



# Quick Wins

**Andrea Dine**, Assistant Vice President for Student Affairs,  
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**Develop as a Professional:** As Hiatt is full service alumni, we regularly offer [programs](#) for diverse professionals that address career issues and skills. Topics range from personal branding and networking, to diversity and inclusion, to entrepreneurship, and are targeted to professionals at different stages of their career. You are welcome to attend our online programs live, or to view them in our [archive](#).

**Enhance Your Department's Website:** You can share relevant opportunities with your students by adding a tailored job/internship feed to your department or program website. Contact [Jon Schlesinger](#) to request one for your website.

**Follow Ethical and Legal Standards:** Occasionally, helping students in their job searches can result in unanticipated illegal or unethical actions. The National Association of Colleges and Employers (NACE) provides [a set of ethical standards](#) for guiding the job-search process.

**Engage Guest Speakers:** As a team, Hiatt continues to cultivate strong relationships with alumni, employers and parents in various industries who are willing to speak with specific majors and student groups about their career paths, companies or other career-related topics. Contact [Alexandra Stephens](#) to identify potential guest speakers from our volunteer list.

**Interact with Students & Alumni on LinkedIn:** As a faculty or staff member, you may receive requests to connect with students and alumni on LinkedIn. Consider clarifying your communication preferences directly in your profile. For example, Hiatt staff members include this disclaimer:

*A note to Brandeis students:* In an effort to keep a manageable LinkedIn network, I only accept invitations from colleagues with whom I have business relationships and from student staff who work in the Hiatt Career Center. Please join me in one of the numerous groups affiliated with Brandeis University, including [Brandeis University Career Connections](#) and the [Brandeis University Alumni Networking Group](#).

Check with your chair to see if your academic program or campus department has a policy about accepting social media requests from students and alumni.

**Manage References & Recommendations:** Students and alumni may ask you to be a reference or to write a recommendation on their behalf. The National Association of Colleges and Employers (NACE) provides [guidelines for reference providers](#).

View a [sample faculty reference letter](#).

**Promote Beyond Brandeis:** Post-graduation 2008-present is placed into an interactive tool called [Beyond Brandeis](#). Browse by major, class year, industry and more to see where recent Brandeis graduates are employed and/or attending graduate school and encourage your students to do the same. Use these data to enhance your website, major recruiting and student engagement.



# Current Recruiting Trends

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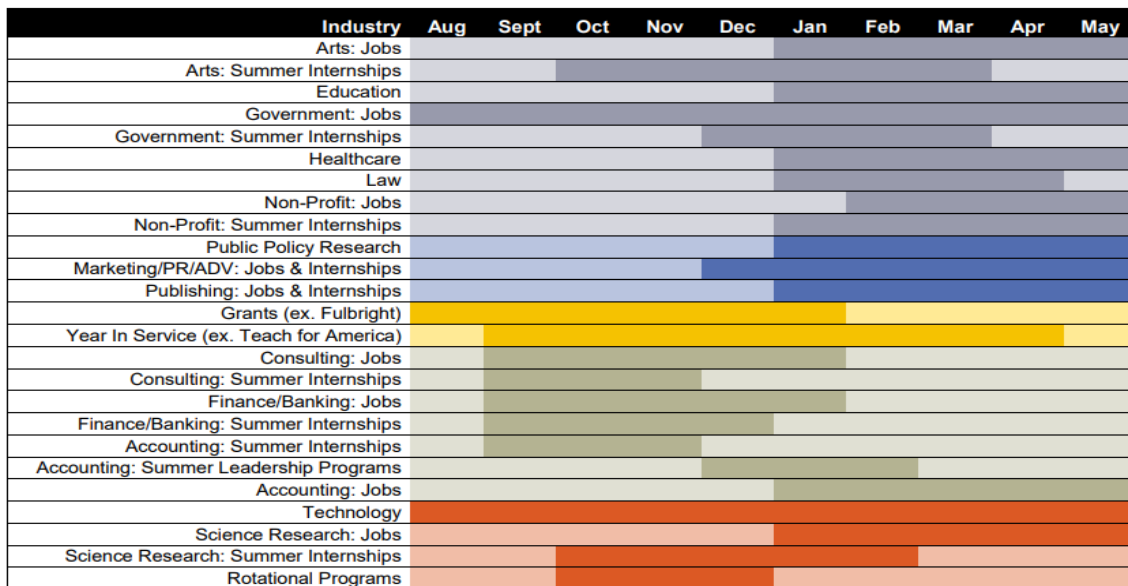
## Recruiting trends in 2018 in the U.S.

- Hiring boom creates conflicting priorities for recruiters (quantity vs. quality)
  - Focus on sourcing conversion rates
  - Prioritizing entry level hiring
  - Candidate experience is key for yield (converting to hire)
- Prioritizing high-touch experience AND using technology to reach the masses
  - High touch: 60% (referrals 40%, intern conversion 10% and campus 10%)
  - High reach: 40% (job boards, social media, etc.)
- Referrals are still the most effective and efficient source for hiring and onboarding

*Each year, Brandeis students get hired globally. While similar trends may exist in many countries the hiring cultures, practices and timelines may be drastically different.*

## Industry timelines

- Different industries have different peak hiring times
- Engagement happens year-round
- The key is for students to be active, year-round, and to make it personal to their goals



*Darker areas indicate most active recruiting times.*

## How do we partner to engage with students?

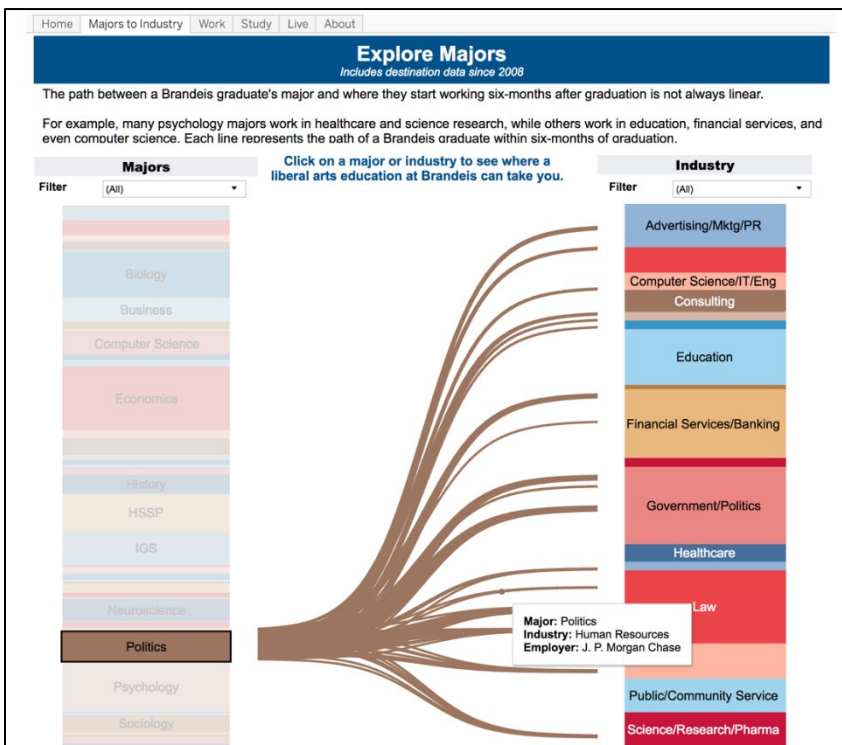
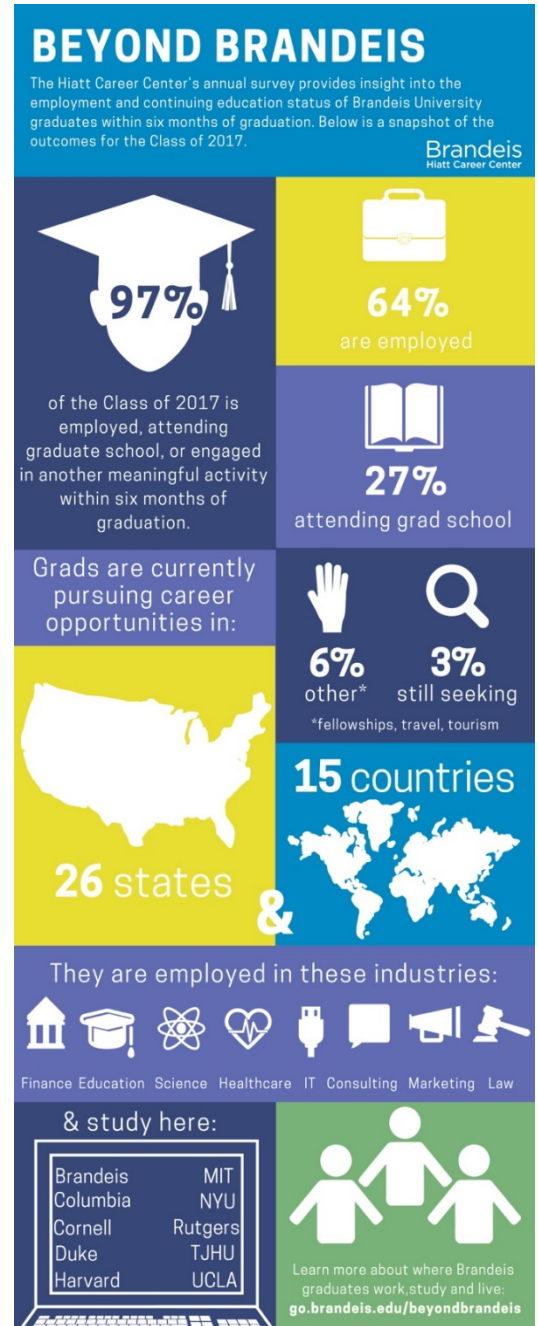
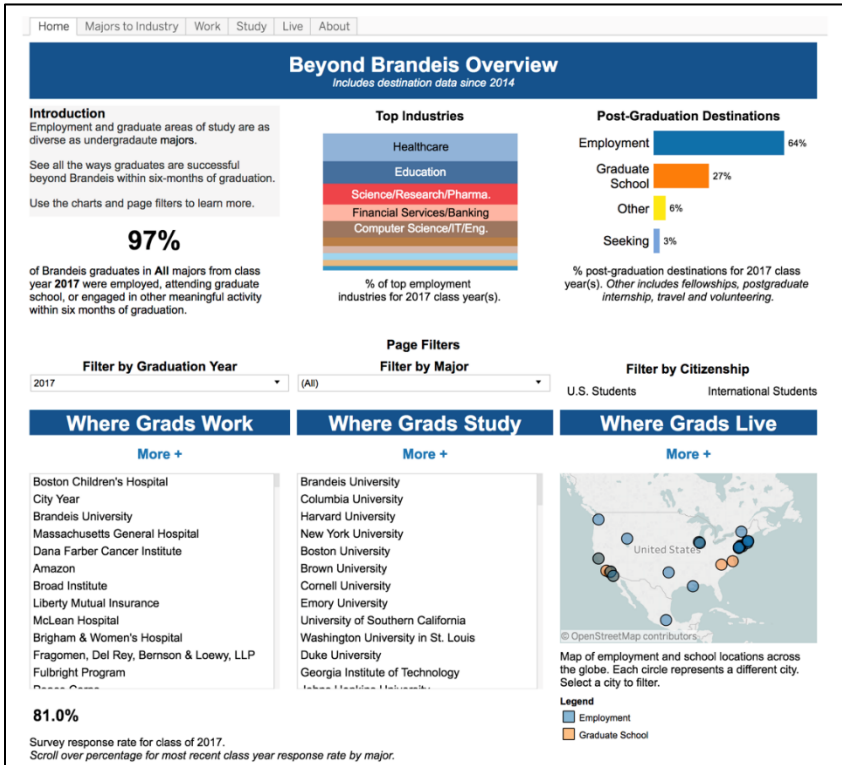
- Educate students on utilizing networking for industry information
- Provide access, resources and connections to networking opportunities
- Collaborate on new and diverse ways to welcome employers to campus



# What Do Students Do After Brandeis?

Jon Schlesinger, Director of the Hiatt Career Center, jschlesinger@brandeis.edu

[go.brandeis.edu/beyondbrandeis](http://go.brandeis.edu/beyondbrandeis)





# Engaging Alumni & Employers in Your Department, Classroom, or Project

Alexandra Stephens, associate director, alumni career programs and engagement, [astephens@brandeis.edu](mailto:astephens@brandeis.edu)

Each year, the Hiatt Career Center engages hundreds of alumni and employers in meaningful opportunities to connect with students about careers including:

- On-campus and regional industry meet-ups and career fairs
- “Ask an Expert” workshop series
- Interview coaching sessions
- Job and internship postings
- Online networking programs (LinkedIn, Wisdom Wanted)
- Plus, keynotes, panels, webinars, and more ([brandeis.joinhandshake.com](http://brandeis.joinhandshake.com))

## Why engage external partners

- Complementary: Bring in outside, industry perspectives
- Inspirational: Highlight potential career paths, celebrate success of graduates
- Recruitment: Make connections for jobs/internships
- Stewardship: Strengthen ties to Brandeis, department/center

## Sample engagement opportunities

- Guest speakers in class
- Workshop on specific career-related topic
- What to do with a major in... panel
- Industry career panel
- In-person or videoconference via Zoom (free Brandeis access)

## Key resource for finding alumni

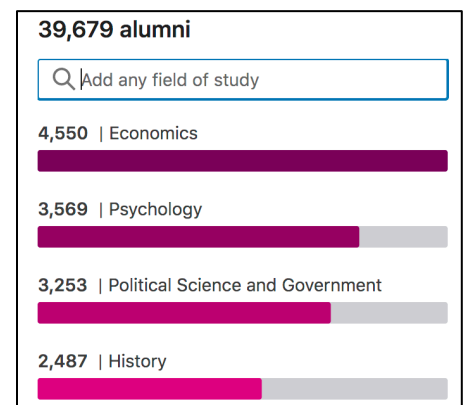
LinkedIn Advanced Search - filter by where they work, where they live, what they do, and what they studied

OR

Alumni Insights - [www.linkedin.com/school/brandeis-university](https://www.linkedin.com/school/brandeis-university) >  
See Alumni

## How we can help

- Existing relationships (alumni, employers, Institutional Advancement)
- LinkedIn expertise
- Event planning expertise
- Student advising (UDRs, club leaders)
- Destination data collection
- Event co-sponsorship/promotion (Handshake, email marketing)



*LinkedIn Alumni Insights – filter by major*



# Advising Students About Careers in a Dynamic Labor Market

Sandra Sylvestre, Assistant Director of Career Development  
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## Mission:

Hiatt helps Brandeisians know who they are, what they want, and how to get there. We structure our conversations to help develop skills and strategies to successfully pursue career opportunities that are inclusive of changing interests, unexpected events and new ventures or options.

## Sample Appointment Topics:

- Majors + Careers
- Resumes + Letters
- Networking + Interviewing
- Jobs + Internships
- Graduate + Law School
- World of Work Funding

## Meet with Us:

**Appointments:** Students can schedule 30min/1 hr appointments with a counselor. We are happy to work in person or via phone/Skype.

**Drop-ins:** Quick questions? Drop in for 15-minute, first-come, first-served meetings during the academic year focused on application material and brief questions (while classes are in session). Monday-Friday, 11 a.m.–4 p.m. and Tuesdays 11 a.m.–6 p.m.

**Hiatt Chat:** Virtual drop-ins with Hiatt Advisors to get assistance with resumes, LinkedIn, Handshake and more. Monday-Thursday, 8-10 p.m. (while classes are in session).