NEBRASKA WESLEYAN UNIVERSITY

VIRTUAL RECRUITING OPTIONS FOR FALL 2020

Employers,

Thank you for expressing interest in our talented students and alumni. Due to the COVID-19 pandemic, all campus recruitment activities will be **virtual** for the Fall 2020 semester. Provided below are some ideas for developing your virtual on-campus recruitment strategy at NWU:

Recruit at NWU on Handshake - NEW THIS YEAR!
We are excited to introduce Handshake as our primary career services platform for all NWU students. With Handshake, we invite you to:

- **Post jobs.** Full-time positions, part-time jobs, and internships can be advertised at no cost to your organization. You can even personalize your outreach to encourage candidates to apply, and track engagement with your opportunities.
- **Promote your events**. Virtual recruitment events and information sessions can be shared with our students, as well as students from all other Handshake schools to broaden your audience. If your marketing team has created materials appropriate for social media, inquire with us about sharing your event.
- **Create a dynamic company profile**. Students use Handshake to research employers. A page with photos, videos, and advice for applicants helps get your brand out there.
- **Build an interview schedule**. Request an interview schedule through Handshake. When attached to a job posting, this will allow applicants to schedule an interview time if selected.

If you are new to Handshake, you can register for a free account here, and find more information about how to use Handshake at this link.

Employer of the Day
We would love to feature your organization as our Employer of the Day. As part of this program, we welcome your organization to take advantage of one or both of the options below.

- **Instagram Takeover**
  Reach our students by taking over our NWU Career Center Instagram account. We'll send the credentials to you and allow you to build out a story. Consider providing information about your company, a tour if you're currently on-site, information about how your organization is managing safety during the pandemic, available jobs and/or internships, and how interested students should apply.

- **Unmanned Booth**
  In advance of your pre-determined date, send or drop off any recruiting materials/giveaways to set up at your table. The table will be unmanned throughout the day, and students can pick up materials at their leisure. We will have consistent signage for each employer along with a custom QR code which can link to your website, job posting, a recruitment video, or even your Instagram Takeover story.

To participate, a date must be arranged a minimum of two weeks in advance. Materials can be shipped to us or dropped off at the Career Center (masks are required on campus). Please only send materials that do not need to be returned. Materials must be received a minimum of three business days prior to your booth date. This includes materials being dropped off. Drop-off times must be pre-arranged to ensure a Career Center staff member is available to direct you.

Campus Programming
We are in the process of developing virtual programming for later in the fall semester. If you would be willing to conduct virtual mock interviews, or provide insight on an educational panel, let us know!

Interested in any of the above options? Contact Heather Hoops, Recruiting Specialist, at hhoops@nebrwesleyan.edu or 402.465.7573.