

Best Practices in Targeting & Building Employer/College Relationships

Many employer organizations are connecting with your office already, but maybe on a shallow level. In addition, potential exists for new relationships to develop. How can you identify new employer partners and target those with whom you could deepen relationships?

A. Who is posting with you?

Tap the best looking positions and see if you can grow the relationship into something deeper. Alumni employers who post may be the easiest way to start.

B. On-Campus Friends (aka Referral Sources)

1. *Development Office* – Before donating money, alumni and donors may find it easier to connect by advertising internships or jobs for your students, so your development officers can refer potential employers to you.
2. *Alumni Office* – Utilize the Alumni Magazine for career articles. Collaborate on events to bring alumni employers on campus for events. Speak before the Alumni Board or committees. Ask alumni staff to keep you in mind with referrals.
3. *Faculty* – Business and technical fields are often approached directly by employers; are faculty referring those people to you? Adjunct faculty connections. Could you do a joint site visit?

C. Chamber of Commerce

Find out if your school is already a member (often Alumni and/or Development offices are and it is an organizational membership). Attend networking events and introduce yourself and your purpose in reaching out to local businesses. If appropriate, involve contacts in on-campus career events. Send follow-up email information week after meeting people.

D. Requests for Resumes

Employers who ask for resumes may only be doing that, and could be doing more. Capture the names and occasionally send additional information about services, or call the most interesting.

E. Be Intentional

1. *Alumni Outreach*. In each alumni magazine is a section telling you where alumni are working/what they are doing. Scan it and identify alum working for companies or doing things you would love to tap for students. Work with Alumni Relations or Development to get their contact information. (If they will let you.) Ask alumni for referrals to their HR/recruiting areas.
2. *Use Linked In*. When you have amassed a list of target companies, research through Linked In to find contacts.
3. *Job Fairs*.
4. *Career Information Panels*. Attend whenever you can, collect business cards of presenters and pursue for employer relations.
5. *Identify your strongest academic programs*. What companies would logically hire?
6. *What areas would you like to develop?* E.g. there are not enough positions for your _____ majors. What organizations would logically hire these students?
7. *Seize on what's hot*. Identify employers within industries that you know are better off. E.g. environmental/sustainable anything, operations/supply chain/logistics, health care, bio-technology

Three main take-aways/What will attendees gain?

Reveal obvious and Learn hidden methods of identifying new employers.
Generate ideas for your employer relations function.
Share your successes and frustrations.