

TRANSCRIPT of media clips-New OSF-UIC health careers app features social media tactic
Noël Adams, vice president for academic collaborations and operations at OSF HealthCare
Designed like personality quizzes on social media

"They can also go in and answer a few questions that relate to their personality like, 'How do you feel about blood?' or 'Are you introverted or extroverted?' Then, we map those types of skills to the different health care careers. So, after they answer those, it'll return a whole list of types of careers that would fit those particular personality types." (:21)

There are two ways to access the health careers guide

"It's mobile friendly so that can do that through a phone, or they can do it through their Chromebooks at school. We really tried to make the content school-friendly so that schools can help promote this version of learning and what these different types of careers are through their own curriculum." (:15)

Tool gives more in-depth information in an easy-to-access way

"It helps them understand what is that career, how does it work and then gives a lot of in-depth information such as how much education do you need, what will the salary be, how long will that education take you, and then from there, it'll take you out to different positions on popular job websites posting job openings." (:19)

It makes good use of imagery

"We got a lot of comments on the good reception from kids as far as how we've used imagery to convey the material, as opposed to having a lot of text in the application." (:11)