

CARSON COLLEGE OF BUSINESS

From co-curricular to **career-ready**.

How WSU Carson College scaled career preparation for **2,000+ students** with a two-person advising team, and the technology that made mandatory career readiness possible.

“Expanding career readiness beyond the first year through additional courses and intentional integration into co-curricular experiences allows us to better **scaffold students’ career development** over time.”

DIRECTOR, CARSON CENTER FOR STUDENT SUCCESS · 2026

THE CHALLENGE IN 2018

2,000 +

BUSINESS STUDENTS

Across the Carson College undergraduate program.

2

CAREER ADVISORS

Serving the entire college.

Opt-in only

CAREER DEVELOPMENT

Only the most motivated participated.

WHAT CHANGED – QUINNcia IN THE CURRICULUM

Quinncia was embedded into the **required 100-level career preparation class** giving every incoming business student AI-powered feedback as the foundational layer of career development.

01 · RESUME

Scored, AI-driven critique in 30 seconds. Every student, every revision.

02 · MOCK INTERVIEW

On-demand practice with AI, 24/7. Students repeat until ready.

03 · LINKEDIN

Profile review tied to the same Career Ready benchmark.

A SIX-YEAR JOURNEY FROM PROPOSAL TO CURRICULUM

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2018

FEEDBACK

Alumni board names the gap.

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2019

PROPOSAL

Curriculum committee proposes career development.

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2021

APPROVAL

Two-year vote closes after strategic concessions.

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Launch

AMPLIFIER

Three 100-level classes; Quinncia embedded for every student.

●

2027

FULLY CURRICULAR

300- and 400-level classes scaffold all four years.

THE IMPACT

When every student is required to engage,
measurable improvement follows.

93.8 %

ACTIVE ENGAGEMENT

1,915 of 2,042 enrolled students engaged.
100% used all three tools.

+39.6 pts

AVG. RESUME SCORE LIFT

Quality climbed across 9,987 resumes reviewed
~5 per active student.

92.8 %

CAREER READY BENCHMARK

Up from 68% — a 24.8-point gain, mostly without one-on-one advising.

1,467 hrs

ADVISOR TIME SAVED

1,160 hrs of resume advising + 307 hrs of story-telling practice.

WHY IT WORKED

01

Faculty champions

Respected voices who advocated across departments, not just inside career services.

02

Strategic concessions

Trading details the team didn't love to secure the votes that mattered.

03

Technology that scales

Quinnicia as the foundational layer, freeing advisors for complex coaching.

IN THEIR WORDS

“

Quinnicia gives us a consistent, data-informed way to track growth, identify trends, and pinpoint where we need to strengthen support across the curriculum.

Suzi Billington

DIRECTOR, CARSON CENTER FOR STUDENT SUCCESS, WASHINGTON STATE UNIVERSITY

Bring Quinnicia to your career center.

Reach out to your regional partnership manager to explore a pilot.

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