

ARKANSAS TECH UNIVERSITY RECRUITER GUIDE

Developing a Recruiting Strategy



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WELCOME FROM THE DIRECTOR

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

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.

Please check out this video on [Why ATU](#) should be at the top of your recruitment schools!

Amanda Johnson

OUR ENROLLMENT

11,894

Total Enrollment

120+

Programs of Study

>130

Registered Student Organizations

12

Fraternity & Sorority Chapters

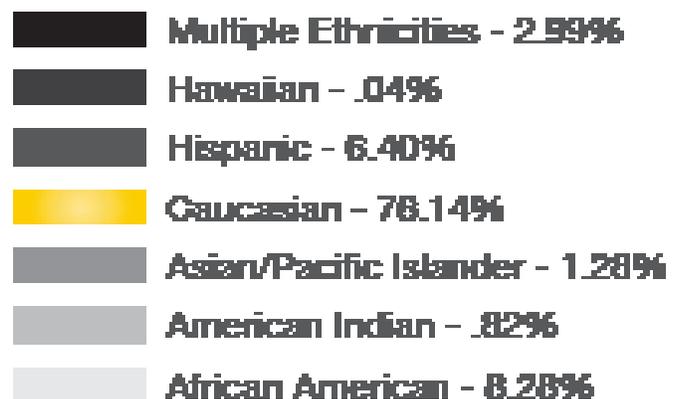
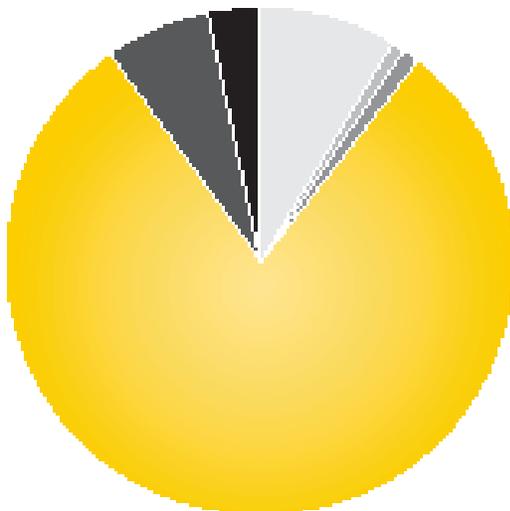
400+

International Students from 45 Countries

20 to 1

Student to Faculty Ratio

DIVERSITY PROFILE



COLLEGE ENROLLMENT

(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

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.](#)

[Why ATU?](#)

SUCCESSFUL RECRUITING AT ARKANSAS TECH

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 [Handshake](#)

- » [Create a user account](#) and create your company in Handshake 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

**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 130 [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 Handshake.

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).

ATU PROFESSIONAL DINNER NIGHT

Be a Guest at our Professional Business Dinners With the Majors of Your Choice! Join us for this round-robin networking dinner with majors you target. The events are held from 5-7 p.m. with mock-tail drinks at 5:00 p.m. and first course of the meal at 5:30 p.m. Employer Guests rotate to different tables between each course of the meal in order to gain exposure to as many students as possible and share about their organization.

Promote EMPLOYMENT OPPORTUNITIES

Utilize Handshake - ATU's modern platform for college recruiting. This platform offers your team great features such as managing all your campuses with Handshake at no cost (connect with up to 700 universities) and providing you a mobile experience – update job postings, view applicants, and more all while on the go using Handshake's responsive design.

- Posting Jobs/Internships
- Find and download student resumes (search for students from over 700 universities)
- Send a job or an event campaign
- Send student messages
- Request and manage on-campus interviews
- Report a hire
- Data requests

This system was made with you in mind: it is straightforward, simple and free!

HANDSHAKE GUIDE

Log in at: atu.joinhandshake.com

Manage Your Account

Once you create a user account and log in to Handshake you are able to connect with ATU talent and events.

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](#)

If you have not already done so, be sure to [create a user account and join your existing company](#) in Handshake (search to see if your company is already registered in Handshake) OR [create a user account and create your company](#) in Handshake. Handshake is our new modern platform for college recruiting and offers your team great features such as managing all your campuses with Handshake at no cost (connect with over 700 universities) and providing you a mobile experience – update job postings, view applicants, and more all while on the go using Handshake’s responsive design.

Once your Handshake registration is complete, you can connect with ATU on Handshake for all your job posting needs and ATU [career fair opportunities](#), and for your search convenience, all our fairs begin with “Arkansas Tech University”. Career fair involvement is a great way to become familiar to students, collect resumes, and visit with several hundred students in one setting. We host a minimum of 10 career fairs over the course of each academic school year and hope to see you on campus, soon.

Please see helpful articles on:

[How do I create a user account and join an existing company?](#)

(if your organization is already in Handshake)

[How do I create a company profile?](#)

(use link above/look over this article for further instructions)

[How do I register for a career fair?](#)

(Use “career fair opportunities” link above/look over this article for further instructions)

[How do I post a job in Handshake?](#)

(Use this “[post jobs](#)” link /look over this article for further instructions)

[Handshake Help Center](#)

CAREER FAIR SUCCESS GUIDE

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 Handshake 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

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

☑ 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

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 Maps & Employer Parking Permits](#)

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:

Ship all items in advanced via **FEDEX**

Ship items to the following address

Arkansas Tech University

Norman Career Services

ATTN: Jayne Sewell / [Name of Event - i.e. All Majors Fair]

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.**

Shipping Materials Out

*Please ensure to:

1. Pack all items appropriately for shipping before you leave campus.
2. Create a return shipping label in advance ensuring packages leave ATU w/out delay.
3. Attach labels to package/s before you leave the fair.
4. Make arrangements w/ your carrier for the pickup date to be the day following the Fair.

Payments:

Payment is accepted by credit card or by check. If paying by credit card, you will be sent an invoice after you submit the career fair registration online. The invoice email will have a payment link for you to click on and make your payment. Use mailing address above for payment by check.

All forms of payment must be submitted and in our office by the Early Bird Deadline in order to actually get that price. Otherwise, you will be billed for the remainder of the full event amount.

WHY INTERNSHIPS?

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

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.naceweb.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.naceweb.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.



ARKANSAS
TECH
UNIVERSITY