Video Interview Practice Builds Career Readiness at the University of Utah

From the Career Center to the School of Nursing, Students Hone Their Interviewing Skills with StandOut

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The University of Utah

Salt Lake City, Utah

Product:
StandOut® Video Interviewing

Why StandOut?
"We were impressed with the overall quality of the product, but particularly the AI language scoring technology. No other product offers this. CollegeNET's stability in the higher ed market was also a big selling point. We know we can count on the company to provide continued upgrades and enhancements."
– Stan Inman, Director, Career & Professional Development Center

"I love how flexible it is, in that students can use it anytime they want to practice. I like that students can create their own interviews by mixing and matching questions they'd like to practice, as well as complete pre-designed interviews created by and members of our team."
– Megan Randall Career Coach and Co-teacher, Career Compass, College of Humanities

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The Challenge

The University of Utah Career & Professional Development Center (CPDC) had been using career management software that lacked a useful interview practice tool. Recognizing that strong video interviewing skills are becoming essential for students preparing to enter the job market, Director of the CPDC Stan Inman began searching for a video-based system that would help the school meet that challenge. According to Mr. Inman, "We felt we needed a 'practice interview' platform in general, as we saw that many employers were beginning to use either live video interviews or platforms where interviews are asynchronous and recorded for viewing later." CPDC career coaches envisioned a self-service tool that would enable students to practice and review on their own time. But they also hoped to find a practice platform that would allow students to share their videos with them – as well as mentors, parents, and peers – to review and give feedback. Since career coaching is provided in multiple settings outside of the CPDC, the University of Utah stood to benefit from implementing a scalable tool that could be used broadly across campus.

The Solution

StandOut was initially implemented at the CPDC and quickly became popular among students who could practice, record and review interviews on their own time; and among career coaches, who appreciated having a robust platform to enhance their coaching services. "The ability to create a database of questions organized according to specific disciplines and careers is extremely beneficial," says Mr. Inman, "as well as the ability to

score a student's level of pronunciation and speech clarity. That feature is particularly valuable for students who are not native English speakers."

Then, the system was incorporated into the classroom. "Students immediately liked that they could use StandOut anytime they wanted to practice," says Megan Randall, Career Coach and co-teacher of course *HUM 3960: Career Compass*, in the College of Humanities. "They can create their own interviews by mixing and matching questions they'd like to practice, as well as complete pre-designed interviews created by StandOut and members of our team," Ms. Randall explains. "I think it is extremely valuable for students to be able to watch themselves and pick up on their tone of voice, overall energy, body language/gestures, pace/speed at which they speak, etc. By being able to record their practice interviews and share them with our team of career coaches and anyone else they choose, students also get detailed and valuable feedback." Typical student comments after using StandOut for their mock interview practices include : *"Thanks for this fun practice [using StandOut]! It was super helpful;"* and *"[Using StandOut] was great practice. It definitely helped me identify which questions I need to work on!"*

Next, the School of Nursing incorporated StandOut video interview practice into its capstone course for nursing students, which includes mock interviews and coaching from alumni as part of its career preparation curriculum. Students are now able to easily share their StandOut practice interviews with community organizations, advisors, peers and parents. According to Mary Arola, Career Coach in the College of Nursing, a recent survey of students who had practiced interviewing with StandOut found that "students felt the platform was easy to use and that it was very helpful to practice in a video interview format, since some hospitals are using similar interview formats." This survey found 96 percent of students in the class agreed with the statement, "My ability to successfully interview for a job improved as a result of this video interview experience."

What's Next?

The University is excited to be introducing the StandOut video interviewing system to the Utah Association of Colleges and

University Profile

The University of Utah is the state's flagship institution of higher education, with 18 schools and colleges, more than 100 undergraduate and 90 graduate degree programs, and an enrollment of more than 32,000 students. In 2019, the university joined the Association of American Universities – an invitation-only, prestigious group of 65 leading research institutions marked by excellence in academic expertise and research impact, student success, and securing resources in support of core missions. The U strives to be a model public university in delivering unmatched value in higher education and health care while making social, economic, and cultural contributions that improve the quality of life throughout the state, the nation, and the world.

Employers (UACE). UACE, which brings together career services practitioners from all institutions of higher education in Utah and talent acquisition specialists from various industries, is adopting StandOut as one of the resources they provide for professional training and development.

The Benefits

• Self-guided practice and re-recording

• Feedback from mentors, instructors and peers

• Speaking skills scored via AI and cognitive computing

• Unlimited customizable questions

• Scalability and adaptability to classroom settings

• Boosts confidence and speaking skills

• Ideal for English-as-a-second-language students

• Develops critical interviewing skills in the age of social distancing

Want to Know More?

To discuss how StandOut AI video technology can improve career services, campus hiring, and admissions interviewing on your campus, contact: sales@standout.com

Find out more!

Visit **www.collegenet.com** or contact us at 503.973.5200 or at sales@standout.com

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