Insider's Guide

Career Moves by EverTrue

evertrue

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Welcome to the insider's guide to how human-verified Career Moves by EverTrue works
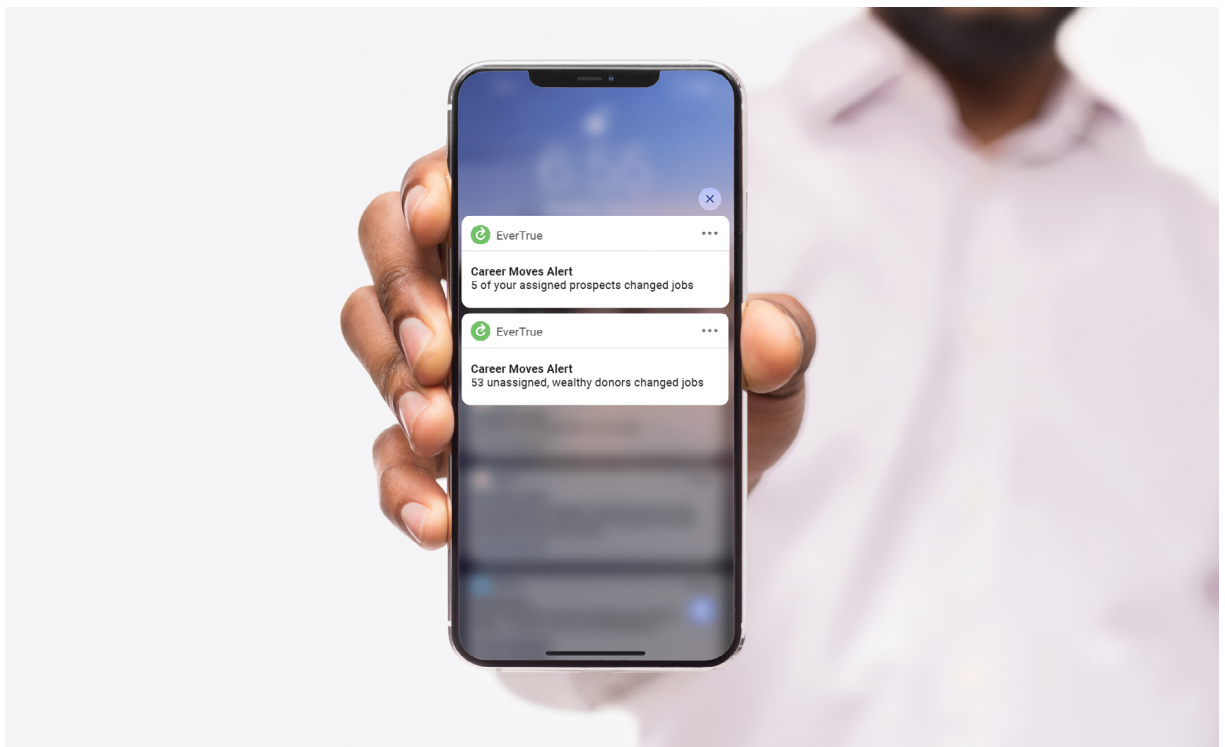
HERE'S WHY WE TAKE A HUMAN-LED APPROACH

We start the process with human-led verification and classification because categorizing messy profile data is difficult to automate with accuracy. LinkedIn allows users to list multiple jobs and update profiles in a myriad of ways, so it takes a trained professional — and not a web-scraping robot — to correctly and accurately organize the data.

We then leverage technology — namely our advanced matching algorithm — to sync your records to career updates quickly and accurately. While Career Moves is a relatively new offering, EverTrue has a decade of experience providing constituent matching services and identity verification to the advancement industry. Getting you accurate, continually updated data is what we do.

When you start using Career Moves by EverTrue, we send your team human-verified job changes for your alumni every 90 days, automatically.

HERE'S HOW WE DO IT...

1. **HUMANS: We use LinkedIn as our source of truth for career updates.**

   Trained professionals search LinkedIn data for graduates who have recently changed jobs. These pros verify that a change took place, classify the type of change (new job, additional job, promotion, retirement, etc.), and record all of that person's public information including their last three positions, geographic location, educational background, and more into a csv.

2. **COMPUTERS: We process the raw career data and match it to your records.**

   We run the data from LinkedIn through our proprietary matching service to compare against the constituent data that you have already imported into EverTrue. Career Moves by EverTrue requires no additional data from you, and none of your data leaves EverTrue servers as part of this service.

   EverTrue's proprietary algorithm automatically and accurately matches job-changers to alumni records. Our matching technology leverages 10+ years of expertise in identity verification and constituent matching spanning many data sources including Facebook, Eventbrite, and LinkedIn (which we first worked with in 2011).

   Using this process, we deliver the most consistently accurate match rates and highest quality data in the industry. The accuracy and depth of Career Moves data is unparalleled, and we prove this regularly through internal testing and customer case studies.

3. **HUMANS: We're constantly improving the process.**

   A dedicated team of engineers using machine learning technology constantly tweaks and improves our algorithm based on data from manual file reviews. We're always refining our process, which relies on both enhancing our code and regularly testing our algorithm versus human-created matches.

4. **COMPUTERS: We also score our match confidence levels.**

   Anything scored as *High Confidence* indicates a match verified by the alum's biographic information. These are 93% accurate (or greater) and receive the "Human Verified" badge in EverTrue's platform.

   Probable Match scores are highly likely matches, but there may be multiple records with the same or similar names and education information. *Possible Match* typically indicates name-only matches without additional matching points to increase our confidence rating. These levels are typically highly accurate, but we do not display them in EverTrue with a "Human Verified" badge . That's reserved for only the highest quality matches.

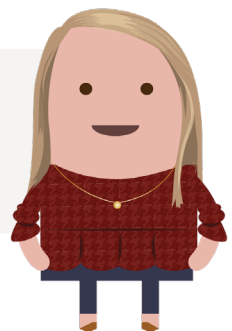5. **HUMANS: We manually check Career Moves updates as they hit your system in two phases.**

   First, our dedicated team reviews all matches for 20% of our Career Moves customers, which we select at random and rotate each quarter. We manually correct any mismatches and use that data to inform and improve our matching algorithm moving forward.

   Then our Customer Success managers spot-check every Career Moves file as we notify your team that the updated data has arrived and provide a high-level overview of the new information.

1,061 moves

From: Jess
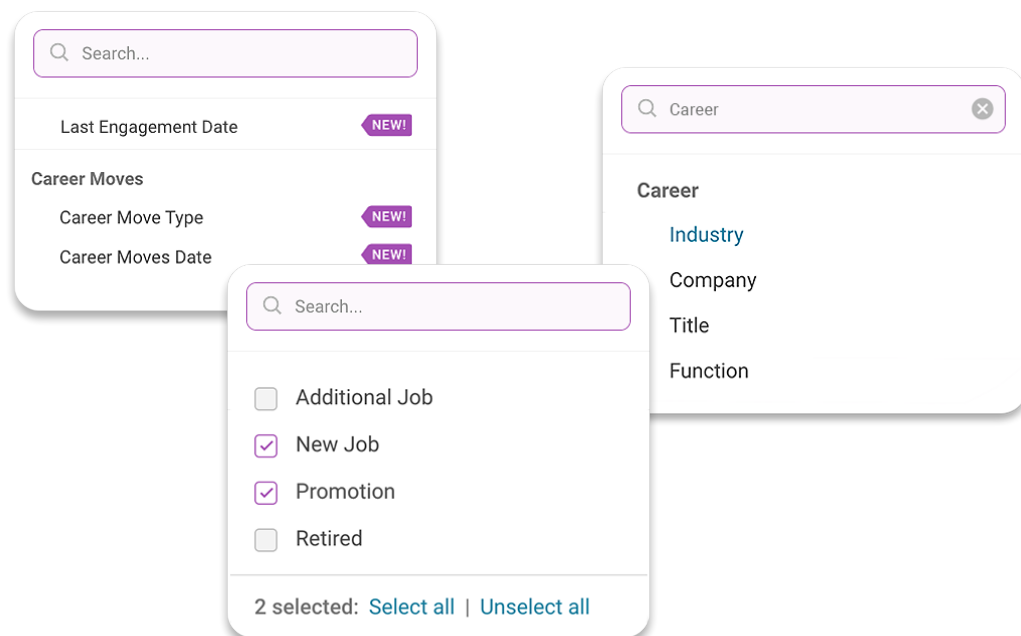**Subject:** Q1 Career Moves Digest

6. **COMPUTERS: EverTrue automatically alerts your team of important job changes.**

   With **Saved Searches**, you can set up ongoing notifications for alumni as they change jobs. Share a search to alert fundraisers when one of their prospects joins a board or gets promoted. Receive ongoing notifications when an unassigned, high-value donor changes jobs and needs outreach.

7. **HUMANS: You put the new data into action.**

   Ultimately, Career Moves data is as valuable as the connections it spurs your team to make. When you celebrate alumni and their success, help them build their network, and reach out at the right time, you deepen relationships that lead to more support for your institution.

   Here are ways to put this data into action

NOT YOUR AVERAGE DATA PROVIDER

When you want to purchase updated career data, you have a lot of other options. Here's why Career Moves is different from what you get from typical data providers (and, frankly, better).

HERE'S HOW CAREER MOVES IS DIFFERENT

- Using web scraping software to access data in LinkedIn — whether it's public information or not — violates LinkedIn's terms of service.

- We do not cache and reuse your data across customers. For example, we do not store information for alumni with multiple degrees to share with each alma mater later on. Every update you receive is current data for your own institution's use. We share it with you ASAP and don't ever resell it somewhere else, making our data fresher and more accurate.

- We use trained professionals to gather this data. They catch what computer programs miss and are better at identifying and classifying promotions, new jobs, board memberships, retirements, educational data, and more.

- We do not share any data with another vendor in this process. If you're already an EverTrue customer, we merely activate this feature and match job updates to individual alumni records for quick and efficient processing.

- We work fast. You can expect your first batch of Career Moves within 30 days of activation — often sooner.

- EverTrue's built-in system of alerts notifies you of the most important Career Moves as soon as we load the data. Your team can put that information to use right away instead of waiting for a file to be loaded, processed, analyzed, and distributed. In the end, the data is only as valuable as the actions you take from it, which EverTrue facilitates.