

## STUDENT RECRUITMENT

Recruiting students is essential to your program and is what keeps your program viable. While there is no one true way to recruit students, there are time-tested techniques and strategies for success. It is best to develop your own method and style with the following strategies and best practices in mind:

- Attend recruitment events and conferences
- Share vacancies with faculty members and career centers at academic institutions
- Develop partnerships with academic institutions, professional organizations, and community groups and
- Market student programs and positions through student job boards, newspapers, and other media



### ***Did You Know:***

All activities listed are ways in which the SEEP coordinator can assist the hiring officials with recruitment activities.

We have also found that encouraging selecting officials to attend recruitment events is an effective recruiting practice.

Recruiters should also develop a consistent method of gathering student information, such as resumes and information sheets.

Once the information is gathered, be sure to follow-up with students after recruitment events through post cards, e-mail, letters or thank you notes.

Not only should you follow-up with students, you should also follow-up with selecting officials. If the recruiter and the selecting official are not one and the same, establishing at least one effective method of sharing student information with the selecting official provides a consistent avenue of communication between the recruiter and the person doing the hiring.

Email, phone calls or face-to-face meetings are all good examples of ways to share student information.