Effective Strategies for Employer Relations & Recruitment Services: Creating Successful Partnerships

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Florida State University

NCDA Regional Career Practitioner Institute, October 17-19, 2013
Special thanks to Dr. Jeff Garis for his mentorship and contribution to the monograph.
Overview

- Introductions/Overview
- Organizational Issues
- Technology
- Marketing/Branding
- Fundraising
- Assessment/Evaluation
- Future Issues/Trends
- Questions/Evaluation
Program Structure

- Career development services
- Experiential education services
- Employer relations
- Centralized vs. Decentralized
- Funding
Centralized/Decentralized

- Factors that impact
- Pros and cons
- Best practice
Centralized/Decentralized

• Centralized
  
  www.career.uga.edu
  www.career.ucla.edu

• Decentralized
  
  – www.utexas.edu/academics/career-services-offices
  – www.careerservices.illinois.edu/careeroffices
Staffing

- Credentials – Competencies (e.g., NACE’s Professional Competencies for College and University Career Services Practitioners, NCDA’s Competencies)
- Selected Employer Relations Positions
  - Event Management
  - On-Campus Interviewing Management
  - Job Development
  - Other Duties
    - Technical
    - Management
    - Marketing
- Graduate Assistants/Paraprofessionals
- Staff Evaluation
## Figure 2.4. Promote the professional growth of Career Center staff

- Assist staff in increasing their knowledge of career development interventions through Career Advisor training, workshop presentations, and other internal Career Center training activities.
- Encourage staff members to promote a mutually supportive atmosphere for individual professional development.
- Support staff involvement in professional associations.
- Encourage staff networking within the career services profession.
- Maintain an on-going commitment to human relations training.
- Develop individual training programs and materials for new staff.
- Conduct Career Center staff meetings every two weeks during fall and spring semesters.
- Develop individual staff professional goals and objectives annually for review with supervisors.
- Conduct at least two individual staff supervision meetings each semester.
- Conduct performance appraisals with all staff annually.
- Encourage staff to participate in professional development activities that are available within the Division of Student Affairs, as well as through other University departments, (e.g., course study through academic units, Center for Continuing Education, Human Resources/Employee Assistance programs).
- Encourage staff to attend at least one professional conference or workshop annually (given available funding).
- Encourage staff to submit program proposals and present programs at professional meetings.
- Encourage staff to submit manuscripts and articles for publication in professional association journals and periodicals.
Policies

• Who is involved in policy making?
• Employer relations focus vs. center wide?
• How are policies communicated?
• Management of policies over time
• See flash drive for detail examples
Policies

• Source of policy information
  – External groups, e.g.,
    • National Association of Colleges and Employers (NACE)
    • National Career Development Association
    • Council for the Advancement of Standards in Higher Education (CAS)
Policies

• University Policies, e.g.,
  – Use of campus facilities
  – Serving alcohol
  – Nature of the employer
  – Funding related
Policies

• Unit Policies, e.g.,
  – Cash Handling
  – Third Party Recruiters
  – Student & Employer Policies
  – Event specific policies

Sample Topics for an Employer Relations Policy and Procedures Manual*

Administrative
Deactivating student/alumni accounts
Recording & disseminating follow-up/destination data
Accessing on-campus interview statistics
Billing and refund procedures (student fees— if any, employer fees); may also include dealing with delinquent accounts
Institutional procedures for handling funds from employers, sponsors
Facebook page policy
Hiring and training procedures for student staff (graduate assistants, student assistants)
Career fair policies (this topic may be an entire section on its own)

Employer Related
Handling job vacancy announcements, posting guidelines, dealing with fraudulent listings
On-campus interviewing schedules
Pre-selection for campus interviews
Hosting employer events (e.g., information sessions, receptions, networking nights), including policies on alcohol at employer events
Employer requests for student data (e.g., lists of graduating seniors in selected disciplines, resumes)
Maintaining employer records (e.g., database procedures, business cards)
Employer cancellations (expos, interview schedules)
Employment offer guidelines
Employer testing
Third party recruitment, soliciting of services, multilevel marketing employers
Hosting employers—parking, welcome signs, etc.
Employer donations/sponsorships

Student Service Related
Credential files; may vary depending on whether files are paper only, both electronic and paper, or exclusively electronic
Eligibility for services (students and alumni)
Student registration procedures/approving accounts/disabling accounts
Dealing with student no shows
Handling student complaints
Managing student protests at career center venues
Sending e-mails to students—events, employer visits, job announcements; important to understand institutional policy on mass e-mails to students
Students with special needs (e.g., on-campus interviewing for students with disabilities)

*Note: Some policies may be covered in a career center-wide office manual; others may be strictly associated with employer relations and recruitment services.
Technology

- Available systems
- Evaluate technology
- Identify funding sources

### Information Systems and Technology

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<th>CSO</th>
<th>CTO</th>
<th>Experience</th>
<th>Sympathy</th>
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- Companies available for Partnerships:
  - [Gong Global](https://gong.com)
  - [Campion](https://campion.com)
  - [Eliadem.com](https://eliadem.com)
  - [Rally Software](https://rallysoftware.com)
  - [Salesforce.com](https://salesforce.com)

The table above lists various technology services along with their availability and whether they are considered most users or not. Some services may require a fee, as indicated by the costs column.
Systems

- Symplicity
- Experience
- CSO
- CCN
Evaluation

• Asking the right questions
  – Use
  – Staff support/training
  – Funding
  – Vendor reputation
  – Data integrity
  – Accountability
Ways to Partner

• Multi-school environment
• Sharing manager accounts
• Supporting specialized programming
Technology Funding Sources

• Student fees
• Student government
• Technology grants
• Employer contributions/sponsorships
• Employer ads
Marketing/Branding

- **Audiences**
  - Students
  - Employers
  - Administrators, Faculty, & Staff
  - Other external

- **Structure**

- **Staff**

- **Evaluate**
Students

• How do you reach students?
• Strategies
• Best practices

Spring 2012 Events

Part-Time Job Fair
January 12 • 10 a.m. - 2 p.m.
Oglesby Student Union

Engineering Day
(Not Just for Engineering Majors)
January 24 • 9 a.m. - 3 p.m.
FAMU-FSU College of Engineering

Seminole Success Night
January 25 • 5:30 - 7 p.m.
Dunlap Success Center

Seminole Futures
(All Majors Career Exposition)
January 25
9 a.m. - 12 p.m. and 1 - 3 p.m.
Leon County Civic Center

Health Professions Exposition
February 16 • 11 a.m. - 3 p.m.
College of Nursing Lobby

College of Communication & Information Career Day
March 19
Alumni Center

Education & Library Career Expo
April 24 • 10 a.m. - 2 p.m.
Oglesby Union Ballrooms

Opportunity Awaits
On the Road to Success!

Take the first step by obtaining Plus! services through your SeminoleLink account in Blackboard.

For more information or help preparing for these events, drop by The Career Center, located in the Dunlap Success Center, or visit career.fsu.edu
Employers

• Initial contact
  – Strategies
  – Best Practices
• Selling all services
• Maintaining relationships
• Asking the right questions
Administrators/Faculty/Staff

- Strategies
- Best Practices
  – Top Ten Tips
Resources

- Staff
- Funding
- Timing
Assessment & Evaluation

- Minimal to maximal approaches
- Approaches will vary based on a variety of factors
- Must be intentional and planful
- Staffing options
Assessment & Evaluation

- How does mission statement influence assessment and evaluation?
- Annual Reports
- Deans’ Briefs
Assessment & Evaluation

- Master list of assessment activities
  - What, when, how
- Coordinating with other campus assessment activities
- Use of external vendors
  - e.g., [Compliance Assist](#), [Qualtrics](#)
Assessment & Evaluation

• Maximal Approaches
  – Benchmarking
  – Focus groups
  – Self review
  – External review
Assessment & Evaluation

• Maximal approaches
  – Outcome assessment
    • NCDA Monograph by Makela & Rooney
    • Start small
    • Engage all staff to get buy in
  – Empirical research
    • Partnerships with academic units
    • Research center within career services
Assessment & Evaluation

- Advisory Boards
- Establishing
  - mission
- Who to include
- Maintaining over time

Mission Statement
The Career Center Advisory Committee, composed of students, faculty/staff members and employers, assists the Director in strategic program development, evaluation, and planning.

Agenda

**Introduction**
- Committee Members
- Review of Mission and Packet Materials

**Staffing Updates**
- Assistant University Librarian, Career Advising, Counseling & Programming - Elizabeth Barwick
- Assistant Director, Career Experience Opportunities - Tamara Howard

**Current Searches**
- Promotions and PublicationsCoordinator

**Discussion Topics**
- Executive Summary 2012
- Engineering Day Report
- Seminole Futures Update
- Graduating Senior Survey
- Garnet and Gold Scholar Society
- Internship Website
- Resume Survey
- 100 Days
- Recruiting Trends
- Discussion/Feedback

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You’re Invited
**JANUARY 30, 2013**

THE FSU CAREER CENTER
Advisory Committee Meeting
4:30 - 5:30 p.m.

Room 2201 & 2202
Dunlap Student Success Center
160 South Woodward Avenue
(Located at Woodward Avenue and Tradd & Way)

RSVP to Bon Bryant by January 23rd
hbryant@fsu.edu
(850) 644-6491
Future Issues/Trends

• Accountability
• Career Services—Who’s in Charge?
• Fundraising
  Defining roles
  Establishing metrics
  Being creative
• Internships
Future Issues/Trends

• **Special Populations**
  – May vary by campus
  – Who is being served, who is not?

• **Recruiting Trends**
  – Recruitment management vendors
  – Third party recruiters

• **Virtual Recruiting/Social Media**
Questions?

Myrna Hoover

Janet Lenz