



PROMOTING YOUR VISIT

Effective recruiting at Seaver College

Successful employers understand the advantage in utilizing one or more methods of publicity to make students aware of their visit to campus. Below is a list of methods which have been effective at Seaver College.

The career center will provide the following marketing communication for events scheduled with at least 2 weeks notice: inclusion in weekly mass email to Seaver students, inclusion in University-wide internal press release, and inclusion in CareerSpace interactive calendar.

1. **Create a constant presence.** Collect contact information from interested student through on-campus events, such as the career fairs and information sessions, and keep in touch by personally inviting them to your future recruitment events.
2. **Connect with student organizations** to partner with their events or promote your own. Offer to provide company tours, professional development workshops, or sponsor a pizza party. Student organizations rotate student leadership positions each year. Leadership boards are usually secure by the end of the spring semester or early fall semester. To view the list of student organizations, visit <http://studentorgs.pepperdine.edu/icc/clublisting.asp>. For contact information, contact the student organization coordinator.
3. **Offer a reception** to on-campus interview candidates before your scheduled visit. This may be done on- or off- campus.
4. **Create a print flyer** to be posted around campus. The career center will post flyers received by employers planning on-campus recruitment activities. To be approved, the flyer must contain recruiter contact information and the phrase "Brought to you by the Seaver College Career Center"
5. **Create a digital flyer** to be posted on campus digital TV screens around campus. The career center will submit digital flyers received by employers planning on-campus recruitment activities. To be approved, the flyer must contain recruiter contact information and the phrase "Brought to you by the Seaver College Career Center". Submit your digital flyer as a .ppt, .pptx, or .jpg file.
6. **Advertise** in the award winning student newspaper, *The Graphic*. Contact graphicadvertising@pepperdine.edu for details.
7. **Sponsor an event or volunteer as a guest speaker** at one of the many events and programs at Pepperdine University, including Graduate School Week and Career Week. To be considered, contact Katrina Holland at katrina.holland@pepperdine.edu.

PEPPERDINE UNIVERSITY