

Idea Profile, Students Help Students – Isabelle Cantu

How might we connect college students to freelance jobs around their campus?

This issue is focused on college students who need money but may not have the ability to have a consistent full or part-time job during the school year. This is important because it allows students to gain necessary job experience, allowing them to leverage their degree after college.

An article published by *The74* noted the growing importance of college students to have work experience even before entering the workforce. This change comes with the evolving workforce in the face of AI. Author Patrick O'Donnell writes, "An internship or job, Strada found, reduces the risk of underemployment more than 49%." Employers are looking for evidence that students have soft skills that can be transferred to their job. (<https://www.the74million.org/article/what-todays-college-students-need-that-previous-generations-didnt/>)

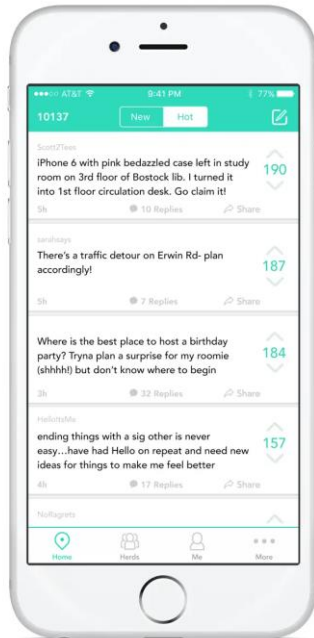
This issue also focuses on college students who lack resources to do certain things that they would usually rely on a family member to. This is important because a large amount of students drop out due to a lack of support.

In terms of finding jobs for students, there are two companies that are similar but don't directly address the issue.

[Handshake](#) is a job hunting app for students and recent graduates. The app is helpful in that it shows job fairs on campus, directly connects you to recruiters, and has verified listings. However, this app does not have freelance projects, only part and full time.

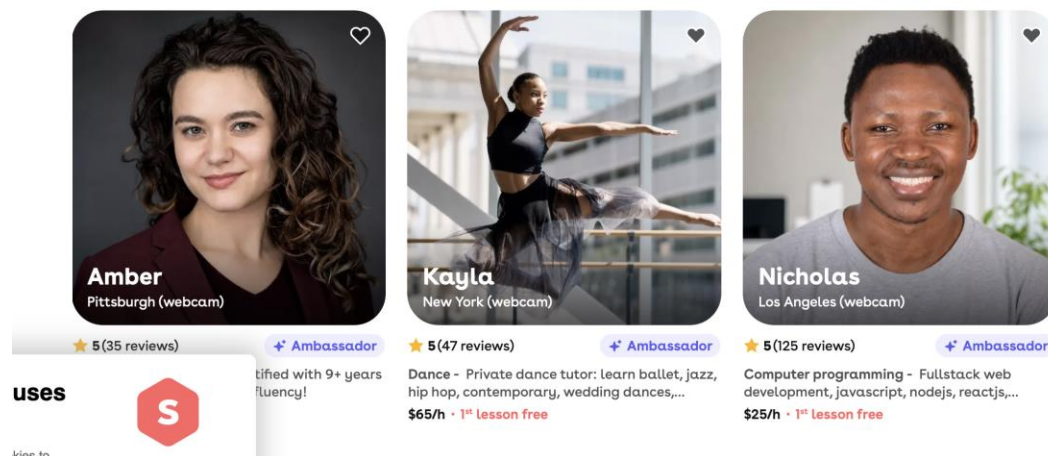
Another company that is similar is [Home From College](#). This website connects college students with micro-gigs from major companies. However, as a student studying media, I have never found success with this website. I *have* been ghosted numerous times, despite using a resume that has landed me over 5 positions in my field.

One app that provides inspiration is YikYak. This is an anonymous app that students use almost like a bulletin board to post their thoughts. I love the look of this app and how it doesn't feel too intimidating. Giving students the ability to share their needs with ease would be perfect.



YikYak

Another app that I drew inspiration from was the freelancing website, Superprof. While I haven't used the website personally, I liked the interface of it and how each potential tutor had a rating and a clear picture. I think safety is a huge, important aspect of this problem.



Superprof

I came up with this idea by reflecting on things I saw both me and other students needed. I'm a college student who has never learned how to drive. I worked two jobs when I was home, and I put driving on the backburner. After listening to problems that other digital media innovation

majors were discussing, one that stood out to me was a lack of jobs. One student said that one of his friends could only find customer service jobs and in areas outside of San Marcos. This makes sense; there are a lot of majors that wouldn't have internships related to the field in the surrounding area. I am currently in the process of looking for someone to take me on small drives to build my confidence, and I thought, "I'm sure there's someone at this school who'd be willing to teach driving lessons for \$50 or so."

I have a job at Texas State's Center for Student Entrepreneurship. A lot of small business owners need someone to run their socials, do photography for their brand, or simply make a logo. However, because these are students, they don't have the time or money to go to an expert in the field. I also used to have a job as the multimedia assistant for the University Star. We had so many talented graphic designers, photographers, and social media specialists who were always looking for freelance work. Having freelance work to show on a resume is a game changer, especially for these students.

I think one possible solution could be an app or website that students can upload freelance requests to. This could look similar to YikYak while having the safety features of Superprof.

Another possible, less costly solution could be making a social account that posts requests from students, verifying their identity through their profile.

In brief: there needs to be a secure way to connect students who can help students.

BIOGRAPHY

Rosa is a TXST sophomore. She is studying prenursing and almost all her time goes into studying. In her free time, she loves to go back home to Houston and visit her family. On weekends, you'll find her studying at a coffee shop with her roommates.

**ROSA MARIA AGUADO**

AGE : 20
GENDER : WOMAN
LOCATION : SAN MARCOS

FRUSTRATIONS

Rosa needs to find a way to make a little money on the side. The only interviews she can seem to get are server jobs, but her schedule never aligns with theirs.

PERSONALITY

Communication
Social
Adapting

GOALS

- Rosa wants to move to the Round Rock campus later to complete her nursing degree.
- Rosa loves being close to her family. Her best friend, Lilly, is also in Houston.

FAVORITE THINGS:

LULU LEMON LATTES
TINY DOGS

A persona, created using Canva