

Lightcast

# Career Coach

Help learners explore  
careers and find the right  
education for them

# Show learners how your academic programs lead to **great careers**

When learners have a career vision, they're more likely to complete their program of study on time . . . and succeed in their careers. Career Coach gives them that vision. Tapping into Lightcast's comprehensive labor market data, Career Coach uses a customized CIP-to-O\*NET crosswalk to connect your programs to careers. Students can easily find careers that match their interests — and discover programs at your college that will prepare them for success.

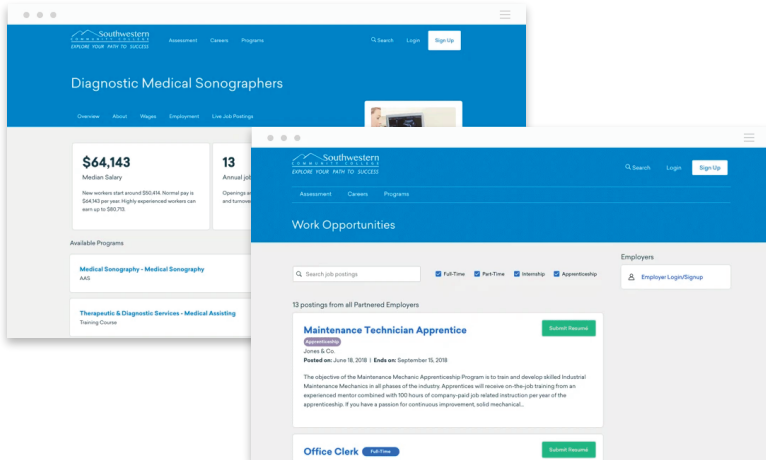


## WHO USES CAREER COACH?

**3.1M**  
Career Coach site visits in 2022

**317**  
Institutions and organizations across the US & Canada

**5**  
Aspen prize winners





## HOW CAREER COACH WORKS:

### Students can

- Take a 6, 30, or 60-question interest assessment
- Explore career matches: wages, job growth, skills, and more
- Find related programs
- Create and upload a resume to live job postings

### Businesses can

- Post jobs directly to career pages on your Career Coach site
- Receive notifications when candidates upload resume to their postings
- View applicants, download resume, and leave feedback

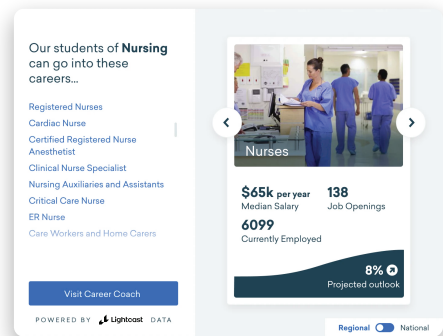
### Educators can

- Deploy an externally hosted, mobile-friendly site with your institution's branding
- Customize the program-to-occupation mapping
- View analytics to measure student engagement and see the most popular careers and programs
- Approve or deny job posting requests from employers

## CAREER SNAPSHOTS. ANYWHERE YOU WANT.

Use the **Widget Builder** to embed career information on any page of your website.

Or, create your own custom data integration with our comprehensive APIs.



**“Career Coach helps our students think more deeply about their strengths. In my 13 years in career services, it’s the best tool I’ve used.”**

DANIEL ORTEGO, FMR. COORDINATOR OF CAREER SERVICES, MCHENRY COUNTY COLLEGE