

# ARKANSAS TECH UNIVERSITY RECRUITER GUIDE

*Developing a Recruiting Strategy  
2016-17*



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## **WELCOME FROM THE DIRECTOR**

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The goal in Norman Career Services is for all students to have successful post-graduation outcomes. We do this by offering current career development resources, services, and programs that connect Arkansas Tech students with employment opportunities. We develop dynamic partnerships with employers, administrators, faculty, and alumni to increase career opportunities for our students. The staff in Norman Career Services is devoted to providing your organization with a stellar recruiting experience that fits your organizational hiring needs.

We look forward to working with you.

Brandon Wright



## **FROM THE EMPLOYER RELATIONS COORDINATOR**

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Our goal is to work with each employer individually to build an interchangeable employer and candidate pipeline for all stakeholders. We strive to connect student talent with employer needs. Our commitment is to ensure a state-of-the-art recruiting experience for all employers eager to connect with and recruit our exceptional students.

Hundreds of employers from across the nation recruit at Arkansas Tech University, and our staff is eager to make your experience the best experience possible. To help facilitate your organization's recruiting efforts, we have put together this helpful guide to introduce you to the various ways you can create and portray your employer brand. From job postings and career fairs to on-campus interviews, workshops and information sessions, our team will help you build your employer brand awareness and expand your recruitment reach further so that you can hire the best employees and interns in the state of Arkansas.

We look forward to working with you to achieve your organization's recruitment goals.

Amanda Johnson

## OUR ENROLLMENT

**11,894**

Total Enrollment

**120+**

Programs of Study

**>100**

Registered Student Organizations

**12**

Fraternity & Sorority Chapters

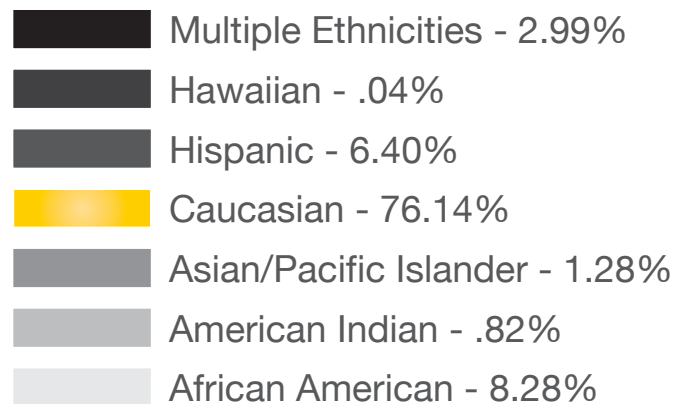
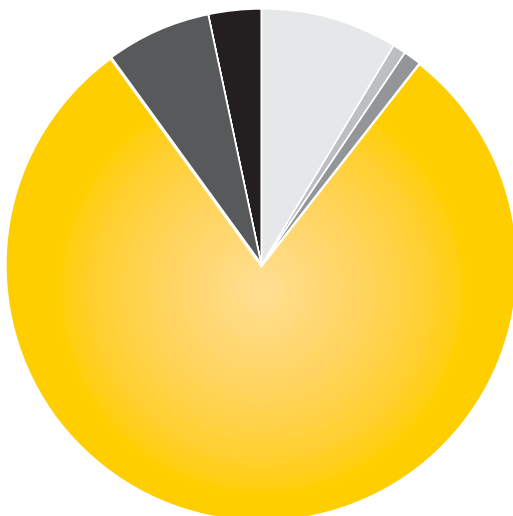
**400+**

International Students from 45 Countries

**20 to 1**

Student to Faculty Ratio

## DIVERSITY PROFILE



# COLLEGE ENROLLMENT

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(Undergraduate & Graduate)

1,997

## Arts & Humanities

Art, Behavioral Sciences, Communication & Journalism, English & World Languages, History & Political Science and Music

975

## Business

Accounting, Business Data Analytics, Economics & Finance, Management & Marketing, and Business Education

1,679

## Education

Curriculum & Instruction, Health & Physical Education, and College Student Personnel

1,803

## Engineering & Applied Sciences

Agriculture, Computer & Information Science, Electrical Engineering, Mechanical Engineering, Emergency Management, and Parks, Recreation & Hospitality Administration

706

## eTech

1,641

## Natural & Health Sciences

Biological Sciences, Mathematics, Nursing, and Physical Sciences

Above information is from the 2015-16 academic year

## **CORPORATE PARTNERSHIP OPPORTUNITIES**

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Becoming a Gold Partner with Norman Career Services is the best way to amplify your recruitment efforts and build your brand into a recognized mainstay of recruiting at ATU. With your partnership, a wide array of services and resources are available to your organization.

[Become a partner today.](#)

# SUCCESSFUL RECRUITING AT ARKANSAS TECH

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## Branding your On-Campus Presence

Students need to be aware of what you have to offer. Let us help market your organization to our students and faculty. What makes you distinct? It could be benefits, the clients you serve, your company culture or the scope of your work.

The Norman Career Services staff can help you create and maintain an ongoing campus presence by marketing your company's brand.

## Creating Your Personal Pipeline for Success

### BASIC

Post your positions on [CAREERlink](#)

- » Create an account on CAREERlink and start posting positions at no cost

### STANDARD

Participate in the following services to take your organization's branding to the next level

- » **Career Fairs:** All Majors Fair, STEM Fair (Science, Technology, Engineering & Math), Agriculture, Food & Natural Resources Fair, Nursing Fair and the Educator & Teacher Fair
- » Host an **Information Session** on campus to inform students about the opportunities within your organization, to promote your attendance at a **Career Fair**, or to raise awareness about a job posting or **On-Campus Interview** Schedule
- » Set up **Information Tables** (in high traffic areas)
- » Share introductory videos on social media

### ADVANCED

To firmly establish your brand on campus, participate in these additional opportunities

- » Participate in **Prepare for Fair Week ATU Talks** - resume critiques, networking, etc.
- » Host a session of mock interviews on campus and help prepare students for the interview experience while scoping out some great talent
- » Conduct **Registered Student Organization (RSO) Talks**
- » Conduct **RSO ATU Talks**
- » Facilitate **Employer ATU Talks** (workshops with industry or soft skills topics)
- » Become a **Corporate Partner** and further your marketing opportunities at events
- » Participate as a member of our **Norman Career Services Advisory Council** - Advise academic programs of trends in your industry

# ATU BRANDING TECHNIQUES

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*\*All Advanced Opportunities are marked with asterisks*

## Attend **CAREER FAIRS**

Get involved - Connect with hundreds of ATU students to build your brand on campus. Career fairs are open to employers from a wide variety of industries, and they are the best way to be seen by students and faculty across academic disciplines.

## Prepare **FOR FAIR WEEK\***

Prior to each semester's career fair events, host a day or week-long series of employer facilitated **ATU Talks** (workshops) and special services to prepare students for the fair and their career. Topics could include: resume critique, cover letter critique, mock interviews, how to socialize with employers at the fair, 30-second elevator pitch, how to dress the part, and much more. Take advantage of this opportunity for increased visibility of your organization with our students and alumni.

## Conduct **CLASSROOM ATU TALKS\***

Visit and conduct **ATU Talks** in a classroom of your preferred major. Subjects can be industry perspective and/or tools needed for that industry and more.

## Conduct **RSO ATU TALKS\***

With over 100 [Registered Student Organization's \(RSO\)](#) on campus, connecting with target groups is a great way to let students know who you are. Reserve a spot to present to one of ATU's RSO about your company or industry and the opportunities available. This interaction with students offers employers a more targeted branding approach and the opportunity to meet potential candidates.

## Host **ON-CAMPUS INTERVIEWS**

Come to campus to interview our students for full-time, part-time and internship positions. Hosting on-campus interviews is an easy way to connect with a large group of potential candidates with just one visit to campus. Interviews can be scheduled weekdays from 8:30 a.m. - 5 p.m. for both the fall and spring semesters. Many have found success in creating their own schedule from career fair days - this would be a "Room Only" schedule type in CAREERlink.

## Organize **POST ON-CAMPUS INTERVIEWS**

Interviews may be scheduled for the day or weeks following career fairs. This is an excellent opportunity to further evaluate candidates from the career fair by asking them to sign-up at the fair for an interview.

## Offer **INFORMATION SESSIONS**

Holding information sessions is a great way to raise student and faculty awareness about your organization and its opportunities. Provide interested candidates targeted information about your organization's core values, as well as career paths and the application process - all in a classroom-like setting. Rooms are available at no charge on a first-come, first-served basis. Students and faculty from appropriate colleges and departments will be notified of all Information Sessions.



## Set Up **INFORMATION TABLES**

Reserve a table in high-traffic areas to promote awareness, visit informally with students, and create excitement about your organization. High traffic areas (Inside: Baswell Techionery or the foyer of Chambers Cafeteria / Outside covered area: Hindsman Tower) can be reserved weekdays from 11:30 a.m. - 2 p.m. at no cost.

## Facilitate **EMPLOYER ATU TALKS (Workshops)\***

Choose an approved industry topic or select from classic professional development topics such as resume critique, salary negotiation, mock interviews, networking, professionalism, etc. Workshops can be scheduled weekdays from 4 p.m. - 4:45 p.m. (lasting from 20-45 minutes in length).

## Promote **EMPLOYMENT OPPORTUNITIES**

Utilize CAREERlink - an online recruiting system used by students and alumni with over 2,000 active employers. Services available through CAREERlink:

- Posting Jobs/Internships
- Resume Referrals
- Data Requests
- Report a Hire
- On-Campus Interview Schedules
- Event Notifications - including Information Sessions & Employer Facilitated ATU Talks (*workshops*)

This system was made with you in mind: it is straightforward, simple and free! It is important to actively maintain your account, as this is the place students and alumni look for opportunities offered by your organization.

# CAREERLINK GUIDE

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Log in at: [www.myinterfase.com/atu/employer](http://www.myinterfase.com/atu/employer)

## Manage Your Account

Once logged in: Edit your contact information, organization profile, and/or change your password. Your profile is a great place to include links to Facebook and Twitter. When planning a trip to campus, we encourage you to tag us on social media outlets and to add the hashtag #ATU and #ATUcareers to any of your recruiting related tweets or posts as a means to reach the ATU student audience.

 [@ATUCareers](#)

 [Arkansas Tech University - Career Services](#)

 [Arkansas Tech University - Career Services](#)

## Online Job/Internship Board

Once logged in:

- Click on “My Jobs” tab.
- Click “New Job” from drop down menu.
- Enter your new job or internship information.
- Click the “Save” button when you are finished.

*(It may take 1-2 business days for positions to update)*

## Interview On-Campus

Once logged in:

- Click on the “On-Campus Interview Schedules” tab.
- Click “New Schedule Request.”
- Enter your information & click “Save & Continue.”
- Select the job you are interviewing for, check the documents required for the interview then click the “Save & Continue” button.
- Submit your request by hitting the “Save & Continue” button.

*(It may take 1-2 business days for your request to be approved)*

## Recruiters may choose to have:

### PRE-SELECT OR “ROOMS ONLY” INTERVIEW:

1. **A Pre-Select Schedule** allows the recruiter to go into the system after the “Request Period Closed” date and begin to review resumes submitted. After making your selections, invite candidates of interest to select a time on the interview schedule. Sign-ups are based on a structured timeline. This schedule requires five weeks notice prior to the interview date.
2. **A “Rooms Only” Schedule** allows employers to fill their own schedules from a recruiting event. This interview method is used by employers who wish to find and schedule their own interviews outside of CAREERlink.

### THE PRE-SELECTED SCHEDULE PROCESS:

1. **Students Apply for an Interview** - Using CAREERlink, students will indicate their interest in interviewing with your organization.
2. **Employer Reviews Applicants and Chooses Candidates** - To select candidates, you will log into CAREERlink, view resumes and make your interview selection online or email your selections to [ajohnson94@atu.edu](mailto:ajohnson94@atu.edu).
3. **Accepted Students Sign Up for an Interview** - The selected candidates will sign up for interview appointments.

### TIMELINE CODING FOR PRE-SELECT INTERVIEWS

1. **Request Period Open:** Date students can apply for consideration.
2. **Request Period Closed:** Last date students can apply for consideration AND employers can begin the selection process.
3. **Pre-selections Due Date:** Last day employers can go in and decide who they want to interview.
4. **Accepted Students Sign-up Open:** Selected students can sign up for interview time slots.
5. **Freeze Date/Time:** Date students can no longer make changes to the interview schedule.
6. **Sign-up Closed:** Date employers can no longer make changes.

*Keep in mind that timeline dates must be put in chronological order.*

## Report a Hire

Be sure to log into CAREERlink and report the number of interviews you conducted, the number of offers you extended, and the number of new employees you hired.

# CAREER FAIR SUCCESS GUIDE

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## During the Fair

- ☑ Identify one or two representatives to attend the fair and staff your exhibit.
- ☑ Representatives should be prepared to talk about your industry and organization, the career opportunities available, the preparation it takes to pursue them, hiring requirements, and compensation.
- ☑ Supply brochures or handouts when possible. Bring business cards, as students will inquire about them. Company giveaways are always welcomed.
- ☑ We will provide an undecorated table with a solid black tablecloth, but feel free to bring a tablecloth with your company logo as well as exhibitor displays, signs, etc.
- ☑ Be willing to interact with all students - including freshmen. Freshmen and sophomore students attend career fairs not only to learn about internship opportunities, but to network and to begin building a pipeline for their future success.

## During and Beyond the Fair

- ☑ If conducting an INFORMATION SESSION days or weeks after the fair:
  - At the fair, create a sign-up sheet for students to list their name and email. You can scan and email that list to our office, so we can send a reminder to students before the date of the event.
  - During the fair, advertise a “give a way” that will take place for those present at the information session.
- ☑ If hosting ON-CAMPUS INTERVIEWS immediately following or weeks following the fair:
  - Create a sign-up sheet and collect resumes at the fair.
  - Instruct students to log into CAREERlink to apply for consideration or instruct them that you will be creating the interview list (and instruct them on how to apply).
- ☑ Conduct ATU TALKS to keep your organization in the forefront of students minds.

## Beyond the Fair

- ☑ Construct a cohesive campus recruiting strategy by building each event off of the other (*i.e., if you will be on campus for a career fair, follow that up with an interview day*). On the same day as your scheduled interview, make an appointment to engage with faculty or student group organizations to help expand your brand on campus to a wider audience.
- ☑ Realize that being on campus and staying in front of students helps students see that you are an employer of choice.
- ☑ Know how to sell your story to students on campus and create meaningful events that will attract students who really want to work with your organization.
- ☑ Immediately following the fall semester is a great time to start building your pipeline for the following year by engaging with freshmen and sophomores. Build recruiting events during the spring semester to reach the top talent before competitors have the chance. Some events include: boot camps, Rush Week (site tours/interviews), tailgate parties before games, workshops (ATU Talks), Classroom ATU Talks, and RSO ATU Talks. There are so many ways you can keep students engaged with your organization.

# ATU RECRUITMENT PLANNING CALENDAR - FALL

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In order to help you organize your recruitment activities, we have highlighted some important dates and timeframes that take place throughout the academic year below:

## ☑ JUNE/JULY

- Fall fair registration opens
- Start recruitment planning (fairs, on-campus interview dates, info session dates, employer facilitated ATU Talks, etc.)

## ☑ AUGUST

- Classes begin at ATU
- Involvement Fair (Branding opportunity with more than 3,000 students in attendance last year)

## ☑ SEPTEMBER

- Prepare for Fair Week (workshops)
- Nursing Fair
- STEM Fair
- Agriculture, Food & Natural Resources Fair
- All Majors Fair
- Post On-Campus Interviews (days/weeks after the fairs)
- Information Sessions Begin
- On-Campus Interviews Begin

## ☑ OCTOBER

- Fall Break
- Homecoming

## ☑ NOVEMBER

- On-Campus Interviews end the last day of November
- Thanksgiving Holiday
- Spring fair registration opens

## ☑ DECEMBER

- Fall classes end
- Begin spring recruitment planning (fairs, on-campus interview dates, info session dates, employer facilitated ATU Talks, etc.)

# RECRUITMENT PLANNING CALENDAR - SPRING

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## ☑ JANUARY

- Classes resume
- Information Sessions begin

## ☑ FEBRUARY

- Prepare for Fair Week (workshops)
- Educator & Teacher Fair
- STEM Fair
- All Majors Fair
- Post On-Campus Interviews (days/weeks after the fairs)
- On-Campus Interviews begin

## ☑ MARCH

- ATU Mid-term
- ATU Spring Break

## ☑ APRIL

- On-Campus Interviews end

## ☑ MAY

- Spring classes end
- Begin fall recruitment planning (fairs, on-campus interview dates, info session dates, employer facilitated ATU Talks, etc.)

# PLAN YOUR ATU RECRUITMENT TRIP

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## Transportation

### TRAVEL BY AIR

- **Little Rock, Arkansas:** [Clinton National Airport](#) in Little Rock, 88 miles away from the ATU campus, is served by most airlines. When traveling from our office to the airport, you should allow a minimum of 1 hour and 15 minutes.
- **Bentonville, Arkansas:** [Northwest Arkansas Regional Airport](#) in Bentonville, 140 miles away from the ATU campus. When traveling from our office to the airport, you should allow 2 hours and 30 minutes.

### CAR RENTAL

- **Options:** [Eight car rental companies](#) are available at the Clinton National Airport. [Enterprise Rental Cars](#) may be rented in Russellville, Arkansas. [Seven car rental companies](#) are available at the Northwest Arkansas Regional Airport.

### LODGING

- **Russellville Options:** The [Russellville Visitor's Center](#) website contains a complete listing of lodging in Russellville - including phone numbers and addresses. The ATU campus is easy to reach from any of the hotels.

### THINGS TO DO NEAR THE ATU CAMPUS

- [Discover Russellville & Beyond](#) - Learn the Top 40 Things to do in and near Russellville

### MAP

- [Campus Map/Parking Permit for Chambers Cafeteria, Young Ballroom or BazTech.](#)
- [Campus Map/Parking Permit for Tucker Coliseum, Doc Bryan or Rothwell.](#)
- [Tucker Coliseum Career Fair Map - Walking Path to Chambers West Dining Room.](#)
- [Young Ballroom Career Fair Map - Chambers Parking - West Dining Room](#)

## The Day of the Interview/Event

- Print out the campus map/parking permit and place on your dash (click on the above links to print campus map/parking permits).
- Check in at our office on the first floor of Doc Bryan, Suite 153, for all interviews or the event area lobby of event building for all other events. Interviewers will be greeted, shown to a room and given any changes that may have occurred on the interview schedule. Our office opens at 8 a.m. with interviews beginning at 8:30 a.m. and ending by 5 p.m.
- Please bring plenty of business cards, as our staff will ask for a card from each interviewer on day of recruiting. Interviewees also appreciate being given a business card at the end of the interview.

# MAILING & SHIPPING ADDRESS:

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Arkansas Tech University  
Norman Career Services  
ATTN: Jayne Sewell / Name of Career Fair (if applicable)  
Doc Bryan Student Services Center, Suite 153  
1605 Coliseum Drive, Russellville, AR 72801

Use the above address if paying for event by check and/or shipping materials for event.  
Make arrangements for pick-up of trunks/materials you want returned for the Friday following the fair.

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## Payments:

All other forms of payment will be offered as you apply for the event online. Most credit cards are accepted with the exception of American Express. If you only have American Express, you will need to send payment via check to the address listed above.



# WHY INTERNSHIPS?

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## Benefits

- ✓ Enrich your organization with fresh perspective, enthusiasm and energy.
- ✓ Complete special or short-term projects.
- ✓ Build a strong pipeline of students from Arkansas Tech University.
- ✓ Recruit interns as cost-effective tools. They can become permanent employees with a minimum learning curve.
- ✓ Use interns as valuable public relations tools. When interns return to campus and talk to faculty and students about their experiences, you brand yourself even further.
- ✓ Take the opportunity to train tomorrow's workforce.
- ✓ Develop a partnership with ATU and help create an opportunity to give input into higher education curriculum.

## Details to Consider

- ✓ Who will coordinate the hiring process?
- ✓ Desired majors and qualifications - coursework, year in college, etc.
- ✓ Written description of the work experience you plan to provide
- ✓ Beginning/end dates
- ✓ Job location
- ✓ Pay rate
- ✓ Where and when you plan to interview
- ✓ Application deadline

# RECRUITMENT STANDARDS

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All organizations and its representatives/recruiters participating in recruitment services and/or events must abide by the Principles for Professional Conduct as outlined by the National Association of Colleges and Employers (NACE - [www.nacweb.org/principles](http://www.nacweb.org/principles)).

Arkansas Tech University reserves the right to terminate any organization or their representative/s who behave in a disruptive manner, uses candidate data for purposes other than for employment consideration or uses intimidation or harassment towards any candidate or university staff member during the recruitment process.

## Third-Party Policy

Arkansas Tech University provides campus access to third-party agencies through services provided by Norman Career Services. Third-party employers are agencies, organizations, or individuals recruiting candidates for temporary, part-time or full-time employment other than for their own needs. This includes entities that refer or recruit for profit or not for profit, and agencies that collect student information to be disclosed to employers for purposes of recruitment and employment. Examples of services include: job listings, career fairs and other on-campus recruiting events/activities. Agencies are welcome to attend our career fairs to connect with students, but are not permitted to solicit our employers. For participation in our on-campus recruiting program, the agency must disclose the name of the company for which it is recruiting. Furthermore, the agency must meet the following requirements in order to utilize Norman Career Services:

- ☑ The agency may not charge applicants. All fees must be directed to the company the agency represents or assumed by the agency itself.
- ☑ The agency must provide a specific description and all requirements within all job listings, including any position that is “commission only” or a sales-based position.
- ☑ The agency must act in accordance with NACE Principles of Professional Conduct for Career Services and Employment Professionals ([www.nacweb.org/principles](http://www.nacweb.org/principles)).
- ☑ The agency recruiter can only release candidate information with written permission of the applicant.

## Right to Refuse Service

ATU is committed to the principles of equal opportunity, respect and fair treatment for all. Accordingly, Norman Career Services reserves the right to reject postings from any prospective employer whose posting, policies or procedures appear to violate the University’s commitment to equal opportunity and fair treatment for all, regardless of race, color, sex, age, ethnicity, religion, national origin, sexual orientation, disability, marital status or status as a military veteran. Additional factors that may lead to exclusion from recruitment activities at ATU include: fraud, misrepresentation, breach of confidentiality, complaints by or harassment of ATU students, alumni, or staff; sexual misconduct, failure to adhere to University policies, and/or any violation of federal state and local laws, including requiring personal information (e.g. bank and/or Social Security numbers) when not part of the hiring process.

## Cancellation Policy for On-Campus Interviews

ATU is committed to excellence and requests that out of respect for our faculty, staff and students that all parties give a 24 hour notice of cancellation. Career Fair refunds are only issued if the event is canceled. It is critical that employers who cancel their scheduled interview dates contact all students who were invited to interview prior to the day the interview was scheduled.



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ARKANSAS  
**TECH**  
UNIVERSITY

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