

# Enhance Your Visibility on Campus

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*The following suggestions may compliment your recruiting efforts and increase the visibility of your organization's brand on our campus.*

## MARKET YOUR ON CAMPUS RECRUITING EVENTS

- **Creative Flyers and Posters**
  - ✓ Appeal to your target market
  - ✓ Identify partnership with our career services office
  - ✓ Provide deadlines for participation if applicable i.e. on campus interviews
  - ✓ Post your on campus recruiting event on **your** website
- **Provide Table Tents for the University Center and other Buildings**
  - ✓ Appeal to your target market
  - ✓ Identify partnership with our career services office
  - ✓ Provide deadlines for participation if applicable i.e. on campus interviews
  - ✓ Post or link your recruiting event to **your** website
- **Advertise your events in the campus student newspaper**
  - ✓ Appeal to your target market
  - ✓ Identify partnership with our career services office
  - ✓ Provide deadlines for participation if applicable i.e. on campus interviews
  - ✓ Post link to **your** website and your recruiting event

## PARTNER WITH THE CAREER SERVICES OFFICE

- **Partner with the Career Services Office**
  - ✓ Keep the career services staff informed about your company, its culture, career ops, salary levels, other
  - ✓ Participate as a speaker at staff or director meetings about your company
  - ✓ Accept offer of becoming a member of the Career Services Employer Advisory Board
- **Actively Participate on the LSUS Campus**
  - ✓ **Career Fair events and other Events**
    - Attend; offer your expertise!
    - Sponsor event items such as banners, career fair guide, lunch, other related items
    - Consider participating in other events: Summer Job Fair, Volunteer Fair, Advisory Board, Information Session, Meet the Employer Evening, Networking Boot Camp
  - ✓ **Practice Interviews and or Resume Critiques**
    - Held each semester; donate a half day, full day or several hours of your time
    - We provide schedule, questions, and students for practice interviews in our interview suites
    - Valuable to student and to increasing your visibility
  - ✓ **Market Your Partnership with the Career Services Office and School**
    - Customize your table cover with logo of school: Example: Company X in partnership with LSUS
    - Table cover or banner; logo from school; Hint: use a Velcro backed logo for each school-easy to change
    - Inexpensive marketing tool; easy to transport and customize
  - ✓ **Etiquette Dinner**
    - Designed to emulate business dining experience-evening event
    - Employers may host a table; students are assigned tables based on academic major
    - Employer hosts are noted on webpage, in the evening program, and in other publications
    - Excellent opportunity for positive exposure at LSUS with students, faculty, administrators
  - ✓ **Classroom Presentations**
    - Present current or historical perspective that compliments classroom syllabus
    - Career Services classes and other academic classes
  - ✓ **On Campus Interviews**
    - Schedule on campus interviews for current or future career opportunities
    - Enjoy private interview suite
    - Posted on career services online resume system, Career Pilot, accessible by students and alumni

- ✓ **Information Sessions**
  - Conduct information session in the University Center, Career Services Library, other areas
  - Select time most convenient for students; advertise
  - Provide refreshments and bring your organization's LSUS Alumni to event
  - Excellent tool to promote on campus interviews and events at your organization
- ✓ **Career Opportunity Online Posting**
  - Post career opportunities, internships and part-time jobs; <http://www.interfase.com/lsus/employer>
  - Accessible by all registered students; No charge for this service
- ✓ **Initiate a student Ambassador Program**
  - Select one or two LSUS students to represent your organization as your campus ambassador
  - Excellent opportunity to obtain campus visibility as student introduces your organization to peers
  - Position could become a paid internship each semester
- ✓ **Recruiter Table in High Visibility Area**
  - Market an event or your organization in University Center; use customized table cover
  - No charge to recruiters associated with Career Services
- ✓ **Connect with Student Professional Organization**
  - Over 50 registered student organizations on campus; sponsor an organization's meeting
  - Speak at monthly meeting about current issue or progress in field
- ✓ **Sponsor an Exclusive Employer-Student Event**
  - Bowling: Reserve local bowling alley and invite your target student base to event; LSUS game room also
  - Bring LSUS alumni who work for your organization to event to captain teams
  - Valuable visibility tool; excellent student/employer interaction; students reveal their teamwork style

## **CAPITALIZE YOUR CAREER FAIR EXPERIENCE**

- **With the Career Services Office**
  - ✓ Respond to the early-bird registration and reduce your participation fees
  - ✓ Partner with the Career Services office by sponsoring an activity for the event
  - ✓ Advertise your participation using marketing strategies listed
  - ✓ Promptly communicate any name changes or reservation changes
  - ✓ Provide timely and accurate details of your organization's bio for the student's view
  - ✓ Partner with the Career Services office by participating in student preparation such as: Dress for Success, Resume Critique, How to have a Successful Career Fair Experience, Practice Interviews
  - ✓ If shipping your materials, ship early so that you will have a successful event
  - ✓ If you need assistance, ask!
  - ✓ Leave your promotional materials for the Career Services Library and Computer Lab
- **With the Students**
  - ✓ Bring enough business cards with contact information! We encourage students to write thank-you notes and we appreciate your assistance with this!
  - ✓ Customize your booth with organizational table cover, table top or floor display board
  - ✓ Stand in front or to the side of your booth-serves to eliminate perceived barrier between you and students!
  - ✓ Greet each student with a smile, direct eye contact and a hand shake. If you are tired, take a break and ask a Career Services professional to temporarily take your place
  - ✓ Listen to students even if their major is not your focus. Students may refer their friends who have majors you are seeking if you are professional in your responses!
  - ✓ Bring LSUS alumni who are employed in your organizations or provide testimonials from LSUS alumni who work in your organization. Offer a list of your LSUS alumni with contact information to students you have an interest in recruiting.
  - ✓ Supply printed materials about career opportunities, internships, or part-time positions.
  - ✓ Include information about professional growth and benefits of a career within your organization or field
  - ✓ Bring an adequate supply of promotional items with your organization's brand such as pencils, sticky pads, rulers, magnetic business cards, staplers, pens, ruled note pads, magnetic clips
  - ✓ Purchase a small LSUS item from our bookstore as a give-away at your table-draws students to you!
  - ✓ Tell students you are happy to be here!