view students' activities	x		
B50	Communication tools that allow college and student to connect around job placement activities	x		

ID	Feature Checklist	Must-Have	Nice-to-Have	Notes
B51	Ability to build and administer surveys to alumni about employment outcomes	x		
B52	Ability to build and administer surveys to confirm employment with alumni employers	x		

C. Accessibility and Usability Features
Detail the tool's user friendliness and accessibility.

Considerations:

- Is the tool user-friendly?
- Does the tool align with student and staff technology literacy skills?
- Does the tool comply with current educational policies and laws, such as the Americans with Disabilities Act?

ID	Requirement	Must-Have	Nice-to-Have	Notes
C1	The tool aligns with student and staff technology literacy skills	x		
C2	The tool complies with best practices in user design	x		
C3	The tool provides a modern, responsive design	x		
C4	The tool includes a mobile app version		x	
C5	The tool meets all applicable ADA requirements	x		

D. Technical Considerations: Detail the software, hardware, and network requirements.

Considerations:
- Does the tool integrate with existing systems?
- Can information from the tool be transferred to existing institutional software?
- Can information from existing tools be transferred to the tool?
- Can the tool be customized?
- Can the tool be branded with the institution's name and logo? If so, is there an additional cost?
- Can you change the arrangement and format of items presented to tool users?

- What procedures must be followed to customize the software?
- What type of support is available — e-mail, chat, telephone, and/or on-site?
- What consulting services are available? Are consulting services available to assist with implementation planning and execution?
- What training will the software vendor or distributor provide?
- What are the future development plans? When is the next version of the software expected?
- Is this platform scalable? Can it be expanded easily to accommodate a larger number of students and instructors?

ID	Requirement	Must-Have	Nice-to-Have	Notes
D1	Information from the tool can be transferred to existing institutional software (e.g., via APIs or data exports, outcomes survey data)	x		
D2	Information from existing tools be transferred to the tool (e.g., via APIs or data exports, LMS data used for student profiles)	x		
D3	The tool can be customized for the college/region with branding	x		
D4	Content such as field labels, form contents, email messages and other elements are customizable by the college	x		
D5	The vendor provides technical support during regular business hours	x		
D6	The vendor provides technical support during extended hours		x	
D7	Consulting services are available to assist with planning and technical needs	x		
D8	The vendor provides adequate training to key staff.	x		
D9	The tool is scalable.	x		

Career Engagement Tools – Weighted Scoring

Please provide input into the weighted scoring process by identifying the relative importance of requirements and features.

1. For each of the categories below, specify the relative importance of the category based on a 100 point scale. For example, if you rate all four of the categories as equally important you would assign 25 points for each.

Requirements Category	Point Value
Tool Background/Overview (Items A1-A8)	
Tool System Features (Items B1-B52)	
Tool Accessibility and Usability (Items C1-C5)	
Tool Technical Considerations (Items D1-D9)	
Total	100

2. For each of the feature categories below, specify the relative importance of each category based on a 100 point scale. For example, if you rate all four of the feature categories as equally important you would assign 25 points for each.

Feature Category	Point Value
Career Research (Item B10)	
WBL and Employment Preparation (Items B11-B18)	
Work-Based Learning Process Management (Items B19-B36)	
Job Placement Process Management (Items B37-B52)	
Total	100