CAREER SERVICES ISN'T A MARKETPLACE. IT'S A MISSION.

YOU GUIDE.
YOU CONNECT.
YOU PROTECT.

You work tirelessly across departments, employers, campuses, and communities – because helping students find their future isn't simple.

It takes relationships.
It takes relevance.
It takes relentless care.

YOU WERE HIRED TO OPEN DOORS, NOT SELL STUDENT DATA

But something's gone wrong.

Platforms that promised connection are now becoming gatekeepers.

They throttle your employers from reaching out to your students, monetizing on the connections you've built.

They use your students to manually train their AI, then call it innovation.

They standardize your system, limit your flexibility, and lock away your historical data.

You built your employer network. They're selling access to it. You're measuring what matters. They're monetizing what's easy.

And while they grow, you and your students get:

Fewer vetted opportunities and offers.
Fewer personalized insights.
Fewer tools that reflect how you actually work.

AT 12TWENTY, WE BELIEVE IN SOMETHING BETTER.

Access should be open, not auctioned. You built the relationships. Every trusted employer – no matter their size – should be able to reach your students.

Your platform should fit your institution, not force you to fit theirs. We built 12twenty for you, and we flex around your campuses, your programs, your people.

AI should serve students, not exploit them. Our platform surfaces roles, personalizes paths, and supports decisions. We don't turn students into data labelers.

Outcomes should be everywhere. Embedded in dashboards. Auto-generated in reports. On-demand, anytime. So your impact is always visible.

You deserve a partner, not a landlord. You, not your vendor, should control access, data, and relationships. Because the platform should work for you, not the other way around.

Career services is a mission. We're here to work alongside you to power and protect it.