

# Give Your University Recruiting Program a Major Boost

## Jobvite Engage: University Recruiting



Go beyond the career fair booth to boost engagement and build talent pipeline from university recruiting initiatives. Typical college recruiting suffers from superficial engagement, low booth attendance, inefficient paper resume collection, and lack of timely and targeted follow-up. Partner with Jobvite to give your University Recruiting program a major boost.



### Drive more qualified talent to your booth

- Promote your career fair participation on social media channels geared for the audience
- Launch a pre-event email and web campaign to capture attendee interest



### Have more meaningful face-to-face conversations

- Engage with attendees ahead of the event and have that context at your fingertips during the event



### Track and prove your success

- Centrally manage and measure how each event and touchpoint drive new leads, applicants and hires



### Digitally transform your campus recruiting experience

- Stop collecting and having to manage physical resumes
- Go paperless and start connecting digitally



### Immediately follow up and nurture leads

- Schedule automated email, web and text communications to attendees immediately following the event
- Create a nurture track to keep leads warm and engaged well beyond the event and into the next career fair or even graduation



*The morning of the event, we had people lined up waiting to check-in. Hiring managers said the caliber of the attendees this time were significantly better because we were specifically sourcing people that had the skill sets we were looking for."*

**- JEFFREY REECE, TA SPECIALIST, SOUTHEASTHEALTH**

WHAT'S INCLUDED	DESCRIPTION
Needs Assessment	Jobvite will conduct discovery with your team to review the current state of your university recruiting program and define the specific goals and success metrics of the engagement.
Playbook	Jobvite will partner with your team to build a University Recruiting Playbook with proven tactics to support your goals and day of event logistics.
Campaign Creation	Jobvite will build targeted marketing campaign templates for your team to use and manage that promote, engage and nurture career fair attendees pre and post event.
Talent Pipeline	Jobvite will help you build a talent pipeline based on university recruiting events that can be segmented by school, major, skills, etc.
Training	Jobvite will provide 6-8 trainings with your team on university recruiting best practices and how to leverage Jobvite Engage to achieve your university recruiting goals. This includes a 30 minute pre and post event call for the first event.
Reporting	Jobvite will help you define KPIs and teach you how to track and report success metrics such as the number of contacts added at each event, interviewed and ultimately hired.
Delivery Method	Remote
Services Duration	90-120 days (maximum of 5 events)
WHAT'S REQUIRED	DESCRIPTION
Jobvite Engage	Yearly subscription to Jobvite's industry-leading recruitment marketing solution to build talent pipeline and create, manage and measure university recruitment marketing campaigns (email, social, web).

\*On-site support available at additional cost

\*\*Additional hours are available for purchase

## About Jobvite

Jobvite is leading the next wave of recruitment innovation with Continuous Candidate Engagement (CCE), a candidate-centric recruiting model that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day. The Jobvite Platform infuses automation and intelligence into today's expanded recruiting cycle to increase the speed, quality, and cost-effectiveness of talent acquisition. Focused exclusively on recruiting software since 2006 and headquartered in San Mateo, Jobvite has thousands of customers including Schneider Electric, Premise Health, Zappos.com, and Blizzard Entertainment. To learn more, visit [www.jobvite.com](http://www.jobvite.com) or contact us at [sales@jobvite-inc.com](mailto:sales@jobvite-inc.com).