“Monsterizing” the Student Job Center

A Case Study

► **Process Improved:**
Process for employers to list employment opportunities and for students to search for and respond to employment opportunities. (“Monsterizing” refers to “Monster.com” the popular on-line employment matching service.) See the new site at [http://www.jobcenter.wisc.edu](http://www.jobcenter.wisc.edu).

► **Unit(s):**
UW-Madison Student Financial Services (SFS) and Division of Information Technology (DoIT)

► **Customers of the Process and Their Needs:**
Customers are students at UW-Madison and employers within the university. Employers in the community are also able to post positions on this system.

► **Problem/Opportunity Statement:**
Although the earlier system was on-line, it was a static web site that merely listed positions openings. The site was not interactive. Student workers keyed employment opportunities into the site. Each time employers wished to change even one item on a listing or add a new opportunity, they had to re-enter all their contact and demographic information. Tim Putzier, says, “We could see that there was a huge opportunity to save time and work and make the site much more useful for employers and students.”

► **Changes Made:**
The old static web site was replaced by a dynamic web site that enables employers to enter their contact and demographic information just one time. After that, the system recognizes them. Employers also can update their own contact information. Students indicate the kinds of positions in which they are interested and receive e-mail notification when those kinds of positions have been posted. If employers wish, students can respond directly to them using the e-mail link on the site. For students, the site is much more personalized to their needs and interests.

► **Results to Date and Expected:**
At least 5000 students are matched with positions each year. This only includes the employers who have reported back that they have hired someone. Tim Putzier says that most employers don’t report back, so the 5000 is a conservative estimate. On any given day, the site will show 500-700 positions open, indicating that a significant number of employers are posting opportunities.

Because employers can easily and quickly enter their own posting information, the need for people to key in (or re-key) information is drastically reduced. One individual still double-checks what is being posted, but Putzier estimates that the office is able to maintain the same level of support for employers and students while saving 15-20 hours of data entry by student employees each week. These student workers are now able to focus their time on activities to maintain and improve service.
► Lessons Learned:
In spite of intensive testing of the site, there were some problems in the first month because students and employers did not necessarily have the latest browser versions. Now the site states that it is best used with a particular browser version.

► Next Steps:
Next steps include studying the feasibility of making the Student Job Center part of the students’ My UW-Madison portal and exploring whether work-study students and positions might be matched using the current online system.

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