

STUDENT PLACEMENT STRATEGIES



(JESSE H. JONES SCHOOL OF BUSINESS – TEXAS SOUTHERN UNIVERSITY)

The Placement Strategy

- Prepare students
- Identify growing industries
- Identify experiential opportunities
- Identify Employer participation in programs
- Identify placement opportunities
- Provide professional development training
- Identify resources



Student Preparation



Student Preparation – con'td

- Identify skill set/attributes
 - Self assessment and skills identification testing
- Identify career options
 - One-on-one career counseling
- Establish goals and job search strategy plan
 - Establish “road map” to prepare for career



Identify Experiential Opportunities

- Internships
- Co-ops
- Job shadowing
- Company visits/programs (ConocoPhillips)
- Competitive programs (Case competitions)
- Mentorship
- Volunteering

Identify Employer Participation

- Employer Partnerships
- Corporate Information Sessions
- Development Seminars
- Training Programs



Identify Placement Opportunities



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- On-campus interviewing
- Organization conferences (NABA)
- Local organization meetings/events/programs
- Nationwide career development programs (Gateway)
- Employment staffing agencies
- Profit vs. not-for-profit opportunities
- Government opportunities
- National Urban League conferences
- Career/Technical Fairs
- Entrepreneurship
- Referral to Employers



Provide Development Programs

- Types of professional development training:
 - Résumé/Cover Letter Writing
 - Professional Attire
 - Mock Interviews
 - Business/Dining Etiquette
 - Networking
 - Financial Literacy
 - Job Search Strategies



Identify Resources

- Career Publications
- Online Job postings
 - TigerConnect, Consortiums, MBA Highway, Career Insider, NACELink, MonsterCollege
- Online Career Services
 - CareerSpots, The Perfect Interview
- Career Resource Library
- JHJ Employment Source Newsletter
- Salary.com
- Social Networks
 - LinkedIn, Online Communities, etc.



Variables to Consider

- Support from the top-down
 - Approval, financial support, and buy-in
- Ensure it is a part of the strategic plan
- Stage as a “partnership” between the student
- Advocate for your programs
- Participate in community programs to enhance the development of students
- Exuberate passion and concern for the process

Questions?