

Developing a Strategy to Enhance Student Engagement

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Online Resources: <https://umaine.edu/career/>

- The Career Center staff is available to help
- It takes time to build a relationship with students and have name recognition
- Consider being a campus partner

Know your Career Center staff

Understand Career Management Platform

Connect Employees to Their Alma Mater

Be a Campus Partner

Communicate your Values and Vision

Develop your Plan

Know the Career Center staff

- Meet the Career Center Employer Relations Team
- Visit the Career Center's website to learn about their programs and resources
- Arrange for a meeting either in-person or virtual to discuss your recruitment needs
- Understand your recruitment options
 - Job postings
 - Career Fairs
 - Information Sessions
 - On Campus Recruiting
 - Tabling
 - Classroom Presentations
 - Guest Speakers

Understand Career Management Platform

- Each college or university you work with may have a different platform
- The primary platforms are Symplicity and Handshake
- Typically you can set-up an account where you can manage your job postings and on campus recruitment schedules
 - When interviewing virtually, use a platform that is familiar to students if possible such as WebEx or Zoom
- Our Symplicity platform will allow employers to search for and reach out to students
- Understanding the components will help to enhance your recruiting experience

Connect Employees to Their Alma Mater

- Ask your employees which organizations they engaged with as an undergraduate
- Examples: Clubs, Athletics, Greeks, Major, Honor Societies
- Ask employees to reconnect with their group
 - Offer a workshop or information session
 - Encourage current group members to attend an on-campus event
- This creates relationships, an audience, and opportunity to talk about your company

Be a Campus Partner

- Start an Internship Program or enhance the one you have
 - Opportunity for students to learn about you and for you to learn about the student
 - Many students get hired out of their internship for full-time employment
 - Consider a micro internship or project option; possibly remote

- Name recognition is key
 - Be a sponsor
 - Most career fairs have the option to be a sponsor

 - Sponsor an event on campus
 - Lunch 'n Learn
 - Workshop
 - Larger career related event

 - Work with the fundraising arm of the campus to learn about sponsorship opportunities
 - Signs and banners in key advertising spaces
 - Athletic events (signs, announcements, giveaways)
 - Activities (t-shirts, events, equipment)
 - Naming of rooms, offices, centers

- Ask the Career Center for suggestions

Communicate your Values and Vision

- Corporate values are important to students
 - Share your values, ethics, and sustainability initiatives
 - Show how you contribute to the community
 - Be willing to answer student questions
- Be clear when talking to students about what they will be doing on the job
- Describe a typical day, supervision, evaluation, and opportunities for growth
- Consider dedicating part of your website just to college students
- Have a social media presence

Develop your Plan

- Develop an action plan
 - Who do you need to meet?
 - How can you learn the system and recruiting options?
 - How can you get name recognition?
 - In what ways can you engage with the campus community?
- Be patient, it takes time to build a relationship

Resources:

Staffing in Special Markets: College Students:

<https://www.shrm.org/search/pages/default.aspx#k=Staffing%20in%20Special%20Markets:%20College%20Students&filters=>

How 55 career services leaders are supporting students and engaging employers through COVID-19:

<https://eab.com/insights/expert-insight/academic-affairs/career-services-leaders-support-students-and-engage-employers-through-covid-19/>

Best Practices for Engaging Students Virtually: <https://www.miamioh.edu/fsb/resources/career-development/employers/virtual/index.html>