

# The Education to Employment Marketplace™



Employer Partners

**Become a Leading Employer**  
Engage with Students and Future Hires  
Build and Manage Talent Pipelines

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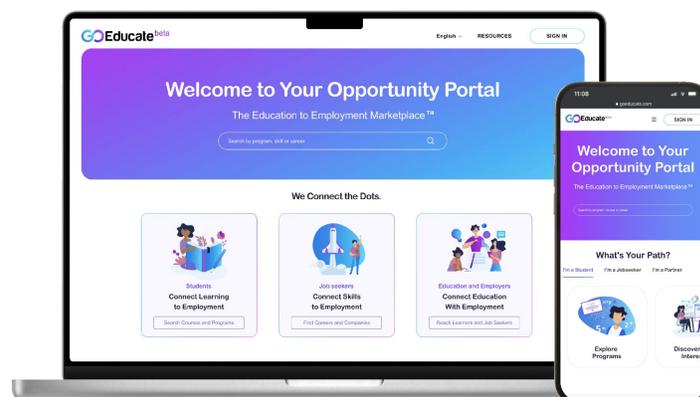
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# A New Ecosystem for Addressing the Education and Workforce Crisis

## 01 INTRODUCTION

**GoEducate** is a fully operational education and employment ecosystem and marketplace, linking exploratory, enrollment, recruiting and talent pipeline management in a singular-process platform. GoEducate’s “end-to-end” solution enables advancing from school, to training, to college and to work and, in the other direction from employers into colleges, CTE programs, and into schools.

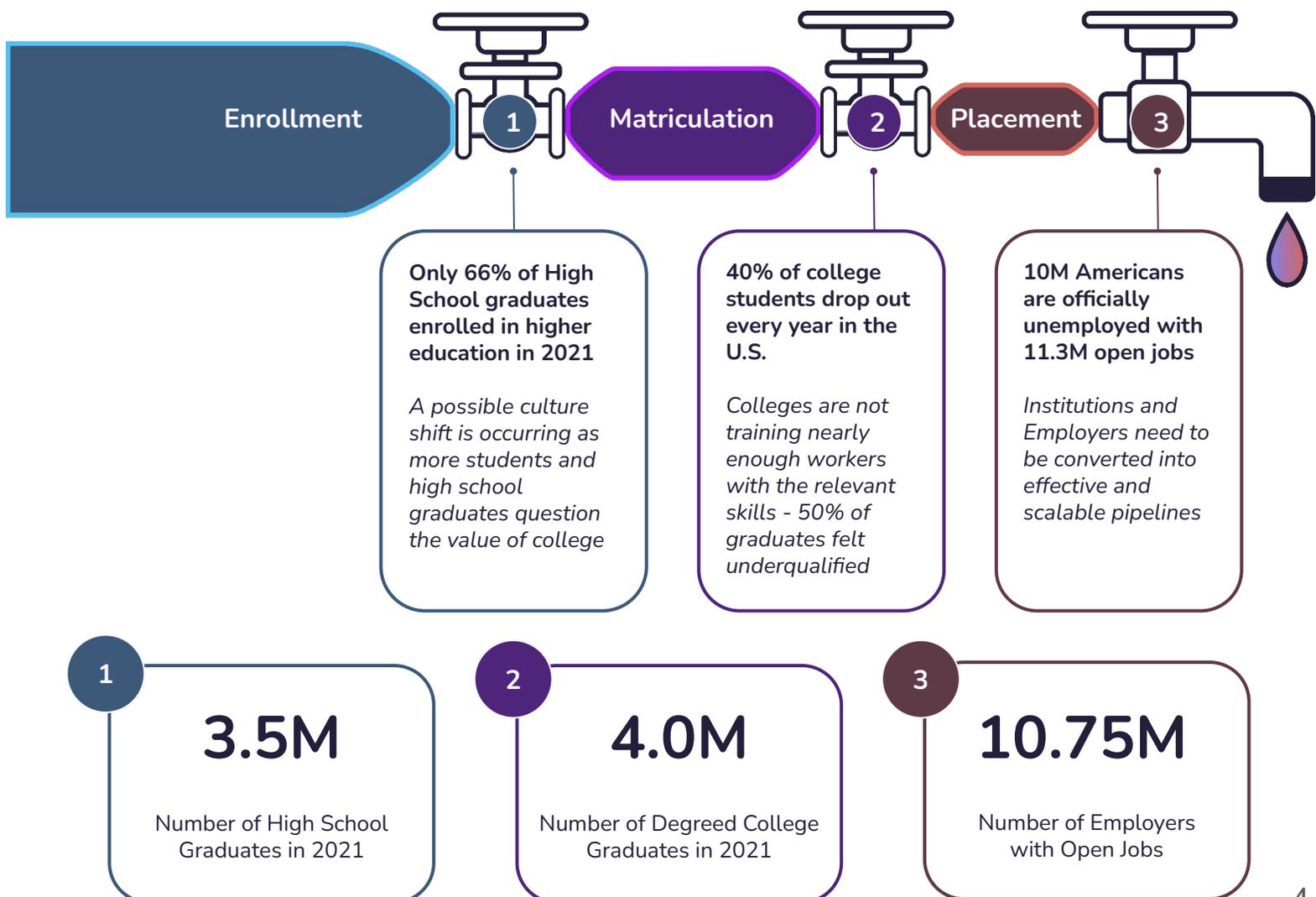
The company and its technology are addressing the growing education and employment problems America is facing. In Texas, community colleges have seen close to a 11% drop in enrollment during the pandemic, equivalent to a loss of about 80,000 students. Nationwide, there is an unprecedented shortage of talent across all employment segments, with 11.3 million open jobs, and 10 million Americans officially unemployed. By connecting the dots between students, education and employers, GoEducate facilitates skills-based learning and job matching to actively place students and job seekers, laying the foundation needed to rebuild the broken pipelines.



# The Diminishing Student and Talent Pipelines

## 02 THE PROBLEM

Education providers and institutions, and business organizations across the nation, regardless of which industry vertical they operate in, are experiencing a diminishing student and talent pipeline. There are three main choke points that are affecting the flow of students into learning institutions, and employees into the 11.3 million open roles in the job market:



# We Open the Pipeline by Connecting Learners and Job Seekers with Future Employers

## 03 THE SOLUTION

GoEducate’s Opportunity Portal platform solution transforms learner and talent pipelines into a single integrated consumer marketplace.

**Amazon** — **Zillow** — **Expedia** — **GoEducate**

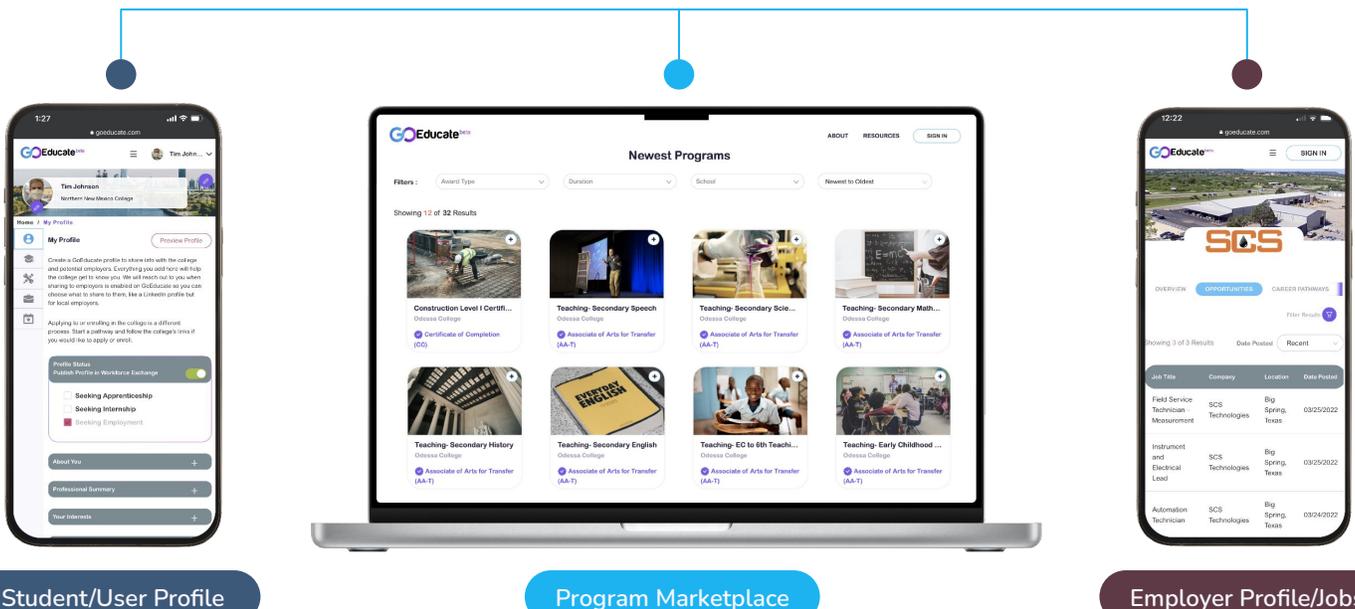
**Connecting**  
Consumers with  
Sellers and Goods

**Connecting**  
Home Buyers with  
Realtors and Homes

**Connecting**  
Travelers with  
Transit and Hospitality

**Connecting**  
Learners and Job Seekers with  
Educators and Employment

Like Amazon, Zillow and Expedia, GoEducate matches learners and job seekers (consumers) with multiple education and employment options (merchants) that were once in separate databases and a part of multiple workflows.



Student/User Profile

Program Marketplace

Employer Profile/Jobs

# The Value GoEducate Brings To Employer Partners

## 04 EMPLOYER PARTNER BENEFITS

For Employer Partners, GoEducate’s Opportunity Portal solution offers a direct channel into the local and regional student population and workforce by connecting job roles to programs and courses at community colleges and universities.

### Having trouble finding, hiring and keeping the right talent?

- GoEducate’s Opportunity Portal is a recruitment solution that combines skills matching technology and our growing database of students and job seekers.
- Identify, communicate and connect directly with an emerging talent pipeline.
- Easily create and publish company profiles, post open positions like apprenticeships, internships and jobs, and get access to insightful data.

### Employer Partners with a GoEducate profile can meet students where *THEY* are:

#### Talent Exchange

Get direct access to a qualified pool of career-ready students and recent graduates that match your job requirements

#### Targeted Search

Create your ideal student profile with advanced filtering, enabling your organization to find the right candidates

#### Student Outreach

Connect with students and job seekers, and send messages directly to candidates

#### Company Profile

Create a unique profile visible to students and campuses, and stand out from the crowd

#### Workforce Management

Post, track and manage multiple employment opportunities including apprenticeships, internships and jobs

#### Event Management

Create, share and let students and job seekers register for company events all on GoEducate’s platform

# Shift Your Organization's Enrollment, Recruiting and Hiring Strategies into High Gear

## 05 GETTING STARTED WITH GOEDUCATE

We've made becoming an Employer Partner simple for all organizations.

1. Head over to our [Employer Partner](#) information page, and fill out the “Become a Partner” quick form the at the top.
  
2. Once our team has reviewed the provided information and the confirmation email has been received, your organization can immediately begin
  - a. Logging in via the [Partner Portal](#)
  - b. Creating a profile
  - c. Connecting to education programs and publishing employment opportunities to the marketplace
  - d. Engaging with local and regional students that match your needs
  - e. Building meaningful relationships and talent pipelines

Get Started Today

Join employers and educators across Texas and New Mexico



**For more information, please contact:**

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