According to the Job Outlook 2018 survey from the National Association of Colleges and Employers, organizations seek candidates with communication, collaboration, and problem-solving skills more than all other attributes. Soft skills matter, but there is a significant gap between what skills recent graduates think they have and what organizations believe they’re proficient in. Tracing this gap reveals a significant challenge employers and higher ed institutions face in preparing the current and future workforce for success.

**CHALLENGE:** Assessing and developing learners’ soft skills at scale is difficult.

**WHY?**
- Traditional, paper-based assessments can’t accurately measure most soft skills
- Instructors don’t have time to give personalized feedback to every individual in a face-to-face setting
- Sitting down with every learner to develop their soft skills requires a lot of resources
- One assessor might think an individual has more soft skills than another evaluator

**SOLUTION:** Bongo, YouSeeU’s flagship product, uses proprietary video and feedback technology to make soft skill development possible at scale.

**HOW?**
- Bongo’s video workflows require learners to articulate their knowledge, collaborate with peers, and solve complex problems
- Learners can create videos on any device, anywhere, and instructors can assess all of these submissions on their own time
- Bongo enables instructors to deliver personalized, time-stamped feedback to every individual via text or video
- Learners record and store videos within the platform, allowing multiple instructors to evaluate a submission and deliver feedback

**LEARNING IMPACT OUTCOMES:** Bongo enables instructors to assess and develop learners’ soft skills, which are critical to career success.

**HOW?**
- Bongo’s video workflows support experiential exercises that prepare learners for real-world situations
- Every video activity is soft-skill focused, so learners are always developing a critical competency such as communication, collaboration, or critical thinking
- After learners complete an activity, instructors and peers have the opportunity to provide personalized, time-stamped comments to maximize learning potential

**RETURN ON INVESTMENT:** Along with saving instructors time and money, Bongo also gives assessors direct video evidence of the technology’s effectiveness.

**HOW?**
- Bongo stores all user-generated videos within the platform, which creates a portfolio of student improvement over time and serves as evidence of the technology’s effectiveness
- Instead of using face-to-face methods to develop learners’ soft skills, instructors save time, money, and other resources by leveraging Bongo’s proprietary video and feedback technology to accomplish this at scale