AGENDA & LEARNING OUTCOMES

Agenda

- Introductions
- Where it all started
- What's changed
- How have we kept it going?
- Questions?

Learning Outcomes

- Challenges That Impact Employer Relations
- Strategies to Enhance Recruiting Strategy
- Measurable Goals - Recruitment & Enrichment (Retention)

OFFICE OF
CAREER SERVICES

INTRODUCTIONS

Alyssa
Director of Selection
Northwestern Mutual, St. Pete

Wedding planner, receptionist, campus recruiter (finance), internship director (finance), talent outreach specialist (tech), and global talent outreach manager (tech).

Matt
Manager of Employer Development
University of Tampa

College admission counselor, first-year experience, career planning (Saint Leo), employer

In
Turn

SR
SPECTRE RADIO

COMPANY OVERVIEW

Northwestern Mutual
St. Petersburg

50
Financial Advisors

1,500+
Clients

330+
Tampa Bay area Staff

15+
Full-time positions

Department of 8 - Staff of 2

UNIVERSITY OVERVIEW

University of Tampa is a private, mid-size institution enrolling 10,700 (8,900 undergraduate) students.

University of Tampa

Academics: 4 College Model, offering 200+ majors

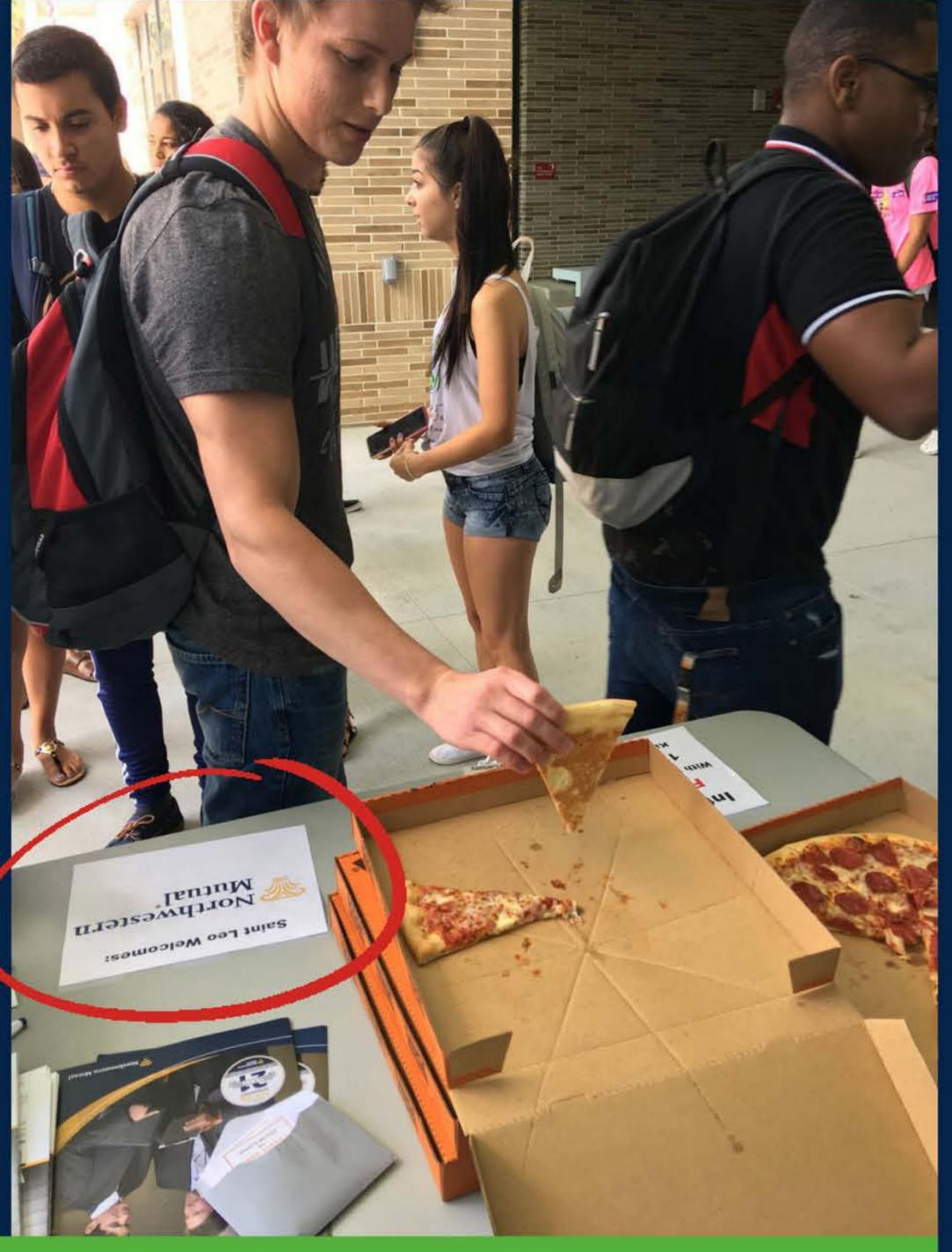Career Services

Student Affairs

Centralized

Handshake

9 Full-time Staff

2015

7 YEARS AGO

& Now...

ALYSSA & MATT'S JOURNEY

Started in 2015
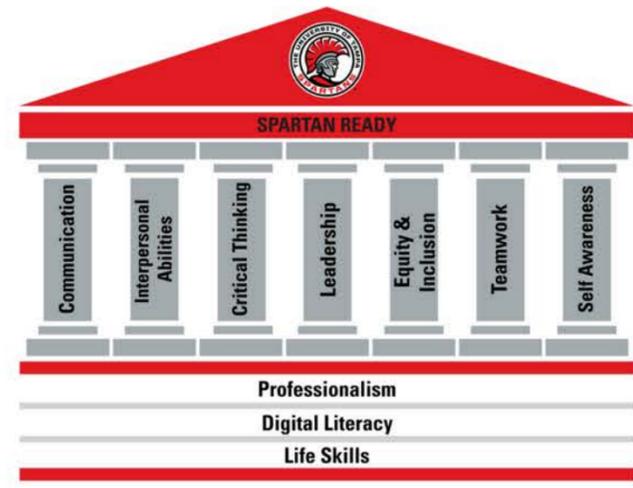- Saint Leo University
- Northwestern Mutual

Relationship & Partnership 101
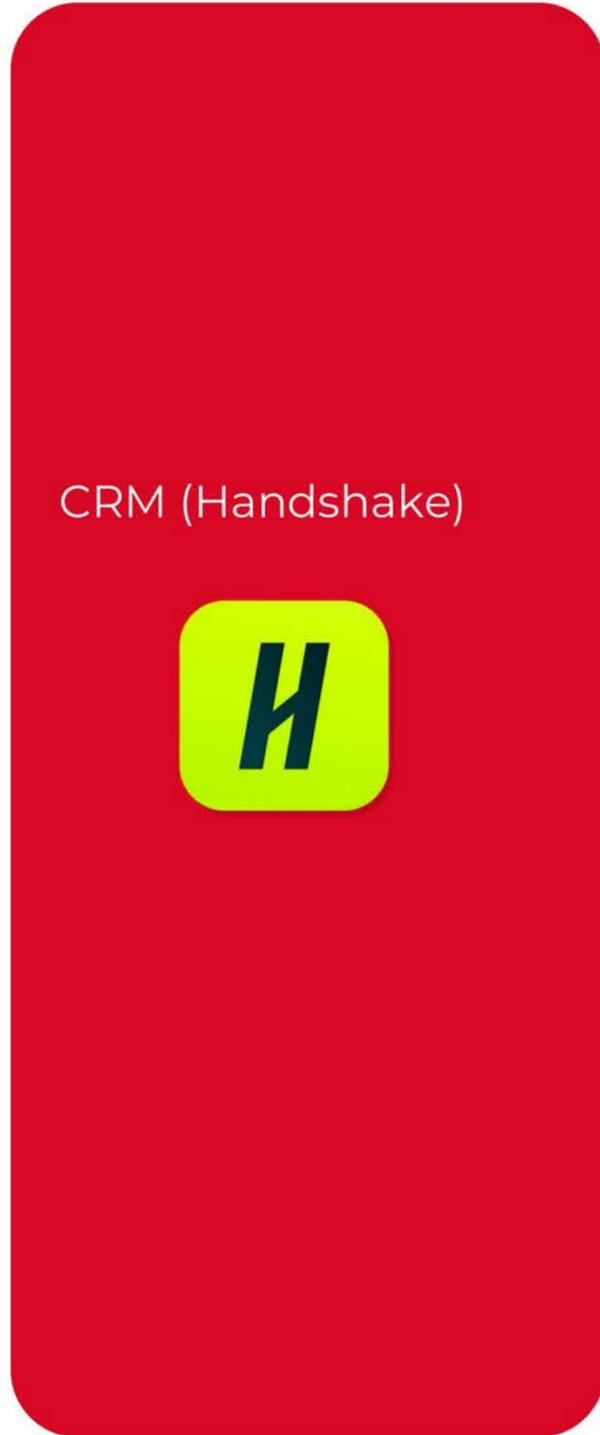- The Human First
- Common/Shared Goals
- Needs vs. Wants

→

Employer Challenges:

- What metrics are employers using?

Changes:

-Tier Partnership Model:
Explore. Experience. Achieve.
- Acquisition - Retention - Reactivation

-Recruiting Trends & Summer Institute
-Corporate & Community Advisory Board
(development)
-After Hours - Mix & Mingle Style Networking

CRM (Handshake)

EMPLOYER RELATIONS (CHALLENGES & CHANGES)

Recruiting strategy & plan

Incremental changes - 1 academic year timeline

Prioritizing events
- Headcount
- Bandwidth - how many events is too many?
- Branding vs. hiring - long-term vs. short-term
- Special circumstances

New talent pipelines
- Sales Career Accelerator
- Start Programs

Big organization & brand presence, small budget vs. large organization, building brand presence, healthy budget

UT EMPLOYER RELATIONS (CONTINUED)

Small changes with huge impact - ROI

Tabling = Workforce Wednesday's
- Twice per month, one day a week
- 4-6 Companies

Information Session = Workshop Presentations
- No commercial vs. Educational Content

Campus Ambassador Programs

Academic
- Sales Institute for Excellence
- The Naimoli Instutite for Business Stratgey
- AL.E.X

Student Affairs
- Spartan Ready (Competencies)

Development & University Relations
- Board of Counselors/Fellows - Speed Networking Night
- Tampa Bay Economic Development Council
- Tampa Bay Chamber
- Emerging Leaders

Don't Be Shy, Just Try!
- Pizza lunch & learns at Saint Leo
- Lemonade stand at move-in day at UT
- Coffee and donuts in the parking garage
- Tabling with a tent at a technical school

Professional development workshop topics
- Optimizing Your LinkedIn Profile - make it your own!

Starting from the bottom
- Get as many opportunities in classrooms, organizations, etc. as possible
- Build relationships with professors, employer relations, student organizations

Relationship building and storytelling
- "Networking Essentials" success

EMPLOYER RELATIONS

NACE competencies
- Emotional Intelligence (Self-Development), How to Optimize your LinkedIn profile (technology), business etiquette (communication), networking essentials (professionalism), etc.

Events that encourage participation
- After Hours at UT, Site Visits, etc.
- Workshops that engage students - relate to real life examples
  - Recruitment is like...dating

Know your audience
- Challenge students to come up with the event
- Employers need to see themselves as a career coach as well

Relationship building and retention
- Be authentic
- End of the semester thank you's, appreciation events, "family night", etc.

KEEPING UP, TO GO THE DISTANCE

What is different?

How do we keep up in a fast-paced **environment**

- Academic Calendar vs. Quarters
- OKRs
- What do companies have to show
- How early to connect with students?
- Employers integrated into academic and career readiness

Rolling Applications & Hiring Goals

Engagement vs. Enrichment

Retention During Onboarding

Technology & ATS

NEXT STEPS

Recruiting Strategies

Development Plan

Transactional vs. Transformational

Events Tracking List

Check List
- Non-negotiables
- Headcount

Action Plan
- **SMART** Goals
- Reflect - focus on **ROI**
- Stop, Start, Continue
- **SWOT** Analysis
- What can *I* do differently or better?

Process
- Scale, what works for your department & intuitions
- What are your buckets; acquisitions, retention,
- Maintaining relationships

What is priority/important questions to ask?

Thank You

QUESTIONS?

OFFICE OF CAREER SERVICES

CONTACT US

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