

## Specializing Career Services | 03.23.17

### Elizabeth Zavala

#### Questions

**Q: Who do you report to?**

Ans: I report directly to the Associate Vice President of Student Affairs for the Retention Cluster. Our division (under the leadership of our Vice President of Student Affairs) has three Associate Vice Presidents all broken down into clusters - Engagement, Retention, and Transition Clusters.

**Q: Do the College Career Specialists spend a lot of time on event planning?**

Ans: Yes, some of them lead Career Fairs - i.e. the more college-specific career fairs / expos like Education Career Fair, Business Career Fair, Engineering and Computer Science Fair, and STEM Career Fair. Others do a lot of event programming with series - i.e. Breaking into Government Week, Health Professions Exposed, etc.

While the Career Specialists do serve as event leads, their roles are more like that of a consultant – to provide the list of employers to be invited and really work with the student promotion and student preparation pieces of the events. Their event planning roles were more involved before we grew our Employer Relations Team. Within our Employer Relations Team, we now have a Marketing Specialist and an Event Specialist. The role of the Event Specialist is to set up all the logistical aspects of the events (i.e. dates, space, vendors, employer invite emails, payments, etc.) and be the key “go-to” person the day of our events. Our Marketing Specialist works closely with our Career Specialist to come up with the marketing collateral and helps promote events via several avenues.

**Q: What about employers that hire from multiple colleges?**

Ans: Our Assistant Director of Employer Relations does a great job in serving as liaison for those employers and connecting employers to the right students. We also have an Employer Relations Specialist who works with employers and helps promote opportunities when they are open to all majors.

**Q: Could you give examples of how you successfully outreached to alums?**

Ans: We developed a Slice of Advice Speaker Series- that features alums in various industries to give their slices of advice. We partner with the Alumni Association and our Student Government ASI to help support the program with contacts, resources, and promotion. We typically use the Alumni Association as a starting point; our contacts and LinkedIn have been great resources in identifying potential alums. Additionally, we keep track of alums that we engage with in a spreadsheet/campaign. We collect alumni information during our Career Fairs (for those alumni that are recruiting on campus) as a starting point for further invitations to other career-related events. When we are looking for speakers, we refer back to our alumni contact spreadsheet/campaign.

**Q: Do you focus on undergraduate or include graduate, too?**

Ans: Yes, we focus on undergraduate, graduates, and alumni one year after graduation.

**Q: How do you integrate with admissions and get to students early?**

Ans: We work with our Admissions Office to find out when information is sent to newly-admitted students. They have a mailer that goes out before every semester and they have included our information in that mailer (i.e. infographic-type mailer). Additionally, we are part of New Student and Transfer Orientations. We typically have two sessions: one career-focused and one geared toward parents.

**Q: How do you formally track employer engagement/activity?**

Ans: We developed an employer campaign in which each College Career Specialist is to come up with a target list of employers they want to engage with. We charge them with a list of 20 employers. From those 20 employers, at least half of those employers need to move to a new engagement level. [We identified levels of engagement that count towards their employer engagement campaign.](#)

Now in our second year of the campaign, we charged the Career Specialist with a target list of 20 employers again; however, this time they were able to keep 10 previous contacts that they believe are fruitful and still want to continue engaging with, as well as 10 new contacts that have no engagement with us whom they want to target. We also added new levels of engagement because we now offer new programs. ([This Employer Engagement infographic sheet explains our campaign and the spreadsheet referenced above that our Career Specialists use to keep track of their employer engagement.](#)) Our Assistant Director of Employer Relations and our Associate Director have monthly check in meetings with our Career Specialist to provide updates and accountability check-ins.

**Q: How do you organize job fairs? Is this a college-wide event or organized by each school?**

Ans: The Career Center organizes the job fairs (logistics, cost, employer campaigns, marketing etc.) Some of the Fairs are very focused on disciplines, so we keep related Colleges informed on who attends and how many attend. They also help us promote our events.

**Q: What job posting platform do you use?**

Ans: Symplicity

**Q: Are any of these new positions jointly funded between academic affairs and student affairs?**

Ans: No, all of the positions within our Career Center are funded through Student Affairs.