



2023

EMERSON

INSPIRE

Thursday, July 13, 4th





Agenda

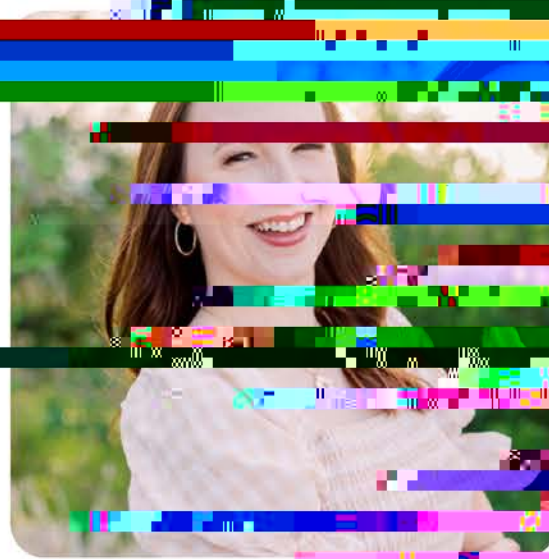
- Introduction
- When it all started
- What's been handed
- How have we grown?
- Questions?

Learning Outcomes

- Challenges that impact Employment
- Strategies to enhance recruitment and retention
- Measurement of Success
(Retention)

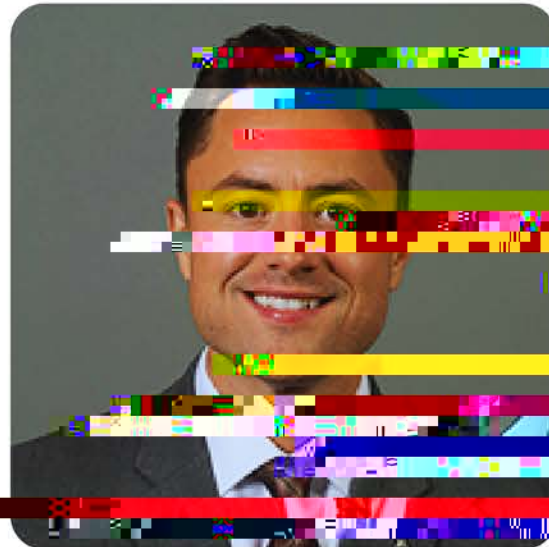


INTRODUCTIONS



Diana
Northwestern Mutual, St. Paul

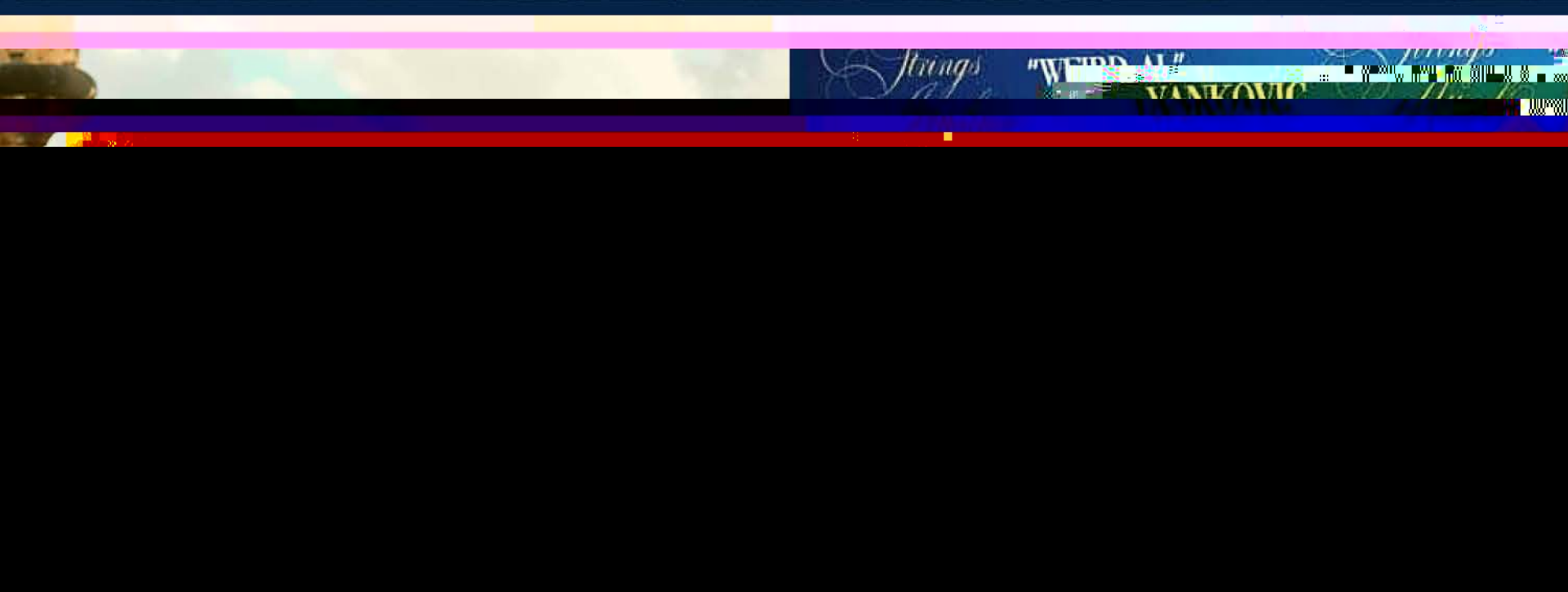
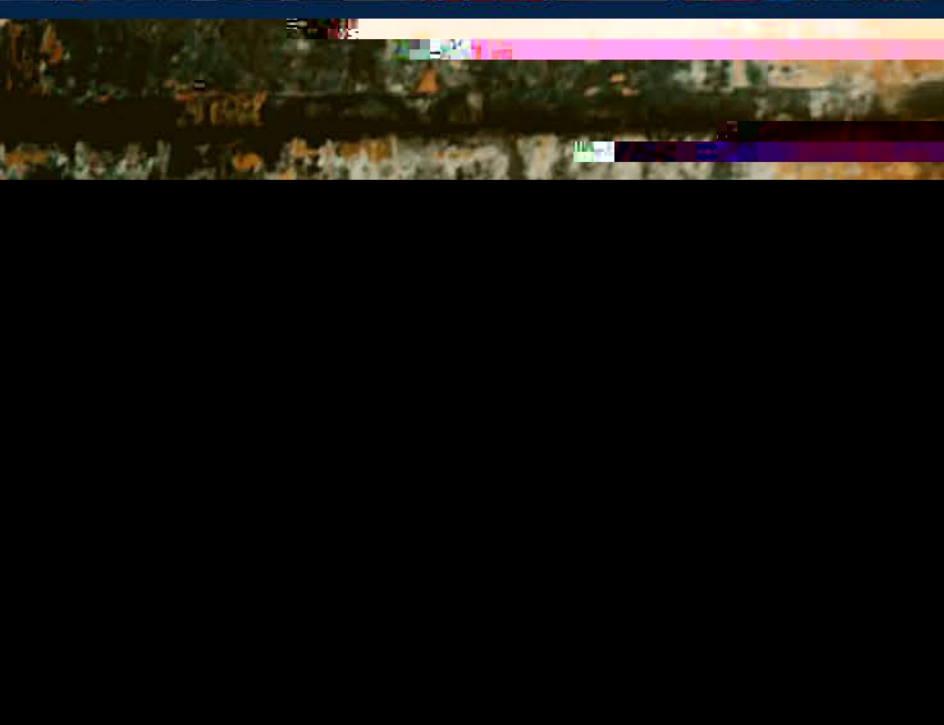
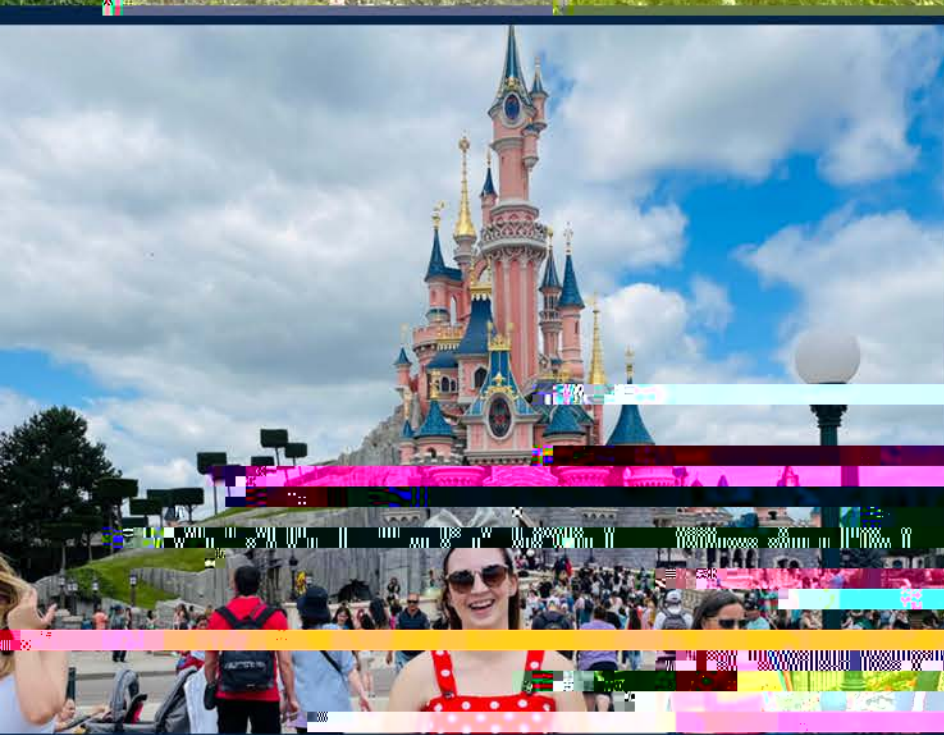
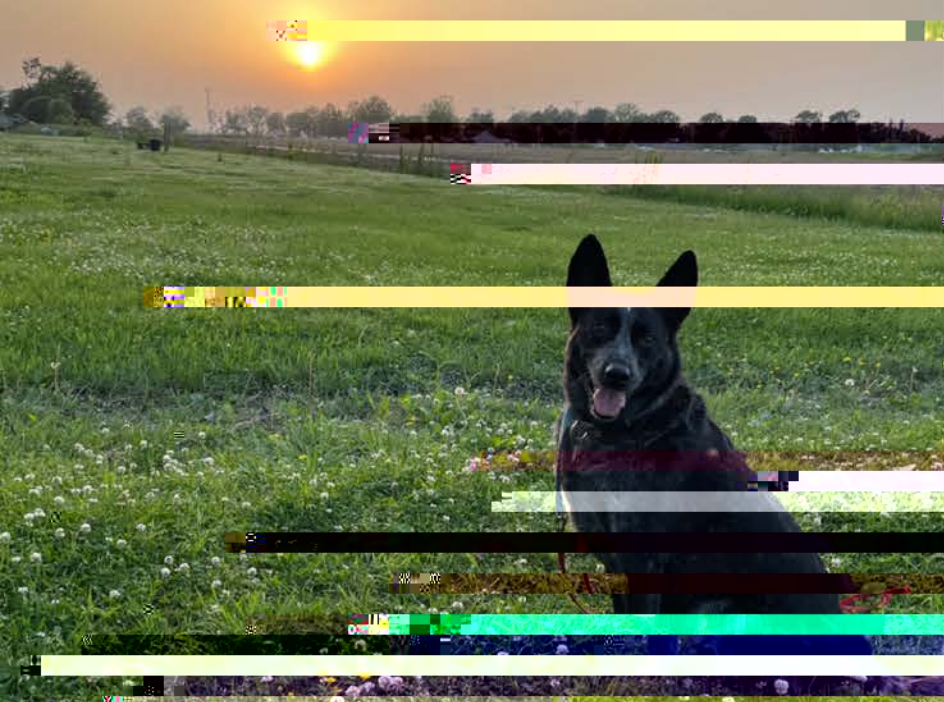
(finance), internship director (finance), talent recruiter
specialist (tech)
(tech)

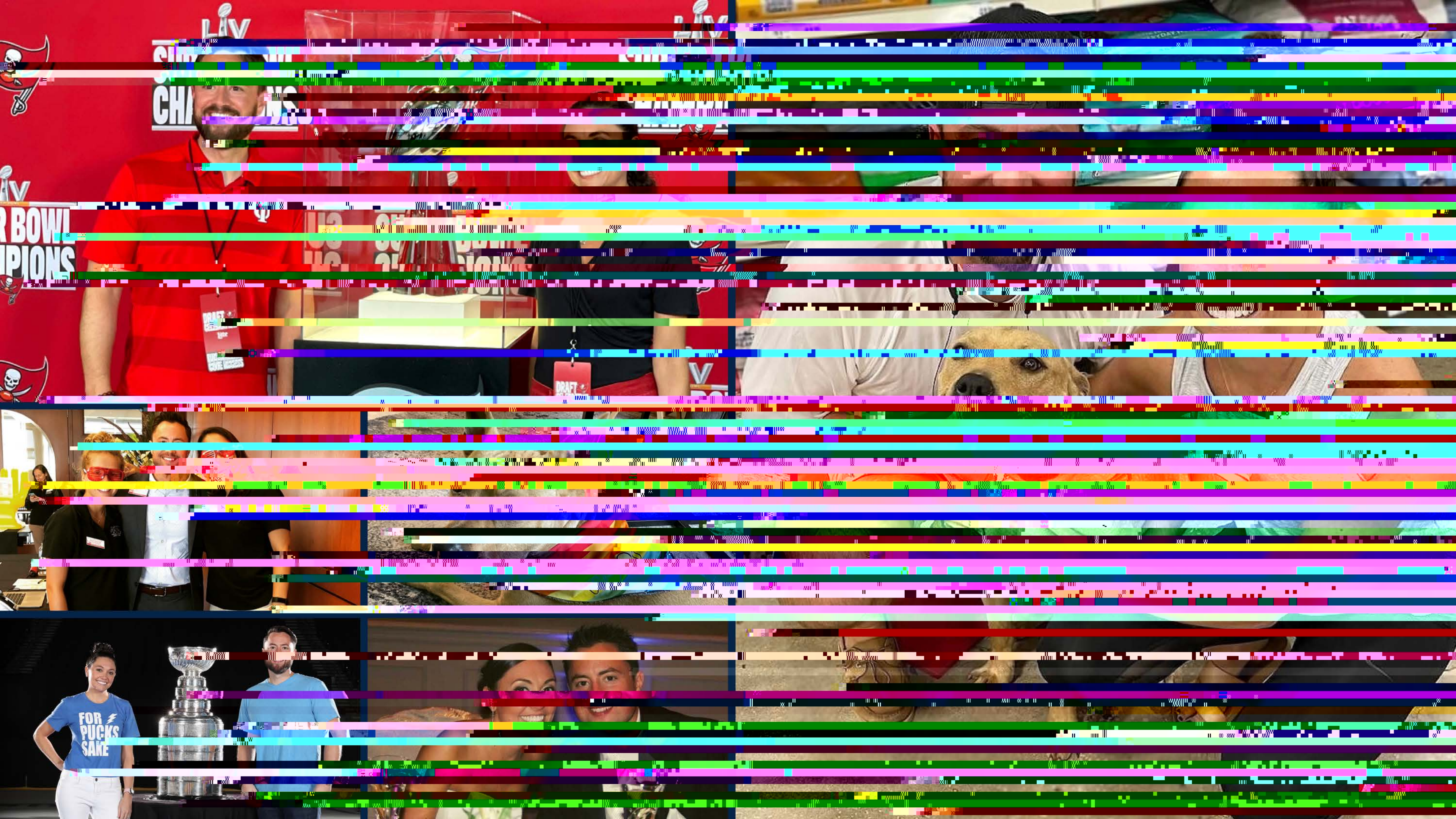


Matt
Manager of Employee Development

Google
career







COMPANY OVERVIEW



North
St. Pete





UNIVERSITY OVERVIEW

University of Jember is a private, mid-size institution enrolling 10,700 (8,500 undergraduate and 2,200 graduate) students.



200+ STUDENTS

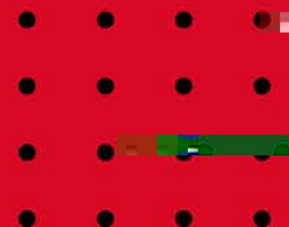
Career Services

Student
Affairs

Central

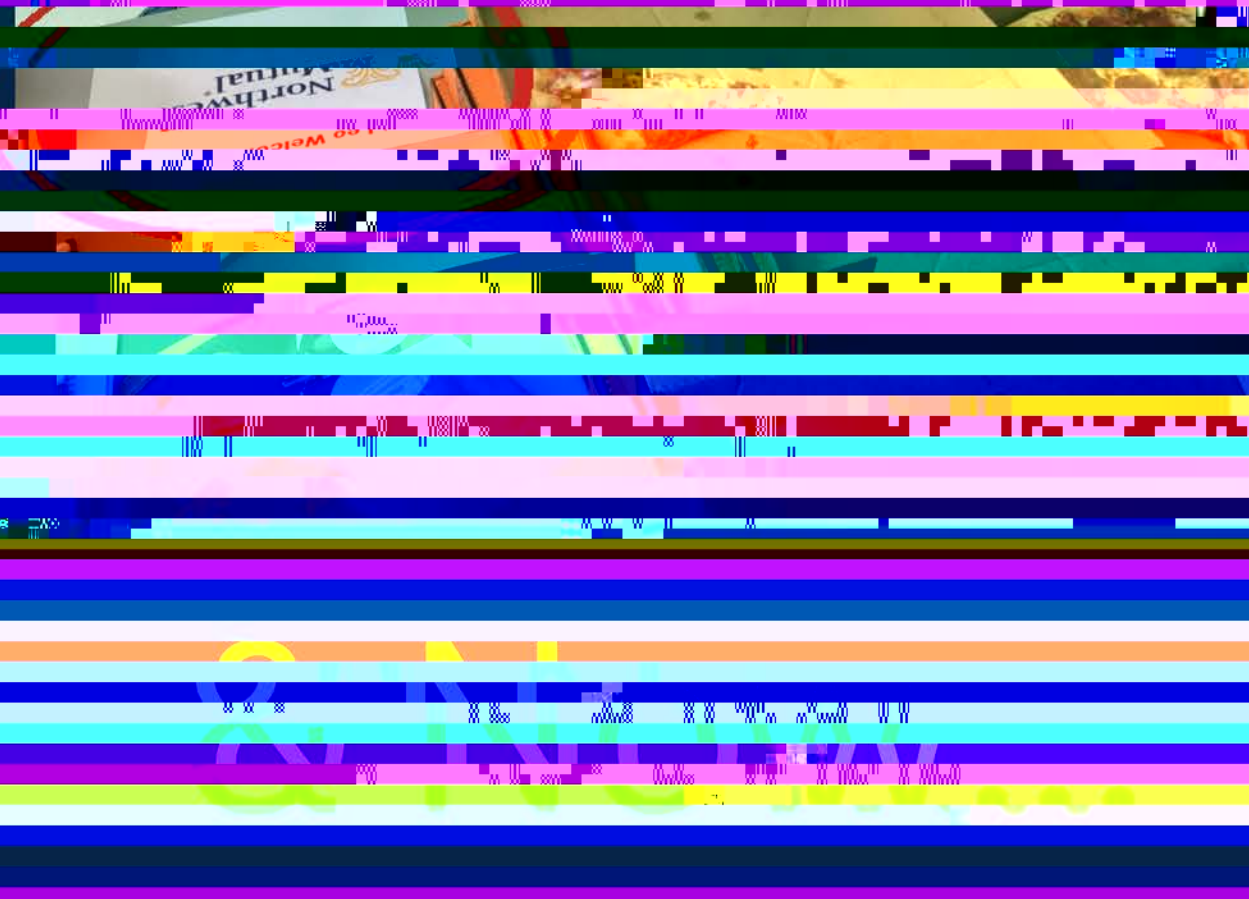
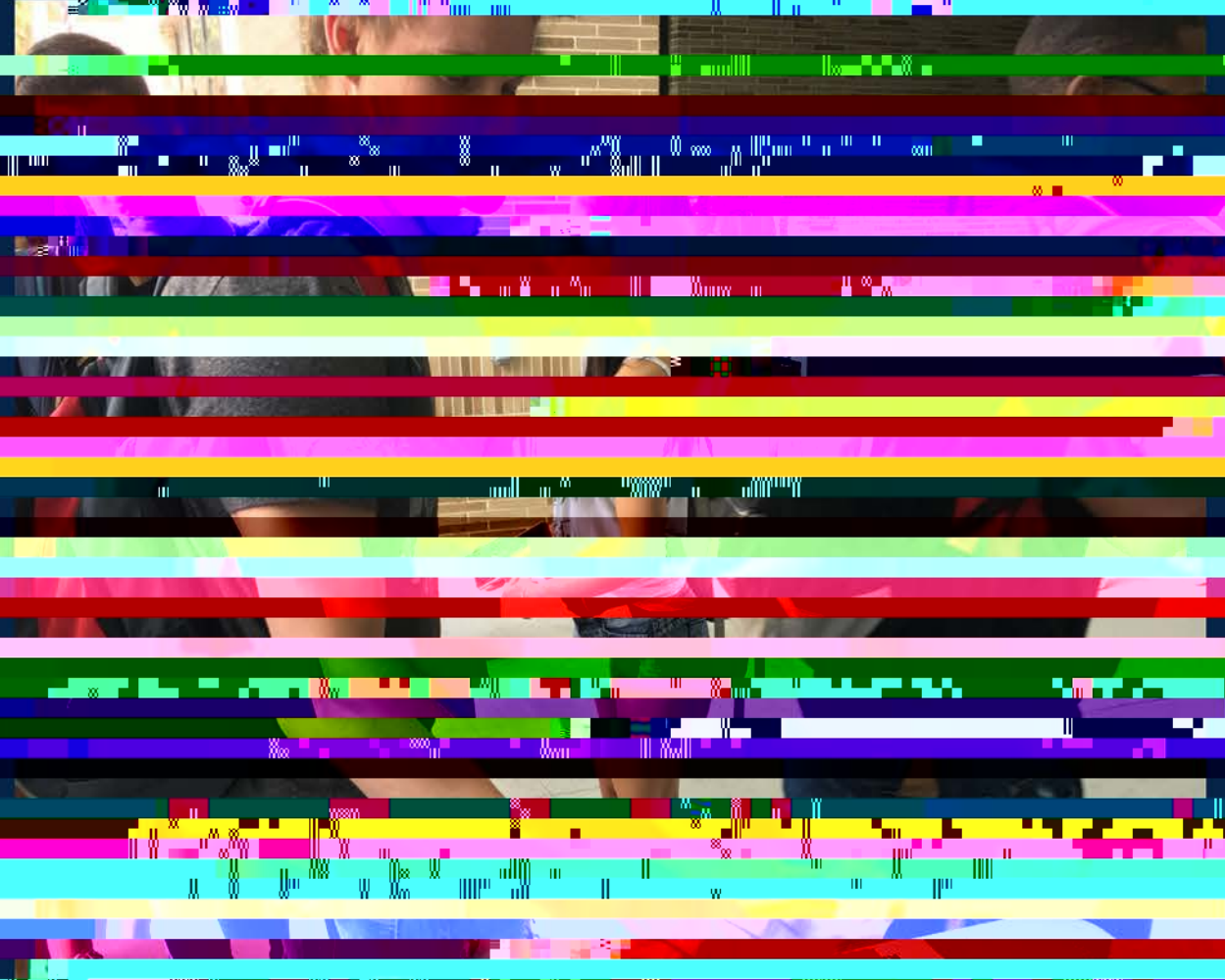
Industrial

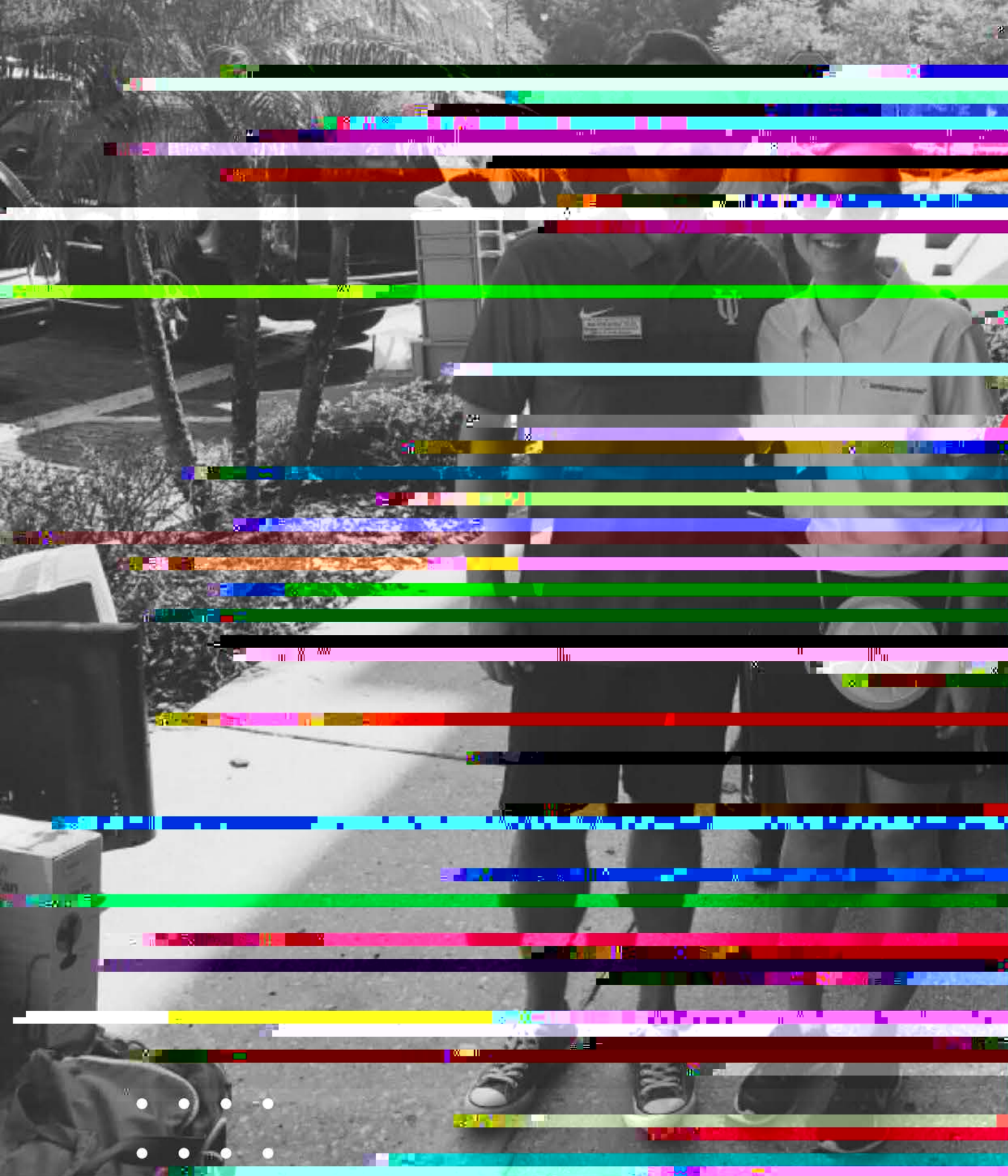
519 Lifetime



2015

7 YEARS AGO





ALYSSA & MATTIS JOIN

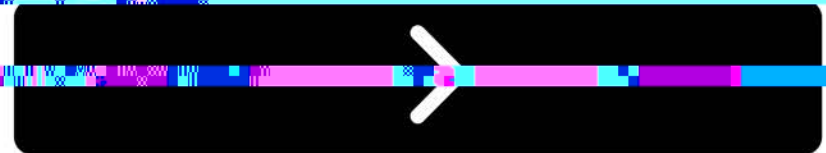
Started in 2015

- Saint Leo University
- NCI

Relationships & Partnership

- The Human First
- Common/Shared Goals
- Needs vs. Wants





Employer Challenges

• What

Changes:

- Tier Pa

Explicit Experience Achieve

- Acquisition - Retention - Reactivation

Recruiting Trends

- Corporate & Community Advisory Board

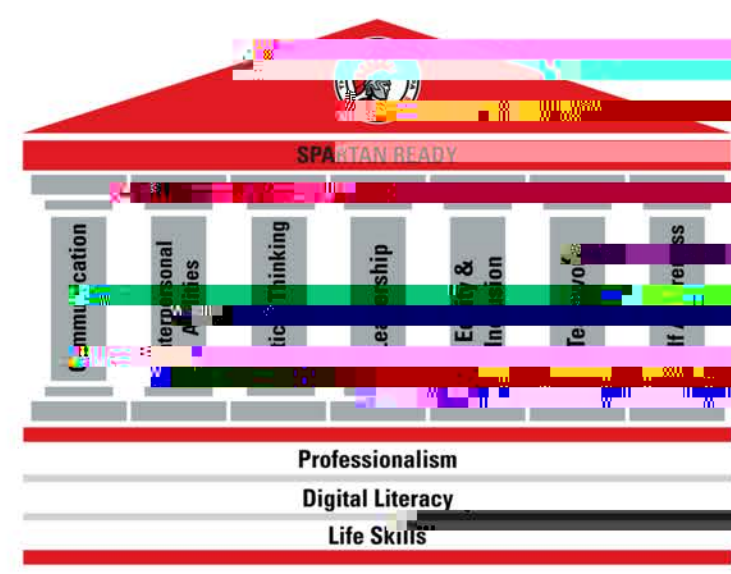
After Hours



CRM (Handshake)



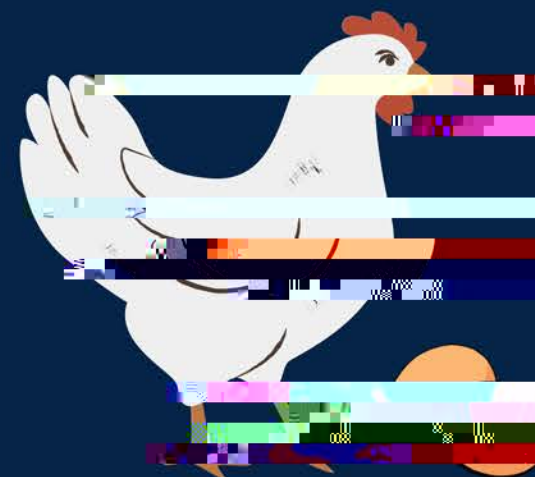
AFTER HOURS



WORKING



EMPLOY



Recruiting strategy & plan

Incremental changes - 1 academic year timeline

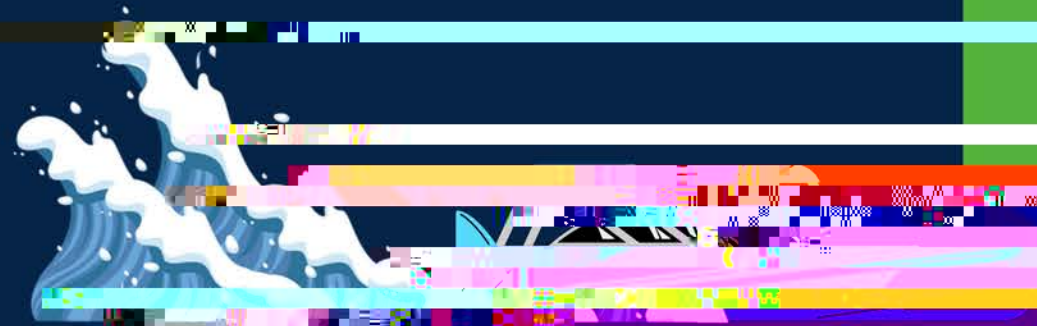
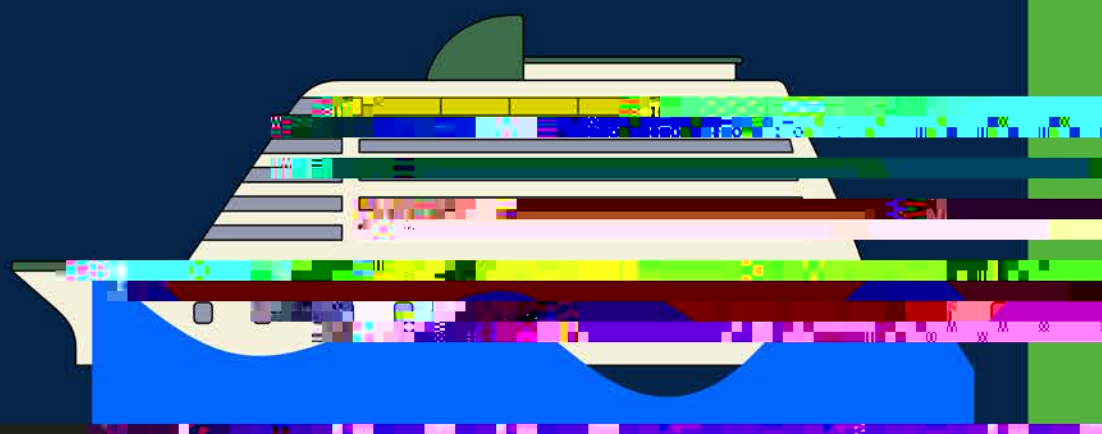
Prioritizing events

- 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 EMPI OVER RELATIONS (CONTINUED)

Small Business

Tabling = Workforce Wednesday

- Twice per month, one day a week
- 4-6 Companies

Information Session - works

- Non-commercial

Campus Ambassador Program

Specialization

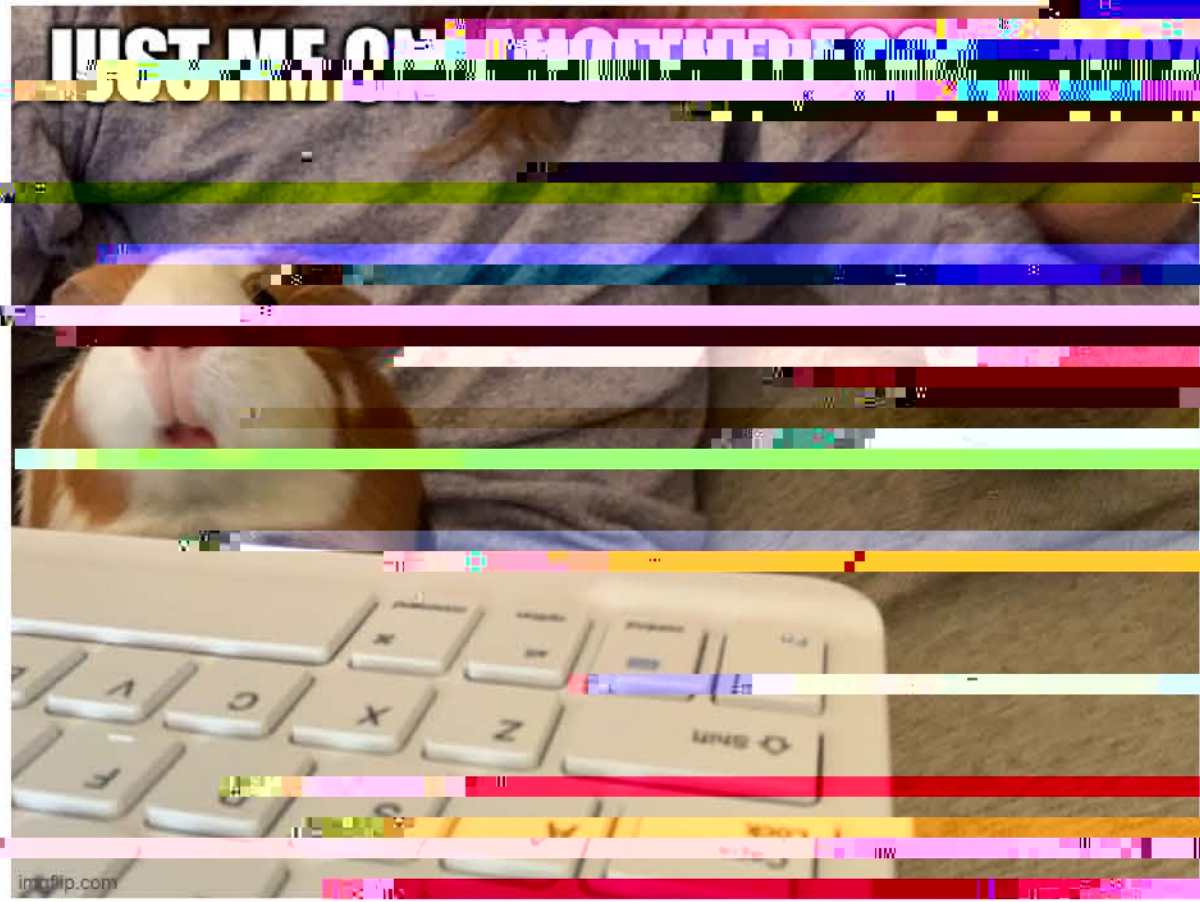
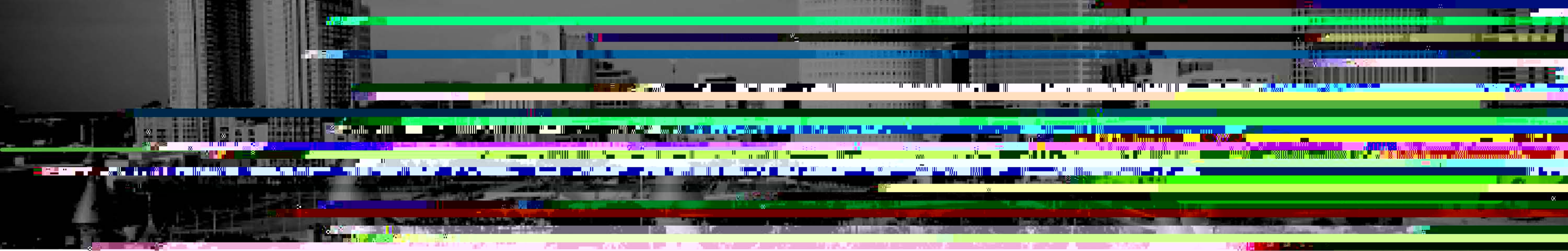
- Sales Institute
- Florida Institute for Entrepreneurship
- ALEX

Student Affairs

- Spatran Kenda (Comptroller)

Development & University Relations

- Board of Advisors/Fellows
- Tampa Bay Economic Development Council
- Tampa Bay Chamber
- Emerging Leaders



Don't be shy, say hi to my...

... & learns at Saint Leo

... to get started at move in day

• Try to find with a friend at a technical...

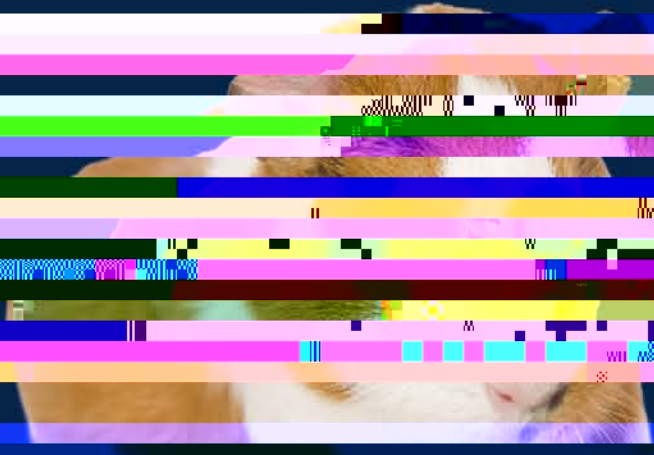
• Optimization for Linker

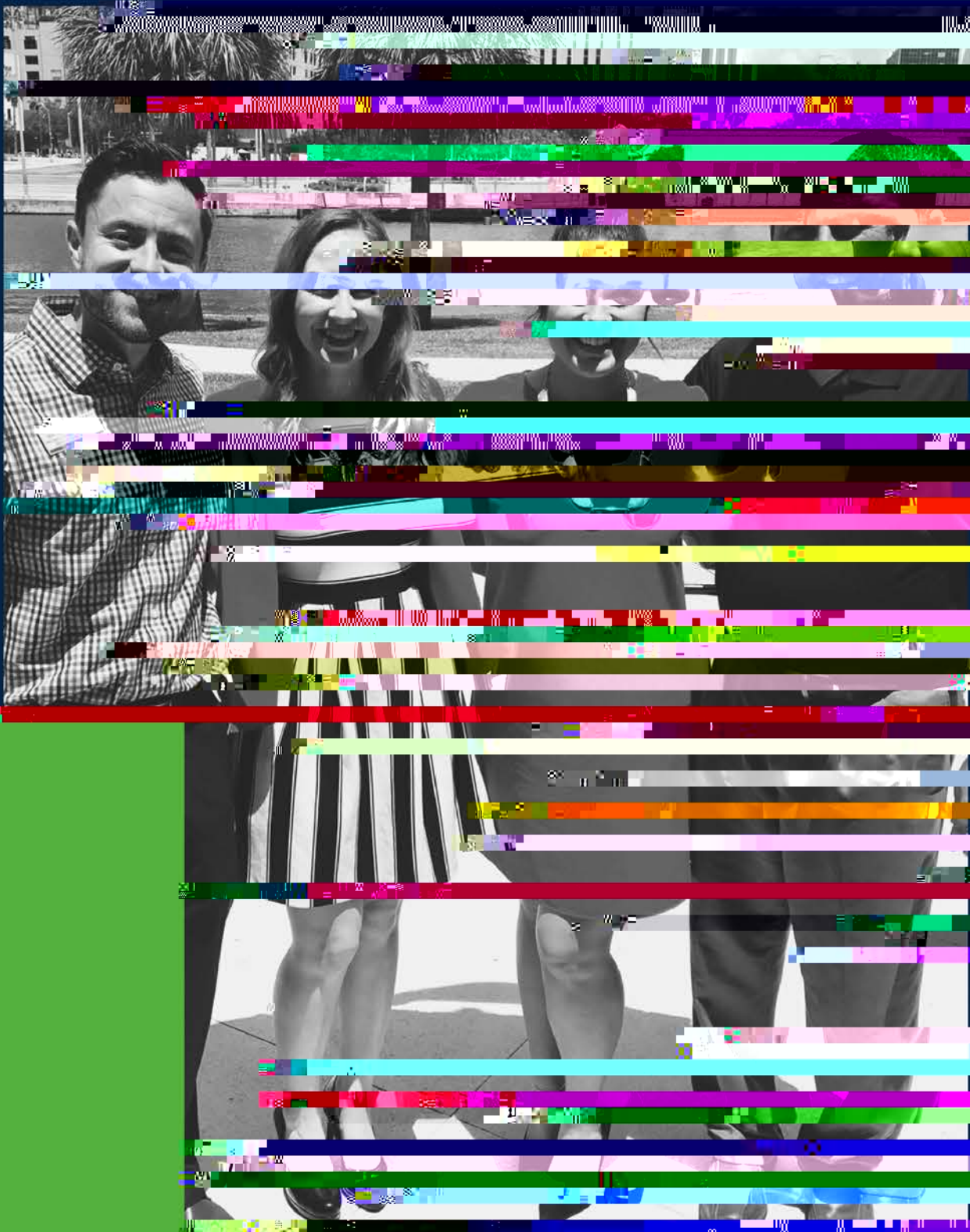
Starting from scratch

- Get as many opportunities as possible
- Build relationships with people

Relationships

- "Networking Essentials"





Non-traditional experiences

↳ **Experiential Learning** (Service Development), How to optimize your

LinkedIn profile, **Business Messengers**, **Entrepreneurship**, **Networking**

Events that encourage

- After Hours at University

- Workshops that engage students

- Recruitment

Know your audience

↳ **Change students' perception with a**

- Employers need to see themselves as a career

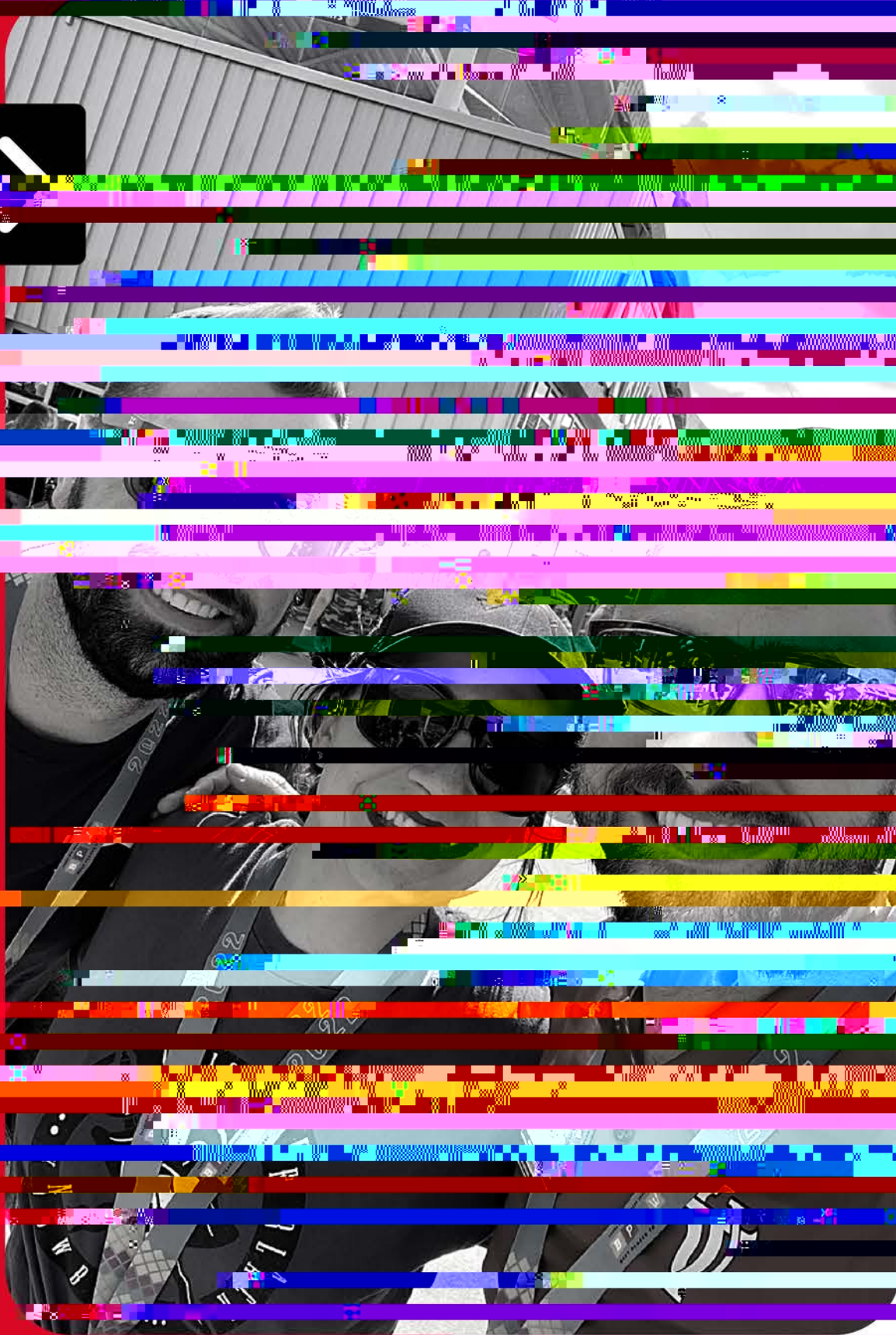
Relationship building and retention

- Be authentic

- End of the semester thank yous, appreciation events, family night, etc.

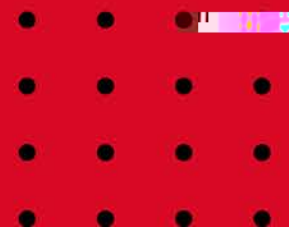


KEEPING UP, TO GOING DISTANCE



What is different?

How do we keep up in
a
environment?



• Academic Calendar vs. Quarter

• What do companies have to show.

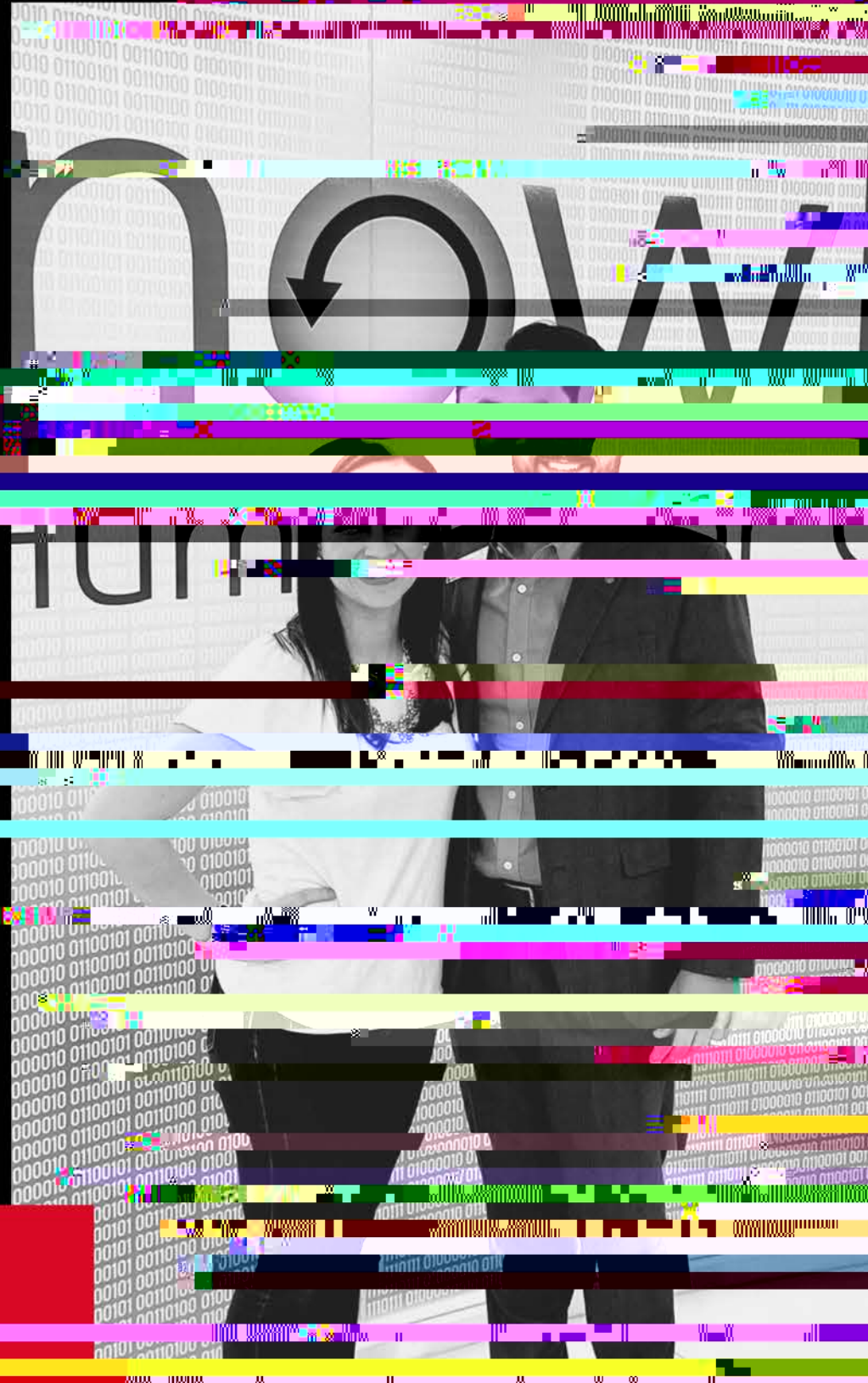
• How early to connect with
students?

• Employers integrate
academic and career res

Applications
&
Hiring vs.
Engagement
&
Enrichment

Retention
Technology
Onboarding

Thank
You



CAREER SERVICE

CONTACT US

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QUESTIONS?

