

Connect.  
Recruit.  
Hire.

A newsletter for employer partners of University Career Services



# Connect. Recruit. Hire.

January 2022

*A newsletter for our St. John's University's Employer Partners*

I can't believe 2021 has come to a close! I want to thank you for your continued partnership with St. John's University. We had a successful fall semester hosting several career fairs, networking events, Instagram Live sessions, tabling and classroom presentations, both in person and virtual. As we move forward into the spring semester, we plan on hosting more in person events. I know the students are looking forward to seeing more of you on campus in the spring (following CDC and city/state guidelines).

**Let's connect!** I would like to hear what your plans are for the spring recruiting and talk about ways to connect you with our talented and diverse students. I am also happy to address any of your questions. Please connect with your Employer Relations contact or connect with me and [schedule your meeting here](#).

I wish you health and happiness in the new year!

Sincerely,

**Donna Haynes**  
**Senior Director of Employer Relations**  
**University Career Services/Division of Student Affairs**  
**St. John's University**



# Upcoming Events

## [Spring Academic Calendar](#)

|  |                                 |
|--|---------------------------------|
| <b>Spring Career &amp; Internship Fair – Virtual</b><br><a href="#">Register for the Spring Career Fair here</a>   | February 17, 12pm – 3:30pm      |
| <b>Get Psyched! VIRTUAL Meet and Greet</b><br><i>Exploring Careers in Non-Clinical Psychology</i><br><a href="#">Express interest in participating in event here</a>   | February 24 <sup>th</sup> , TBD |
| <b>Spring Break</b> (No Classes – University Open)   | February 28- March 4            |
| <b>Meet the Firms Networking Event – In Person</b><br><a href="#">Register for Meet the Firms here</a>   | March 10, 5pm – 7pm             |
| <b>Liberal Arts Students Wanted! IN PERSON<br/>Panel &amp; Networking Event</b><br><i>Exploring Career Opportunities for Liberal Arts Graduates</i><br><a href="#">Express interest in participating in event here</a> | March 21 5pm-7pm                |
| <b>Pharmacy Career Day – Virtual</b><br><a href="#">Register for Pharmacy Career Day</a>   | March 28, 12pm - 3pm            |
| <b>Careers in Government VIRTUAL Networking Event</b><br><i>Exploring career opportunities in the government sector</i><br><a href="#">Express interest in participating in event here</a>                             | April 7 <sup>th</sup> , 4pm-6pm |
| <b>Easter Break</b> (No Classes - University Closed)   | April 14- April 18              |
| <b>Just in Time Career Fair – In Person</b><br><a href="#">Register for the Just in Time Fair here</a>   | April 21, 12pm – 3pm            |
| <b>Last Day of Class</b>   | April 29                        |



# Recruitment Trends

## **VIRTUAL RECRUITING OFFERS PATH TO EQUITY IN HIRING FOR FULL-TIME JOBS AND INTERNSHIPS**

Virtual recruiting provides a better job-search experience for historically marginalized populations than in-person recruiting, according to results of the *NACE 2021 Student Survey*, making it a viable tool for employers that want to develop a wider, more diverse pool of candidates.

Overall, Black, Hispanic, female, and first-generation college students taking part in the survey indicated that they learned more, got a more authentic view of the potential employer, and had better interactions with employer representatives in the virtual world than in in-person encounters. For example, 71% of Black students and 61% of Hispanic students said they learned more about the hiring organization through virtual interactions, compared to 49% of white students. [You can read the entire article here:](#)



# Data Bites

- **17,409** student applications submitted on Handshake from **July 1- December 1**.
- **916** Connections that student made with employers at the fall career fair. There were **324** students who participated in the fall fair.

- **549** events were hosted this semester. **57** employers were involved.



Connect  
with Us

#### INFORMATION SESSION

**WHAT IS IT?**

10-20 minute sessions that serve as an introduction to your organization or to promote awareness of certain aspects of your organization.

**WHY CHOOSE THIS OPTION?**

This is a way to inform students about your company, opportunities and career paths, with the ability to connect with students in real time.

#### SKILL DEVELOPMENT / WORKPLACE TRENDS SESSION

**WHAT IS IT?**

Connect with students in a 30- 60 minute session that provides not only information about your organization, but content around a skill set, theme, or topic.

**WHY CHOOSE THIS OPTION?**

This type of session allows you to promote your organization's brand while providing real time professional and skills development to the students.

#### 1 - MINUTE COMMERCIAL

**WHAT IS IT?**

Record a one minute commercial about your organization before a recruiting event, such as a career fair or interview day, to be posted across our social media platforms.

**WHY CHOOSE THIS OPTION?**

Build awareness of your organization and interest in the upcoming recruiting event.

#### RECRUITING VIDEO

**WHAT IS IT?**

A 5-7minute recruiting video for students to view on demand on our YouTube channel. Your video can include information about your company, available opportunities, career paths, company culture, and more.

**WHY CHOOSE THIS OPTION?**

This option allows students to learn about your company at any time that works for them. It also allows for students, staff and faculty to share this content with anyone.

#### SOCIAL MEDIA TAKEOVER

**WHAT IS IT?**

Temporarily "take over" University Career Services accounts (Twitter, Facebook and/or Instagram) to share content on behalf of your company.

**WHY CHOOSE THIS OPTION?**

Build brand awareness and increase visibility. IG Live videos are saved to our IG Live channel as well as our YouTube channel for future views.

#### IG LIVE EVENT

**WHY CHOOSE THIS OPTION?**

Increase your company's visibility among students, hype recruitment activities, and more. We have several thousand followers across all social media accounts.

**WHAT IS IT?**

Go live with a Career Services team member for 15-20 minutes in an interview style format. A variety of topics could be discussed, including the rep's career path, career advice, or company culture.

### Queens Tabling Events

Thursdays 1pm – 3pm

Receive one table for two hours in our Tobin College of Business (TCB) Lobby which sees high foot traffic of our TCB students. Discuss company culture, desired candidates, and enjoy networking with the St. John's talent in this casual atmosphere.

[Register Here for the Queens Employer Tabling](#)

## **Staten Island Employer Tabling**

Thursdays 1pm-3pm

Receive one table for two hours in our Campus Center which sees high foot traffic of our Staten Island students from all majors. Discuss company culture, desired candidates, and enjoy networking with the St. John's talent in this casual atmosphere.

[Register Here for the Staten Island Employer Tabling](#)



Handshake  
Tools and Tips

### **Virtual Chats with Employers**

Employers in Handshake may choose to host virtual info chats with students to share more information about a role, company, or team.

You can read the entire article [here](#)

### **Receiving Messages from Students in Handshake**

Employers may receive messages from students in Handshake either in response to a message you sent the student, or if students initiate a message to you.

You can read the entire article [here](#)

### **How to Write a Recruiting Message to Students (Plus 7 Templates)**

Personalized messages are more likely to get Gen Z's attention. Before sending your next recruiting message to a candidate, read through these five effective strategies for personalizing your outreach—plus get seven recruiting message templates to use throughout the candidate lifecycle.

You can read the entire article [here](#)

## Contact Us

For any questions on how to connect, recruit, and hire at St. John's please reach out to the contacts below. For general inquiries or preliminary information, please reference the email and phone numbers below.

Queens Campus Career Services Email: [careers@stjohns.edu](mailto:careers@stjohns.edu)  
Queens Campus Career Services Phone Number: 718-990-6375

Staten Island Campus Career Services Email: [jobs@stjohns.edu](mailto:jobs@stjohns.edu)  
Staten Island Campus Career Services Phone Number: 718-390-4438

## Meet the Team



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