Partnering with the USM Career & Employment Hub on Events

Employer Guidebook

Here at the USM Career & Employment Hub, we know that engaging with students and alumni through events is a key feature of any robust recruitment strategy. A well-executed event captures the attention of attendees so you can share information about your organization, generate excitement about your industry, and draw students and alumni into your talent pipeline. We are excited to collaborate with your company on your next successful event!

In this manual, you will learn about:

- A wide variety of event structures we recommend
- Event support we can offer
- The role of the employer
- How to submit your proposal, which will initiate a discussion with our staff about next steps
**STEP 1: DETERMINE EVENT FRAMEWORK**

There are countless ways to organize an event, and one size does not fit all. Below are some event structures that we’ve found success with in the past. Choosing a framework for your event is a balancing act between the desired outcomes of your organization and factors that will increase the likelihood for widespread attendance and participation. Please view the below options as templates that can be adapted to meet the needs of your company. We are open to hearing your suggestions.

**Virtual:**

- **Live Recorded Webinar:** Present about your company for 15-45 minutes followed by Q&A from live participants. Slides optional but highly recommended. No RSVP required from attendees. Event is recorded and posted on the Hub website for future viewers.
- **Speed Sessions:** Students and alumni have the opportunity to sign up for brief time slots to chat with you to learn about your company, ask questions, or be interviewed via Zoom.
- **Drop-In Hours:** Hub will provide you with a Zoom room (enabled with a waiting room) to host drop-in hours, where students and alumni can visit at their convenience to ask questions, make connections, and more. No RSVP required.

Please note: due to the ongoing nature of COVID-19, we are only offering virtual events at this time.

**En vivo: on campus or on site at your organization**

- **Information Session:** Host a presentation to teach attendees about your company and answer questions. This can either be run as a closed door or a drop-in/drop-out session, and collecting RSVPs is optional.
- **Speed Sessions:** Students and alumni have the opportunity to sign up for brief time slots to chat with you to learn about your company, ask questions, or be interviewed.
- **Open House/Meet & Greet:** Inviting students and alumni to your company’s facilities to see the grounds, network with employees, and enjoy some refreshments is a great way to generate excitement about working at your organization. RSVP optional.
- **Tours:** Offering tours of your facilities is an excellent, low-pressure way to introduce potential employees to your organization. RSVP recommended.
STEP 2: UNDERSTAND ROLES
We are excited to partner with you on your event. See below for the division of responsibilities.

What We Offer:
- Advertising to USM students & alumni through our extensive marketing channels
- Expert guidance on how to best connect with students and alumni
- A FREE Job & Internship Board for you to post opportunities ahead of the event
- Prompt technical support with Job & Internship Board
- Coordination of Zoom rooms, if applicable
- Career Services to students and alumni, helping them put their best foot forward
- If your event is taking place on our campus, we are happy to help book a space, order catering, and place work orders for room setup

Employer:
- Responsible for any costs associated with space rentals, catering, and/or setup, or parking on the USM Portland campus
- Posting open positions on the USM Job & Internship Board prior to event
- Preparing any materials needed for presentations, handouts, etc.
- If the event is taking place at your organization, any logistical considerations are the responsibility of the employer

Collection of RSVPs, if applicable, will be the responsibility of the event hosts, with the understanding that both parties shall have access to the number of registrants on a weekly basis.

STEP 3: CONTACT US
Using our online form and someone from our team will be in touch with you to discuss your event further. Thank you!