



Quick Wins

Andrea Dine, Assistant Vice President for Student Affairs,
Executive Director of the Hiatt Career Center
dine@brandeis.edu

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 [Melissa O'Karma](#) 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

Cary Weir Lytle, Associate Director of Employer Relations,
 cwlyltle@brandeis.edu

Kim Airasian, Assistant Director of Employer Relations
 kairasian@brandeis.edu

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

| Industry | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
|---|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
| Arts: Jobs | | | | | | | | | | |
| Arts: Summer Internships | | | | | | | | | | |
| Education | | | | | | | | | | |
| Government: Jobs | | | | | | | | | | |
| Government: Summer Internships | | | | | | | | | | |
| Healthcare | | | | | | | | | | |
| Law | | | | | | | | | | |
| Non-Profit: Jobs | | | | | | | | | | |
| Non-Profit: Summer Internships | | | | | | | | | | |
| Public Policy Research | | | | | | | | | | |
| Marketing/PR/ADV: Jobs & Internships | | | | | | | | | | |
| Publishing: Jobs & Internships | | | | | | | | | | |
| Grants (ex. Fulbright) | | | | | | | | | | |
| Year In Service (ex. Teach for America) | | | | | | | | | | |
| Consulting: Jobs | | | | | | | | | | |
| Consulting: Summer Internships | | | | | | | | | | |
| Finance/Banking: Jobs | | | | | | | | | | |
| Finance/Banking: Summer Internships | | | | | | | | | | |
| Accounting: Summer Internships | | | | | | | | | | |
| Accounting: Summer Leadership Programs | | | | | | | | | | |
| Accounting: Jobs | | | | | | | | | | |
| Technology | | | | | | | | | | |
| Science Research: Jobs | | | | | | | | | | |
| Science Research: Summer Internships | | | | | | | | | | |
| Rotational Programs | | | | | | | | | | |

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



How Hiatt Engages Employers

Cary Weir Lytle, Associate Director of Employer Relations, cwlyltle@brandeis.edu

Kim Airasian, Assistant Director of Employer Relations
kairasian@brandeis.edu

Trivia Question:

Which of the following could be an employer partner?

- A. Recruiter
- B. Hiring manager
- C. Brandeis alumni
- D. Member of a professional association
- E. Faculty/Staff member's neighbor's second-cousin
- F. All of the above (and more)

Answer:

- F. All of the above (and more)

Hiatt works collaboratively on- and off-campus to develop partnership eco-systems in diverse fields of industries. Our larger goal is to ensure that “industry” engagement is part of the Brandeis student experience. This creates a sustainable model for empowering students to take ownership of their career journeys, early and often, while simultaneously engaging experts who can provide relevant and current insights about fields, organizations, trends, and what is needed in today’s job market. This approach ensures that students make more informed decisions, are better prepared to apply for jobs and internships, and have access to a professional network that is vested in their success – including organizations and individuals who recruit and hire for jobs or internships.

Hiatt Career Center: Employers

Home / Recruiting Services

This year, faculty and staff partners in other departments at Brandeis have collaborated on each of these categories

| | |
|--|---|
| Get Started with Handshake | + |
| Post Jobs & Internships | + |
| Schedule Interviews (on-campus, virtual) | + |
| Lead an Insider Spotlight Series | + |
| Host an Information Session | + |
| Attend an Industry Meetup | + |
| Attend a Career Fair | + |

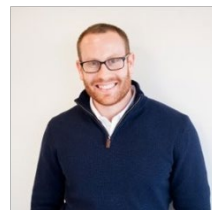
New This Year: Expanded in-class engagement



Flora Wang '15
Associate Product
Manager, Sales Hub
HubSpot

Major(s):
Biochemistry, Biology,
HSSP

"As a Brandeis alumni it was an exciting opportunity to come back to campus to share my post-college experience with current undergrads. The students in both classes were very engaged with what was being discussed and had asked thoughtful questions afterwards. I was especially impressed by the culture of openness and transparency that Professor Sava Berhané had cultivated in the class- the students were comfortable asking questions that were on their mind and these were the questions I wish I had asked when I was in school. I think this type of opportunity gives Brandeis students a unique perspective entering the workforce since they have a realistic insider's view into different industries."



Dan Rueven '09
Principal
Kinneret Group

Major(s):
Economics, Politics

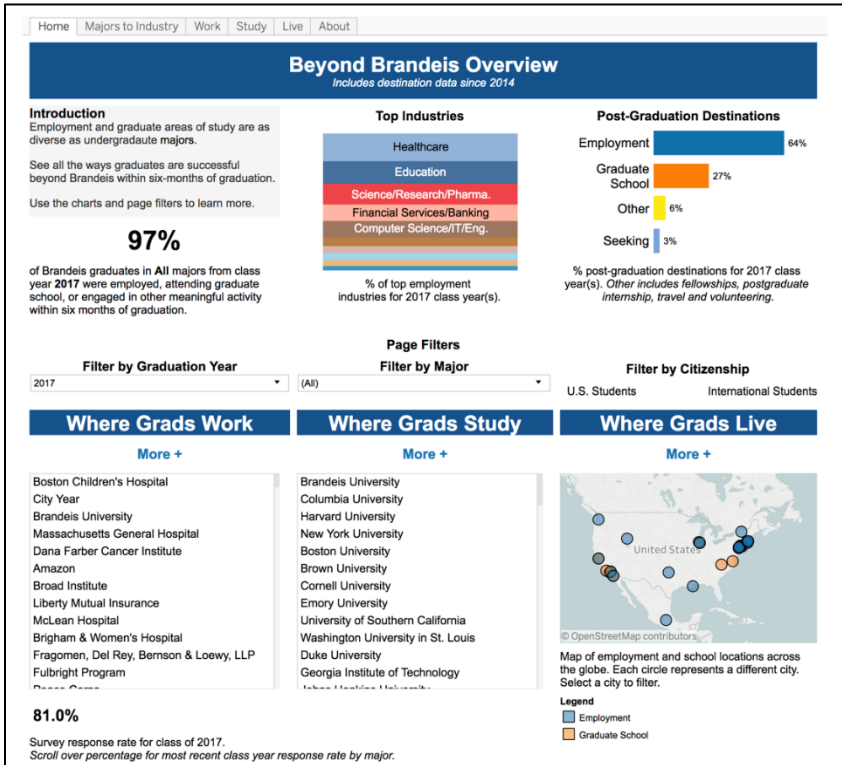
"When I was an undergraduate at Brandeis, I always wished more alumni would come to the classroom and speak about their paths from student to professional. Therefore, when I returned to campus, I was honored to share my experiences in the professional world with two classes. It was enlightening to hear students' thoughtful and pointed questions as they reacted to the panel's stories. It was wonderful giving students a taste of what the "real world" is like for a fellow Brandeisian. My goal was to provide students with a feeling that their education can lead them to whatever paths they aspire. As alums, we can play a pivotal role in helping students know that: Life isn't linear; Opportunities are earned, and made; and Managing a career and a vision for one's life is active work."



What Do Students Do After Brandeis?

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

go.brandeis.edu/beyondbrandeis



Class of 2018

At Graduation

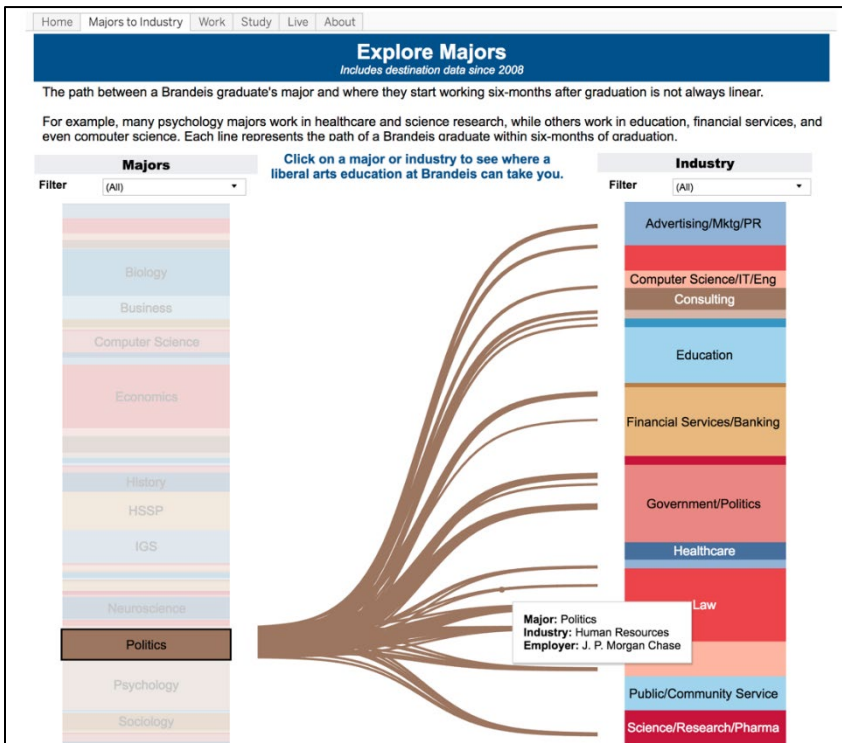
- 17% had confirmed full-time employment
- 14% had confirmed graduate schools plans
- 23% were still seeking

Six-Months after Graduation

- 59% had confirmed employment
- 33% had confirmed graduate schools plans
- 6% had other plans
- 2% were still seeking

Substantive Experiences

69% of students reported at least 1 substantive experience (internships, on campus job, research with a faculty member, thesis, or fellowship) by graduation.





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

Melissa O’Karma | Associate Director of Alumni Engagement
mokarma@brandeis.edu

Lauren Dropkin | Assistant Director of Career Development
ldropkin@brandeis.edu

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

- Industry focused career fairs
- Employer career treks
- Job and internship postings
- Interview coaching sessions
- “Ask an Expert” workshop series
- Industry focused panels, career exploration panels (what do with a major in...)
- Professional development webinars
- On-campus and regional networking events
- Online networking programs (LinkedIn, Wisdom Wanted)

Why engage external partners

- Complementary: Bring in industry perspectives to help connect classroom to career
- Inspirational: Highlight potential career paths and celebrate the success of graduates
- Recruitment: Facilitate connections for jobs and internships
- Stewardship: Strengthen ties to the Brandeis community (departments and/or centers)

Engagement opportunities exist

- On campus (at Hiatt, in the classroom)
- In the community (alumni/employer host, regional event)
- In-person or videoconference via Zoom (free Brandeis access)

Key resource for finding alumni

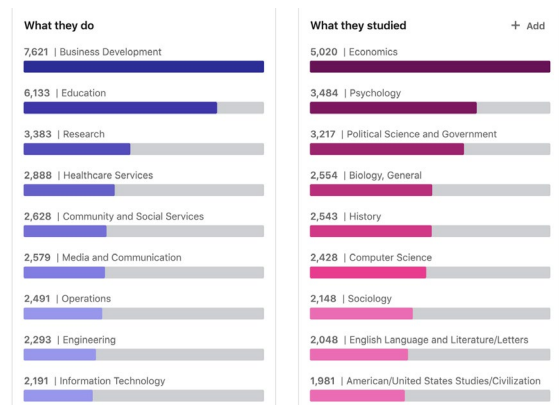
LinkedIn Advanced Search - filter by where alumni work and live; what they studied and what they do

OR

Alumni Insights - www.linkedin.com/school/brandeis-university > see insights

How Hiatt can help

- Leverage existing relationships with alumni and employers
- Share LinkedIn expertise
- Provide event planning guidance and support
- Offer advice and guidance to students (UDRs, club leaders)
- Source and share destination data
- Co-sponsor and co-promote programs and events





Advising Students About Careers in a Dynamic Labor Market

Sandra Sylvestre, Assistant Director of Career Development
ssylvest@brandeis.edu

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.

Method:

Hiatt has embraced the Chaos Theory of Careers (CTC), which emphasizes and teaches flexible planning and decision-making, and addresses the uncertainty a fluid employment sector generates. CTC's focus on the individual, holding them at the center of the process, best incorporates today's complexity and change. The result is a holistic, individual-centered framework that better equips students and alumni to be successful members of today's and tomorrow's workforce.

Sample Appointment Topics:

- Majors + Careers
- Resumes + Letters
- Networking + Interviewing
- Jobs + Internships
- Graduate + Law School
- World of Work Summer Internship 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 meeting with a Hiatt Advisor (peer career counselor), Monday–Friday, 11 a.m.—4 p.m. (while classes are in session).