

GOING THE DISTANCE

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EMPLOYER OUTREACH & CAREER COUNSELORS: Divide the Task, Multiply the Success

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OVERVIEW

- Employer and Student Outreach With a Designated Employer Outreach Director
- Employer and Student Outreach Without a Designated Employer Outreach Director
- Group Discussions: Trends in Employer and Student Outreach

Employer and Student Outreach With an E.O. Director

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How do you decide who to target?

- Alumni
- LinkedIn
- Martindale
- Current employers for the school?

Make lists—use a database—keep track of activity. Your activity is your metric.

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The Initial Contact

Standard initial email
asking for meeting

Include who you are, a reason for meeting, and a time contract.



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Initial Meeting

- On-time
- Succinct
- Take cues from the room
- Keep time contract
- Ask for what you want
- Get next steps
- Write a report of some kind afterwards



"Um, Can you repeat the part of the stuff where you said all about the things?"

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Follow up

- Thank you
- Calendar next steps



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Communicate Back to Home Base

- Report the jobs to counselors and student groups
- Have counselors tell you:
 - Who they have for specific jobs
 - What their students are seeking
 - Trends

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Student Outreach With An E.O. Director

- Maintain open communication with E.O. Director
- Know students' interests and experience
- Inform students of job opportunities
- Make strategic recommendations

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Communication is KEY

- E.O. Directors Should:
 - Draft reports on employer outreach meetings
 - Send “9-1-1” email blasts to counselors
 - Keep an open door!
- Counselors Should:
 - Maintain notes on students’ interests and experiences
 - Update E.O. Director as needed on particular students

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Know Your Students

- Continuously explore students’ interests and goals and discuss their skills and experiences
- Keep a log of this information
- Educate students on employer and student outreach dynamic



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Inform Students of Jobs

- Post on school job search database
- Send email blasts to relevant class years
- Send targeted emails to relevant students

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Make Strategic Recommendations

- Consult list of student interests and experiences
- Filter applicants by directing applications to E.O. Director



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Employer and Student Outreach Without an E.O. Director

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Employer Outreach Without an E.O. Director

- How do you decide who to contact?
 - “Themes”
- How do you prioritize contacts given less time for employer outreach?
 - Maintaining vs repairing vs building
- How to divide up duties?
 - It depends! Sector, region, timing

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Employer Outreach Without an E.O. Director

- The Introduction
- The Sit-Down (or Call)
- Initial Follow-up
- Regular Contact
- Personal vs General

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Employer Outreach Without an E.O. Director

- Common Pitfalls:
 - I've got the info – how do I share it?
 - I'm falling behind on my goals, help!
 - I need buy in
 - I'm losing contact momentum
 - The employer is interested, but now the students aren't – argh!

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Student Outreach Without An E.O. Director

- Know students' interests and experience
 - Frequent check-ins
- Enlist students to help
 - Docents, content providers, and ambassadors

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Student Outreach Without an E.O. Director

- Inform students of job opportunities
- Post new opportunities on Symplicity
- General outreach to all students alerting them to new jobs
- “Hot Jobs” board – literal or virtual
- The middle option – allies/groups/profs
- Student specific (real or “faked”)

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Student Outreach Without an E.O. Director

- Targeted outreach
 - Tag in Symplicity/generate student lists
 - Create your own database – but keep it simple
 - Resources that are “all access”
 - Communication amongst counselors is key
 - Regular discussion and emails

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BRAINSTORMING

- For offices with an E.O. Director, how do your E.O. Directors and Counselors work together?
 - What has worked?
 - What hasn't worked?
 - Areas for improvement?

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BRAINSTORMING

- For offices WITHOUT an E.O. Director, how do you engage in employer and student outreach?
 - What has worked?
 - What hasn't worked?
 - Areas for improvement?

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Let's Discuss!



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