

In the platform, it is also possible to find several free courses, offered in partnership with companies recognized in the market, such as Microsoft and Humus.

Featured Partners:



In addition to the courses offered in the Unregulated Programs platform, our students have the opportunity to deepen their knowledge in the on-campus extension courses offered by our units. We offer 230 courses available in various areas of knowledge, such as Branding and Corporate Identity, Environmental Management and ISO 14000 Certification, CPA 10 – ANBID Certification Prep, Inclusive Special Education, Interactive Technologies Applied to Education, Sports Nutrition, Biosafety, Neural Mobilization, Grass Silage Management and Extension in Agriculture.



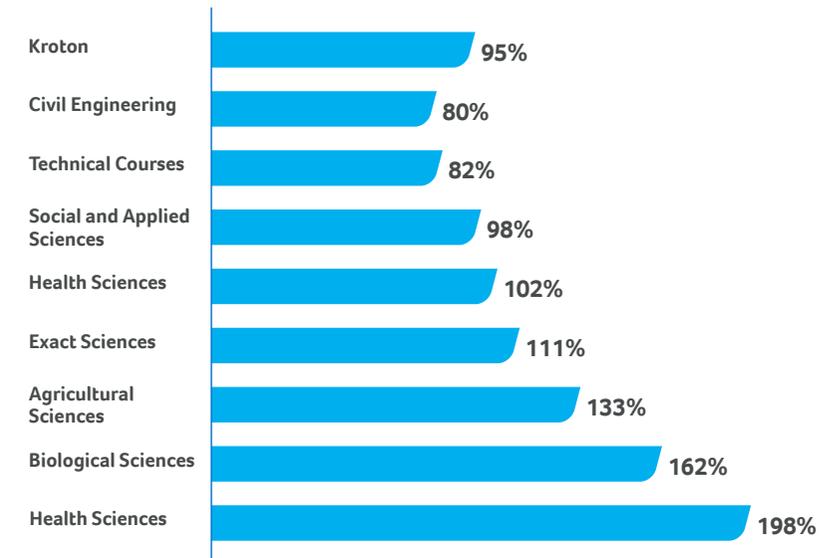
We also offer our students the possibility to expand their horizons by learning a foreign language. At the Language Center of our on-site units, we offer English, Italian, Spanish, German, Mandarin, French and Portuguese courses for public examinations. In 2017, we had a total of 1,666 students in our Language Center.

Through preparatory courses, our students are able to prepare for international certification exams in English and Spanish, such as TOEFL, IELTS, Cambridge and DELE. Our team of teachers is constantly looking for professional training and modernization in foreign language teaching methods and techniques, so that the student is prepared for the labor market demands, being able to dream higher, and not limiting himself/herself to the borders of our country. After all, in dreams there are no limits.

Employability
GRI G4-EC8

The evolution of our students in the labor market is one of the main indicators that demonstrates the transformation that we perform in our students' lives. In 2017, graduating students achieve an average income increase of 95%.

Increase in income by area of knowledge



At Kroton, we are committed to ensuring our students will achieve their dreams fully. More than just finishing their higher education and specialization, we aim to help our students enter and evolve in the labor market. That is because we are aware of the impact that a new job may have on the lives of our students, their families and communities.

Canal Conecta: histories of success

“I registered at Conecta and in three days I received three different proposals.”



Paullyne Yamanaka
Gastronomic pastry chef

She decided to study Forest Engineering, but did not identify herself with the course and changed to Gastronomy. Looking for a job, she accessed Canal Conecta and came across three opportunities, deciding for a pastry chef opening. Today, she wishes to have an international experience and to do graduate studies.

“I was unemployed for a year, so I decided to study and met Canal Conecta.”



Pedro Amaral
Microcredit Agent

After finishing high school, he worked with motorcycle accessories until he was unemployed for a year. That's when he decided to go to college. He met Canal Conecta through a career consultant, learned about the opportunity to work in a bank, applied to the job and was hired. A year after receiving the proposal, he was hired as a permanent employees.

“I always dreamed of working for this company.”



Noemi Martins
Chemical Analyst

Noemi is married and has a 2 year old daughter. She has a technical course in chemistry and currently studies Engineering Production. In 2016, she met Canal Conecta, and, in the same day, she applied for an opening; in three days she underwent the selection process and was hired.

“It was a professional wish come true.”



Anderson da Rocha
Commercial Representative

He always attended public schools and dreamed of a career in finance. In 2015 he learned about Canal Conecta and applied for an opportunity in a large bank. He was called to the selection process and got approved. After three months as an intern, he was hired permanently and had a 160% increase in his income.

Therefore, we have registered our commitment to employability in an Employability and Former Student Monitoring Policy. Among its objectives is to facilitate the access of students and former students to the labor market, monitor their professional evolution and meet the professional qualification requirements demanded by the market.

As the main tool for the implementation of this Policy, we have developed **Canal Conecta**, a totally free employability platform, which brings together students looking for opportunities in the labor market and companies with open positions. It works through an artificial intelligence mechanism that tells registered students which are the opportunities that best fit their profile and, for companies, which candidates are the most adherent to their needs.

The tool is also used to ensure the continuity of our employability actions after the students' graduation, since they remain active or can register on the platform after the course is completed, if they have not already done so. Check out the Canal Conecta portal at: <http://www.canalconecta.com.br/>

Among the partnerships we have developed in the Canal Conecta, we have local and national companies from different sectors. Some of them are sought to participate in the project because they are listed as "dream companies" by the students, while others seek us to meet their qualification needs.

"Innovation is a constant search that promotes the development of individuals, business and society. Thinking about this innovation and the qualification of those who are entering the labor market, Canal Conecta and Natura have partnered to make the student a digital entrepreneur and enter the job market on the right foot. Thanks to Canal Conecta, we are able to promote people's closeness to transformative ideas and to maintain the quality of these relationships." Rede Natura team.

In 2017, although Brazil had high unemployment rates, Canal Conecta experienced strong growth, breaking records in the number of registered students, partner companies and openings offered.



Results from 

• Over **302 thousand** active students

• Job openings in over **500 cities**

• **11 thousand** partner companies, including:



• More than **87 thousand** openings announced

• **One student** hired every **three interviews**



• **New features** of the Canal Conecta in 2017



App with geolocation



Virtual interview on the platform

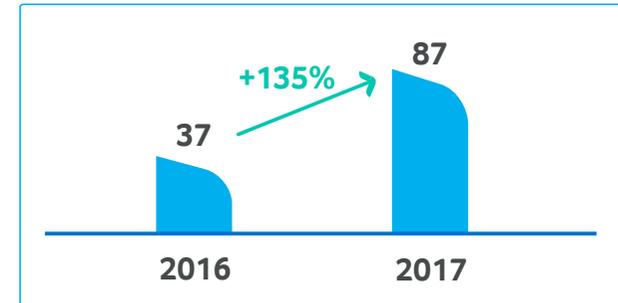


Sharing openings with colleagues

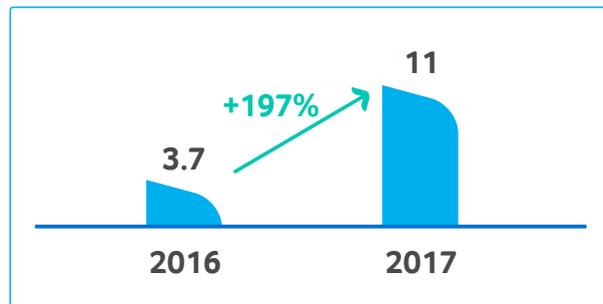
Active resumes (thousand)



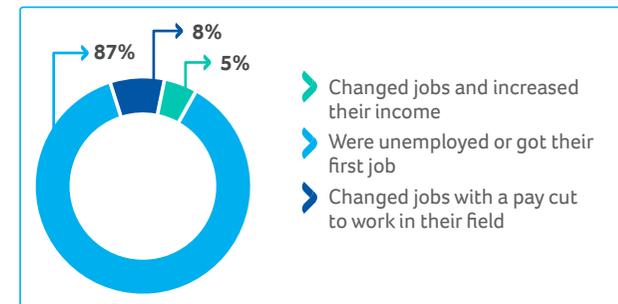
Job openings (thousand)



Companies (thousand)



Profile of new hires:



Canal Conecta benefits for students

- Openings compatible with student interest;
- Access to companies of interest;
- Self-knowledge through behavioral testing;
- Youtube channel with tips and interviews;
- Data-base on public tenders;
- Mobile App available on the Play Store with geolocation;
- Knowledge and understanding of the skills valued by the market;
- Content and Career Management Tips; and
- Free.

Canal Conecta benefits for companies

- Candidate database with updated curricula;
- Infographics, videos and news for People Management and Career Management;
- Comparison between the candidate's competences and the competences required for each job opening;
- Ranking of the candidates most suited to the job profile, taking into account the analysis of the behavioral competencies, the curriculum, the geolocation and defined preferences; and
- Free.

In addition to the Canal Conecta, we also develop job fairs in our units at the beginning of each year. The aim of the fair is to help the liaison between the students and local companies, promoting lectures and workshops of curricula while stimulating the use of the Canal Conecta. Because it is open to the public, the event also engages and supports the employability in the local community. Every year the local community attends the fair in search of employment opportunities, employability activities and to better understand the possibilities of professional qualification that are offered for free in our HEIs.