

Clarion University

Campus Recruiting Program Overview for Students

Clarion University's Career Services Center provides a variety of programs and services that 1) help students connect with employers and 2) assist employers in recruiting Clarion students as candidates for their career opportunities. The Campus Recruiting Program is one of these services.

What is the Campus Recruiting Program?

Employers – primarily from business, industry, and government – visit campus to recruit Clarion students for full-time positions and a limited number of internships. The Campus Recruiting Program usually runs from October to December during the fall semester, and from February through April during the spring semester. Employers have the option of recruiting candidates through information sessions, information tables, individual interviews, or a combination of the three. Employers contact the Career Services Center to schedule a campus visit date.

Why do employers recruit on campus?

- **Supply and demand.** The Campus Recruiting Program is driven by employer demand, and employer demand is driven by the economy. If the demand for workers in a career field exceeds the supply available, employers must work harder to find candidates. Therefore, they will use a variety of recruiting methods, including campus visits, to get an adequate supply of candidates. However, if the supply of job seekers exceeds the number of positions available, employers may not have the need to recruit on college campuses. They can usually get a pool of candidates without much effort. Job seekers must take the initiative to pursue these employers.
- **Cost effectiveness.** Establishing and maintaining a college recruiting program can cost employers time and money. Travel expenses can be high depending on how many colleges the organization has on its schedule. The decision to recruit on college campuses is often based on the recruiting budget available, student interest in the organization, and the number of qualified students.
- **Available pool of candidates.** Employers also want to get “their money’s worth” if they recruit at a college campus. The decision to recruit on college campuses is also based on student interest in the organization and the number of qualified students. Employers may decide not to return to a campus if they don’t have an adequate pool of interested and qualified students, or if interested students have not prepared themselves for interviews by learning about the organization and developing interviewing skills.

What organizations recruit on campus?

Employers that visit campus only represent certain segments of the job market. They are typically organizations with a need to fill many positions (not just one or two) and larger employers with established human resources departments or college recruiting programs.

Not every career field or type of employer is represented in the Campus Recruiting Program. For example, social service, broadcasting, public relations, and many other positions are not recruited through the Campus Recruiting Program. Other recruiting methods are used to seek candidates for those jobs.

Who can participate in the Campus Recruiting Program?

Any student can participate in the Campus Recruiting Program regardless of major. However, some employers will indicate that they want specific majors while others will recruit students from any major because 1) they are seeking candidates with specific characteristics or skills rather than a specific major and 2) they know that if they get the “right” individual, they can provide the new hire with formal training for the position.

All students must have qualifications that match the job requirements, be sincerely interested in the positions available, and be prepared to show an employer that you can do the job during an interview. The [Campus Recruiting Schedule](#) will help you to determine if you want to submit a resume to an employer.

How can I tell if the Campus Recruiting Program will be beneficial for me?

Many (but not all) of the organizations are seeking candidates interested in technical/computer, business, sales, accounting, financial services, marketing, and management positions. You can review the [Campus Recruiting Schedule](#) to determine if the positions for which employers are recruiting match your career interests.

Why have recruiting policies?

It is critical that good relationships are maintained among the participants in any recruiting program, including students, employers, and the Career Services Center staff. Employers commit time and resources by traveling to Clarion to interview students. The Career Services Center staff needs to ensure that their experiences are positive so they will continue to recruit at the university. If you misrepresent yourself, are not prepared, or use the system carelessly, you:

- damage your own reputation,
- adversely affect other Clarion students,
- impact the reputation of Clarion University, and
- waste the time and money of employers.

As a Clarion University student, you are eligible to take part in the Campus Recruiting Program. However, it is a privilege that carries certain expectations for your conduct. You must read and agree to abide by the [Campus Recruiting Program Policies for Students](#) before participating in any campus interviews.

What’s the secret to a successful campus interview?

There's no secret. Employers look for a professional and pleasant demeanor, honesty, a positive attitude, and an ability to articulate your skills and why you would like to work for the organization. Employers expect candidates to do some “homework” which means researching the organization in advance of the interview. If the interviewer senses that you have no real interest in the organization, he/she will view you as wasting his/her time regardless of how good your qualifications are. Employers are looking for a good “fit” or match between a candidate, the position, and the organization.

It is extremely important that students develop job search competencies and are able to effectively present themselves as candidates for employment. Information about job search preparation is available in print form in the Career Services Center and on its web site. [Professional development seminars](#) and workshops are offered to help students develop job search skills, such as resume writing and interviewing.

What if the Campus Recruiting Program is not the best method for me to connect with employers?

If you don't find any employers seeking candidates with your career interests through the Campus Recruiting Program, don't despair. The Career Services Center can still help you. We encourage you to meet individually with a Career Services staff member for assistance in:

- Developing job search competencies
- Determining the most effective job search methods for your career interests
- Organizing a personalized job search plan.

In addition, we encourage you to:

- Visit the [Job Search Preparation Center](#) on our web site.
- Learn about [job fairs and career events](#) that we offer on campus or in collaboration with other Western Pennsylvania colleges and universities.
- Visit our [Career Events Calendar](#) to learn about other regional career events and job fairs.
- Post your resume on our online resume database at www.collegecentral.com/clarion.
- Visit the online jobs database which is accessible after posting your resume.

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