



Notes from 2006 SACE Conference

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This summarizes my notes from the “Large Universities” Breakout Session and the “Engaging Marketing Ideas on an Imaginary Budget” Breakout Session. I am combining the two as the subject matter was similar.

Generally, in the sessions, participants discussed what their offices were doing to advertise their services and to increase patronage of their offices. The ideas from these sessions have been combined and sorted into major categories.

Coordination with the Office of the Dean of Students

- **Participation in Orientation Programs.** Various Career Services Centers (CSCs) reported success in participating in existing orientation programs for new students and new campus employees. As part of early intervention, one CSC was on the schedule during freshman orientation to provide a brief overview of career services and gave students a suggested timetable for CSC contact by students. By participating in new staff orientation, one CSC felt information dissemination and information sharing was improved in that new professors and/or other staff felt like part of the process and were more willing to suggest to students a visit to CSC.
 - Transfer Student Orientation
 - New Staff Orientation
 - Parents Orientation
 - Freshman Orientation
- **Financial Aid Office.** Some CSCs coordinate their activities with the financial aid office (FAOs). FAOs can suggest a visit to CSC to students who need additional financial resources not covered by their financial aid packages.

Unexpected Issue: The word “recruit” has been a source of contention for at least one university. At that school, the admissions office claimed ownership of the word recruit and the admissions officials suggested that if a career center used it, students and others would be confused.

Unexpected Issue: Should financial aid office advertise positions in career center (e.g., internships, co-ops, etc)? One CSC experienced some confusion with such coordination as typical work study jobs have a greater guarantee of hiring whereas employer sponsored internships and co-ops have a different application process and greater competition.

Relationship with the Office of Vice President of Academic Affairs

- **Requirement for Upper Classman Status.** To move to upper classman status, one university requires, in addition to traditional requirements, that the student to be registered with CSC.
- **Career Services Component of Freshman Experience 101.** Some schools which require freshmen to take a credit course for orientation have a career services component of that course for which CSC personnel teach.
- **Component to Campus Sponsored Leadership Programs.** At one university, there is Career Readiness Institute seminar series which is part of the leadership initiatives of the university. Although not mentioned at the sessions, a similar opportunity may exist for Honors Programs.

Contact to Academic Deans

- **Departmental Newsletters.** Through a partnership with Deans or Department Heads, CSCs provide articles for newsletters.

- **In Class Presentations.** CSCs request permission from deans and department heads to have brief in class presentation of CSC information. Actual coordination is often between CSC and individual faculty.
- **Invitation to Career Fairs.** Often deans and department heads have valuable contacts among employers who may not be recruiting at the university. By inviting the deans to career fairs and having briefing/debriefing sessions, it encourages information sharing and networking. It also helps assure proper student behavior (dress codes, in particular).

Relationship to Faculty and Staff

- **Annual Open House.** At least one CSC holds an annual open house for faculty and staff. Some CSCs also offer professional development for faculty while, at the same time, providing orientation to career center activities for better networking.
- **Advisory Board for Faculty.** At least one CSC has an advisory board for which faculty are consulted on improving services or in networking for new contacts.
- **Bribes.** Several CSCs reserve some promotional items normally given to visiting recruiters for university faculty. These can be given at the beginning of the academic year as a welcome back gift or in December as a holiday gift. One CSC gives restaurant coupons to staff. Though not mentioned, a cost-effective option might be to work with campus dining services to buy discounted coupons in bulk for the faculty dining room.
- **Extra Credit for Courses.** Faculty give extra credit for attending CSC presentations.

Use of Internet and IT Resources

- **Streaming Webs and Podcasts** of previous seminars or recruiter information session
- **Free conferencecalls.com** to provide seminars to distance participants such as alumni or students at satellite campuses.
- **Phone-in Webinar Internet Sessions** – designed for alumni, one CSC allows distance participants to phone in to participate in a web-based seminar.
- **“Power Greeting” and e-Portfolios on Information CDs.** As part of information packets to recruiters, one CSC does a CD of background information about its office and on the self loading CD, a student (through a competitive process) is featured at the beginning giving a greeting. The CD also contains e-portfolios of CSC-registered students.

Unexpected Issue: To do a podcast of an event or interview, you will need to have a release from participants. One CSC ran into a small problem with releasing a podcast of a past employer sponsored event without realizing on the employer’s side a release was standard procedure.

Relationship to Other Administrative Offices

- **Relationship to Development Office.** At several schools, CSC has been moved out of Student Affairs to co-exist with the development office since both offices routinely deal with large employers who also are donors. Future contact to potential corporate donors contains a component of CSC provide some service in exchange for donations.
- **University Communications.** Several CSCs use unique methods of distribution information about services. One university uses telephone hold messages to advertise various components of the university. (e.g., when people are put on hold on any university telephone instead of recorded music they hear recorded messages of various parts of the university advertising their services)
- **University IT Staff.** Coordination with the IT staff enables some CSCs to use existing email distribution lists to disseminate career information and notices. Others also coordinate with IT staff to disseminate e-newsletter and web-brochures. At least one CSC suggested being noted on the university's home page as the "featured link" to get more traffic to the CSC webpage.
- **Dorm Seminars.** By coordinating with residence hall managers, CSCs provide seminars to dorm residents.
- **Partnership with Food Services.** Such partnerships help in having information posted on cafeteria bulletin boards or as tabletop placards.

Relationships to Alumni, Alumni Affairs, and Alumni Organizations

- **Service Costs for Alumni.** At some schools, alumni could use CSC services for free for first six months after graduation. After that time, alumni were charged \$30 per six months thereafter.
- **Coordination with Alumni Association.** Some alumni associations of large universities offered career services. CSCs for those universities coordinated with these Alumni Associations.
- **Liaison with Office of Alumni Relations.** One school had an "Alumni Career Expo" for which alumni semi-officially represented their employers. It was a program similar to a career fair but less formal.
- **Roundtables with Alumni and Recruiters.** As part of existing recruiting events, some employers and alumni presented career roundtables in informal sessions.

Successful Advertising Campaigns

- **Activity Hours.** One CSC sponsored an activity hour such as a 'lunch and learn' with recruiters for which some recruiter sponsored the food.
- **Career Focus Seminars.** One CSC had an informal reception with recruiters for career paths.

Use of Student Workers in Career Centers

- **Students for Low Level Career Advising.** Student workers are used for peer advising on career topics (overview of career center, basics of interviews, etc). It frees professional staff for more intensive work.
- **Myspace and Facebook.** One CSC had its student workers to “advertise” their events as part of their myspace and facebook entries. Another CSC was able to buy a facebook ad at a low cost.

Note: there apparently have been some changes to rules for facebook entries and advertising. I didn’t catch all the details of that discussion.

Coordination with Campus Student Organizations

- **Cosponsor Events with Student Government Association(s).** One CSC saw attendance at its events soar when the campus student government association helped with advertising, food costs, etc.
- **Amateur Night Coupons.** By working with the sponsor of campus Amateur Night performances, CSC gave seminar attendees free coupons for admission.
- **Retreat for Campus Organizations.** One CSC sponsored a retreat for campus organizations as part of a promotional campaign.
- **Certification as Career Partner Organization.** After completing an orientation program to CSC services, the CSC certifies campus organizations as Career Partner Organizations. Such certification is valued by campus organizations for its glamour.
- **Contributions to Student Newspapers.** At least one CSC has a regular column in the campus student newspaper.

Clever Methods of Student Engagement and Marketing

- **Free Door Hangers for Dorms.** On one side is CSC information and on the other is a “Do Not Disturb” sign.
- **Bribes and Raffles.** Students receive as part of registering and/or attending a CSC event some prize or are entered into a raffle for a grand prize. In one low-cost scheme, common office supplies like jump drives are used as rewards for contests.
- **Games for Students.** CSCs use games and contests which associate attendance at a CSC event with winning a prize. One school used a point system as a reward for attending CSC seminars; the student with the most points won an iPods.

- **Public Service Announcements on Campus TV and Radio Stations.** By coordinating with the TV and radio stations, periodic public service announcements are broadcast. Another possibility is to make staff available for interviews on campus and/or local TV and radio stations.
- **PA Announcements at Campus Sporting Events.** For one CSC, by coordinating with the Athletic Office, CSC events announced at football and basketball games
- **Free Candy Giveaway at Campus Events.** One CSC gives away Smarties and Dumb Dumb (actual brand names of candy) candy packs on which there is a relevant CSC message stickered on the candy wrapper.