A LOOK INSIDE

3 ... WELCOME
4 ... MEET OUR TEAMS
6 ... CREATING YOUR RECRUITING STRATEGY
8 ... DEVELOPING YOUR JOB DESCRIPTIONS
13 ... HANDSHAKE
14 ... BUILDING YOUR ON-CAMPUS BRAND
17 ... CAREER AND INTERNSHIP FAIRS
18 ... USF POINTS OF PRIDE

Flip open the back cover for a tear-off recruiting calendar and notes page.
Thank you for your interest in recruiting at the University of South Florida in sunny Tampa, Florida.

USF enrolls more than 40,000 students in academic colleges whose studies range from accounting to psychology and from engineering to criminal justice. We pride ourselves on our diverse, veteran-friendly, and multi-cultural student body.

Our students prepare for a wide variety of careers through their curriculum, student organizations, and extra-curricular programs here at USF. No matter what your staffing needs may be, our deep pool of career ready students and alumni can help your organization move forward with fresh and innovative ideas!

Our internship and Cooperative Education programs are a great way to build strong talent pipelines from our classrooms and labs directly into your offices and research centers. These programs are not only a key part of a successful recruiting strategy, they also provide our students with real-world experiences to acquire the essential skills they will need to enter tomorrow’s workforce at full-speed.

Building your relationship with USF students is easy. Our Employer Relations team will meet with you to discuss your recruitment objectives, review your on-campus brand awareness and marketing efforts, and help you assemble a strategic recruiting plan.

Our team is also available to guide you through the various programs and services we offer to help you succeed. You can meet students at our many on-campus and virtual career fairs, hold on-campus interviews in our comfortable and convenient interview suites, and leverage the powerful tools available in our online career management system, Handshake.

This guide provides you with an introduction to these options, and when you’re ready, our Employer Relations team will assist you in creating a customized recruitment plan that helps you succeed at the University of South Florida!
YOUR EMPLOYER RELATIONS TEAM

Mike McCay  
Director  
mccay@usf.edu

Ask Mike about:  
USF recruitment opportunities  
Employer site visits  
Strategic Sponsor Programs  
Student data requests  
Reporting hires

Devan Lane  
Assistant Director  
devanc@usf.edu

Ask Devan about:  
On-campus interviews  
Student recruitment strategies  
Custom events or programs

Amanda Marshall  
Coordinator  
akmarshall@usf.edu

Ask Amanda about:  
Registering for Career & Internship Fairs  
Scheduling on-campus events  
Understanding event logistics, payments, and invoices

Pranam Parsanlal  
Assistant  
pparsanl@usf.edu

Ask Pranam about:  
Handshake account approvals  
Job posting help  
Technical support for Handshake  
USF recruitment opportunities  
Employer site visits

Allie Jones  
Graduate Assistant  
allisonjone@usf.edu

Ask Allie about:  
Employer Spotlight scheduling  
On-campus interview logistics
YOUR INTERNSHIPS AND CAREER READINESS TEAM

Lynn Chisholm
Director
Ask Lynn about:
Developing an internship strategy and program
Using Career Readiness Competencies in recruiting
lynnchisholm@usf.edu

Christina Ingrassia
Assistant Director
Ask Christina about:
Maximizing your Handshake employer profile
Writing an internship or part-time job description that attracts USF students
cingrassia@usf.edu

Diane Mellon
Coordinator
Ask Diane about:
Developing a Co-op strategy and program
Hiring international students for Co-op or summer internships
dmellan@usf.edu

Jennifer Utroska
Coordinator
Ask Jennifer about:
Assistance with posting and recruiting part-time jobs
Registering for the Part-Time Job Fair
Hosting an Intern for a Day
jenniferu@usf.edu

Becca Eisenstein
Graduate Assistant
Ask Becca about:
Support for internships and career readiness
reisenstein@usf.edu
WHAT SETS YOUR ORGANIZATION APART

When recruiting on a college campus, it is important to realize that many students have a limited understanding of the world of work compared to seasoned hires. This means that you need to tell them about who your organization is, why they should choose to work for you, and what sets you apart from your competitors.

We can help you introduce yourself to our students by highlighting what you are already doing in a way that speaks to our student population. Consider sharing stories to promote your organization that showcase:

- New or innovative workplaces
- Cutting-edge technologies
- Training or leadership development programs
- Benefits or quality of life initiatives

Understanding your value proposition, using it in your on-campus promotional materials, and encouraging your employees who recruit on-campus to share these stories will help your organization connect with students and stand out.

Did you know that the majors with the highest enrollment at USF include psychology, criminology, and biomedical sciences? By thinking about the essential skills your positions require, you can expand your recruiting efforts to include majors beyond those that are typically associated with your industry and develop a stronger, more innovative team.
When you recruit at USF, you have access to tools and resources to build successful recruiting programs. In addition to meeting with us one-on-one, we encourage you to attend employer-only events that will bring you up to speed on the latest trends impacting college recruiting, give you access to key decision makers and thought leaders in recruiting and talent development, and provide you with training on our systems and knowledge of our services.

**RECRUITING TRENDS**

Recruiting Trends is designed for our employers, their human resources teams, college and corporate recruiters, and senior leadership responsible for talent acquisition and management. This event provides updates on recruiting trends specific to Florida and the southeast for the coming year, discussions surrounding generational shifts impacting the workforce, opportunities to explore and capitalize on successful talent management strategies for your organization, and the chance to network with talent management colleagues from the Tampa Bay region.

**EMPLOYER INSTITUTE**

Employer Institute ensures that you have the most up-to-date information about our services as we head into the new academic year. This program is particularly beneficial for employers new to recruiting at USF, but employers who already work with Career Services can still learn new practices to put in place. Attendees have the opportunity to learn the role our professional staff plays within Career Services, understand how we can help you create a customizable recruitment plan, and more during keynote speeches and interactive workshops.

Ready to begin building your organization’s recruiting strategy? Let us help! Visit us at usf.edu/recruitusf to learn more about what we do or request a meeting to discuss your organization’s specific recruiting needs.
why are you a good fit for this job?

YOUR JOB DESCRIPTIONS MATTER

At any given moment there are over 3,500 jobs and internships posted in Handshake. The average job seeker spends just 49 seconds reading an online job posting before deciding to move on. In such a crowded space, your job description needs to capture a student’s attention and persuade them to apply.

When you begin writing the description for a position that you need to fill, where do you start? Do you list the tasks that the new hire will do, or do you start with the qualifications that they will need? Do you give a range for the hourly wage or salary, or do you name the hiring manager and their title?

Like anyone else, students want to know what they will be doing during the day, who they will report to, and how much they’ll be making. For some types of positions, students may have other considerations, such as how many hours they will be required to work, how they can maintain a consistent work schedule alongside their studies, and how quickly they can get between campus and their workplace. For others, work-life balance, benefits, and organizational culture will be important.

It’s important to build a job description that speaks to students and answers all of their questions. It will not only excite them about the job, but it will help you generate applicant pools of truly interested candidates.

Did you know that the median wage for full-time post-graduation employment rose to $38,000 in the past year? Advertising a position’s starting salary can help to increase your number of applicants. Want to really improve your applicant pool? Consider raising your entry-level salary range to $40,000 - $43,000.
If your talent needs include hiring part-time employees, we suggest that you begin by thinking about the position and its schedule. Many students are looking for part-time opportunities that align with their class schedules. Students typically do best balancing school and work obligations when they are employed for approximately 20 hours a week.

We recognize that your staffing needs may not perfectly align with our students’ schedules, however we find that those organizations who offer flexibility enjoy greater returns on their part-time hiring investments. Be sure to consider the following questions: Can the hours be flexible to accommodate exams, class assignments, and other university obligations? Can work schedules be set in advance? Can hours be worked on weekends or in the evening?

While our students appreciate schedule flexibility, they also look for part-time jobs that will help them explore new areas of interest or apply newly acquired knowledge. Position descriptions that include opportunities for students to use their skills on the job give them a better idea of how the position can benefit them in the long run. Students with this knowledge are more motivated to apply for your part-time positions and will be better prepared for the daily tasks you expect of them.

Because many employers post part-time openings at the beginning and end of summer, we host a Part-Time Job Fair at the beginning of the Fall semester and at the end of the Spring semester. For details about these events, please visit Handshake.

Jennifer says ...

If your organization is looking for eager and enthusiastic part-time employees, we encourage you to begin your recruiting here at USF! Our highly skilled part-time student employees that are working in the Tampa Bay area earn $15.46 per hour on average. If you have questions about recruiting part-time, or would like to report a hire, email me at jenniferu@usf.edu.
RECRUITING STRATEGIES FOR INTERNSHIPS

Internships are an excellent way to showcase your organization and the types of employment opportunities you offer to our students. They also provide our students a chance to develop the skills they will need to enter the workforce.

When developing an internship program, it is essential that you keep your organization’s needs in mind as well as the benefits offered for the student. The internship plan generally involves students working in professional settings, engaged in professional work, under the supervision and monitoring of practicing professionals. The Internship and Career Readiness team can assist you in creating and implementing a successful internship program at your organization.

Internships are typically one-time work or service experiences related to the student’s career goal or major. The Internship and Career Readiness Team can help you determine whether the internship should be structured as part-time or full-time; an on-site or virtual placement; and one-time only, an extended time-frame, or an internship-to-job opportunity.

We can also assist you with understanding the US Department of Labor’s Fair Labor Standards Act (FLSA) regulations on whether an internship can be paid or unpaid. And our team can help with connecting academic course credit to the internship experience.

Visit [usf.edu/recruitusf](http://usf.edu/recruitusf) to learn more or request a meeting to discuss your internship needs.

In the 2016-2017 academic year, over 4,600 USF students participated in internship activities. These interns earned $18.06 per hour on average, and had an average conversion rate of 51.3% from intern to full-time hire, according to the NACE 2017 Internship & Co-op Report.

Want to build your own internship program? Email me at lynnchisholm@usf.edu.

Lynn says ...
Cooperative Education (Co-op) is an educational relationship between the university and an employer in which a current student engages in a paid, multi-term work-and-learn experience. USF offers two types of Co-op programs.

**PIPELINE PROGRAM**

The Pipeline Program is a part-time or full-time Co-op experience in which the student’s major is a direct match for the position. This is ideal for majors like accounting, engineering, or computer science, where the student works in that specific career field for a minimum of one semester, with two to three semesters being the average length of the experience. A student’s willingness to accept part-time or full-time opportunities is dependent on the academic term and the student’s required course load. For full-time opportunities, we recommend utilizing the summer semester.

**BRIDGE PROGRAM**

Our Bridge Program is a part-time experience in which the student’s skills and career goals are a fit with the opportunity, but due to the multi-disciplinary nature of the position, the student is learning skills on the job that their major does not address. Students will come to the experience with a relevant major or skills and work toward developing a bridge to other skills with the assistance of their supervisor.

**Diane says ...**

Developing a Co-op program takes commitment, but students and employers involved in one find a greater return on investment. In the NACE 2017 Internship and Co-op Survey, 85.5% of respondents said they considered **on-campus recruiting to be the most effective recruiting technique for Co-op positions**. Contact me today to get started at dmellon@usf.edu.
RECRUITING STRATEGIES FOR FULL-TIME POSITIONS

On average, nearly 8,000 undergraduate degrees are awarded by USF each academic year and these recent graduates are ready and excited to help your organization succeed!

When recruiting recent graduates, it is critical to remember that in many cases they are new to the workforce. You can help them understand your organization’s needs by writing a comprehensive job description. Well written job descriptions outline what you are looking for in terms of skills or abilities rather than just listing majors. Be sure to include a narrative that will help them see themselves at your place of business.

According to CareerBuilder’s 2016 Candidate Behavior study, job seekers want to see information on:

- **Salary**: 74%
- **Benefits**: 61%
- **Work-Life Balance**: 35%
- **Work Environment**: 31%

We can help you take full advantage of the posting capabilities offered in Handshake and assist you in creating a job description that will get noticed and will generate motivated, qualified applicants!

Handshake launched in summer 2016. Since its launch, students have submitted over 30,500 applications. Handshake also hosts more than 15,000 USF student profiles for you to review.
Handshake, USF’s online career management system, makes implementing and managing your on-campus recruitment strategy quick and easy. And its mobile-friendly capabilities will ensure that millennials will engage with you online.

As an employer, your Handshake account allows you to:

- Post your available internships, Cooperative Education positions, part-time jobs, and full-time jobs
- Search and view student and alumni profiles and resumes
- Reach out to qualified students and encourage them to apply
- Manage your applications and sort the applicants based on qualifications
- Schedule an on-campus interview to meet your potential hires
- Report your USF hires
- Register for on-campus recruiting events

When you’re ready to get started, visit usf.joinhandshake.com to create your account and connect with USF. Prior to approval, our team will review your new account to ensure it is showcasing your value proposition and on-campus brand in a way that will make both your organization and your jobs and internships attractive to USF students.

**Pranam says ...**

Building out your Handshake profile is easy and spending some time doing it right can help you target the students your organization is looking to hire. We encourage employers to include their logo and branding image, an up-to-date “About Us” section, and accurate and specific contact information. Want more tips or need help? Reach out to me at pparsanl@usf.edu.
how do you see yourself getting involved?

BUILDING YOUR ON-CAMPUS BRAND

After you have identified your value proposition, written job descriptions that will appeal to USF students, and posted them online in Handshake, you will want to get up close and personal with our students by building a presence on campus.

At USF, this is easy to do because we’ve made this a key part of our services for employers. You can choose to take advantage of our Career and Internship Fairs and other ready-made events. You can also choose to work with us to create a custom on-campus event that aligns with your recruiting goals.

Getting involved is easy! Start by reflecting on your organization’s culture and value proposition. You’ll want to select events that make your brand visible to students and give them a feel of what it will be like to work for you.

Next, you’ll want to make sure your recruiting materials, like handouts, giveaways, tablecloths, and signage help your brand come alive. You will also want to make sure that they are designed with students in mind.

Be sure to work with our team to time your events in a way that supports your recruiting strategy.

Did you know that employer on-campus engagements increased by 40% from the 2015-2016 academic year? Employer participation in Career & Internship Fair Week events experienced a 71% increase since 2014-2015. Get involved and join the 600+ employers that participate in on-campus events each year!
CAREERS & COFFEE

Careers & Coffee events are a fun and casual way to connect with USF students as you serve as an honorary barista! Placed in our Marshall Student Center, you will be able talk to students from across all majors about your organization, jobs, and internships over a fresh cup of coffee.

EMPLOYER SPOTLIGHT

Employer Spotlights are casual tabling events, placed in high traffic areas in collaboration with our partners in the College of Engineering, College of Public Health, and the Muma College of Business. You may also consider utilizing our Job Shop located just inside the main entrance to the USF Tampa Library. Each week, Career Services will “spotlight” one employer per location, allowing students to meet with members of your organization and learn about the opportunities you have available.

NETWORKING EVENTS

Our Networking Events provide a business professional environment for a small number of organizations to interact with our students in a more intimate way. Held a few times each academic year, these events are designed to facilitate meaningful connections between our students and members of your organization as you look to fill specific positions or build interest in your organization.
CONNECT WITH OUR STUDENTS

BULL MARKET

Bull Market is held most Wednesdays during the fall and spring semesters. These events provide a fun, outdoor market environment where you can engage with students. Use this opportunity to share information about what it’s like to work at your place of business and what types of opportunities you have available for students. Bull Market is coordinated by our partners in the Marshall Student Center. Find out more information at bit.ly/usfbullmarket.

STUDENT ORGANIZATION & IN-CLASS PRESENTATIONS

If your recruiting goals include connecting with students with specific interests or majoring in a specific subject area, consider making a presentation to a class or student organization. A well-crafted presentation that includes material that is relevant to the student group or class topic and features highlights about your organization can build interest and awareness on campus for you.

You can view a list of current USF student organizations here: usfstudentorganizations.orgsync.com.

Did you know that during the 2016-17 academic year, more than 6,800 students attended our fairs? The Career and Internship Fairs are an excellent way to connect with USF students and to maximize your recruiting efforts.
If you want the opportunity to recruit students in a more formal environment, our Career & Internship Fairs may be a good fit for you. We offer a Career & Internship Fair Week each fall and spring semester. These events target specific student and alumni populations for internship, Co-op, and full-time employment opportunities. Our fairs include:

- **ALL MAJORS FAIR** – Held each Fall and Spring
- **SCIENCE, TECHNOLOGY, ENGINEERING, & MATH (STEM) FAIR** – Held each Fall and Spring
- **ACCOUNTING & FINANCIAL SERVICES FAIR** – Held each Fall and Spring
- **HEALTH PROFESSIONS & SOCIAL SERVICES FAIR** – Held each Fall

We hold additional specialty fairs throughout the academic year. These include the Graduate & Professional School Fair, virtual career fairs, and Part-Time Job Fairs.

All of our events are listed in Handshake and require registration in order to attend. Some events have registration fees and specific registration deadlines. For more information about any of our events, and applicable fees or deadlines, please visit Handshake at [usf.joinhandshake.com](http://usf.joinhandshake.com).

_Amanda says ...

When completing your fair registration, be sure to include details about what you are recruiting for. Some things students like to see when determining if they should spend time at your booth are job titles, employment types, and majors. If you have questions about registering or paying for our fairs, send me an email at akmarshall@usf.edu._
State leader in the percent of baccalaureate graduates employed full-time or continuing their education within one year of graduation (69.6 percent).

USF is ranked by *U.S. News and World Report* as a Best College for Veterans in 2016.

With a student body representing over 130 different countries, USF is one of the 40 most diverse public universities in the country and the second-most diverse public university in the state of Florida, according to recent *Diversity Index* ratings, published by *U.S. News and World Report*.

USF has been named one of the top 50 Colleges Advancing Women in Science, Technology, Engineering, and Math (STEM) by *The College Database* in 2013.

USF Tampa ranks among the top tier of colleges listed in the *U.S. News and World Report Best Colleges 2016*, ranking in the top 100 of best public national universities.
USF Tampa is ranked 46th among public universities for social mobility, research, and civic engagement, according to Washington Monthly (2016).

Our Center for Entrepreneurship is ranked 10th in the nation by Entrepreneur magazine and The Princeton Review, naming the center the best graduate program in the Southeast in 2016–2017.

USF was recognized as one of the nation’s top producers of Fulbright Scholars in 2012 by the Institute of International Education and by the U.S. Department of State’s Bureau of Educational and Cultural Affairs.

According to Best Colleges, USF ranked 36th on the Greenest Universities in America rankings in 2015.

The USF Lynn Pippenger School of Accountancy is ranked #1 in the nation in accounting information systems research, as well as top 30 in other areas of research (audit #21 and tax #29), according to the 2012 rankings released by Brigham Young University.
**THE UNIVERSITY OF SOUTH FLORIDA RECRUITING CALENDAR**

**June**
- Contact Career Services to begin planning for fall recruitment strategies, including Co-op

**July**
- Fair registration opens for all fairs

**August**
- Fall classes begin
- Career Kickoff Cookout
- Part-Time Job Fair

**September**
- Know Before You Go Week
- Fall Career & Internship Fair Week

**October**
- On-campus interviews begin
- Spring Co-op recruitment begins
- Graduate Pathways

**November**
- On-campus interview season ends

**December**
- Fall classes end
- Commencement
- Start spring recruitment planning

**January**
- Recruiting Trends
- Spring classes begin
- Know Before You Go Week

**February**
- Spring Career & Internship Fair Week
- On-campus interviews begin

**March**
- USF Spring Break
- Summer Co-op recruitment begins

**April**
- Part-Time Job Fair
- On-campus interviews end

**May**
- Spring classes end
- Commencement
- Employer Institute
<table>
<thead>
<tr>
<th>EVENTS</th>
<th>TARGET STUDENTS</th>
<th>STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME</td>
<td>DEADLINE</td>
<td>Set Up My Handshake Profile</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Post My Open Positions</td>
</tr>
</tbody>
</table>

- Arts & Design
- Business
- Engineering
- Government & Criminology
- Communications
- Computer Science & Technology
- Education
- Health Professions
- Humanities & Languages
- Life Sciences
- Math & Statistics
- Environmental Science