



Career Central & Bulls-Eye

HAWKES BAY TUTORIAL

our partnership



In 2018 Career Central and Bulls-Eye formed a partnership to provide integrated career management and assessment solutions for secondary schools. Between our two businesses we currently work with more than 80 Trans-Tasman secondary schools and more than 100,000 student users. The partnership brings Career Central's strengths in career management system design and strategic digital solutions, to Bulls-Eye, and enables us to keep our technology leading edge. Our goal is to empower educators by providing schools with a broader future pathways system through an integrated, more accessible and cost-effective tool.

career central

Career Central is an online platform for student career pathway management.

key features

Automates data feed from school
management system

Enables personalisation and
encourages participation

Improves efficiency and
administration

enables personalisation

- View and track individual profiles and career plans
- Group similar students
- Send targeted communication via text or email
- See student engagement data

"Students have been very positive about completing their profiles. Career Central has given staff a way to get to know students they teach better."

Lynnette Ross – Hamilton Boys' High School

encourages participation

- Online platform
- School wide participation
- 24/7 access on any device
- Parent portal
- Empowering non-careers staff

"The fact that academic counsellors and whanau teachers can see the information also gives a wider acknowledgement of career education."

Elizabeth van den berg – Otamatea High School

improves efficiency

- Streamlines administration tasks
- Organises and stores data in one place
- Generates reports and lists
- Destination data tracking

“Allows me to centralise information - type interview notes that all staff can access easily”

Paul Wilson, St.Pauls' Collegiate

ask questions



see answers



create pathways

- Skills, Personal Qualities, Interests, Values
- Career, Education & Personal Goals
- Future intentions and interest in occupations and education providers.

- Staff Dashboard
- View each student's results to reveal individual needs
- View results at a group level to identify patterns and commonalities

Browse, research and save jobs of interest

Contact – message, book appt, make requests

See careers events relevant to them

Access resources

Create a CV



THIS WAY

THAT WAY

bulls-eye refresh

Shorter Quiz

Targeted Future Pathways

Modernisation of Pathway Labels

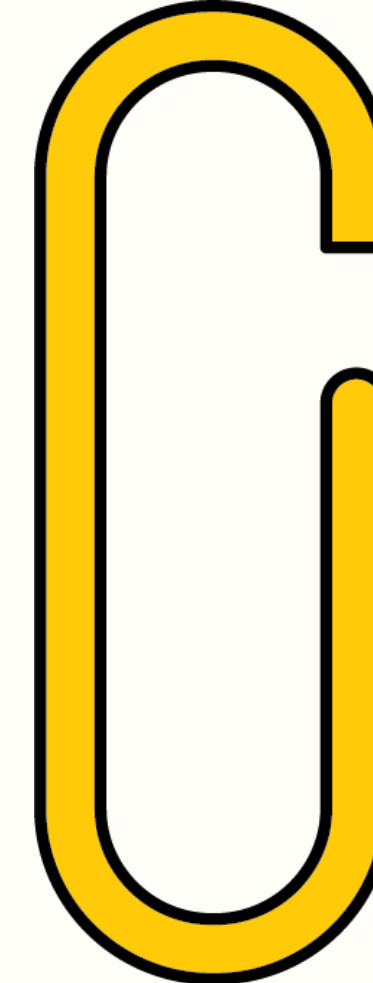
Future-Focused Pathway Descriptions

Refreshed Content

Separate Quiz for Non-University

Enhanced Report Output

Integration with Career Central



thank you!