

5 IMPORTANT METRICS FOR MEASURING CAREER CENTER ENGAGEMENT

Your association career center is a valuable resource.

Use engagement metrics to improve platform usage and drive non-dues revenue.

Job Seeker Registrations



Job seeker registrations indicate your career center offers high quality benefits and job opportunities

Employer Registrations



The more registered employers you receive, the more opportunities you have to increase non-dues revenue

Course Registrations



Increases in course registrations means more users are looking at career advancement opportunities on your career center

Career Center Activity



Track who logs in to the career center and when, duration of stay, links clicked and if it's accessed on desktop or mobile devices

Event Registrations



An increase in event registrations indicates your career center is performing well and attracting the right audience