Employer Guide

The guide to recruiting students and alumni at JMU.
James Madison University
Career and Academic Planning
Employer Services

Student Success Center
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Post Jobs and Internships

Instructions

• Before you can post your opportunities, please review our recruiting policies and register for an employer account on our online recruiting platform Handshake.

• View the Handshake Employer Help Center’s Jobs section for instructions on how to post a position, edit a posting, renew an expired posting and more.

• For additional support through this process, watch Handshake’s Employer Training Posting Jobs and Requesting Interviews webinar.

Guidelines

Employers post part-time, seasonal, internship and full-time openings free of charge on Handshake.

Postings must meet the following criteria in order to receive approval:

• We reserve the right to prohibit any organization from posting using our online recruiting system.

• Third party employers, search firms or employment agencies must fully disclose their status and information related to the organization(s) they are representing.

• Employers may not charge any "up front" fee as a contingency for employment, training and work placement.
• There will be no solicitation of students, products or services, which includes the hiring of students to solicit for donations, products or services on-campus.

• Employer representatives must have an employer affiliated email address.

• Organizations must have a comprehensive website.

• Employers may not work from home and request to hire students to work in that location.

• Job postings should be submitted to appear on Handshake for no longer than a one year time period.

• Employers must be an equal opportunity employer, offering employment without regard to race, color, religion, sex, national origin, age, sexual orientation, disability or citizenship unless legally required, and provide equal employment opportunity to disabled veterans and veterans of the Vietnam era.

• In compliance with the Department of Justice guidelines, employers are not able to limit student applications for job postings, on-campus interviews, or career fair registrations based on work authorization status. The Department of Labor has sanctioned the following questions to determine work authorization when reviewing candidates:
  ○ Are you legally authorized to work in the United States for any employer?
  ○ Will you now or in the near future require visa sponsorship?

Further discussion of work authorization requirements can be discussed in correspondence with an applicant regarding a position.
Interview Students

**Instructions**

View the Handshake Employer Help Center’s [Interviews](#) section for instructions on how to post an interview schedule, add a job to an interview schedule, edit an interview schedule and more.

For additional support through this process, watch Handshake’s [Posting Jobs and Requesting Interviews](#) webinar.

**Our Interview Center**

Interview students in our Interview Center, located on the third floor of the Student Success Center. Our Interview Center has 14 interview rooms, as well as a teleconference room and employer lounge.

**Recruiting Dates**

View our recruiting season start and end dates within our [employer newsletter](#).

There will be no recruiting on the following dates:
- Day 1 of the Campus-Wide Career Fair
- Assessment Day
- Fall, Winter, and Spring Break

Check out our [academic calendar](#) for additional dates to consider before selecting your interviewing date.
Interview Models

When creating an interview schedule, it is important to consider the type of schedule that will best meet your recruiting needs. Your options include:

- **Preselect to Alternate**: This model allows you to collect primary and alternate student applicants and handle interview sign ups through Handshake. Primary and alternate student choices are selected after the application period. Primaries are allowed to sign up before alternates.

- **Room Only**: This model allows you to reserve a room, but you build your own interview schedule outside of Handshake. Each recruiter is responsible for creating their interview schedule and communicating about interview times with their applicants directly. This option is often used for scheduling interviews immediately following career fairs, building an interview schedule from an existing non-interview posting, or creating a less traditional interview schedule format.

  - If you select this model, please email your interview schedule to us before your interviewing date.
  - You must schedule all interviews between 8:30am-4:30pm.

- **Virtual Preselect Interviews**: This model allows you to collect student applicants and handle interview sign ups through Handshake, then host your actual interview date virtually. Primary and alternate student choices are selected after the application period. Primaries are allowed to sign up before alternates. Once sign ups close, you can then set up and invite students to virtual interviews using an online video communications software, such as Zoom.

Interviewing dates are scheduled on a first-come, first-served basis, so try to schedule at least four weeks in advance of your preferred date. Scheduling early will assist you in securing a date that is suitable to your recruiting itinerary and will ensure a sufficient number of interview rooms are available to meet your needs.
Virtual Interviews

Want to interview our students but can’t make it to campus? Let us help you set up virtual interviews, to speak with our students from your location.

Just as if you were holding on-campus interviews, you can collect applicants and manage interview sign ups using our Virtual Preselect Interviews model. Then, once sign ups close, you can invite students and schedule virtual interviews using an online video communications software, such as Zoom. Review Handshake's guide to Hosting Virtual Interviews for additional instructions.

Check out these virtual recruitment strategies to make the most of your virtual interviews and to make sure your hiring process remains legal.

What software do we recommend?

Our Employer Services team recommends using Zoom to conduct your virtual interviews, as this software is easy-to-use, offers secure meetings, has streamlined calendar options, and collaborates with many types of devices.

Already use your own software?

If your organization already uses a standard virtual interviewing software, you are welcome to use this software to conduct your designated practice interviews.
Host a Recruiting Event

Instructions

Holding an on-campus recruiting event builds your brand at JMU and allows students to learn more about your opportunities and company culture. Make your request to hold a recruiting event in Handshake.

Types of events include information tables, information sessions, workshops, and other relevant options. View the Handshake Employer Help Center’s Events & Career Fairs section for instructions on how to request an event and more.

Event Location

Please use our campus map to locate the facility in which you would prefer your recruiting event to be held. We will make arrangements to secure a location based on the information submitted on your request and provide you with details as soon as your confirmation is received concerning space reservation on campus from our Events and Conferences office.

Virtual Events

If you would like to host a virtual event, you can do so by submitting a virtual event request through Handshake, providing the link for students to join the event and then hosting your event through your chosen software. Virtual events are a great way to provide information and connect with students when you’re unable to make it to campus, and ensuring you’ve submitted it through Handshake increases our ability to promote your event to students.
What software do we recommend?

Our Employer Services team recommends using either Zoom or WebEx to conduct your virtual events; both platforms are easy-to-use, offer secure meetings, and collaborate with many types of devices. We recommend tailoring which software you use based on your plans to either solely present information virtually or to include attendee participation throughout.

If your organization already uses a standard virtual meeting software, you are welcome to use your own software of choice, including the link in your Handshake event listing. We recommend avoiding a platform that requires each student attendee to create their own account to attend.

Office Hours

Office hours offer employers an opportunity to meet more informally with students in our Interview Center to discuss career opportunities, offer informal resume reviews and job search advice and more. Office hours often work best in conjunction with holding other recruiting events and before holding on-campus interviews; to hold office hours in our Interview Center, please submit a request.

Catering

JMU contracts exclusively with Aramark to provide catering and dining services on campus. If you would like to order refreshments, please contact Special Events at 540-568-6637 or catering@jmu.edu at least one week in advance. Refreshments from vendors other than JMU Dining Services and Aramark are not permitted at your event.

Logistics and Parking

Parking arrangements vary across campus. Our staff will reach out two weeks prior to your on-campus recruiting event to prepare you for your visit. Please email us with any questions regarding logistics.
Attend Career Fairs

We coordinate the following career fairs and events each year:

- **Campus-Wide Career Fair**
  For employers interested in recruiting students across multiple majors.

- **CISE Career & Internship Fair**
  For employers recruiting Computer Science, Computer Information Systems, Engineering, Geographic Science, Integrated Science and Technology and Intelligence Analysis students.

- **Employer Conference**
  For employers interested in building their brand at and connecting with constituents across JMU.

- **Hart School Career & Internship Fair**
  For employers hiring Hospitality and Sport & Recreation Management students.

- **Practice Interview Event**
  For employers interested in engaging with and providing interview feedback to students.

- **Nurse Recruitment Day**
  For employers hiring students for nursing positions.

- **Teacher Recruitment Day**
  For employers hiring students for teaching positions.
Request Promotion

Promotion Best Practices

In addition to monitoring your application and RSVP numbers on Handshake, we encourage you to request promotion and partner with us on promoting your opportunities and events to our JMU students and alumni at no charge.

Please consider the following best practices:

- Review our academic calendar, as promotion is not as effective during holiday breaks and the summer timeframe.

- Engage with students through on-campus activities and events in order to build your brand and bolster your promotional efforts.

- Request a consultation call in order to discuss additional strategies.

Types of Promotion

- Handshake pin: Handshake pins are announcements on the student view of Handshake.

- Handshake target email: Handshake target emails are emails sent to target student groups.

- Digital display slide: Digital display slides are PowerPoint slides displayed across campus screens.

- Blog post: Blog posts are published on our blog and shared with students.
Join the Partners Program

We invite you to join our Employer Partners Program in order to strengthen our collaboration and ensure the success of your recruiting efforts.

**Partner Recognition**

We recognize our partners by:

- featuring their logo on our website
- highlighting their logo in our employer newsletter once per semester
- highlighting their logo in our student newsletter once per semester
- providing complete, FREE promotional support of their opportunities
- providing advanced access to scheduling on-campus interviews
- offering 1 FREE Campus-Wide Career Fair registration for the academic year with up to 6 employee representatives, preferred parking and preferred placement
- offering up to 2 representatives to attend our annual employer conference for FREE
- providing a start-of-the-year recruiting strategy conference with our Employer Services staff to coordinate collaborative efforts and discuss engagement options
**Become a Partner**

Our Partners have access to all recognitions by making an annual gift to the department that is based on their size and status.

**Size:**

- Small Organizations: less than 100 employees
- Start-Ups: less than 3 years in business
- Mid-Size Organizations: more than 100 and up to 500 employees
- Large Organizations: more than 500 employees

**Status:**

- 501(c)3 Organizations/Government Agencies: $500
- Small Organizations/Start-Ups: $1,000
- Mid-Size Organizations: $2,500
- Large Organizations: $5,000
Request a Consultation

We invite you to schedule a consultation call with us so that we may assist you with strategizing your recruiting initiatives and bringing our highly qualified, engaged students and alumni to your team.

Let us know how you would like to partner on your recruiting efforts!
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