



A New Career Services Database Doesn't Have to Be a Terrifying Thought!

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It's All About Weighing the Options

Our job today is to help you weigh the options.

Change can be scary, but change can be good.



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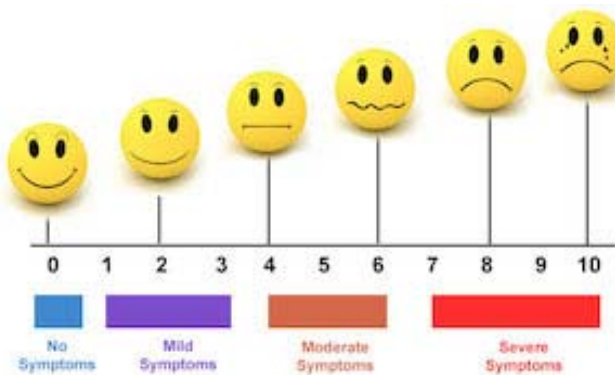
What's the Problem? Where's the Pain?

- MSU Law
 - Building useful everyday reports and being able to easily do the same task over and over.
 - Not intuitive or user-friendly for staff or students
 - Wanted to be able to do more and more within one system rather than the database AND so much in Excel.
- UTAH Law
 - Difficulty in training new personnel on our older system.
 - Students were having difficulty using our older system.
 - We often found ourselves resorting to “paper” solutions to answer basic questions about placement.
 - Wanted to be able to put together reports that we had more confidence in.
 - Wanted to reduce burden of annual surveys

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So You're in Enough PainNow What?



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What's the Process?

1. Decide to investigate the possibility of a change
2. Research possible products
3. View demonstrations
4. Consider cost
5. Make a decision
6. Prepare for the change
7. Implement the change

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Demo Prospective Databases

- Set aside time to actively demo the site with staff and students
 - There will still be surprises
- You need enough information to feel comfortable negotiating and signing a contract.



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Demo Experience

MSU Law

- Ask for a sandbox
- Prioritize the critical features; utilize test students/staff/employers.
- Set aside time as a staff and on your own to work with the sandbox.
- Utilize the sales rep and ask for references at other schools.

Utah Law

- Several different viewings of option “finalists”
- Try and separate features you will use from those you won’t
- Imagine what it will take to get “your” data into the program

COST

- Money
 - Can you get it in the budget?
- Time/Stress -- Staff and Students
 - Marketing
 - Training



Cost Experience

MSU Law

- Negotiated a 3-year contract with several modules.
- Cost more, but worth it
 - Customization
 - We are happy to get into our database every day, all day.
 - Customer service

Utah Law

- Our cost did increase, even though lowering software expense was a goal.
- We could not afford all of the 12Twenty modules.

Change Timeline



- Fall/August Launch
 - May have to run parallel systems for fall OCI
- Beginning of Summer Launch
 - Summer gives you time to get used to the system without students around
- Winter/Spring Semester Launch
 - Can do fall OCI fully in the system

Timeline Experience

MSU Law

- Began demos in fall 2014; final contract signed in March 2015; launched 5 months later in August 2015.
- Wouldn't recommend this timeline if doing a lot of data transfer and/or customization.
- Fall launch was good – now ending our 2nd school year.

Utah Law

- We began preparing for the transition on a winter break for implementation at spring OCI- 13 months later.
- Don't underestimate how much training will be required.
- Your first "anything" will be slower than your old system.

Data Transfer

- Move No Data
- Move Lots of Data
- Somewhere in Between



Data Transfer Experience

MSU Law

- 9-year-old system seemed to have never been cleaned up; saw this as opportunity to clean data for transfer.
- Transferred all possible student/alumni/employer data to new system.
- If you have a lot of data you want to take with you, it will take more time to clean it than you think.

Utah Law

- Incorporated very little existing data, to avoid reviving old errors
- Of course, this means creating an entry for every employer going forward.

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Customization



- Have to remember that databases will not work just the same – remember you are going for better functionality, key features, not just a replica replacement of what you had.
- Keep a positive attitude about change
- Keep a positive attitude about the vendor and their efforts.
- Customize a lot
- Customize a little
- Somewhere in Between

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Customization Experience

MSU Law

- We were early in the law school product development with a lot of customization.
- The process of customization helped us really learn the relationships between fields and modules.
- Plan a system for keeping track of requests and answers (during implementation, too.)

Utah Law

- We were really early in the product development cycle and as such should re-visit.
- Visit other schools and see what they have, it's hard to "know what you don't know."

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Implementation

- Testing
- Training
- Marketing
- Customer Support in Career Services for students, and Career Services staff
- Customer Support from the new vendor
 - Think ahead about a system or work with your account manager or Customer Support Rep to keep track of your help requests and answers.



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Implementation Experience

MSU Law

- Student assistants were invaluable to testing and implementation.
- Be determined to get the most out of your system.
- Dedicated champion of the new system to get the most out of it. Student assistants continue with testing and learning parts we haven't used as much.

Utah Law

- Be prepared for training.
- Be prepared to feel you've made a terrible mistake.
- Be prepared to get better with time.

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Implementation Experience

MSU Law

- We continue to have training for students and market use of the system.
- Your customer service to them is what will make the system worth it if they find it easy to use.
- 12Twenty customer service is stellar.

Utah Law

- Be prepared for training.
- Be prepared to feel you've made a terrible mistake.
- Be prepared to get better with time.
- After two full years of use, we are significantly better off than where we were.

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Favorites . . .



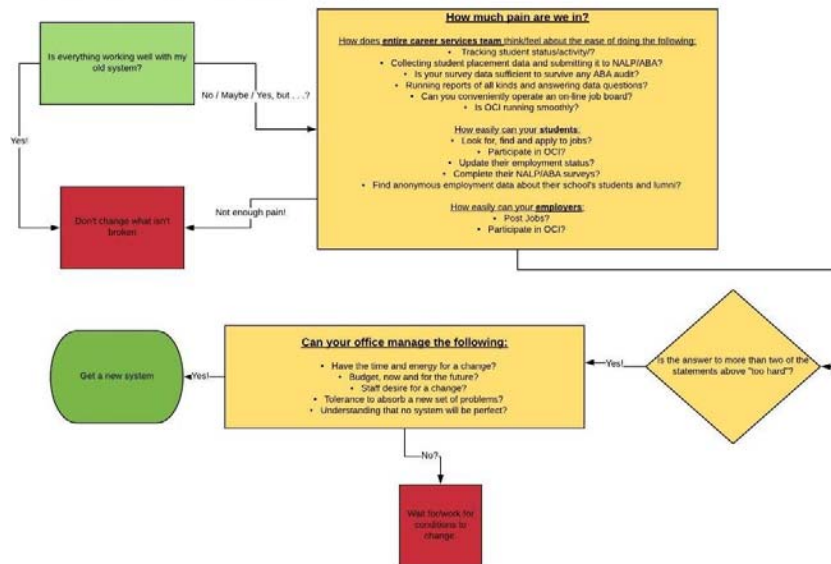
MSU Law

- Moving away from spreadsheets
- Experiential Learning
- Research Tools
- Employer Relationship Management

Utah Law

- Repeatable reports/Reporting Dashboard
- Quick access to student information
- ABA/NALP reporting

Career Services Database Change Decision Tree



Q and A

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