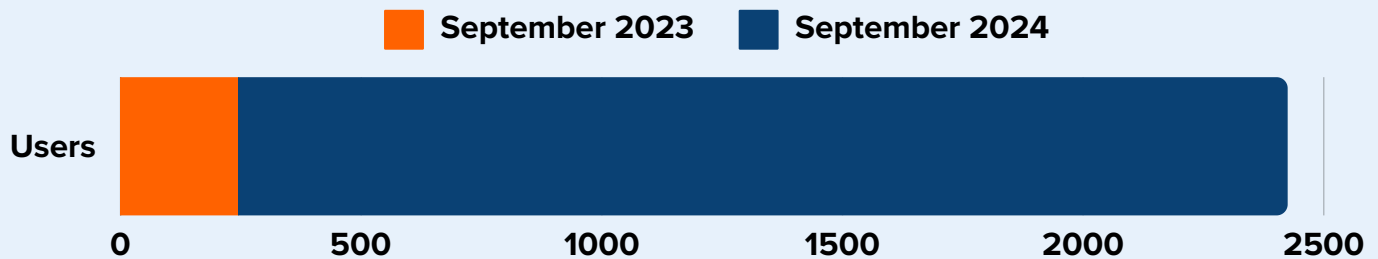


How Georgia College & State University Grew Their Digital Career Counselor Usage by

789.8%

+1,935 USERS



- As part of a broader initiative to prepare students for career readiness from the start of their college journey, **every First Year Seminar (FYS) class features a dedicated session with the Career Center staff.** This ensures that first-year students are introduced early to career exploration and planning resources.
- To achieve the University System of Georgia's (USG) career readiness goals, **the Career Center made a strategic transition from the previous assessment tool to the Digital Career Counselor (DCC).** This change was part of an effort to provide students with a more interactive, data-driven platform that is easily accessible, giving students real-time insights into career paths, employment trends, and salary data.
- The FYS course is mandatory for all incoming freshmen, and with more than 1,800 students enrolled this year, **the integration of DCC into the curriculum has resulted in a substantial rise in platform usage.** This surge reflects not only the scale of the initiative but also the growing reliance on DCC as an essential resource for students to plan their academic and career paths from the very beginning of their college experience.

Steppingblocks



Additional Resources

- [How To Guide: Digital Career Counselor](#)
- [Use Cases for Digital Career Counselor](#)
- [Partner Use Case: Scaling Campus Resources](#)