

# Connect to Campus

Most organizations realize that it is productive to utilize one or more methods of publicity to make students aware of their visit to campus. Advance promotion is especially helpful if you are planning your first visit to Florida State University.

## Recruit at FSU

1. Become a Placement Partner (see inside front cover for current Placement Partners) and receive special recognition in publications reaching thousands of students and all FSU faculty. Contact the Program Director for Employer Relations & Recruitment Services at 850.644.6089 for more information.
2. Advertise in the Career Center's *Career Guide*, which is distributed to 7,000 students. Contact the Career Center's Publications and Promotions Coordinator at 850.644.6434 for more information.
3. Send us a supply of current employer literature.
4. Contact academic, honorary, or student organizations at least two weeks prior to your visit so your information can be announced to members. See page 13 for selected student organizations and contacts.
5. Make a presentation or host a reception before your scheduled visit. Information on making arrangements for events can be obtained from our Assistant Director of Employer Relations & Scheduling by calling 850.644.6493.
6. E-mail event information and follow up with students and alumni via SeminoleLink.
7. Participate in on-campus recruiting.
8. Utilize our resume referral service.

## Tips for Successful On-Campus Recruiting

### Preselect Students by the Designated Deadline

Be sure that you have identified all Preselect students in SeminoleLink two weeks prior to your visit.

### Provide Recruiters with Necessary Information

Often those making arrangements for on-campus interviews and receiving our information are not the ones visiting campus to recruit. Please be sure that those coming to campus and conducting the interviews are provided all scheduling, location, procedure, and contact information.

### Inform the Career Center of Special Needs

If you have applications, other materials to be distributed, or other special needs, please let us know as soon as possible so we can make the appropriate preparations ahead of time. *Note: We do not provide facilities for testing.*

### Verify Schedule on Day Prior to Visit

The interview schedules are finalized the day prior to your visit date. Please check the interview schedule in SeminoleLink the day before your visit to be sure you have the most current information.

### Arrive on Time

Please arrive at the interviewing location 15-30 minutes prior to the first interview. If you have any problems or need to make any changes in your schedule, please contact the Career Placement Services staff as soon as possible at 850.644.4023.

### Park in the Designated Parking Areas

Refer to pages 18 through 20 of this handbook for parking information.

### Bring Plenty of Business Cards

The Career Center staff will ask for at least two of your business cards to keep on file in our library. Many students will also ask for your business card during the interviews.

### Bring Extra Materials and Check Employer Literature in the Career Center Library

Please check your employer literature files in the Career Center Library to verify that it contains your most current information. Bring extra materials to leave with the Career Center.

### Complete Employer Evaluation

Please complete and return the Employer Evaluation that will be provided to you before your departure. The Florida State University Career Center is dedicated to providing the best services possible to both our employers and students. Your feedback plays an integral part in being able to achieve this goal.

## Tips For A Successful Career Expo\*

### Know Your Audience

Knowing the student demographics and population characteristics is important. To learn more about the FSU student population, refer to page 22 of this guide or visit the FSU Web site at [ir.fsu.edu](http://ir.fsu.edu).

### Send Your Alumni Back to Campus

FSU alumni are proud of their institution and love to return to their alma mater. Alumni who are outstanding communicators are great advertisements for your organization.

### Reflect Organizational Diversity

Homogeneity in a recruiting team may cause suspicion or wariness among students of diverse backgrounds. FSU is a diverse university—almost one-quarter of current students are multicultural. Make sure your team sends the right message.

### Staff Your Booth Appropriately— Prepare for Peaks and Valleys

Our peak hours are 10:30 a.m.-noon and 1-3 p.m. If possible, arrange to have more than one recruiter at your booth during these times.

### Integrate High Tech and High Touch

Multimedia displays and impressive technology will attract students to your booth; however, remember to complement the display with knowledgeable team members. Check with us regarding your technology needs.

### Give-aways Attract Job Prospects

Name recognition and recall goes a long way. Identify promotional materials that will arouse interest and link to your recruiting message. Always have enough to make it through the day.

### Be Very Careful About Shipping Materials and Have a Back-up Plan

We provide shipping instructions in your expo confirmation; however, you should always have a Plan B in case your materials don't arrive. Your fellow recruiters recommend carrying at least 50 copies of your materials with you, just in case.

### Pursue Several Goals at the Career Exposition

Make your time in Tallahassee as productive as possible. In addition to attending the exposition, schedule opportunities to meet with key people on campus. Faculty members, Career Center directors, and relevant student organizations may all be valuable resources in your recruiting efforts.

### Follow Up—Follow Up—Follow Up

Once you have attracted a quality group of prospective employees, do not miss the opportunity to keep them interested. Determine your follow-up strategy prior to the exposition.

\* *Condensed with permission from the National Association of Colleges & Employers.*



Connect to Campus