

# How Sonoma State University Career Center Used Jobscan To Scale Their Meeting Capacity by 700% When They Were Forced To Go Lean



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Sonoma State University career center has traditionally operated with tight resources under a heavy caseload, hovering around a 2,500:1 ratio of students to career advisors. Faced with the persistent challenge of providing comprehensive career guidance to a large and dynamic student body with a small team of mostly junior staff members, they had to do more with less.

Their traditional one-on-one advising model, supported by Handshake and Focus2Career, excelled at teaching foundational resume concepts but struggled to offer the individualized, in-depth tailoring students desperately needed.

## Sonoma State University

### School Specialization

Liberal Arts and Sciences

### Career Services Structure

Campus-wide (Centralized)

### Total Enrollment

5,000 (max capacity)

### Populations Served

Graduate and Undergraduate

They struggled to meet student application needs where and when they needed it. There was a “lack of trust” because of the reliance on student assistance and fluctuating advisor staff. They were further strained by the load of career events they were required to manage each year.

*“It was very clear what we couldn’t give the students,” said Becky Sandvoal Young, Career Coordinator at Sonoma State, “We were just chipping away at their needs.”*

It was critical Sonoma State to create more time, find resources, or both - with only one experienced career professional to guide the ship. They weren’t nearly as efficient as they wanted to be and they felt it.

# How Unscalable Transactional Tasks Compromised Student Support and Programming

Sonoma State's Career Center had three obstacles to overcome:

1) They operated on a 1-on-1 basis meeting with students, with most meetings dedicated to resume reviews and general education on resume concepts. Meetings were “base level conversations” that detracted from more strategic career counseling like career discovery and workshops. Providing resume tailoring services and individualized advice beyond basic resume review was not possible.

2) They dealt with annual staff fluctuation, led by one career coordinator who managed a rotating group of student staffers. It was unrealistic to keep staff up-to-date with internal knowledge and coaching around the growing complexity in navigating ATS systems and job search processes.

3) The team's primary responsibility was running career fairs and inviting with hundreds of employers to campus, which occupied tons of time and resources. They had to deliver on these events and that often came at the expense of deeper student meetings.

The COVID-19 pandemic further highlighted a new challenge: students needed something accessible that they could use independently.

Students were reluctant to engage in resume reviewing and optimization as they struggled to adapt from a 24/7 mindset during the pandemic back to a 9-5 work week for career services.

*“We just didn't have enough resources to support the students,”* said Sandoval Young.

They had to make a choice about whether to continue forward providing a lower quality of service but still hitting their primary goals, or look for something to meet the students' needs and improve operational efficiency.

## The Burden of Transactional Tasks

Sonoma State operated at a 2,500:1 student-to-advisor ratio with only two career advisors.

90% of meetings were for resume, LinkedIn, or cover letter reviews.



# They Found The Perfect Fit in Jobscan

With their continuous effort to meet the needs of students becoming more and more a struggle, Sonoma State recognized they needed to take action.

After looking at multiple other vendors, they met Jobscan at MPACE in 2020. At every step of the evaluation, Sonoma State found Jobscan checked the box.

The price was right, the product was easy-to-use, and it was simple to integrate.

*"It was one of the easier, if not the easiest sell I've ever had on a software," said Sandoval Young, "The cost-effectiveness, the ease of use, and then all of that was confirmed by just how fast the implementation was - it was the fastest I'd been a part of with a software."*

They saw a tool that could get them where they needed to go.

## Jobscan Freed Sonoma State to Do More With Less

With Jobscan in place, Sonoma State was able to extract value immediately.

With Jobscan, the career center had a key resource to teach students, but also that provided students with crucial knowledge if they were motivated to explore on their own.

With 24/7 access to the platform, their students were able to perform resume reviews and optimizations at anytime of day or night - which came in handy for students who juggle course loads, extracurriculars, and dozens of applications. It provided a "backbone" of support and actionable knowledge for students when advisors were not available - driving confidence in the career center and themselves.

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***Reduced meeting times  
for resume reviews by up  
to 80%***

What was most crucial for the career center, however, was the long-term impact it made on scaling their operations while also running more efficiently. They were able to increase their meeting capacity, going from 100 meetings a year to 800 meetings in 2024-25.

*"The difference is that we're giving them a better product," says Sandoval Young, "We're still doing that initial teaching. But for that handful of students that would come back and ask more questions, those students who you would spend five or six hours with, that's now cut down to two. These appointments are way better and way stronger."*

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***Increased meeting capacity by 700% year-over-year in their peer program***

When the team size fluctuated, Jobscan ensured they didn't have to make nearly as many tough decisions - they could continue to run all of their essential programs like career fairs and employer relations at the same high standard, even with a reduced staff.

At those events, Jobscan also provided them a valuable engagement tool. By bringing in Jobscan for regular workshops at events, up to six students can be served on how to use Jobscan, application knowledge, and ATS tactics in less than an hour.

*"I love that you guys do workshops for us and we attach those to our career fairs. You lift that burden for us, which is key for a small career center."*

This is in large part because education and knowledge are baked into the Jobscan tool. With

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***"I have 3 large career fairs and 3-5 employer tabling I have to run a year. I'm supposed to get anywhere from 200 to 300 employers on campus yearly. There's no way I could have continued to do what is required of me if I didn't have JobScan."***

By adding Jobscan, Sonoma State's career services team was able to hit their primary directives, even with a reduced staff, while becoming more efficient in their student meetings.



**Becky Sandoval  
Young,  
Career Coordinator**



its built-in insights on tailoring for the ATS, more junior and inexperienced staff can learn just by using the tool. The career center is more adaptable to staff fluctuations because it can upskill and close knowledge gaps more quickly.

*"It's so great because the two advisors that we brought on this year are new to career," says Sandoval Young, "I'm having to build their knowledge and because of the educational tools of Jobscan, ATS is not the piece that I have to focus on so early."*

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***Reported "the students are getting interviews faster and more often."***

## Sonoma State University Continues To Find Value With Jobscan Today

Sonoma State has expanded its Jobscan usage, adding SSO functionality this year.

SSO allows the career center to allow students to use their university credentials to log on to Premium Jobscan directly, instead of manually adding students from the Admin side.

The entire process required very little implementation effort on the career center.

*"I've never had a single sign on process go so fast. It took a month and a half. Jobscan has a lot of things figured out for schools that need that."*

Sonoma State has found Jobscan's customer success team to be invaluable. They consume many of the webinars and resources Jobscan produces to stay on top of changes in resumes, AI systems, and ATS' without having to consistently seek out information.

### ENGAGE STUDENTS | ACHIEVE EFFICIENCY

See how higher education institutions like **Sonoma State** are transforming career services with Jobscan.



**BOOK A DEMO**

*"We could not run our department without it."*