Meet the Employer Relations Team

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Virtual Meeting

- Please stay on mute until Q&A.
- We will have a team member monitoring the message section. Please place any questions you may have there. We will do our best to answer all your questions.
- This is a casual learning session and we are all here to help you be successful in your recruiting efforts at KSU.
- We will share the slides after the presentation for you to refer to later.
- We are recording this session and will make it available to view for attendees.
- The presentation will last for approximately 1 hour. After which we will remain on for any additional questions you may have. You can choose to remain on the call or drop off at that point if you have no further questions.
Agenda

• Our Students
• Getting Started
• Handshake
• On-Campus Recruiting
• Virtual Recruiting
• Experiential Education
• One Step Further
• Q&A
Our Students
The KSU difference

Market-ready graduates. We start strong and contribute immediately. Our emphasis on experience translates to capable and talented employees. We are proud of our diverse student population and value their unique qualities.

<table>
<thead>
<tr>
<th>College</th>
<th>Bachelors</th>
<th>Masters</th>
<th>Total Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCOE (Education)</td>
<td>223</td>
<td>213</td>
<td>2,343</td>
</tr>
<tr>
<td>CCOB (Business/Mktg)</td>
<td>1,098</td>
<td>340</td>
<td>7,104</td>
</tr>
<tr>
<td>CACM (Arch/Const. Mgt)</td>
<td>75</td>
<td>6</td>
<td>1,015</td>
</tr>
<tr>
<td>CCSE (Comp. Sci/IT)</td>
<td>494</td>
<td>151</td>
<td>3,597</td>
</tr>
<tr>
<td>CHSS (Humanities)</td>
<td>1,432</td>
<td>91</td>
<td>7,044</td>
</tr>
<tr>
<td>SPCEET (Engineering)</td>
<td>631</td>
<td>52</td>
<td>4,830</td>
</tr>
</tbody>
</table>

Learn more: [https://ir.kennesaw.edu/publications/fact-book.php](https://ir.kennesaw.edu/publications/fact-book.php)
Campus Breakdown

Kennesaw Campus
1000 Chastain Road
Kennesaw, Georgia 30144
• College of the Arts
• Bagwell College of Education
• Coles College of Business
• College of Humanities and Social Sciences
• College of Science and Mathematics
• Graduate College
• WellStar College of Health and Human Services

Marietta Campus
1100 South Marietta Parkway
Marietta, Georgia 30060
• College of Architecture and Construction Management
• College of Computing and Software Engineering
• Southern Polytechnic College of Engineering & Engineering Technology

Want to tour our campus virtually? Learn more: https://experience.kennesaw.edu/virtualtour
Students ready for a virtual world

We don't know for sure what our "new world" will be. But we know that working virtually will be a bigger part than ever before.

KSU students were able to move to 100% virtual learning in just 2 days!

What does this say about our students? They are adaptable, hardworking, self-paced, and a great addition to your team.

Getting Started

Bookmark these sites and refer to them often.

HireKennesawState.com

App.joinHandshake.com
Our website is made specifically for you with semesterly updates:

• How to post jobs
• Recruiting options
• Internship & Co-op info
• Job Fairs & events
• Partnerships
• FAQs

Learn more: HireKennesawState.com
Handshake

Handshake is the college-to-career network for more than 5M students and young alumni at 900+ universities nationwide.

App.joinHandshake.com
Getting Started with Handshake

Create a user account
• Start here to create an employer account. Check this out for instructions: How to Create a User Account
• You MUST use a corporate email address to be approved to recruit at KSU.
• You will receive an email with a link to create your password BEFORE you can continue in the process. Click the confirmation and follow the next steps.

Join your existing company or create a new one
• Existing companies in Handshake should pull up based on your email domain.
• New companies to Handshake should select the option to create a new company profile. You can learn more about the new company creation process here.

Request to connect with schools
• Handshake is great because many different schools utilize the system, not just KSU.
• You can choose schools during your sign-up process or anytime later.
• Schools must approve your connection. Please give KSU 2 business days to review your account once you have requested to connect.

Your Profile

Make sure to complete your profile by clicking your name in the top right menu. You can also view the company profile and company directory.

- **Account Information:** Fill out as much as you can.
- **Notification Preferences:** Make sure you select to receive emails about upcoming events to stay in the loop. You can change this at any time if you find you are getting too many or too few.
- **Messaging:** Control your defaults for student messages.
Start Connecting

All requests, registrations, and postings start in Handshake giving you one place you can add, view, and edit your recruitment offerings.

- Job Postings
- Events (on-campus and virtual)
- Interviews (on-campus and virtual)
- Fairs (on-campus and virtual)
- Students & Contacts

If you don’t see the option you are looking for, let us know! You may not be eligible yet or we may need to turn the option on for you.
Handshake Help Center

Handshake provides great resources to help you out under "Help" in the top right menu when you are logged in.

- Contact Support: https://support.joinhandshake.com/hc/en-us/requests/new
- View webinars on everything from thought leadership to training tools: https://hs.joinhandshake.com/teachme/employers/
On-Campus Recruiting
Recruiting at KSU

- Post open jobs/internships/co-ops in Handshake
- Participate in events & on-campus interviews
  - Start with information tables and Job and Internship Fairs
  - Search students within Handshake
  - Post events in Handshake
  - Schedule on-campus interviews
  - Get invited to Information sessions, Career Exploration Nights/panels, Job Fair Prep days, and more!

The more you are on campus, the more options open for you!
Some options are not available at the start. Reach out to our team if you don’t see an option in Handshake.

Learn more: https://careers.kennesaw.edu/employers/recruitksu.php
Job Postings in Handshake

Stand out on your job posting with these simple tips:

• **Job title:** Use concise and searchable titles so the student can find it easily and entice them to click, Ex: “Fall 2020 Tax Intern” is better than “Tax Intern”.

• **Application source:** Choose to have students apply directly within Handshake or on an external website. For external sites, double check the link to ensure a seamless transition for students.

• **Job description:** Use different fonts, colors, links, etc. to make your posting stand out or to highlight specific pieces of your job description.

• **Pay:** Put something! Students are more likely to apply if they have at least a salary range. In Handshake you cannot put a range in the salary section, but you can put your highest or lowest number and include the range in the job description.

• **Required documents:** Know that any documents you require must be submitted by the student for approval by our office BEFORE their application will go through to you (transcripts, cover letters, etc.).

• **Majors & Keywords:** Select ALL major categories, keywords, and interests you’re open to accepting. Students are only shown posting that include their major and see recommendations based on matching keywords.

• **Remember Alumni:** Our Alumni have access to Handshake and are also seeking jobs. Not getting the applicants you want? Let us help! Contact 470-578-2724 or Robin Knight at rknigh15@kennesaw.edu
Stand Out on your Job Posting

Top job attributes for students:
1. Job security
2. Opportunity to develop job-specific skills
3. Opportunity to develop applied skills
4. Friendly co-workers
5. Good benefits package

Source: https://www.naceweb.org/talent-acquisition/student-attitudes/job-security-tops-students-wish-list/
Searching students

• You can proactively search and message students if you have a trust score of 80 or above. Need help raising your trust score? Read this article from Handshake

• Sort by major, graduation date, GPA, and keywords/skills to narrow your results

Learn more: https://support.joinhandshake.com/hc/en-us/articles/219133157-About-Using-Search-Students-Feature-
Events

You can post your on-campus, off-campus, or virtual events in Handshake through the Events tab. Check our Important Dates to make sure your event falls in a good time of the semester.

• Complete the request in Handshake to promote off-campus and virtual events or request on-campus events, including external links and description of the event. Provide details regarding your target audience, an agenda, and how you plan to connect with students before, during and after the event.

On-campus events:

• Review criteria for sponsoring an on-campus event including reserving space accommodations, suggested days/times, etc.
• You can host up to four information tables on campus each semester (2 each campus).
• You must request an on-campus event at least 4 weeks in advance.
• In the description, include majors for which you are recruiting and the Handshake Job ID(s) for any open position(s).

Requirements & Limits:
• 1 Semester of recruiting at KSU
• 1 Active job posting in Handshake
Invite Only Participation

We host many networking and student-facing events throughout the semester to provide opportunities for students to connect with employers. Here are just some of the events you may be invited to participate in:

• Career Exploration Nights & Panels – 6-8 Employers answering student panel questions followed by networking breakouts (if available).

• Job Fair Prep Day – Employers can give live feedback on elevator pitches and other questions students have prior to an upcoming Job Fair.

• Owl Professional Development Conference – Employers can get involved in an annual conference for students to provide networking, insights, and more for professional development.

We are always improving and adding new ways to connect students with employers, so stay tuned for new events.

Requirements & Limits:
• Industry and needs based limits
• Varied by event
On-Campus Interviews

Request space to conduct On-Campus interviews within Handshake.

• Choose a campus based on the majors you are recruiting. See slide 7.
• Provide an alternate date. We do our best to accommodate based on availability.

Select how you are scheduling students:

• **Preselect Schedule**- use this option when you have more time and would like Handshake to take care of the scheduling for you. You select the candidates you’re interested in, and they’ll use Handshake to schedule an interview.
  - Deadline dates will be set and determined based on actual interview date and employer selections.
• **Room Only**- use this option when you would like to build your own schedule from in-person meetings, after a career fair, or are in a tight time crunch.

• Attach a job to the request to give your position more exposure to students.

Requirements & Limits:

• 1 Semester of recruiting at KSU
• 1 Active job posting in Handshake
Virtual Recruiting
Virtual Info Sessions

- **Use a platform you are familiar with** – Zoom, WebEx, GoToMeeting, YouTube Live, Teams, etc.
- **Make it easy** for students to join. Include clear log in link and/or steps.
- **Post the event in Handshake.** Students see upcoming events and RSVP.
- **Consider the timing.** Will it take place during lunch hours? After work hours? Think about the audience and plan for a time that works best. We are here to help with suggestions.
- **Plan for Q&A.** Students can’t wait their turn in a line at virtual events. Make sure it is clear how to submit questions and when they will be answered.

**Requirements & Limits:**
- 1 Semester of recruiting at KSU
- 1 Active job posting in Handshake
Virtual Career Exploration Panels

Each semester we select themes to explore for students and invite 6-8 employers to join the panel. This allows students to not only learn about employers and the roles they are hiring for but also gives students an opportunity to explore opportunities they may not have originally considered.

• Past themes include: Entertainment, Game Design, Education, Mechatronics & Robotics, and more!
• Fall themes are TBD so stay tuned for more details.

Learn more: Email Sheri Blight at seb4963@kennesaw.edu
Virtual Job Fairs

Virtual Fairs provide employers with a cost-effective and engaging way to "meet" our students from anywhere in the country.

- Save time, travel, and staff required to participate in all day, on-site events
- Interact in your own chat room with the option to conduct video interviews
- Unlimited access to all registered candidates’ information including exporting electronic resumes

Learn more: [https://careers.kennesaw.edu/employers/careerfairemployer.php](https://careers.kennesaw.edu/employers/careerfairemployer.php)

Requirements & Limits:
- Possible limitations due to industry, job type, and/or major requested
Experiential Education
Internships & Co-ops

Internship
• Short term (1 semester) work experiences giving students the opportunity to utilize knowledge from the classroom and apply it in a work setting
• Can be paid or unpaid. The average hourly wage for interns is up $0.32 to $19.05; this is the highest hourly wage thus far for interns. *(NACE)*
• Credit bearing depending on the student’s major. Students receiving credit can still be paid.

Co-op
• Multi-semester work experience giving students the opportunity to work full time in their major industry and utilize the knowledge from the classroom
• Must be paid
• Alternating vs. parallel
• Audit vs. 3 credits max

Retention rates are almost double for intern or co-op hires!

Learn more: [https://careers.kennesaw.edu/employers/internship.php](https://careers.kennesaw.edu/employers/internship.php) or email Krysta Fry kfry4@kennesaw.edu
Benefits

<table>
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<tr>
<th>To Student:</th>
<th>To Employer:</th>
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</thead>
<tbody>
<tr>
<td>• Validates career choice</td>
<td>• Opportunity to recruit future employees</td>
</tr>
<tr>
<td>• Realistic view of the daily business operations</td>
<td>• Evaluate prospective employees without long-term commitments</td>
</tr>
<tr>
<td>• Relevant work experience</td>
<td>• New, energetic and skilled employees who bring the latest theories and concepts</td>
</tr>
<tr>
<td>• Competitive edge in the job market</td>
<td>• Feeds the leadership pipeline by early exposure to corporate leaders</td>
</tr>
<tr>
<td>• Networking opportunities</td>
<td>• Student advocates for recruiting other students (brand ambassadors)</td>
</tr>
<tr>
<td>• Applies classroom knowledge in “real world” setting</td>
<td>• 80% of employers reported internships and co-ops as their highest rated recruiting strategy</td>
</tr>
<tr>
<td>• Identify more career options/ possibilities</td>
<td></td>
</tr>
<tr>
<td>• Skill development and confidence</td>
<td></td>
</tr>
<tr>
<td>• Establish short/long term career goals</td>
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</tbody>
</table>

Learn more: [https://careers.kennesaw.edu/employers/internship.php](https://careers.kennesaw.edu/employers/internship.php) or email Krysta Fry kfry4@kennesaw.edu
Owl Job Shadow

Objectives of this program include:

• Observation opportunities to see what a career field looks like “in real life”
• Connect classroom learning with workplace experience
• Broaden the view of opportunities for students at many different companies
• Create a starting point for learning how to network with professionals
• Practice professionalism and business etiquette
• Help to define potential career paths after graduation

Learn more: https://careers.kennesaw.edu/jobshadowing.php or email Matias Domingo at mdomin12@kennesaw.edu
Owl Job Shadow

How Does it Work?

• Job shadowing opportunities will be available at a variety of companies during the dedicated job shadow week each semester (see "Important Dates" for the dedicated weeks).

• Each shadow experience will last up to 6 hours on one day of the job shadowing week.

• Students will apply for the Job Shadow program and list their top location choices. If selected, they will be matched with an employer based on the student’s listed preferences. Our team reviews every application to make sure that students are matched with each company appropriately.

Learn more: https://careers.kennesaw.edu/jobshadowing.php or email Matias Domingo at mdomin12@kennesaw.edu
One Step Further
Connecting on campus and off

- **Academic departments** can be a great way to get more involved with projects and curriculum development.
- **Student Organizations** can connect you to students with desired interests, passions, and skills.
- Join organizations dedicated to providing resources for recruiting and career services professionals like **GACE**, **SoACE**, **NACE**, etc.
Partnership & Support

The Partners-in-Success Program recognizes organizations who provide significant support to DCPD, and to increase visibility and maximize recruiting effectiveness at KSU.

There are 3 levels: Diamond, Platinum, & Gold. All partners receive first right of refusal to participate in all our events and activities, and Diamond and Platinum include at least 2 job fair registrations per year.

Learn more: https://careers.kennesaw.edu/employers/partners.php or email Ryan Whitfield at rwhitfi8@kennesaw.edu

Additional Sponsorship Opportunities

- Student Professional Development Conference Sponsor
- Faculty Recognition Award
- Job Fair Employer Break Area Sponsor*
- Job Fair Student Break Area Sponsor*
- Printed Materials to all Job Fair Attendees*

*Limited to certain events
Owl Mentor Network

Student/Mentee Driven Program:

• Write & Prepare – write down your goals for this mentorship and prepare questions.
• Search & Connect – search through over 1,000 alumni to connect with as a potential mentor.
• Learn & Engage – learn from alumni working in areas that are of interest to you and engage your mentor through conversations.

Flash Mentorship:
Flash Mentorship is a quick, one-time meeting between a mentee and a mentor, in which the mentee may ask about the mentor's experience and advice regarding interviews, networking or general career advice.

Get started at: https://owlmentor.kennesaw.edu/ or email the Alumni Relations team at alumni@kennesaw.edu
Questions?
Thank You!

We are here for you! Reach out if you have any questions:

Job Fairs and Networking Events: Sheri Blight seb4963@keensaw.edu
Owl Job Shadow: Matias Domingo mdomin12@kennesaw.edu
Job Postings and On-Campus Reservations: Robin Knight rknigh15@kennesaw.edu