



EAB

Empowering “Life Success” with Navigate360 and Starfish

Exploring Virtual Job Simulations with Forage

Wednesday, May 29, 2024 | 3pm ET

Navigate360 and Starfish

Today's Presenters



Aash Gupta

*Associate Principal,
Strategy & New Ventures*



Tom Brunskill

*VP and General Manager,
Forage*



Harrison Bass

*Education Partnerships
Manager, Forage*



Erin McDougal

*Managing Director,
Technology Partner Success*

- 1 Introduction to Forage
- 2 Using Navigate360 and Starfish to Promote Forage to Students
- 3 Next Steps



Introducing Forage

SECTION

1

EAB's Guiding Vision in this Work

“ To make the college to career process more efficient and equitable for students and employers.”

Evolving EAB's Work Around "Life Success"



- ✓ Acclimating to college life
- ✓ Choosing an academic path
- ✓ Earning a degree



What's Next??

———— **Student Success** ————●

———— **Life Success** —————●

A New Chapter



EAB

+



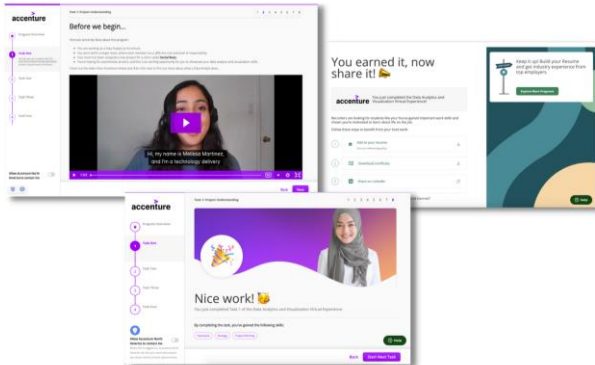
Forage

Introducing Forage



What Are Job Simulations?

Self-paced online learning programs that simulate the work performed in different roles at different companies through interactive hypothetical tasks.



Scalable
Unlimited participation



Engaging
Include hands-on exercises



Inclusive
No barriers to participation



Always on
Available on demand 24/7/365

4M+
students using Forage

300+
job simulations across a variety of careers

130+
employers across diverse industries

3.3x
students are 3x times as likely to land a job after completing a sim





Our Employer Partners And What They Look For


We Partner With Some Of The Top Fortune 500 Companies & Law Firms

Some Of Our 130+ Employer Partners



What Roles They Look For

- ▶ Internships and entry-level full-time positions
- ▶ Popular roles include:
 - ▶ Investment Banking Analyst
 - ▶ Software Engineer
 - ▶ Sales Representative
 - ▶ Accountant
 - ▶ Consultant
 - ▶ Project Manager
 - ▶ Law Associate

 While most jobs require a Bachelor's degree, **companies actively seek community and technical college students** to explore their sims as they look to **build talent pipelines earlier and earlier**

Forage is A Key Component of the Career Services Ecosystem



Serving as a Bridge Between Career Discovery and Application



Career Discovery

- Companies **expose** students to various industries, functions & roles
- **Forage partners with UConnect to deliver content** to universities, students, and alumni



Career Education + Skill Building

- Forage offers simulations designed to **demystify** roles within companies
- Helps **guide and prepare** students for their desired roles
- **FREE** for all students and universities



Job Application Preparation

- Vendors in this space provide **career guidance, coaching, and advising**
- Forage complements these tools by providing students with **invaluable insights** into companies and roles, empowering them to **craft stronger applications**

Forge University Partner Testimonial



**Urszula Zalewski, Director
of Experiential Education**



"Faculty at Stony Brook University encourage a culture of lifelong learning and help students stay competitive by introducing Forge in the classroom...Forge breaks down geographical barriers, making valuable work experiences accessible to students regardless of their location."



Stony Brook University

- **Over 7,000 students** have enrolled in a Forge simulation
 - **80% agreed** that they developed practical skills
- Student understanding of career roles & responsibilities **increased by 2x**
 - Student likelihood to apply **increased by 1.7x**



Dr. Kinnis Gosha

Division Chair for Experiential Learning
& Interdisciplinary Studies

With Instructors of
Software Engineering: David Cherry | Renee Forney | Tonia Gordon
Cornelius Toole | Kevin Womack

A screenshot of the Forage platform interface. At the top, there are navigation links for "Forage", "Explore", and "My Dashboard". The main content area features a large image of a building with a statue in the foreground. Overlaid on the image is the text "MOREHOUSE" in red, followed by "HCSC 435 - Software Engineering" in white. Below this, there is a description: "Build your world skills direct from leading organizations through Virtual Experience Programs." and a note: "Please click below for further details on the sharing of your data. These job simulations are free for all students." At the bottom of the screenshot, there is a button that says "Click on a tile below to explore your program and enroll."

Student enrolled in required course
HCSC 435 – Software Engineering
select from a list of Forage
simulations to help them:

- **gain confidence**
- **develop their skills**
- **stand out** to leading employers

Forage Embedded in the Student Experience

The screenshot shows the Forage website homepage. At the top, there is a navigation bar with links for 'Make an Appointment', 'Request Work Experience', and 'Request a Workshop'. Below this is a main navigation menu with categories like 'INDUSTRIES/FIELDS', 'IDENTITIES/IDENTITIES', 'PEOPLE WE CONNECT', 'EXPLORE OPPORTUNITIES', 'RESOURCES', and 'ABOUT US'. The main content area features three featured programs: 'Resume and Interview Training' by lululemon, 'Ready, Set, Law Virtual Work Experience Programme' by Clifford Chance, and 'Work Ready Skills' by Work Ready Skills. A green banner below the main content reads 'GAIN EXPERIENCE'. The bottom section is titled 'FORAGE' and includes a sub-header 'An innovative way to gain valuable work experience and build your resume!'. It features the Forage logo and a description of the platform as an online resource for virtual work experience. On the right side of this section, there is contact information for the Office of Career Education, including the name 'Bethany Sanders, EdS', her title 'Coordinator Work-Integrated Education and Learning', phone number '354-496-4061', and email 'bsanders@marshall.edu'. Below this is a link to 'RECENT INTERNSHIPS ON HANDSHAKE'.

The screenshot shows the Pace University website. At the top, there is a navigation bar with links for 'SET AN INTERNSHIP OR A JOB', 'EXPLORE YOUR CAREER COMMUNITY', 'BOOK AN APPOINTMENT', and 'FAQ'. Below this is a main navigation menu with categories like 'WHO ARE YOU?', 'FIND YOUR COMMUNITY', 'PLAN AND PREPARE', 'CONNECT AND APPLY', 'DIGITAL BADGES', 'CAREER TOOLS', and 'ABOUT US'. The main content area is titled 'ALL MICRO-INTERNSHIPS & VIRTUAL WORK SIMULATIONS'. It features three featured programs: 'EV Engineering Intermediate Virtual Job Simulation' by Ford, 'Project Manager Virtual Job Simulation' by Siemens, and 'EV Engineering Intro Virtual Job Simulation' by Ford. Each program card includes a title, a brief description, and a 'View' button. Below the cards, there are filters for 'United States' and 'All Micro-Internships & Virtual Work Simulations'.

The screenshot shows the Towson University website. At the top, there is a navigation bar with links for 'About TU', 'Academics', 'Admissions & Aid', 'Student Life', and 'Campus & Community'. The main content area is titled 'Short-Term Experiences'. It includes a sub-header 'Forage' and a description of the platform as an online platform which hosts free virtual experiences designed and delivered by leading companies like JP Morgan, GE, PWC, Clifford Chance and many more. Below this is a list of featured programs: 'Career Development & Exploration Virtual Experience Programs', 'Health & Wellness Virtual Experience Programs', 'Law & Litigation Virtual Experience Programs', and 'Liberal Arts Virtual Experience Programs'. On the right side, there is a sidebar titled 'Internships & Experiential Learning' with a list of links: 'Searching for Internships', 'Block Term Experiences', 'Tiger LEAP Job Shadowing Program', 'On-Campus Internships', 'Internships Abroad', 'Receiving Academic Credit', and 'Applying & Interviewing for Internships'. Below the main content area, there is a red navigation bar with links for 'About', 'Students', 'Alumni', 'Employers', and 'Faculty/Staff'. The main content area below this is titled 'Forage at Stony Brook University' and includes a sub-header 'Forage is an online platform which hosts free virtual experiences designed and delivered by leading companies like JP Morgan, GE, PWC, Clifford Chance and many more. By completing self-paced modules that simulate work undertaken during a traditional internship or graduate program, students are able to develop their skills and gain a real understanding of work in practice in addition to the certificate issued by the company.' Below this is a link to 'LEARN MORE ABOUT FORAGE' and a link to 'REGISTER AS AN EDUCATOR'. On the right side, there is a photo of a student sitting at a desk with a laptop.

The screenshot shows the Tulsa Community College website. At the top, there is a navigation bar with links for 'MyTCC', 'Current Students', 'New Student Orientation', 'Give Now', and 'Search...'. Below this is a main navigation menu with categories like 'Academics', 'Admission', 'Paying For College', 'Student Support', 'Student Experience', and 'About TCC'. The main content area is titled 'Career Simulations'. It includes a sub-header 'The Forage helps you find the perfect program to showcase your knowledge and get noticed by recruiters from top companies. Explore more than 170 career simulations with Fortune 500 companies – the same training their own employees receive. Contact TCC Career Services for more information.' Below this is a link to 'Explore Career Simulations'. On the right side, there is a large Forage logo.

Live Forage Walkthrough

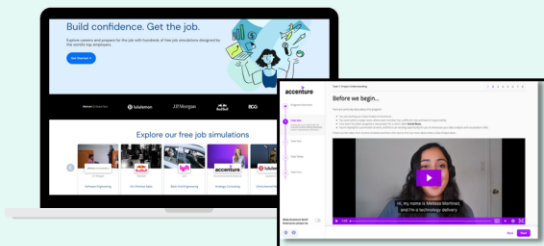


Driving Impact for Students



Why students use Forage:

- ✔ Build job-ready skills
- ✔ Explore career pathways and find your fit
- ✔ Demystify careers, roles, and companies
- ✔ Make informed career decisions before applying
- ✔ Improve employability and career confidence
- ✔ Help build a pathway to employment



3.3x

Foragers are 3.3x more likely to land a job after completing a job simulation

Why Educators use Forage

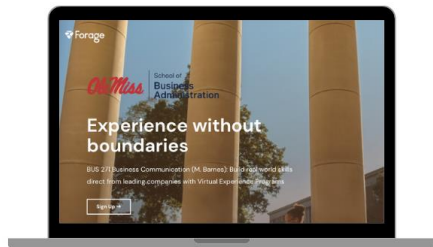
In the classroom

Connect theory being taught in class to real-world work.

Help students **narrow the gap** between employer needs and potential employment prospects.

Career Centers

Career Centers direct students to Forage as a **key resource for learning** about an employers brand and the available opportunities.



797

Global University Partners that integrated Forage Job Sims

2,369

Live Integrations via coursework and/or career centers

UNIVERSITY OF WESTMINSTER

"In some of our undergraduate courses, Forage simulations are now a mandatory part of the coursework. This allows so many more of our students to access real-world experience and offers a stepping stone into major companies"

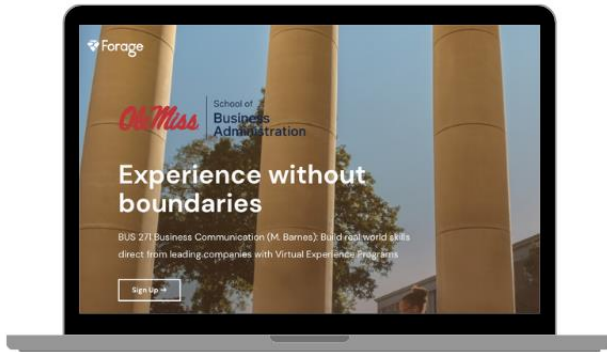


UNIVERSITY of ROCHESTER

"Equity and access to career education and exploration is key priority for our team at University of Rochester. We are often seeking technology partners who share this value and help us to educate students and find ways for them to experience different possibilities for their careers. Forage was a platform that helped do that in a new, innovative way allowing us to scale experiences that were self-directed but also of high quality."

Forage Is Now Embedded in the Classroom

Forage Will Appear in Digital Course Content Across the World



+



Forage simulations will be integrated into e-textbooks on the Pearson platform, reaching **3,700 universities and 18 million students.**

“

Preparing for the workforce can be daunting for any college student. Now students can build their skills anywhere, anytime, inside the same trusted Pearson platforms they already use for their studies.”

-Tom ap Simon, President of Pearson's Higher Education Division



Using Navigate360 and Starfish to Promote Forage

SECTION

2

Students Find Forage Through Numerous Channels



Embedding Forage in Navigate360 and Starfish



Using Navigate360 and Starfish to Promote Virtual Job Simulations



Announcements



To-Dos



**Journeys/Success
Plans**



Hand Raise



Main Menu Item
Navigate360 Only



**Resources/
Services**



Email Messaging



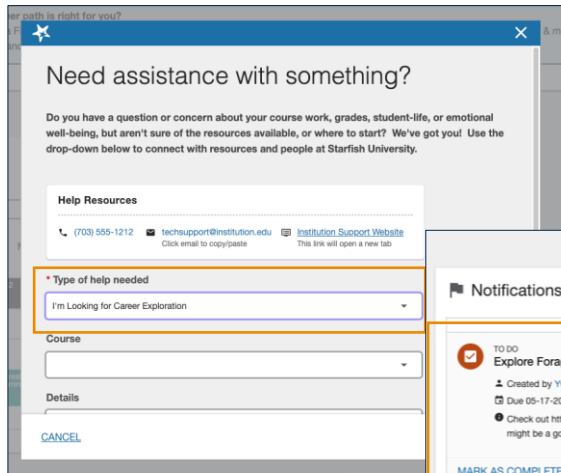
Surveys

Examples of Forage in Starfish

Starfish

Not sure what career path is right for you?

Check out [Forage](#), a FREE resource where you can learn about the day-in-the-life at real companies like Lululemon, Goldman Sachs, PepsiCo & more! Foragers are more than 3x as likely to land a job after completing a simulation!



Need assistance with something?

Do you have a question or concern about your course work, grades, student-life, or emotional well-being, but aren't sure of the resources available, or where to start? We've got you! Use the drop-down below to connect with resources and people at Starfish University.

Help Resources

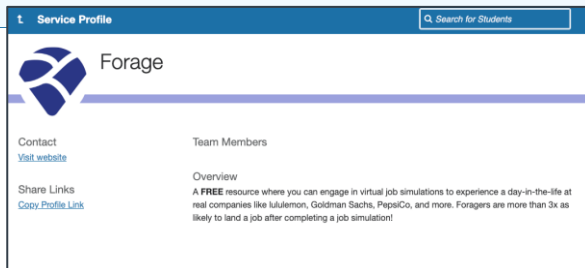
(703) 555-1212 | techsupport@institution.edu | [Institution Support Website](#)

* Type of help needed
I'm Looking for Career Exploration

Course

Details

CANCEL



Service Profile

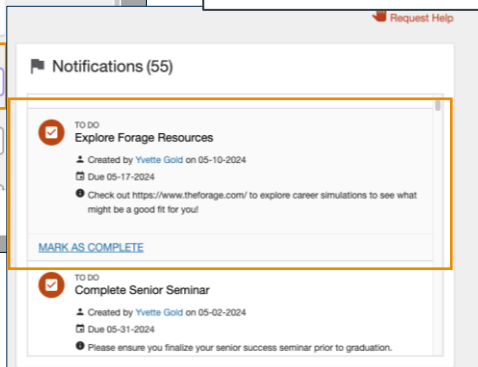
Forage

Contact
[Visit website](#)

Share Links
[Copy Profile Link](#)

Team Members

Overview
A FREE resource where you can engage in virtual job simulations to experience a day-in-the-life at real companies like Lululemon, Goldman Sachs, PepsiCo, and more. Foragers are more than 3x as likely to land a job after completing a job simulation!



Notifications (55)

Request Help

TO DO

Explore Forage Resources

Created by Yvette Gold on 05-10-2024

Due 05-17-2024

Check out <https://www.theforage.com/> to explore career simulations to see what might be a good fit for you!

MARK AS COMPLETE

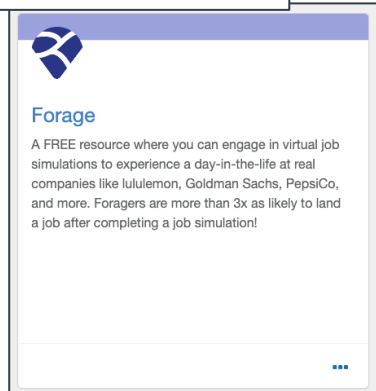
TO DO

Complete Senior Seminar

Created by Yvette Gold on 05-02-2024

Due 05-31-2024

Please ensure you finalize your senior success seminar prior to graduation.



Forage

A FREE resource where you can engage in virtual job simulations to experience a day-in-the-life at real companies like lululemon, Goldman Sachs, PepsiCo, and more. Foragers are more than 3x as likely to land a job after completing a job simulation!

Examples of Forage in Navigate360

Woodley

Navigate360 Explore Planner Schedule Courses

Home

Class Schedule

Appointments

People

Resources

To-Dos and Events

Notifications 1

Forage (New)

Canvas

Surveys

Hand Rai

Hey Laura

Announcements

Not sure what career path is right for you?
Check out **Forage**, a FREE resource where you can learn about the day-in-the-life at real companies like Lululemon, Goldman Sachs, Pepsi & more! Foragers are over 3x more likely to land a job after completing a simulation!

DJ Hi there! David + ?

To Dos 4

Appointments 2

Resources

Class Schedule

Study Buddies

Holds 1

Surveys

My Docs

My Major

Forage (New)

Notifications 2

Favorites

Resources

Type to search places x Search

Academic Support

Administrative

Campus Buildings

Campus Services

Career Planning

Health and Wellness

Places to Eat

Things to Do

Transportation and Safety

Forage

A FREE resource where you can engage in virtual job simulations to experience a ...

Any questions? Schedule an Appointment View Details

Career Planning

Forage

A FREE resource where you can engage in virtual job simulations to experience a day-in-the-life at real companies like lululemon, Goldman Sachs, PepsiCo, and more.

3x your chances of getting hired!

Forage ↗

Four Key Components to Our Promotion Strategy



In Support of Your Campus Goals



Raise Awareness

Increase **brand awareness** of this **FREE** resource amongst students and educators



EAB Manages Direct Promotion

Directly support our partners by enabling **Main Menu Items* and Resources/Services in Navigate360 and Starfish**; launch a student **email campaign** starting this summer



Equip Partners to Promote on Their Own

Share **promotional toolkits and partner examples** to make it as easy as possible for partners to do their own promotion



Encourage Faculty to Embed in Curriculum

Leverage our **relationships across campus** to encourage faculty and central staff to embed sims in their coursework

*Navigate360 only

Loading Forage Configurations into Your Platforms

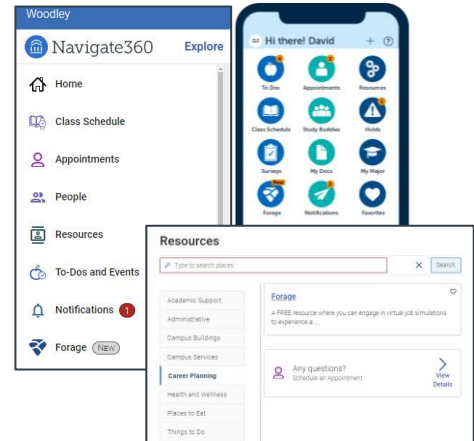
Opt-out Available Until **Friday, June 21st**

Platform Configurations to be Added in Navigate360 and Starfish

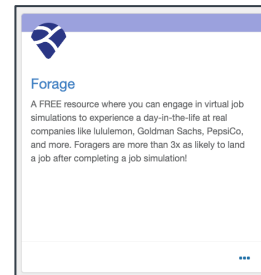
- For Navigate360 partners, EAB will **configure Forage as a Main Menu Item and a Resource** directly in your Navigate360 student platforms*.
- For Starfish partners, EAB will **configure Forage as a Service** directly in your Starfish platform.
- Partners can then edit the Resource as desired moving forward.
- If you do not want the FREE Forage resource added to your platform, please **use the opt-out form** you will receive shortly in your email. The opt-out **form will close on Friday, June 21st**.
- These additions to your production sites will occur **July 1-2**, subject to change. Communication via the Community will confirm exact timing.
- If you prefer to include an existing custom Forage landing page, please email lifesuccess@eab.com with your request.

*Not available to Navigate360 partners on the legacy Strategic Care-only module.

Navigate360



Starfish



Sending Student Email Campaigns

Opt-in Available Until **Friday, June 21st**

Student Email Campaigns Starting this Summer

- For ALL Navigate360 and Starfish partners, EAB will **send email promotion directly to your active students**, encouraging them to register on Forage and enroll in job simulations.
- Email campaigns will begin this summer (**targeting week of July 8th**) and proceed into the upcoming academic year.
- To participate, please **opt-in to the program via the form** you will receive shortly in your email.
- If you prefer to link students to a custom Forage landing page, please indicate that in the opt-in form.
- If you have any questions, please email lifesuccess@eab.com and we will do our best to accommodate.

Forage

Forage Promotion Opt-in

After more than 1.2 billion student interactions, we've learned a few tricks here at EAB on how to make our messages stand out. As part of your membership, this free outreach campaign will drive students to sign up for Forage and explore ways to advance their future career and learning experience.

Forage Digital Promotion:

Take advantage of our complimentary Forage Campaign offering, which is a series of tailored emails sent directly to your students each term. These emails provide valuable insights into Forage and link directly to the platform for easy access.

Forage allows students to develop new skills and gain a hiring advantage! Joining Forage is **100% FREE** for any user and offers day-in-the-life job simulations from leading companies like lululemon, EY, Goldman Sachs, and more. Foragers are more than 3x more likely to land a job after completing a simulation!

Simply fill out the link below and opt in today.

[Opt In Here!](#)

[TEST] You're invited to use Forage to find your dream job!

Forage <forage@eab.com>
to: MChagne Em Tue 5/28/2024 12:47 PM

Hi there,

Trying to figure out what you want to do after college can be exciting, but also overwhelming — how can you know if you'd want to be a Software Engineer, Project Manager or Marketing if you've never tried it? That's why Woodley College has partnered with Forage.

Forage provides **FREE virtual job simulations** that walk you through a day in the life of working in a specific role at a particular company. For example, you can try marketing at lululemon, investment banking at JPMorgan Chase, or customer service at Fidelity.

Once you've completed a job simulation, **you're 3x more likely to land a job!** Truly, there's no catch!

You can use Forage to figure out what jobs you may like by:

- Working on real-world projects that professionals in these roles do
- Experiencing what it's like to work at different companies, industries, and career paths
- Building workplace skills (that you can then add to your resume and talk about in interviews)
- Understanding how what you've learned in the classroom might apply to different roles

[Join Forage](#)

Learn what jobs you love — and boost your chances of landing them — by signing up for Forage today!

P.S. Have questions? Email Forage at forage@eab.com

Forage
Woodley College
2443 M St
NW Washington, D.C. 20037

Equipping Your Promotion Efforts



Promotional Toolkit with Templates and Examples – Available in Follow-up



Toolkit Includes:

- Campaign, text, and email templates
- Announcements scripting
- Tips for sending email campaigns
- Journeys and to-dos content
- Social media assets
- Example career center webpages
- Scripting for Career Services to talk about Forage with students

How to Access Your Institution's Forage Usage Data



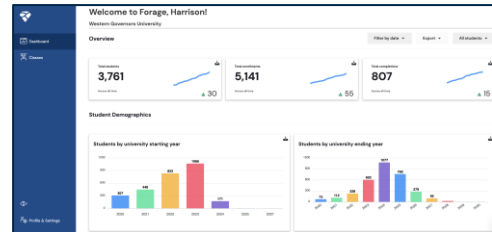
High-level Data Points Available to Understand Success of Promotion Efforts

To Access This Summer

- Each institution may request one data report at the end of summer.
- To submit a request, email lifesuccess@eab.com.
- Data includes overall counts of student registrations on Forage and enrollments in job simulations.
- We cannot provide student-level data at this time.

Coming Soon!

- An upgrade of the educator data dashboard is currently in progress. Release timing likely this fall.
- Once the educator data dashboard is available, you will sign up at <https://educator.theforage.com/signup> to access the self-service data portal.



Elevating Post-Graduate Success Pathways for Students



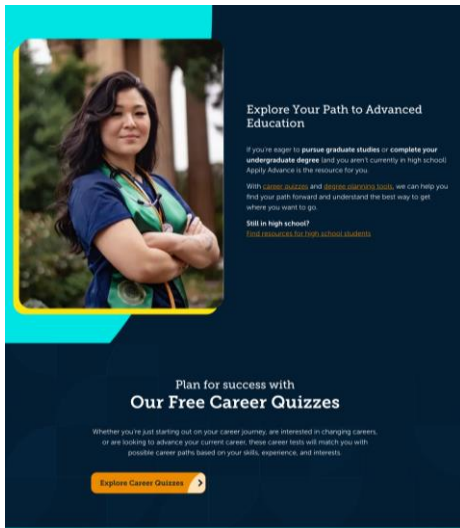
Appily Advance is a specialty microsite that connects students to relevant career pathways based on their preferences provided through an **interactive quiz**.

The existing pathways match to occupations and degrees in **health care, education, and business**, helping students build and explore a personalized plan for their next steps.



Option for Students Pursuing Graduate Studies

Apply Advance Uses Students' Interests to Connect Them to Graduate Programs

 A screenshot of the Apply Advance website. On the left is a photo of a young woman with long dark hair, wearing a blue t-shirt and a green lanyard, standing outdoors with her arms crossed. To the right of the photo is text: "Explore Your Path to Advanced Education", "If you're eager to pursue graduate studies or complete your undergraduate degree and you aren't currently in high school, Apply Advance is the resource for you.", "With career quizzes and degree planning tools, we can help you find your path forward and understand the best way to get where you want to go.", "Still in high school? Find resources for high school students." Below the photo is a section titled "Plan for success with Our Free Career Quizzes" with a sub-headline "Whether you're just starting out on your career journey, are interested in changing careers, or are looking to advance your current career, these career tests will match you with possible career paths based on your skills, experience, and interests." At the bottom is a yellow button that says "Explore Career Quizzes" with a right-pointing arrow.

Custom Opportunity for Navigate360 and Starfish Partners

- Apply Advance suggests graduate school opportunities in *healthcare*, *business*, and *education* based on student responses to interactive quizzes
- Navigate360 and Starfish institutions can register for custom Life Success partnership with Apply Advance at no additional cost
 - Participating institutions will receive a **custom link to Apply Advance to share with students** considering graduate studies
 - Institutions will receive monthly **exports of their students** who created a profile for follow-up
- Spots are limited; sign up by contacting **Lifesuccess@eab.com**



Next Steps

SECTION

3



Confirm Your Opt-in and/or Opt-out

You will soon receive an email with forms to opt out of platform configurations and/or opt in to the summer email campaign. Please coordinate with other leaders at your institution to complete these forms by **Friday, June 21**.



Utilize the Promotional Toolkit

Use our new Forage Promotional Toolkit to kickstart your promotion efforts on campus across this summer, or to prepare for fall!



Save the Date!

Our next webinar featuring Forage will be on **August 1st** (registration page coming soon). In this webinar, we will focus on how to embed Forage in course curriculum by engaging faculty.



Have questions or need support? Email lifesuccess@eab.com

Find the Latest News and Resources about Forage in our Communities!

34

The EAB Community is an online networking space for Navigate360 and Starfish Leadership Team members. Log in to share best practices, learn from others, and tap into the collective knowledge of the Student Success Collaborative!

Access at **networking.eab.com** and reach out to your Strategic Leader with any questions.

What you can expect in the Community:



User-friendly interface to ask questions about platform functionality and best practices



Easy to search directory of student success leaders



Direct messaging capabilities to network 1:1 or with up to 50 people



Ability to upload documents and resources and download those shared by others



Upcoming events, tips, and resources from EAB

The screenshot displays a social media-style interface. At the top, a post by Youlanda Henry is visible, titled "Use of EAB to Promote Tutoring". Below it, a post by Jessie Wurzer is highlighted, titled "Upcoming Webinar - Empowering 'Life Success' with Starfish and Navigate360". The webinar post includes a "Read More" button and a "Be the first to appreciate this" button. The interface also shows a "1 appreciate" notification and a "Hi Youlanda" message snippet.



202-747-1000 | eab.com

 [@eab](https://twitter.com/eab)  [@eab_](https://www.linkedin.com/company/eab_)  [@WeAreEAB](https://www.facebook.com/WeAreEAB)  [@eab.life](https://www.instagram.com/eab.life)

