

Title of the innovation: Facebook "Career Me" App

Name, title of team members:

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Purpose: In March 2011, Glendale Community College launched a complete revision of the college's web-based academic program pages complete with earning potentials, career title possibilities, degree check sheets, tuition calculators, contact info and more. These new pages are used as the ultimate resource center for not only students, but also our faculty and academic advisors when guiding

students through obtaining their degree.

BUT! We needed to drive the community to the new academic pages in order for them to be effective tools. So, in addition to several distribution/communication methods, we also created a Facebook app that would "career" the user in only two questions! (Marketing tag: "One Career. Two Questions. That's it.")

After the app gave the user a suggested career, the browser was then directed to the college's new, comprehensive corresponding program page.

The app was designed and coded in-house using Facebook mark-up language, Quandary action-based maze language and standard HTML.

To match careers & degrees with the user, we based our programming on the R.A.I.S.E.C. personality testing method. The app and corresponding web pages took approximately 6 weeks to build.

URL: http://www.facebook.com/GCCaz?sk=app_186059594763144

Outcomes: In the first six months of the launch 317,563 users visited the site. Today, 114 users access the app *daily*. Monthly, 1,549 users click-thru from the Facebook app to the college's program-specific pages!