



University Career Center Uses Domino to Market Graduates Over the Net

For most college students, graduating means one thing: leaving academia for a professional job, but for students at the University of Alabama, finding a career is just the start of a far-reaching journey enriched by an e-business solution from IBM and Lotus.

“This [Domino] is amazing technology, and there’s no comparison between what we were able to do before and what we can do now, but we’re not trying to emphasize the technology — we focus on service to people.”

—Jim Kellen
Director of the University of Alabama Career Center (UACC)

The University of Alabama Career Center (UACC) mounts an extensive array of employment resources on its Internet site. The site addresses the need for students nearing graduation to identify jobs where their degree can best be put to use, as well as assists employers in locating suitable candidates to fill open positions. The site also serves Alabama alumni, reflecting the career center’s commitment to thoughtful, long-term career-building.



“Our goal is to provide individuals with life-time service,” says Jim Kellen, director of the UACC. The Web site enables both alumni and current students to update their personal profiles, search for job listings that match their qualifications, and respond to employment opportunities at any point in their career. From the employers’ viewpoint, it streamlines recruiting programs by tightly targeting the pool of potential respondents.

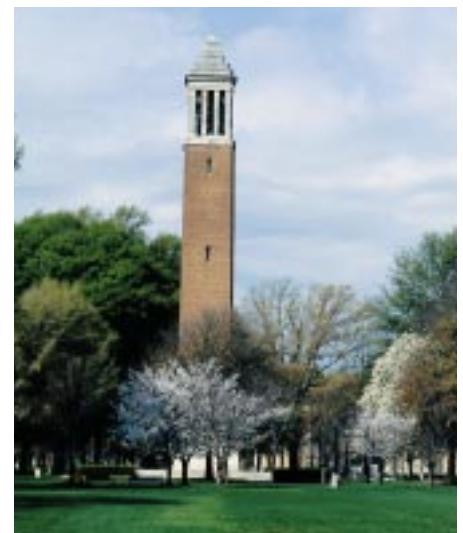
Global information-sharing makes the Web a natural medium for UACC’s ambitious vision: to infuse traditional matchmaking between job-seekers and recruiters with technology, matching employers’ needs with an individual’s professional goals. The UACC looked to SkillSet Software Inc., a Lotus Premium Business Partner and leader in Lotus Notes-based human resources software, for the human resources recruiting expertise and to Lotus Domino for Web management capabilities. The UACC uses e-commerce to help fund its services, and an extranet ties together employers’ own workflow.

Customizing Content to Match Context

UACC chose Domino because of its time-sensitive, roles-based, and interactive content. With Domino’s database, every document, every page, and every element of every page, can have attributes associated with it. One of those attributes, a time stamp, makes it very easy to write rules that control highlighting of new content and automatically alerts information providers when content needs to be updated. This automation relieves the owner of having to keep track of content as it ages and relieves the Webmaster of the burden of monitoring aging content and

Application	University career center connects students and alumni with potential employers via the Web
Business Value	Increase the value of a University of Alabama education by providing students and alumni with a lifetime of service
Software	Lotus Domino Lotus Notes

tracking down content owners, which would be impossible when working with the thousands of current students and alumni at the University of Alabama.



With Domino, the UACC is achieving its vision of infusing traditional matchmaking between job seekers and employers with technology.

Domino also generates Web pages on-the-fly, and content can be instantly customized based on information that Domino already knows about the viewer's identity. Additionally, Domino makes it possible for anyone with a browser, even someone who didn't author the content, to go in and change that content; however, with Domino, you have flexibility to determine who has access and who has the right to make changes. You can determine access control at a field level, at a group level, or at an enterprise level, perfect for the ever-changing world of academia.

Multiple Lotus Notes databases accommodate listings, personal resumes, and on-campus recruiting schedules accessible to individuals and companies who are registered with the UACC. Current students can post their coursework, grades, internships, and extracurricular activities, then easily update the information to reflect their academic progress. Alumni can confidentially keep their resumes up to date and in sight of companies or agencies that might offer fresh career opportunities. And, employers are able to advertise positions with a timeliness and focus impossible outside the online world.

Meeting Individual Needs

The UACC currently has more than 500 employers, nearly 3,000 current students, and several hundred alumni registered at the site. Because the Career Center is a self-sustaining entity, each employer is charged a fee based upon its presence on the site and its activities as tracked by Domino. And Domino's unique calendaring and scheduling functions enable university counselors and employers to coordinate interview appointments and on-campus recruitment activities using replication to keep everyone's calendar in sync.

The UACC Web site and Notes databases were primarily designed and implemented by several Alabama graduate students working under the aegis of SkillSet, which has since hired two of them in full-time positions. Kellen's interest in Web-enabling the UACC's career services coincided with a request from one of SkillSet's clients for extranet capabilities, so the company could extend its workflow associated with

inside-the-firewall recruiting applications via the Web out to the campuses where the client has long-established relationships.

Looking to the Future

"This is the future of college recruiting," says Dan White, CEO of SkillSet. "Every college and university career center needs a Web site because no other medium can provide such an extensive forum for employment services, and Domino provides the collaborative framework that makes it all work: database management, workflow, and tremendous security."

In the next phase, University of Alabama department heads will join students, alumni, and employers in creating and managing portfolios that serve their own specific needs. For the first time, long-term academic planning and budgeting processes will be able to make use of thoroughly reliable and timely data about the career paths taken by each department's alumni.

"It's not a coincidence that Domino is good at this because Lotus was working on intranet applications long before the Web made them popular. The return on investment from workflow on the Web is just huge, and I think it's taken the world until now to realize there's much more to the Internet than just publishing," says White. Kellen adds, "This is amazing technology, and there's no comparison between what we were able to do before and what we can do now. But we're not trying to emphasize the technology — we focus on service to people."

Combining relationships of the past with technology of the present, and future prospects with opportunity, UACC, IBM, Lotus, and SkillSet are helping students and alumni explore and discover career elements important to managing their professional lives. White concludes, "The overwhelming value of Domino (especially for UACC) lies in collaboration. Communications, e-mail, shared databases — all that's been on the Internet for a long time. But when you start working with workflow and all that it entails, Domino stands out in a big way."

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