Supporting Connecticut Students: Introducing CampusCT

Retention of Connecticut's college grads is a key priority for the Governor’s Workforce Council. AdvanceCT and the Governor’s Workforce Council have partnered with UpperCampus, a leading technology company in career readiness software, to design CampusCT, a mobile experience built exclusively for Connecticut students.

Showing Students They Don’t Have to Leave to Succeed

CampusCT aims to increase awareness of the state's innovative and marquis employers as well as highlight all the diverse quality of life assets here for them as they launch their careers. With CampusCT, students are given a personal experience where they can scroll through daily content related to:
• company and career opportunities in our great state,
• various lifestyle activities, professional networking, and all the happenings in our communities,
• and the connections and relationships needed to put down roots in Connecticut.

Plus, the CampusCT initiative will host several live events - employer sponsored networking, group mixers, “Meet Hartford” tours, employer lunch and learns, and onsite tours - throughout the year to complement the CampusCT program and allow students to truly experience all that the Hartford region offers - building the connections and relationships needed to put down roots in Connecticut.

Through the CampusCT initiative, Connecticut schools can also get exclusive access to UpperCampus Connect, a content management solution that gives schools the ability to share content directly in the feed of their students, create events, polls, and engage alumni to share career-related advice.
BUILD STRONGER CONNECTIONS WITH OUR STUDENTS & OUR STATE

By joining the CampusCT initiative you become an UpperCampus school partner, giving you access to UpperCampus Connect. School administrators can:

- Create and publish custom content directly into the mobile app
- Post information about career services, employer, & networking events
- View student engagement with different career categories, industries, & specific companies

ACTIVATE YOUR ALUMNI NETWORK

Video Mentor is a way for alumni and other school contacts to share their experiences and expertise with your student body. Partner schools have a custom link to invite alumni to share career advice and direction directly in the feed of the mobile app. CampusCT schools are able to curate a stream of Connecticut alumni for their students to learn from.

PUBLIC SPEAKING AND INTERVIEW PREP

UpperCampus Prep engages students through creative and interactive challenges that require them to think on their feet, develop a deeper understanding of their experiences, and deliver thoughtful and impactful responses to common questions. This is not your average interview practice tool— it's a platform designed for students to develop speaking skills they'll utilize every day.

*UpperCampus Prep is priced separately. Contact UpperCampus for more information.
SCHOOL PRICING & GETTING STARTED

CampusCT offers a unique experience exclusively for students interested in career exploration and preparation right here in the great state of Connecticut.

WHAT’S INCLUDED IN THE CAMPUSCT PROGRAM:

CampusCT for Schools - Basic
Exclusive CampusCT Price: Free (originally $500/year)
• Access to CampusCT with Connecticut focused lifestyle activities, student discounts and in-state employer information, for your entire student body
• Access to UpperCampus Explore with thousands of unique career related stories, industry information, career assessments and more

CampusCT for Schools - Pro:
Exclusive CampusCT Price: $1,999/year (originally $4,999/year)
• Includes everything in CampusCT Basic, plus:
• UpperCampus Connect: a content management solution for schools to create and publish custom career readiness information such as helpful podcasts, blogs, and video directly in the CampusCT career feed for your students
• Alumni Mentor, a tool to engage your alumni to share short, bite sized tips and advice directly into the student app
• View insights into what companies and careers your students are engaging with, and what trends are forming
• Ability to collaborate with students remotely as they share relevant information with you regarding career preparation, extracurricular activities, internships completed, certifications earned, school accomplishments, etc.

NEXT STEPS:
1. Email Lmercurio@advancect.org to sign up.
2. UpperCampus will automatically enroll your students onto the platform and provide guidance on downloading the app and getting started.
3. The UpperCampus team will coordinate a training session for all products, will work with your team to develop a content calendar plan for pushing school related content directly to your students using the app, and if interested, will work with your team to set up UpperCampus Prep for your students.