ClickUp | **MIAMI UNIVERSITY**

Miami University Career Center reaches more students using ClickUp for event planning

With strong academics, highly personal instruction, energetic campus life, and successful graduates, Miami University sets the standard for public higher education on one of America's most beautiful campuses. Miami is a residential university established in 1809 with a focus on teaching undergraduates. The main campus is located in Oxford, Ohio.

16,864 undergraduate students and 2,243 graduate students

98% overall student success rate within 6 months of graduation

200+ programs and events per year managed seamlessly with ClickUp

01 The challenge: Newly hybrid team needed to keep career development programs organized and transparent

Miami University's 25-person Center for Career Exploration and Success is responsible for more than 200 virtual and in-person events, programs, and presentations every year, such as career fairs, graduate school preparation seminars, panel discussions, and more. When the COVID-19 pandemic hit, the sudden shift to remote work exacerbated challenges the team faced when it came to knowledge sharing and process consistency.

"For a team that was new to working remotely, suddenly having to learn how to run Zoom events for the first time—from ideation to execution—was no easy task," says Michael Turner, Associate Director, at Miami University's Center for Career Exploration and Success.

With a central project management platform, transparency is greater between all parties, processes are opaque, and the scope of work is consistent from one project to another and one team member to the next. Before ClickUp, the center was utilizing tools such as email, Google Docs and Sheets, Formstacks, and in-person meetings to coordinate and execute all career development events.

"Everybody had their own communication style and preferences when it came to event planning, whether it was to send an email, walk into someone's office, or create a Google Doc or Sheet," Michael says. *"I'd consistently coach our team on our Google Docs habits, because we would create a new one for every meeting and it was difficult to manage."*

It was clear that Miami University's Center for Career Exploration and Success needed a project management platform to help manage administrative resources in one place. This would enable the center to streamline event management and improve student events to deliver more effective outcomes.

> *ClickUp is a great tool that we use to stay organized and on track with events. The platform has given us a knowledge repository.*
>
> **MICHAEL TURNER**, ASSOCIATE DIRECTOR, CAREER COMMUNITIES AT MIAMI UNIVERSITY

02 The solution: Centralized work hub increases transparency and improves student outcomes

Miami University began using ClickUp in 2020, when the institution's Division of Enrollment Management and Student Success purchased the platform. Soon, Michael's team started leveraging ClickUp to drive collaboration, alignment, and efficiency, and it caught on quickly from there.

"ClickUp became increasingly important because of the pandemic," he says. *"Now, our whole office uses it. Our Administrative and Marketing & Communications teams took to it very fast."*

Today, the center's Career Advising, Operations and Communications, Administrative, and Employer Relations teams leverage ClickUp to simplify event management.

2a An organized, historical hub for all departmental activities

Knowledge transfer is no longer a challenge for Miami University career center thanks to a repository of information the event leads create using ClickUp Docs.

In addition, ClickUp Tasks serve as a hub for historical details on how each event unfolded. Some event-related tasks contain the names and contact information of presenters and guests, which Miami University can use for future invitations. Other tasks contain attendee feedback, notes from the project leads, a proposed budget, images used for marketing, and more.

2b Defined, consistent process boosts overall team efficiency

The Center for Career Exploration and Success processes are now standardized and documented with ClickUp Templates. This helps the institution save time on project prep and ensure successful outcomes, with nothing falling through the cracks.
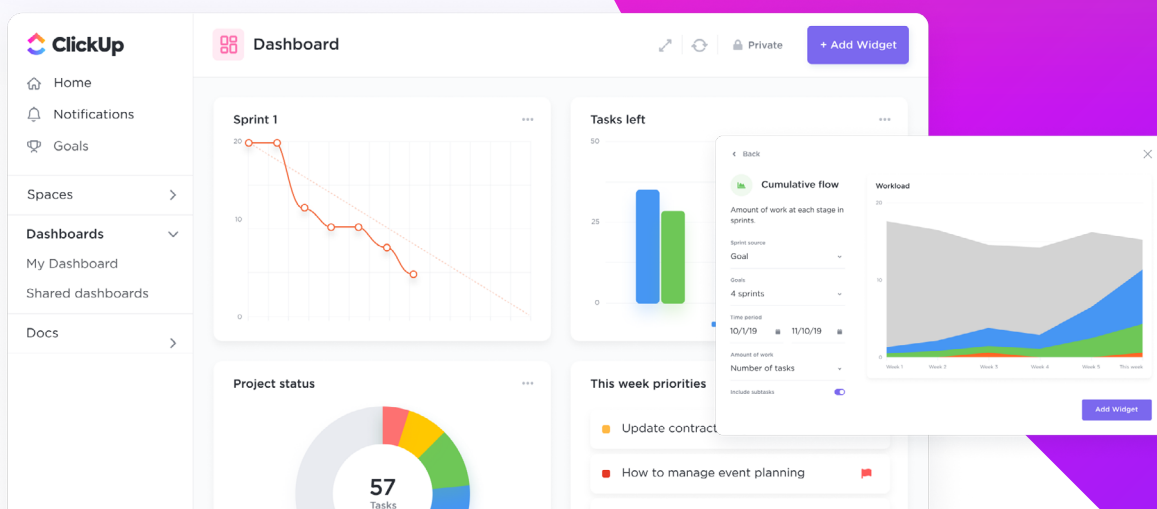
"ClickUp is how we make sure all of the steps associated with an event actually happen," Michael says. "To achieve this, we created a template reflecting the components of a successful event in our office."

2c Newfound workload transparency and visibility for leadership

ClickUp Views and Docs provide the center's staff with a better understanding of the work that's on other team members' plates, an awareness of how to assist one another, and an effective way to organize meeting agendas and links to tasks. These features also deliver greater project visibility for leadership.

"I have biweekly meetings with my supervisor and we use ClickUp for our agenda," Michael says. "I feel more on top of my game because all of my event and presentation requests live here, along with an up-to-date status indicator that she can check out."

2d Greater insight into the departmental impact on students

Since using ClickUp for event management, Miami University's Center for Career Exploration and Success has been able to increase our campus reach to serve more students.

"We strive for high impact career programming. This can be career fairs with hundreds of employers, career chats with notable successful alumni, or strategic workshops in collaboration with faculty. I know that when we plan successful events we're having a huge impact on our students and their career Journey. Using ClickUp has allowed our team to have made our events more effective and allowed us to organize more events," Michael says.

> *We're on our way to becoming a premier career center in the United States. It's our mission. ClickUp is essential to ensuring we have a blueprint for success.*

MICHAEL TURNER, ASSOCIATE DIRECTOR, CAREER COMMUNITIES AT MIAMI UNIVERSITY

03 The conclusion: Unleashing knowledge and potential

ClickUp has become integral to the way Miami University's Center for Career Exploration and Success has designed its digital workplace to meet the changing working conditions of the institution and the needs of its stakeholders.

"Because of ClickUp, I was able to stay organized and have some incredibly successful years despite a global pandemic and decreased student engagement across U.S. institutions," Michael says. "Now, I'm working to help train new staff members on how I use the platform and consult with other teams on how they can leverage it most effectively."

Michael adds that ClickUp has inspired him in many different ways, and he's now pursuing a Project Management Professional designation.

The Results

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