

Patrick Henry College increased job listings by 40% with Niceboard-powered career center

“*The number one benefit of Niceboard is that it provides a central hub for our students and alumni to go to when they’re ready to look for an internship. Plus, it gives them access to more career resources.*”

The Customer

Patrick Henry College wanted to establish a more accessible career center for students and alumni to help them find relevant jobs.

Instead of relying on generic job sites such as LinkedIn or Handshake, creating their very own career center **offered them and their students a competitive advantage.**

Challenge

Patrick Henry College managed their alumni and student career center with an inefficient, manual process, relying on a Facebook page for job postings.

They wanted to establish a more accessible career center.

- up to **40% more jobs** posted
- administrative **time saved** by automatic posting
- **100%** alumni and staff approval

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*I probably spend 10% less time on managing the career center, but I **get 30-40% better results** in terms of the number of jobs being posted.*”

Jeff Thornhill



PATRICK HENRY COLLEGE
for Christ and for Liberty

Solution

Niceboard offered a solution with minimal administrative burden, meeting the college's criteria for ease of use, custom domain use, and clean interface.

After an internal focus group to evaluate Niceboard, the college received **only positive feedback from stakeholders**, making funding the project straightforward.

- **30-40% more jobs posted:** with optimized SEO reach, PHC has seen a significant uptick in the number of job and internship postings, improving alumni experience.
- **Time saved:** tasks such as posting jobs now take mere seconds, allowing staff to focus on other critical initiatives instead of playing email ping-pong with employers.
- **100% alumni satisfaction:** students and alumni love their new career center.

Results

Implementing Niceboard has not only streamlined career services but has also **elevated the college's engagement with students, alumni, and employers alike.**

It has transformed the career center from a basic Facebook page into an efficient hub for career opportunities.

“*The amount of email traffic Niceboard has saved me is amazing. It's been a time saver for me, it's professional looking, has a consistent format and is easy to use.*”