



KEYS FOR A SUCCESSFUL RECRUITMENT VISIT

Effective recruiting at Seaver College



Successful employers understand and have mastered the challenge of successfully relating to students. Below is a list of methods which have been effective at Seaver College.

1. **Know Your Audience.** Knowing the student demographics and population characteristics is important. To learn more about our students, refer to the Student Statistics found in our Employer Recruitment guide tip sheet.
2. **Send Your Alumni Back to Campus.** Alumni are proud of their institution and love to return to Malibu. Alumni who are outstanding communicators are great advertisements for your organization. In addition, alumni can serve as an entrance ticket to connect with faculty, student organizations or greek groups, and departments.
3. **Approach and Be Approachable.** Students do not interact with recruiters on a regular basis and may be shy asking questions. Present yourself as an approachable resource during your recruitment visit. In addition, reach out and approach students by engaging them in conversation. Both these strategies break down walls of hesitation for the student and makes them more open to the opportunities you have to offer.
4. **Keep the Career Center Informed.** When coordinating recruitment events with departments or student organizations, be sure to alert the career center. The career center is available to assist employers in the coordination of events, including parking reservations and promotion.
5. **Integrate High Tech and High Touch.** Multimedia displays and impressive technology will attract students to your table during recruitment visits. Remember to complement the display with knowledgeable team members. Check with us regarding your technology needs.
6. **Give-Aways Attract Job Prospects.** Name recognition and recall goes a long way. Identify promotional items that arouse interest and link it to your recruiting method. Always have enough to make it through the day. Create a stir by being creative and thinking outside the box.
7. **Pursue Several Goals while at the Career Fair.** Make your time in Malibu as productive as possible. In addition to attending the fair, schedule opportunities to meet faculty, career center directors, or student organization leaders, conduct private receptions the day before the fair, or on-campus interviews in the days after.
8. **Follow Up - Follow Up - Follow Up.** Once you have attracted a quality group of prospective candidates, do not miss the opportunity to keep them interested. Consider hosting a lunch or dinner for your top candidates, and invite key faculty / staff who have assisted you in your recruitment process.

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