



Student
Opportunity
Center

SOC's National Database of Opportunities

For Honors and Undergraduate
Research Offices

About SOC

Among other products and services, Student Opportunity Center offers its platform to over 200 campuses nationwide. SOC's national database of undergraduate research and honors opportunities includes tens of thousands of curated experiential learning listings and high-impact experiences, such as scholarships, volunteering, study abroad, internships, grants, fellowships, conferences, publications, research, and more.

The idea for SOC was conceived by students at FSU who were looking for experiential learning opportunities relevant to their majors, interests, and career goals. At that time, no other comprehensive system like this existed, which allowed students to search for, apply to, and keep a record of various outside-the-classroom opportunities. As of Fall 2020, the database includes tens of thousands of listings and is used by over 200,000 students nationwide.

More information is available at www.studentopportunitycenter.com/honors-and-ur

Contextualizing the Problem

Your students are missing out, and campuses spend too much time on opportunity listing collection, curation, marketing, and matching

Most opportunities are passing students by each year. There are many listings that exist locally near all campuses that often go unnoticed because word doesn't get to the right candidates at the right time. Local nonprofits, for example, often do not have the resources to get their listings onto the first page of a Google search, but they can engage undergraduates in research, internships, or project-based learning. Students often are bombarded with information about opportunities from a variety of sources, which results in email fatigue and messages going unnoticed.

Secondly, a lot of undergraduate research and honors offices are understaffed, and they are being

asked to do more with less. Lack of resources directly affects campus staff's ability to collect and organize opportunity listings, share them with the right students, and follow up on applications and participation. Also, the staff cannot keep track of participation data in an easy, organized manner, which inhibits their ability to report actionable insights to campus administration.

Comprehensive Solution

One-stop-shop for students, administrators, and staff

SOC addresses these problems with a turn-key solution that provides the following benefits:

Students

94% of students prefer SOC, and campuses see a 22% increase in opportunity participation

- 1) Access to a central undergraduate research database as well thousands of additional off-campus listings in our national database. Students can search and filter through the results to find and apply to opportunities.
- 2) Students have the ability to build a profile and identify their areas of interest, based on recommendations. For example, a biology student will



"SOC is great. It has provided me with the ability to look for various jobs and internship opportunities that could aid me in my studies as well as all around professional development. SOC has shown and provided me with opportunities I otherwise would not have known existed."

Student, Clemson University



receive a monthly “biology newsletter” with current programs, both on campus and off campus, locally and nationally. Students also receive deadline reminders and in-platform suggestions on opportunities based on their interests. Additionally, SOC sends out weekly newsletters that contain highlighted opportunities and relevant, timely content.

Faculty and Staff

Faculty and staff report spending **74.3% less time** finding and matching students to opportunities.

1) Tools to upload and match students to both on-campus and off-campus opportunities from our local and national database, which offers tens of thousands of curated experiential learning and high-impact opportunities.

2) Enables faculty to add their research opportunity listings to this central database, which can be shared with your own campus community.

3) It's hard to get a new student's attention unless you have information that is relevant to that student's unique interests. Instead of sending them on a chase across the Internet, it's much more effective to give students specific links to specific events and opportunities they might like. It just takes that one

event, that one experience, or that one mentor to spark their interest. Make their job (and yours) easier!

4) Our analytics dashboard allows administrators to see students' engagement on the site, and even allows virtual introductions. Use SOC's adoption analytics to learn how best to get your students' attention and keep them engaged. SOC's marketing team works with you on setting and reaching these goals by providing marketing tools, resources, and personalized support.

5) Each year, you will receive a detailed report on not just what your students were looking for, but also what they participated in along with the outcomes of these programs. Find out: how many applied for opportunities; how many participated in on-campus research; how many won external grants or national competitions; how many and which types of opportunities are most popular; and how this data compares to national averages and trends, etc.

6) Our robust analytics system gives actionable insights into what your students like (and what they don't like), and what works (and what doesn't). You easily can keep track of: most popular interests; specific listings; search terms; page views; opportunity views; and more.

To subscribe to SOC or to learn more, please email us at community@studentopportunitycenter.com or reach out to us via our website.