

hosco.

THE ICE ALUMNI DATA REPORTS AND HOSCO PARTNERSHIP

October 2021



COMPANIES



SCHOOLS

TALENT



GLOBAL

Hosco is the only **global hospitality specific network** connecting hospitality talents, employers, schools and opportunities in one online space.



HOSPITALITY CURATED

Hosco's network is exclusively made of over **1.5 M talents with hospitality education and/or experience and/or interest.**



SMART

Hosco validates candidates' eligibility through its **advanced screening technology** for every job application.



NETWORK

Hosco is an engaged community with content and updates, beyond the job, ensuring both **active and passive job seekers** are active on the network.



LEARNING AND UPSKILLING

Hosco offers a **program repository** for talent seeking to upskill, expand their knowledge, acquire new abilities.

OUR PARTNERS

Strategic partners

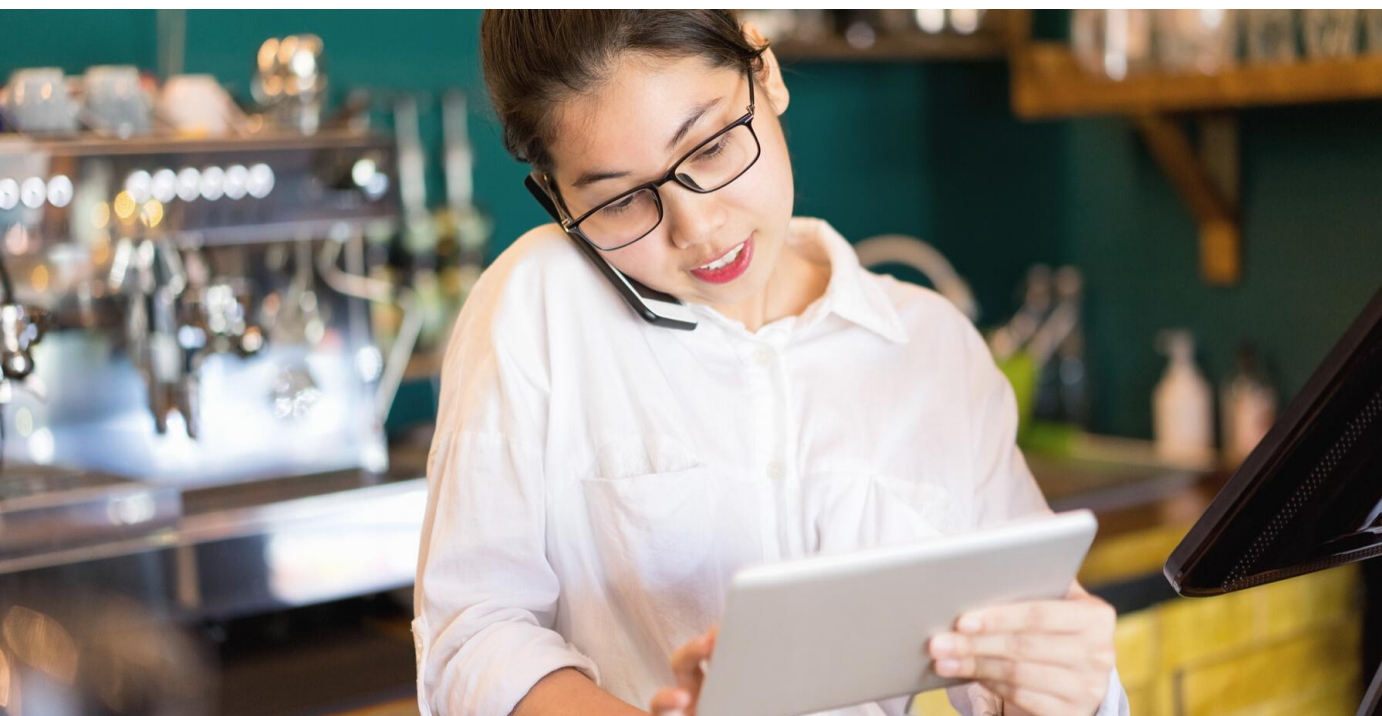


7'000 employers



400 schools





THE-ICE AND HOSCO

JOINING FORCES TO SUPPORT THE-ICE MEMBERS WITH ALUMNI DATA AND INSIGHTS

Hosco and THE-ICE formed a partnership in 2020 to support the strategic goals of THE-ICE in delivering value and tangible benefits to its members related to the collection and optimization of alumni data.

Through this partnership Hosco has provided the ICE and its members:

1

A Standardized Group Alumni report providing an overview and comparison of the alumni from each of THE-ICE schools and allowing for benchmarking

2

Individual school alumni reports helping THE-ICE schools understand where their alumni are and how they have progressed since graduation.

3

THE-ICE community and school profiles on Hosco. Giving visibility to the group and its members among Hosco's employers, schools and members.



01

OBJECTIVES

02

KEY TAKEAWAYS

03

NEXT STEPS

WHAT WERE THE OBJECTIVES

ALUMNI DATA TO STRENGTHEN YOUR SCHOOL'S KNOWLEDGE

- ★ Provide an overview of the alumni community of all of THE ICE schools. Where are they located?
Which departments are they working in?
- ★ Better understand the employability of THE ICE schools' alumni based on data provided by them on their profiles

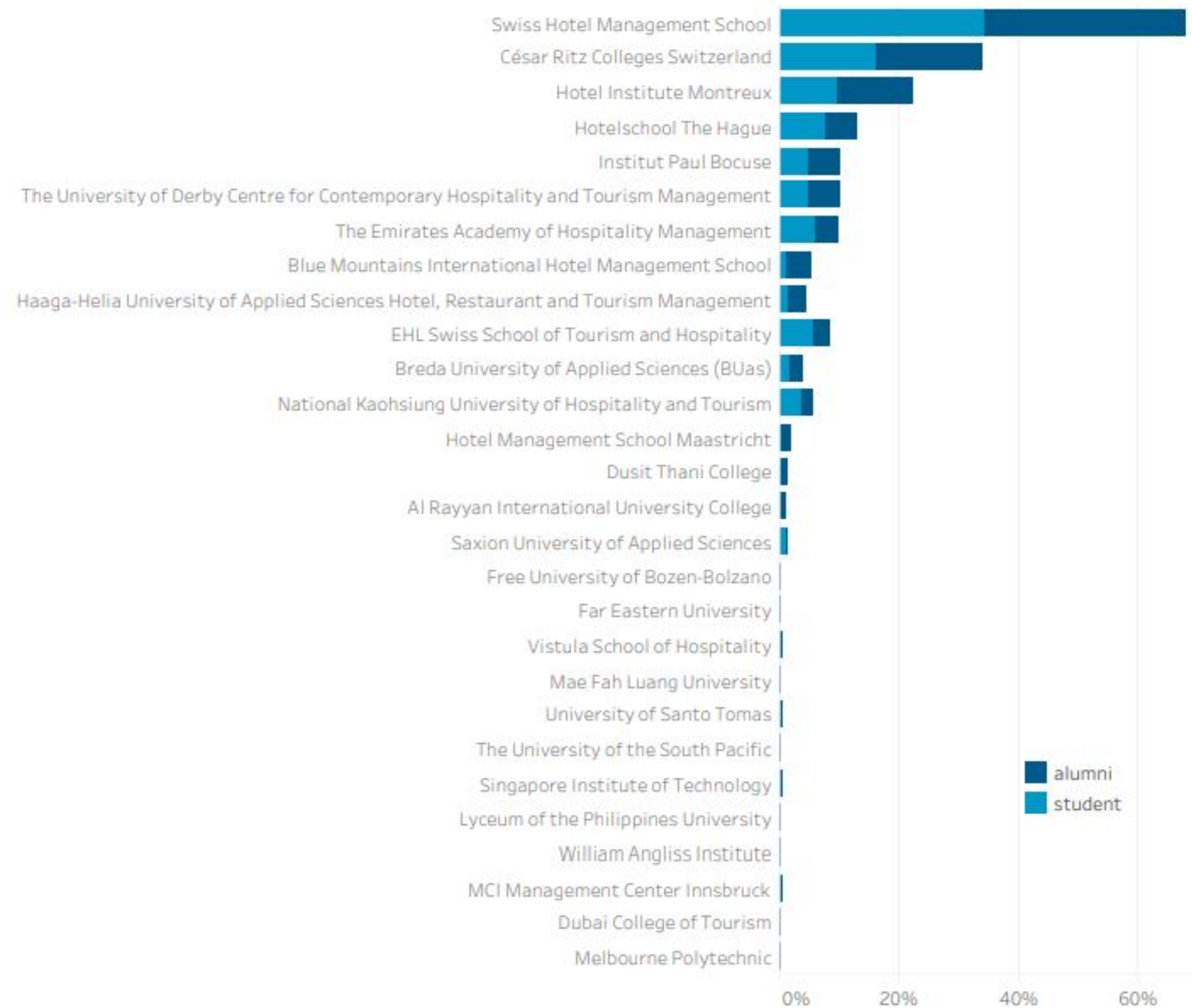
HOW DID WE DO IT

ALUMNI DATA TO STRENGTHEN YOUR SCHOOL'S KNOWLEDGE

★ Standardized Alumni Employability Report

- Member Status (Student/Alumni)
- School
- Nationality
- Current Location
- When started position
- Job title
- Job department
- Job location/company
- Job company
- International location

WHO PARTICIPATED - MEMBERS OF THE ICE SCHOOLS



GLOBAL MEMBERSHIP OVERVIEW- ALL SCHOOLS

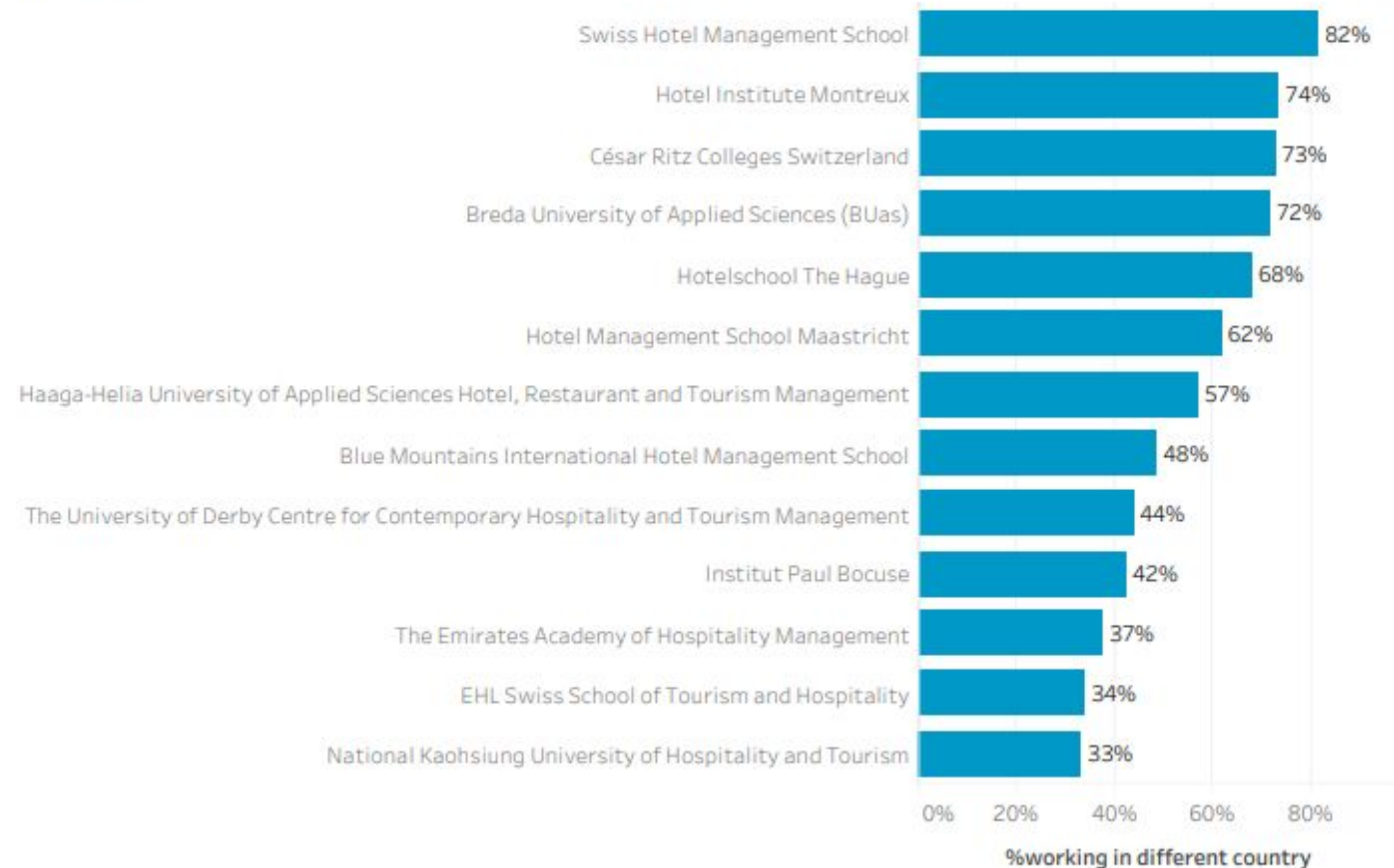


Member country on Hosco profile*	
Same country as School	68%
Different country as School	32%

Member current working country*	
Same country as School	36%
Different country as School	65%

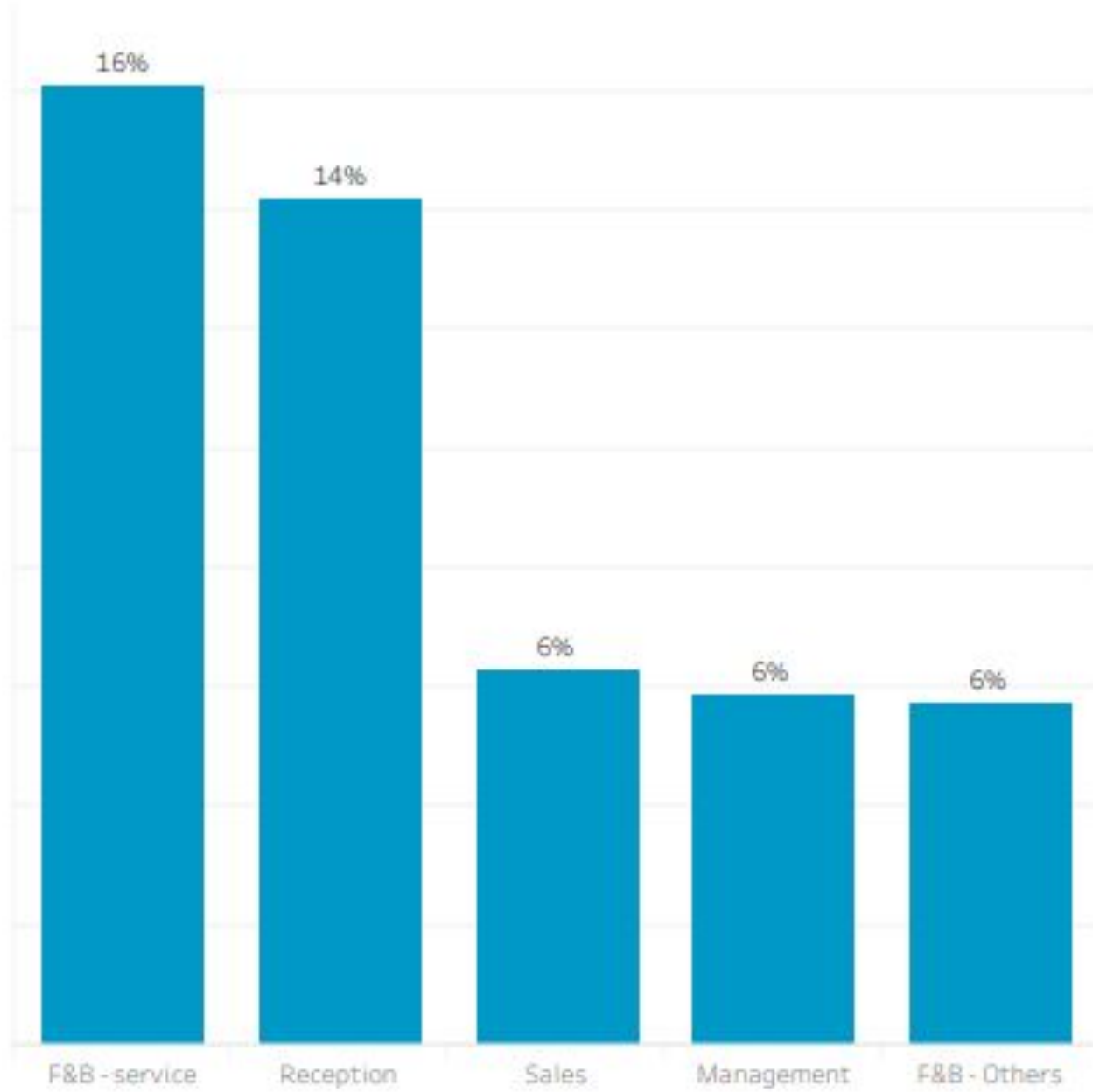
INTERNATIONALIZATION OF STUDENTS

% Members working abroad* *(members currently working in a different country than the school country of all members with working location in their profile)*

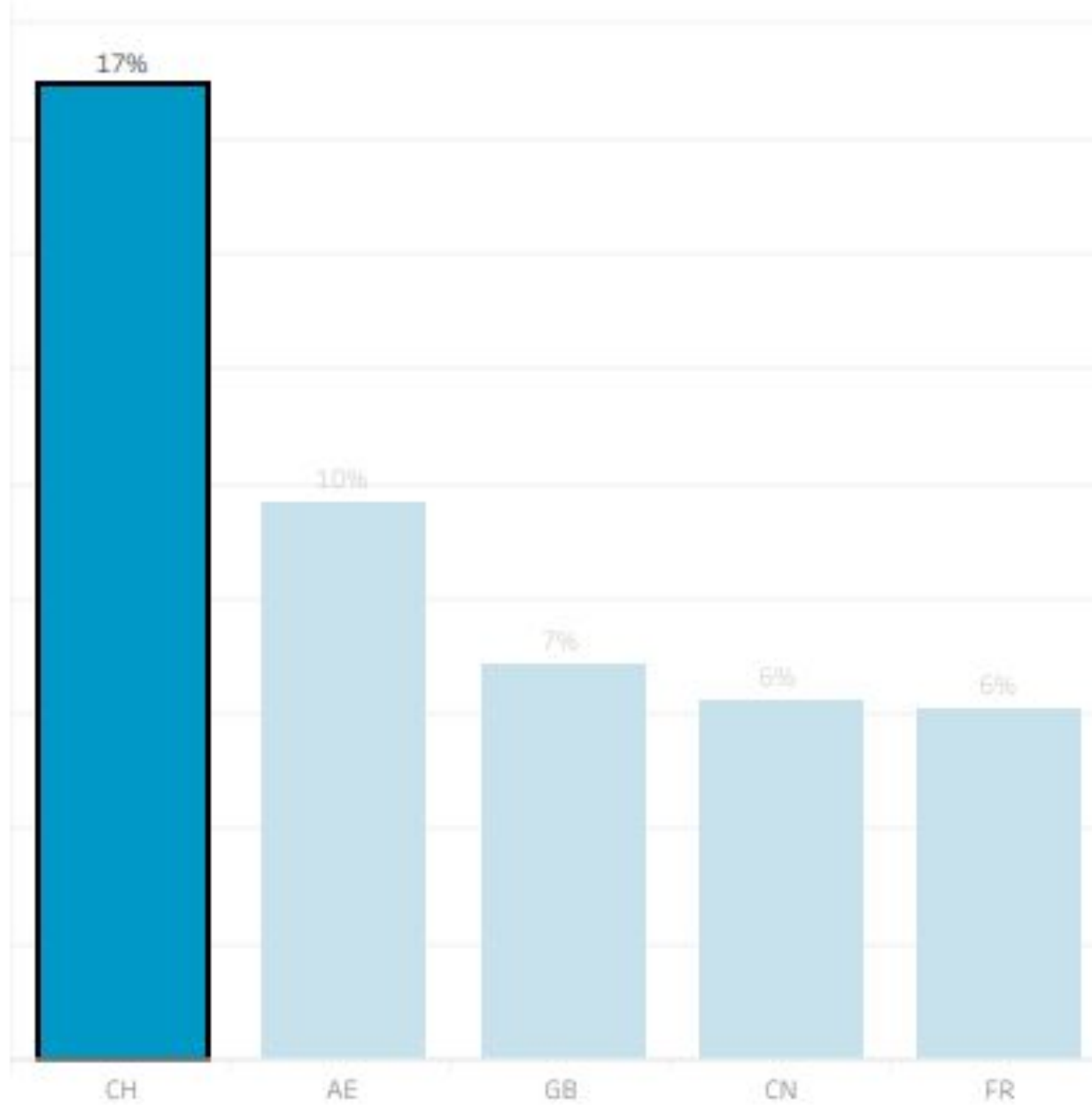


WHERE ARE THEY WORKING?

TOP Members current working departments **when available on members profile*

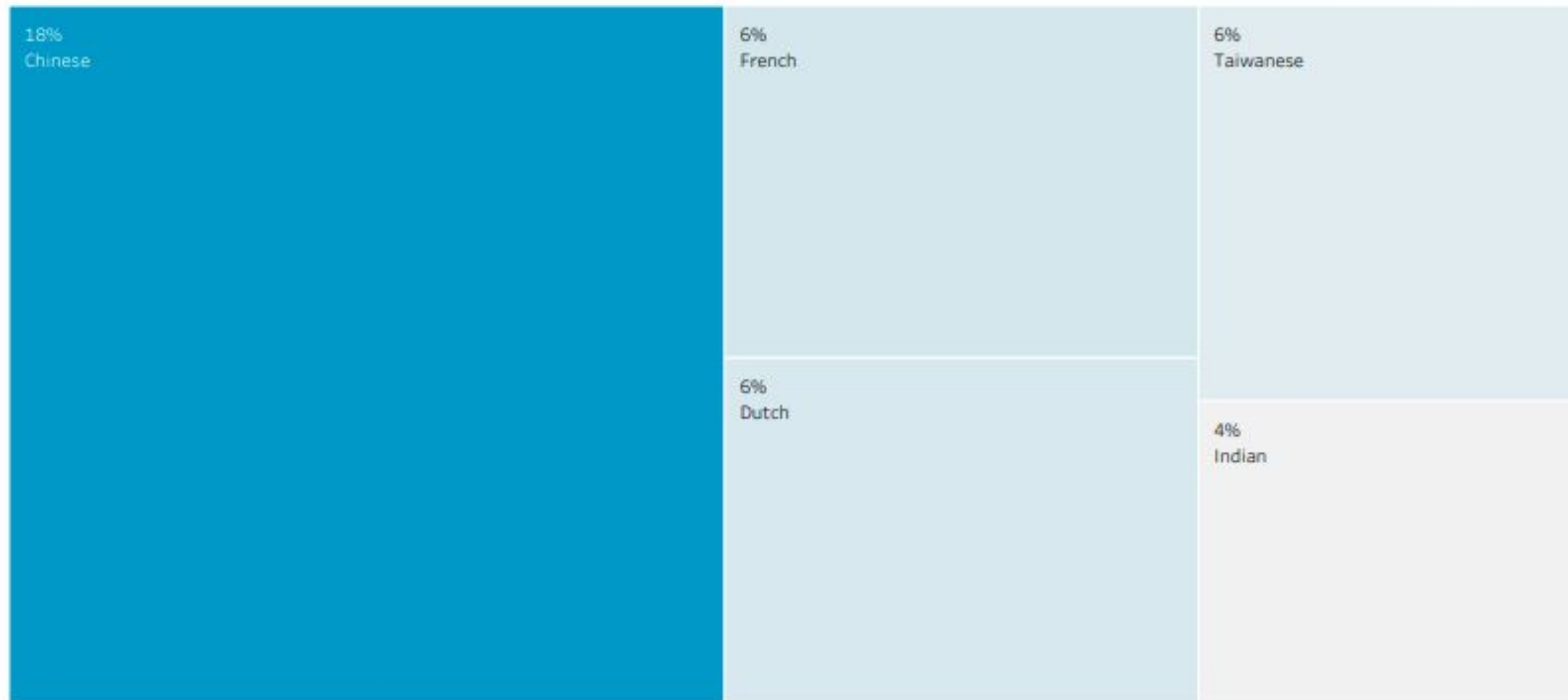


TOP Members current working countries **when available on members profile*

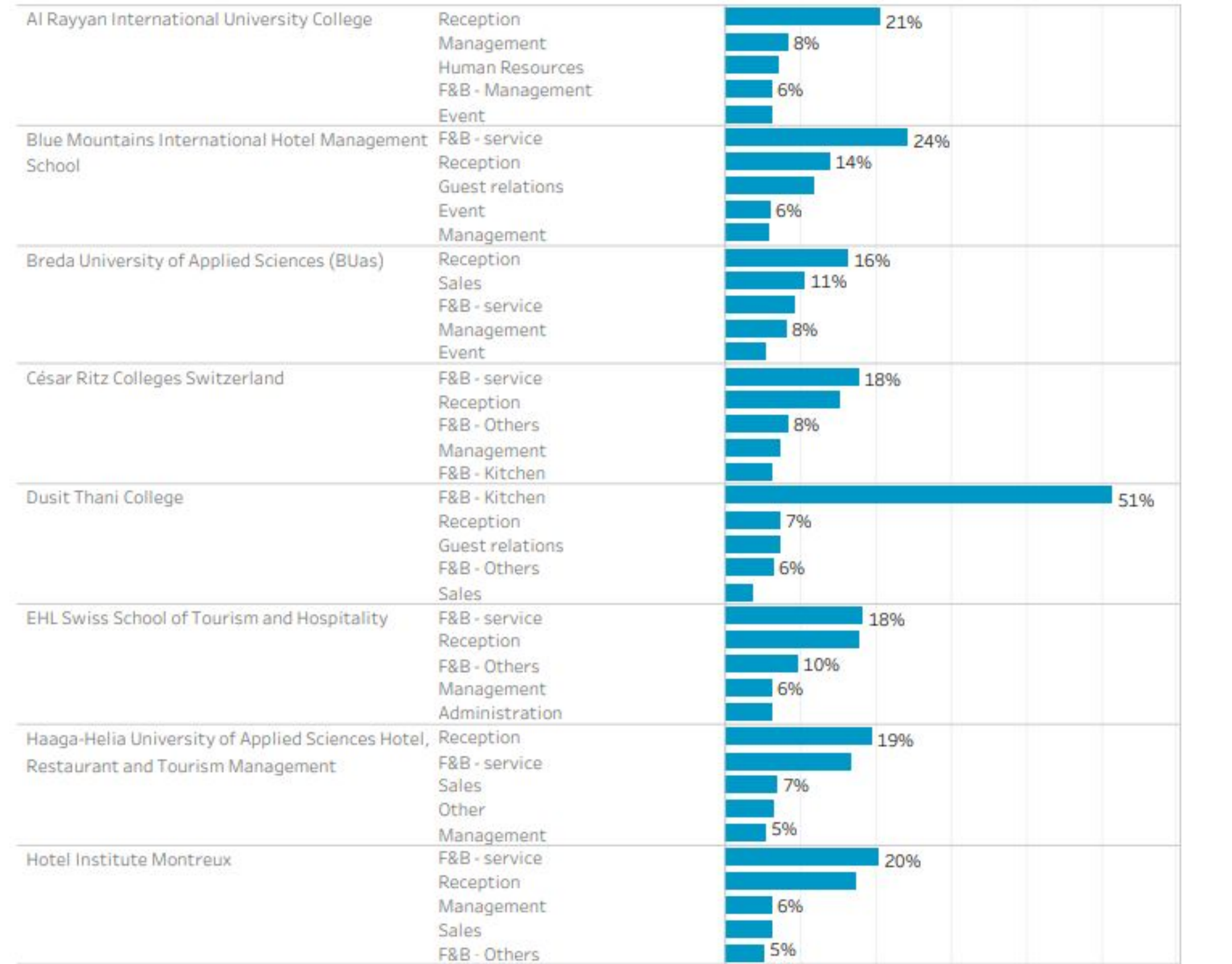


WHERE ARE THEY FROM?

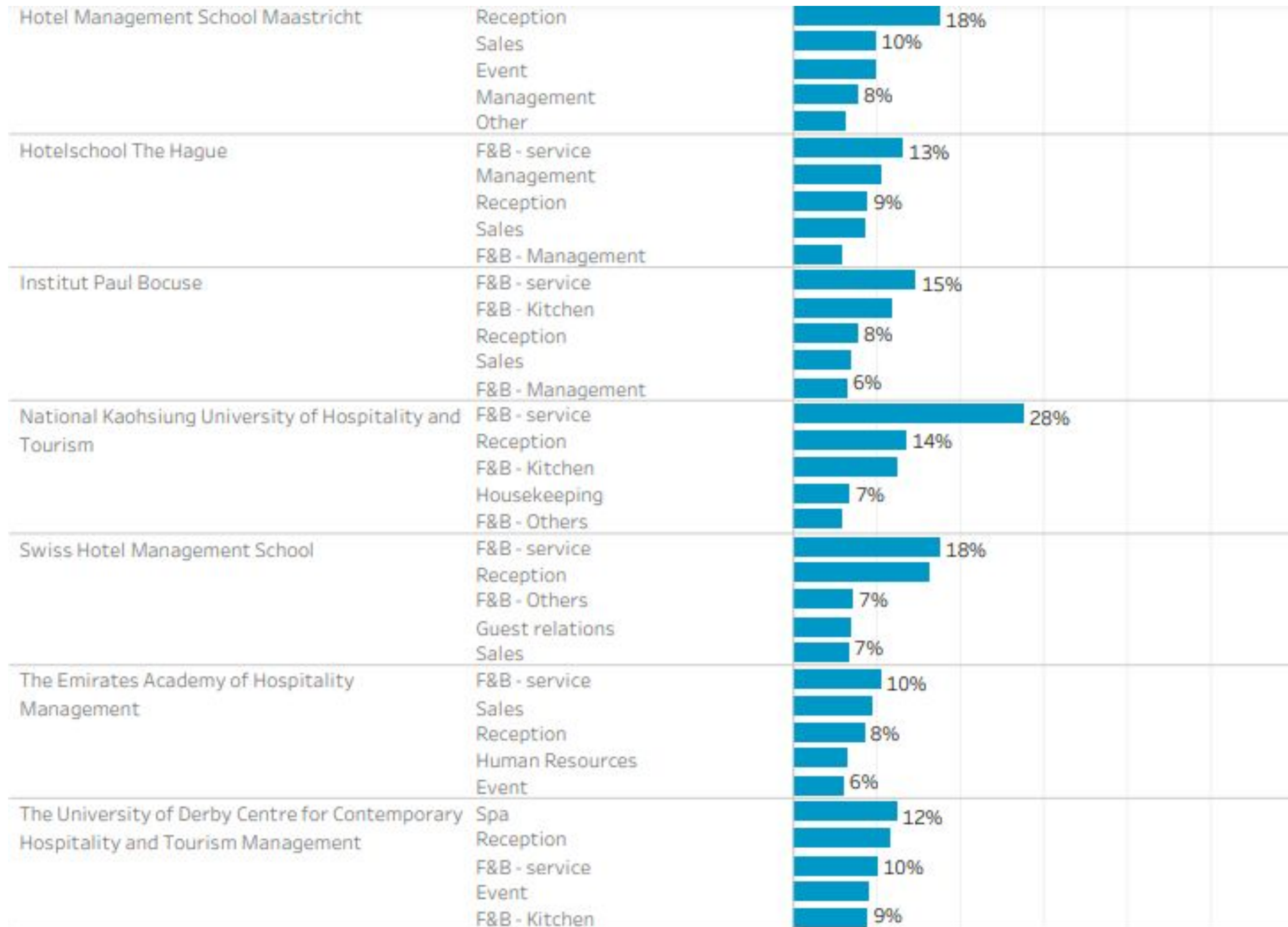
Members top 5 Nationalities **when available on members profile*



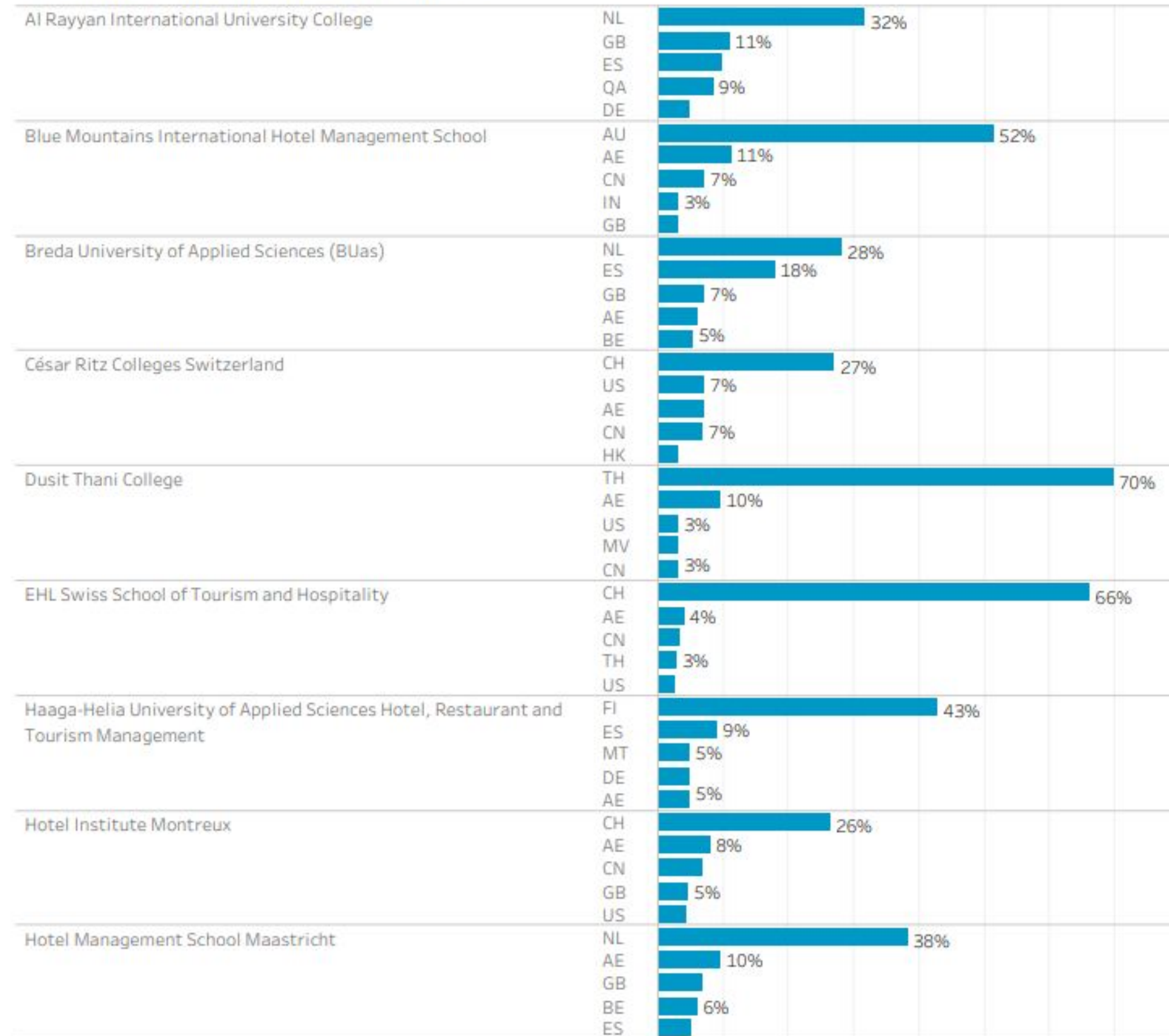
TOP DEPARTMENTS - BREAKDOWN BY SCHOOL



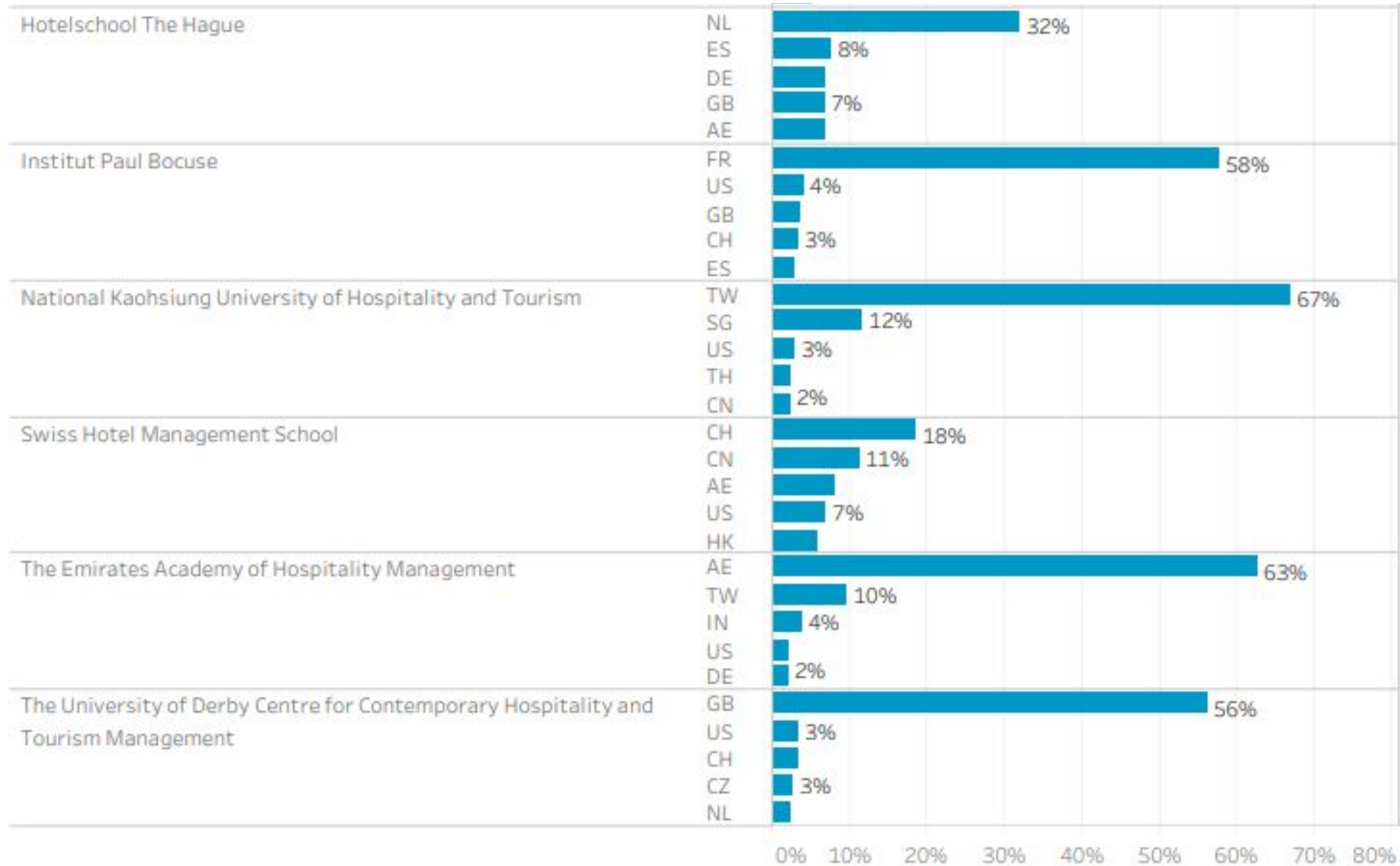
TOP DEPARTMENTS - BREAKDOWN BY SCHOOL



TOP WORKING LOCATIONS - BREAKDOWN BY SCHOOL



TOP LOCATIONS - BREAKDOWN BY SCHOOL



KEY TAKEAWAYS

LEVERAGING YOUR DATA TO MAKE DECISIONS

- ★ Engage with your alumni & students to complete their profiles to make applying for open positions easier.
- ★ The high employability of your students is an important factor for marketing your courses
- ★ The number of alumni & students without work experience could indicate that they only wanted the networking element of Hosco.
- ★ The positions your alumni & students report working in are in office based roles and customer facing roles (F&B service, reception, sales), highlighting the strength of your institution in that area.
- ★ An external focus on the most popular departments for work could help in getting the right students onto your courses and with marketing efforts.
- ★ Reported current working countries favor Switzerland, alongside UAE. This again could help with external communication and targeting the right audience and nationalities.

HOW TO IMPROVE - OUR SERVICES TO YOU

AUTOMATION AND ENGAGEMENT

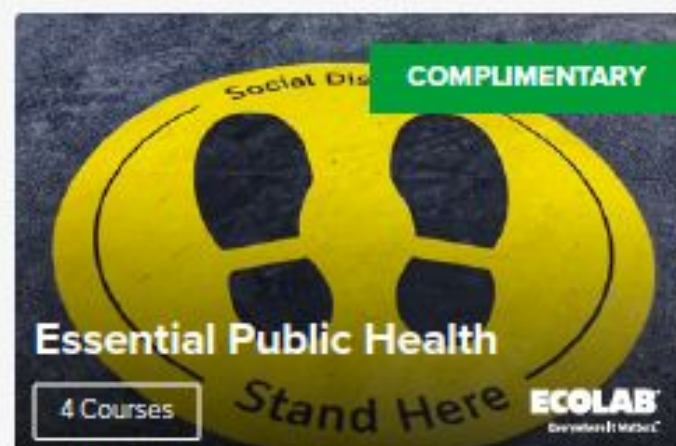
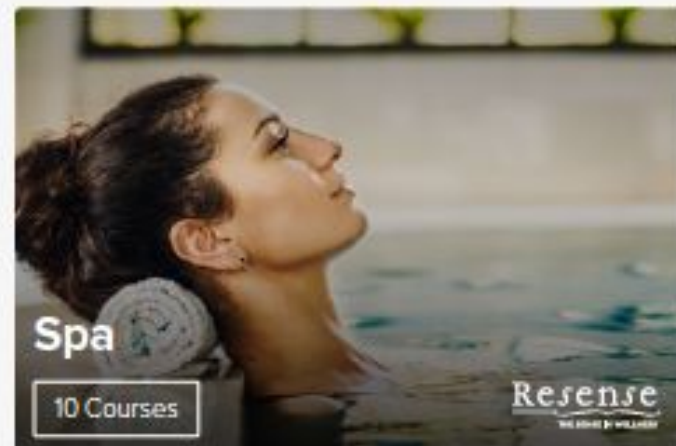
- ★ Engagement
 - Automated emails
 - Mandatory onboarding with Hosco team
 - Promotion kits
 - Period mass webinars
 - Member imports (on request)

- ★ Nurturing
 - Sharing of global webinar content
 - Live Q&A + FAQs
 - Last login reminders
 - Goodies

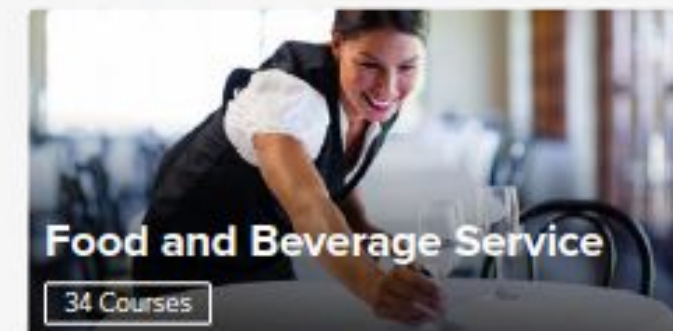
LEARNING SUBSCRIPTION CONTENT

Schools can either adopt the Hallmark Library from Lobster Ink, covering all core areas of hospitality, partner courses co-created with industry experts or a mix of both.

PARTNER COURSES



LOBSTER INK HALLMARK LIBRARY



REMARKABLE BRANDS USING LOBSTER INK



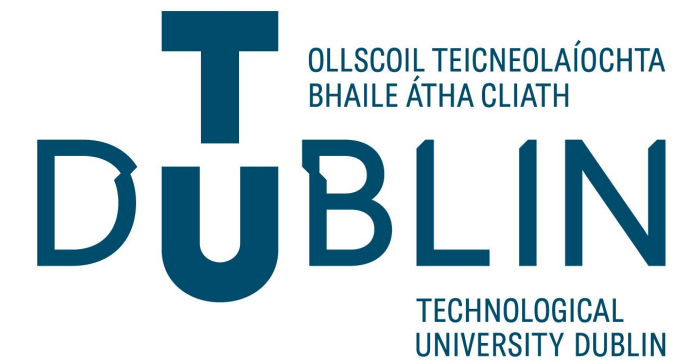
PARTNERS



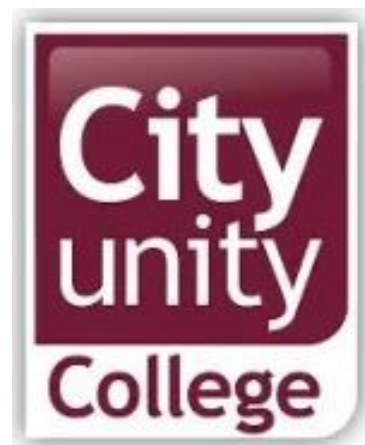
SCHOOLS USING LOBSTER INK



FAIRLEIGH
DICKINSON
UNIVERSITY



SAN DIEGO STATE
UNIVERSITY





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