# Emsi GoRecruit: Overview & User Guide

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Introduction to GoRecruit

Source: https://www.economicmodeling.com/go-recruit/

Background
Emsi helps higher education professionals make data-informed decisions and create strategies to offer an education that equips students with the knowledge and skills employers need. This is accomplished by matching labor market data compiled from a wide variety of sources (e.g., government agencies, job postings, online profiles, resumes) to our institution’s database of alumni records from 1967 to 2019.

What is GoRecruit?
GoRecruit is a tool developed to help universities, as well as their current and prospective students, in the following ways:
- Understand what their alumni are doing in the workforce
- Communicate this understanding to prospects during recruitment

The tool provides major-specific alumni outcomes data and enables universities to share this information through customizable infographics. Universities can demonstrate alumni success, which in turn shows prospective students that the programs offered by the universities can lead to promising careers.

What Key Questions Can GoRecruit Answer?
GoRecruit helps answer key major-specific questions that include, but are not limited to:
- What are the top companies hiring CSUF alumni?
- What percentage of alumni work within their field of study?
- What are the most common occupations or job titles that the alumni hold based on their major?
- How much do CSUF alumni earn?

What Information Can GoRecruit Provide?
GoRecruit can produce top results for the following eight categories:
- **Job Outlook**: Trend and projection of job counts, by occupation, within service region
- **Salary**: Estimated annual salary (based on region and occupation)
- **Percentage in Field**: Percentage of alumni working within their field of study for which they obtained their degrees
- **Occupation**: Alumni’s current occupations (classified by SOC/O*NET codes)
- **Company**: Top businesses that employ CSUF alumni
- **Job Title**: Specific job titles held by alumni
- **Skills**: Top skills listed in alumni’s online profiles
- **Location**: City and State of alumni’s residence

Using GoRecruit
Logging into GoRecruit
GoRecruit can be accessed by clicking the Emsi link (https://login.economicmodeling.com/login/login.php).

A login window will appear. Enter your **Username**, which is your CSUF username, and the **Password** used to create the Emsi account. Click ‘Sign In’.
Creating Infographic

When logged in, there are four icons to note: three on the left side panel, and one at the bottom right corner.

GoRecruit allows for selection of up to three different infographics at one time out of eight options, as shown at the top of the window.

Clicking the ‘Home’ icon at any time will return users to the home screen.

There are several resources and options available through the ‘Help’ icon.

- **Knowledge Base** provides additional information about some of the questions one may have about the data. It provides a glossary, FAQs, and ‘How To’ tutorials.
- **Feedback** allows bug reporting and request submissions.
- **Blog** redirects to recent blog posts by Emsi with news, tips, insights and success stories.
- **About Outcomes** provides technical notes about the tool.

- **Settings** allows user account updates and customized export settings.
- Click **Sign Out** to safely log out when done using Alumni Outcomes.

The ‘Chat’ feature provides real-time access to the Emsi team for questions about using GoRecruit. A team member will typically reply to questions in less than five minutes.

GoRecruit allows for selection of up to three different infographics at one time out of eight options, as shown at the top of the window.
Data

The first step is to obtain the data by using the filter options (please see figure on the left). Data can be filtered by Program, Degree Level, or Academic Unit (College). More than one Program, Degree Level, or Academic Unit may be selected at one time. Please note:

- **Program**: Selection of program(s) can automatically determine the degree level.
- **Academic Sub-Unit**: This filter may be disregarded.

Clicking on the **Show Advanced Options** provides additional filters:

- **Select a Campus**: This is not applicable to CSUF
- **Region**: Limit the data to region of choice in which alumni currently reside (i.e., Nation, State, MSA, County, City; more than one region of choice may be selected.)
- **Graduation Year**: Select between 1967 and 2019.

Selection of data automatically generates customized infographics at the bottom of the window (see example below, based on selecting only ‘Nursing BS’ as program of choice).

The total number of alumni profiles from which the data were drawn (‘Sample size’) is displayed at the top right. Each of the infographics can be further customized by clicking on the ‘Select’ button of the infographic of choice. Customization options for each infographic are detailed in the next page.
Important to Note: Once an infographic has been customized, there is an option to click on + Add to Infographic at the bottom. Or, use the button located on the left above ‘Configure Graphic’ if choosing not to use the infographic block. If deciding not to use a particular infographic block, it is important to select the green ‘back’ button and not the browser’s back button. Clicking on the browser’s back button will reset the data and will require filtering the data once again. Infographic blocks must be added in the desired order of appearance. If a block is removed from the infographic, it will lose the customizations.

Customizing Infographics

Job Outlook
The graph illustrating job outlook can be customized in the following ways:
- **Header Text**: Change title of infographic
- **Chart Line Color**: Change color of the chart line.
- **Occupation**: By default, the graph illustrating job outlook represents the top occupation held by alumni within the specified program (in this case, Registered Nurses). However, the tool allows for a selection of another occupation of choice.

Once the chart has been edited, click on ‘+ Add to Infographic’ at the bottom or the ‘Back’ button if choosing not to use this infographic.

Estimated Salary of Alumni / Percentage of Alumni Working in a Field Related to their Program of Study
Selecting either of these infographics allows for editing of the following:
- **Header Text**: Change title of infographic
- **Number Color**: Change color of the number

Once changes have been made, click on ‘+ Add to Infographic’ or the ‘Back’ button if choosing not to use the infographic.
Our Alumni Work in these Occupations / Our Alumni Work Here / Top Alumni Job Titles / Top Alumni Skills / Our Alumni Live in these Cities

The last five infographics automatically list the top results for each of the specified categories. Selecting one or more of these infographics allow for customization in the following ways:

- **Header Text**: Change title of the infographic
- **Data Options**: Determine how the data should be represented (Count, Percentage, or None (‘Hide’)).
- **Table Rows**: Select up to six rows of choice to be displayed in the infographic.

Once changes have been made, click on ‘+ Add to Infographic’ or the ‘Back’ button if choosing not to use the infographic.

**Note on Customizing Colors**

Using the [CSUF color usage guide](#) is strongly encouraged when making changes to colors of the graphs or numbers. The example below used the HEX code for Titan Blue (#00274C) for the color of the line graph. Hex codes for the other CSUF signature colors are #FFFFFF (white) and #FF7900 (Titan orange).
Styles
Once up to three infographics have been selected, there is an option to customize their styles.

- **Font**: Emsi offers ten different font types to choose from. The default font is Lato.
- **Text Color**: Select the text color of choice.
- **Layout**: The layout of the infographic can be horizontal or vertical (an example of a vertical layout is shown on the right).
- **Background Color**: It is advised to keep background color white.
Once styles have been customized, the infographics are ready to be exported!

Clicking on ‘Export’ allows for the infographic to be resized. By default, the image size is Medium. Select the size, then click on ‘Export’.

The image will be exported in PNG format.

Questions?
For questions about using GoRecruit or for additional employment data, please contact Office of Assessment and Institutional Effectiveness at data@fullerton.edu.