

Case study: Offering New Career Tools to Graduate Students

The background

Founded in 1929, the University of Miami's Herbert Business School is a leader in preparing individuals and organizations to excel in the complex and interconnected world of global business. Offering undergraduate, master's, doctoral, and executive education programs, the University is acclaimed for its global perspectives, diversity among students and faculty, and relationships with the business community.

The challenge

Administrators wanted to broaden the reach of their career counselling resources by adding coaching and professional development solutions to students in their MBA program. Additionally, they wanted each MBA graduate to receive a high-touch, personalized approach to career development so they would remain competitive as the global business marketplace evolves. The University also hoped to boost student and alumni hiring rates, as well as strengthen their competitive advantage.

The solution

Korn Ferry implemented Korn Ferry Advance, an online solution that's part of our industry-defining IP, to address the University's need for career management tools. This included:

- Aligning the Korn Ferry Advance platform with their pre-existing career services resources.
- Implementing a centralized, virtual career management platform for MBAs that incorporates career management and human coaching.

The solution

- Collaborating with the Executive Director of Graduate Career Development to identify and collaborate on business challenges.

The results

- Korn Ferry Advance was successfully launched to 80 full-time and 350 part-time students.
- Admins and career advisors demonstrated their commitment to student success by providing world-class resources through the virtual career center and Korn Ferry Advance platform.
- Students received 24/7 access to quality, career-focused content, coaching and expertise. All students will receive expert advice and guidance on resumes, interviewing techniques etc.
- Coaches received a 96% satisfaction rating.

Business impact

"This virtual career center is a testament to our commitment to student success in career development and will provide graduate students with world-class resources, available anytime, anywhere."

– *Andrew Stoner, Executive Director of Graduate Career Services.*

