



OFFICE OF  
CAREER SERVICES

# 2023 EMPLOYER INSTITUTE

Thursday, July 13th



# AGENDA & LEARNING OUTCOMES

---



## Agenda

- Introductions
- Where it all started
- What's changed
- How have we kept it going?
- Questions?

## Learning Outcomes

- Challenges That Impact Employer Relations
- Strategies to Enhance Recruiting Strategy
- Measurable Goals - Recruitment & Enrichment (Retention)



# INTRODUCTIONS

---



## **Alyssa**

Director of Selection  
Northwestern Mutual, St. Pete

Wedding planner, receptionist, campus recruiter (finance), internship director (finance), talent outreach specialist (tech), and global talent outreach manager (tech).



## **Matt**

Manager of Employer Development  
University of Tampa

College admission counselor, first-year experience, career planning (Saint Leo), employer







# COMPANY OVERVIEW

Northwestern Mutual  
St. Petersburg



**50**  
Financial  
Advisors

**1,500+**  
Clients

**330+**  
Tampa Bay area  
Staff

**15+**  
Full-time  
positions

Department of 8 - Staff of 2





# UNIVERSITY OVERVIEW

University of Tampa is a private, mid-size institution enrolling 10,700 (8,900 undergraduate) students.



University of Tampa

Academics: 4 College Model, offering 200+ majors

Career Services

Student Affairs

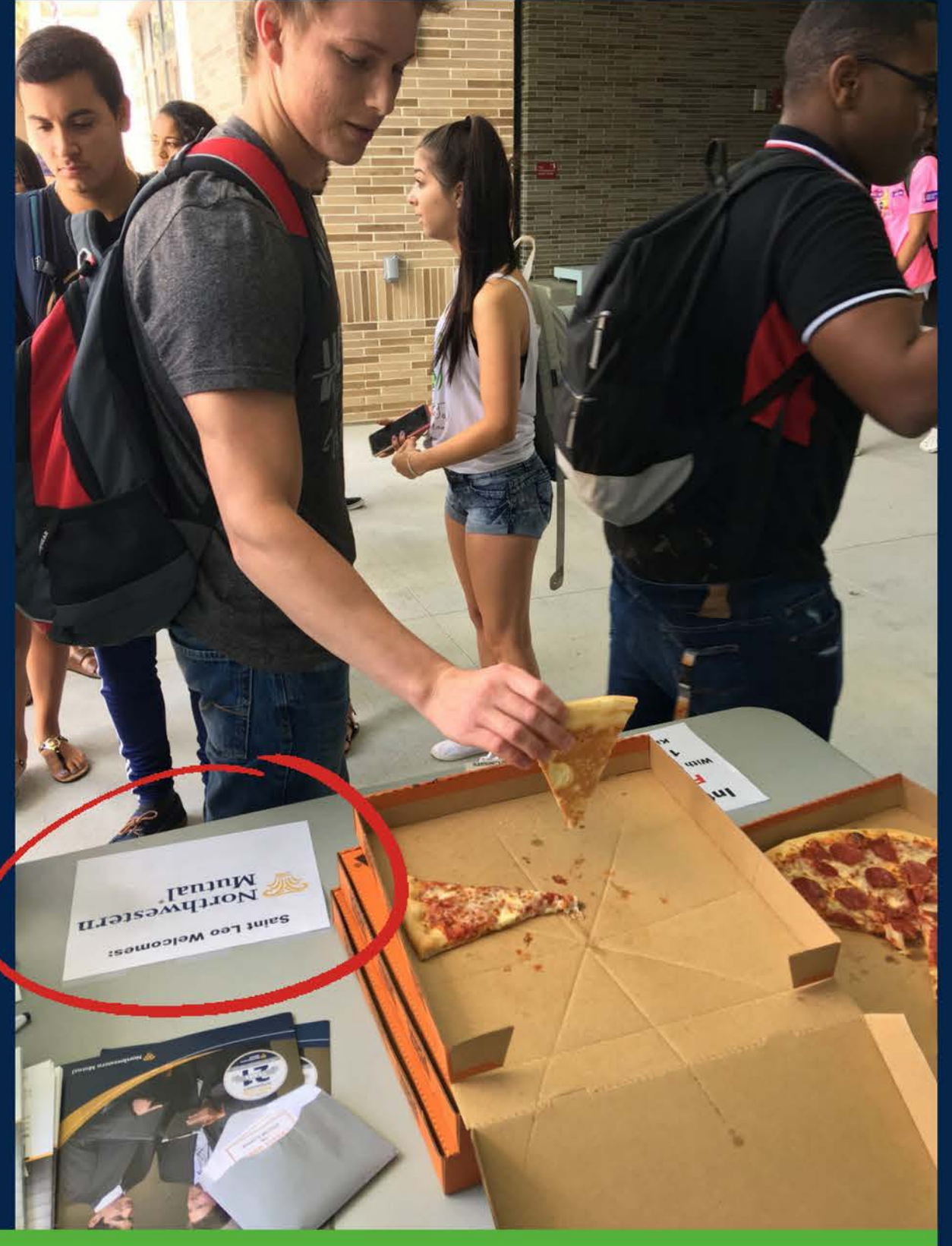
Centralized

Handshake



9 Full-time Staff

2015



& Now...





## ALYSSA & MATT'S JOURNEY

---

### Started in 2015

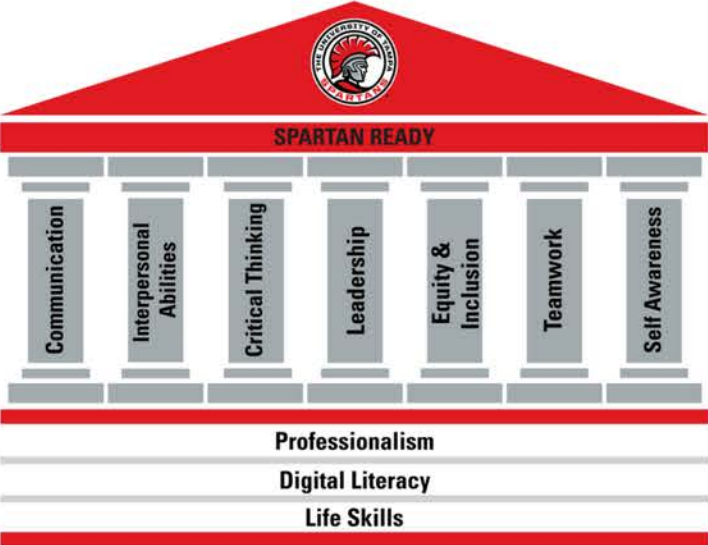
- Saint Leo University
- Northwestern Mutual

### Relationship & Partnership 101

- The Human First
- Common/Shared Goals
- Needs vs. Wants



# UT EMPLOYER RELATIONS (CHALLENGES & CHANGES)



## Employer Challenges:

- What metrics are employers using?

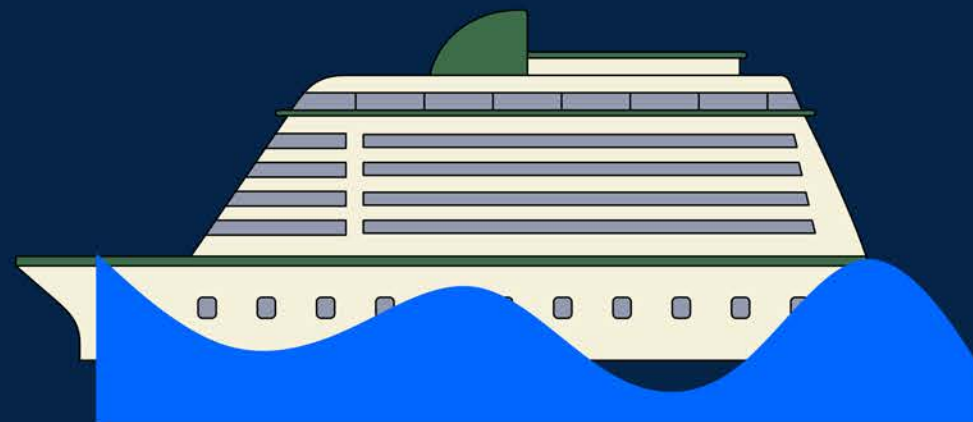
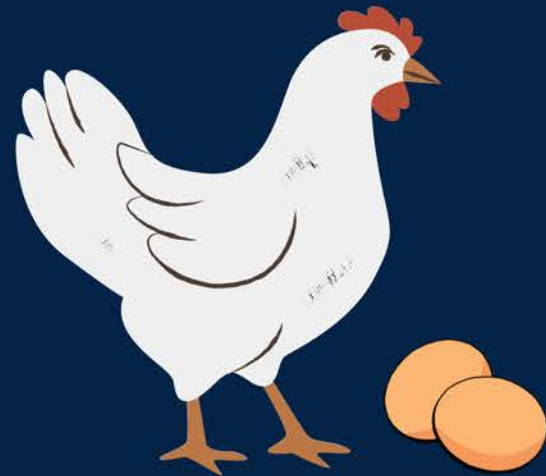
## Changes:

- Tier Partnership Model:  
Explore. Experience. Achieve.
  - Acquisition - Retention - Reactivation
- Recruiting Trends & Summer Institute
- Corporate & Community Advisory Board (development)
- After Hours - Mix & Mingle Style Networking

CRM (Handshake)



# EMPLOYER RELATIONS (CHALLENGES & CHANGES)



Recruiting strategy & plan

Incremental changes - 1 academic year timeline

Prioritizing events

- Headcount
- Bandwidth - how many events is too many?
- Branding vs. hiring - long-term vs. short-term
- Special circumstances

New talent pipelines

- Sales Career Accelerator
- Start Programs

Big organization & brand presence, small budget vs. large organization, building brand presence, healthy budget

# UT EMPLOYER RELATIONS (CONTINUED)



Small changes with huge impact - ROI

Tabling = Workforce Wednesday's

- Twice per month, one day a week
- 4-6 Companies

Information Session = Workshop Presentations

- No commercial vs. Educational Content

Campus Ambassador Programs

Academic

- Sales Institute for Excellence
- The Naimoli Institute for Business Strategy
- A.L.E.X

Student Affairs

- Spartan Ready (Competencies)

Development & University Relations

- Board of Counselors/Fellows - Speed Networking Night
- Tampa Bay Economic Development Council
- Tampa Bay Chamber
- Emerging Leaders

**JUST ME ON ANOTHER ZOOM CALL**



### Don't Be Shy, Just Try!

- Pizza lunch & learns at Saint Leo
- Lemonade stand at move-in day at UT
- Coffee and donuts in the parking garage
- Tabling with a tent at a technical school

### Professional development workshop topics

- Optimizing Your LinkedIn Profile - make it your own!

### Starting from the bottom

- Get as many opportunities in classrooms, organizations, etc. as possible
- Build relationships with professors, employer relations, student organizations

### Relationship building and storytelling

- "Networking Essentials" success





# EMPLOYER RELATIONS

## NACE competencies

- Emotional Intelligence (Self-Development), How to Optimize your LinkedIn profile (technology), business etiquette (communication), networking essentials (professionalism), etc.

## Events that encourage participation

- After Hours at UT, Site Visits, etc.
- Workshops that engage students - relate to real life examples
  - Recruitment is like...dating

## Know your audience

- Challenge students to come up with the event
- Employers need to see themselves as a career coach as well

## Relationship building and retention

- Be authentic
- End of the semester thank you's, appreciation events, "family night", etc.



## KEEPING UP, TO GO THE DISTANCE

What is different?

How do we keep up in  
a fast-paced  
environment

- Academic Calendar vs. Quarters
- OKRs
- What do companies have to show
- How early to connect with students?
- Employers integrated into academic and career readiness

Rolling  
Applications  
&  
Hiring Goals

Engagement  
vs.  
Enrichment

Retention  
During  
Onboarding

Technology  
&  
ATS



# NEXT STEPS

Recruiting Strategies

Development Plan

Transactional vs.  
Transformational

Events Tracking List

## Check List

- Non-negotiables
- Headcount

## Action Plan

- SMART Goals
- Reflect - focus on ROI
- Stop, Start, Continue
- SWOT Analysis
- What can I do differently or better?

## Process

- Scale, what works for your department & intuitions
- What are your buckets; acquisitions, retention,
- Maintaining relationships

What is priority/important questions to ask?



# Thank You



## CONTACT US

**Matt**

Email: [mbattista@ut.edu](mailto:mbattista@ut.edu)

LinkedIn: [/in/matthewbattista/](https://www.linkedin.com/in/matthewbattista/)

**Alyssa**

Email: [alyssa.nichols@nm.com](mailto:alyssa.nichols@nm.com)

LinkedIn: [/in/InTurn/](https://www.linkedin.com/in/InTurn/)

**QUESTIONS?**

