

10,000 Marketing Possibilities: Creatively Marketing Your Career Services

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THE CAREER CENTER

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Current Challenges

- Student apathy – economy – why bother?
- Student expectations not meeting reality
- Coming from a large/diverse university so how do you target students?
- Addressing non-traditional students with families who won't come to events due to time.
- Non-traditional students being more resistant to change. They are coming back to school and think they know everything since they wrote a résumé years ago.
- Budget and staffing
- Balancing the on-line aspect – how much do we provide online versus having them come into the office?
- Students wait until the last semester to come in. They may be enrolled in a program but have difficulty engaging in seeking out opportunities or taking the next steps.
- Centers feel like their engaging the same students – how do we reach out to less savvy students?
- Hard to connect with faculty to promote our services in their classroom – bureaucratic process to promote.
- Branding and consistency of message
- Events and ideas change every year
- How do we be creative and current while also keeping it consistent?

Solutions to Challenges

- Faculty punch card referrals
- ID swipe to track hours
- Sometimes what we are doing that we feel is old or creative isn't received the same way
- Change messages based on survey
- Use mentors or peer group to promote on Facebook/social media

- Utilize faculty – designate a team to reach out to specific contacts/departments
- Send students out with freezer pops with marketing attached to it promoting our services
- Host an event with a carnival theme – collaborate with other departments/academic units to help cover the bigger budget
- Giveaways
- Work to convince university/college of the benefit of career services
 - o Our services help keep students in school, helps them figure out what they want to do. They don't stay in school if they don't know what direction they are going
- Get corporate sponsors – relationship building
- Focus on professional development – bring in guest speakers such as employers
- Change times of workshops to get more people involved (in reference to working with non-traditional students)

Best Practices/New Ideas

- Mile marker messages – each week students would get a short message from career services. There was a new theme each week for each class. Second semester it tapered off for Juniors and Seniors. Made students more aware and increased communication.
- Day 1 approach – touch them from day 1.
- Gift every year with career services information
- Created a newsletter sharing success stories and featuring grads who have found a job in their field.
- Do not scare students by wearing suites, be careful with message
- All-day advising drop-ins to get students in the door
- NWU – Week-long events with a theme
- Career Week at ISU
- TCSP – webinars of workshops
- Student focus groups twice a year with 12-14 students
- Message to freshman in the student guide

- Promo videos and videos of events online

General Notes

- T-shirts – print up t-shirts, have staff wear them and give them away to students. It was low cost and a certain number of t-shirts were printed and students were asked to wear them around campus. They were bright colors and the students loved the t-shirts.
- Lab coats – “Resume Doctors”, staff wore them; Orange tic-tacs – “Chill Pills” – school color; Prescription Cards – present services
- Student Employment Month – recognize student employees on campus, mini appreciation carnival/picnic for student workers.
- National Student Employment Month – April: Essays, select winners and awards given out
- Marketing to employers – summer strategy luncheons, invite recruiters to campus to touch base/see campus. Get contacts from faculty and staff. Send invitations to Advisory Board Meetings.
- Mailings and flyers are sent 2 times a year. Employers can pay to advertise in these. Seniors receive a separate flyer.
- Provide employers opportunities to advertise – promote upcoming events, split revenue with campus.
- Career Planning Manual – sell advertising spots in there to employers
- Job Search Bootcamp – talk about relevant topics
- To address budget concerns – use employer donations (for goods and money)
- Utilize campus wide requirements (classes, tests, etc).
- Window clings/mirror clings
- Winter Warm-Up – tea/hot cider/hot chocolate
- Food/t-shirts are a big draw
- Go into classes – position descriptions of 6 figure jobs – 5 minutes talks with appropriate majors
- Put info on magnets, sticky notes
- “Lucy” booth – career coach
- “Free staple” – students use the staple