



EMPLOYER RECRUITMENT GUIDE

# EFFECTIVE ON-CAMPUS RECRUITMENT

## VISION

The vision of the Career Services Department is to support and carry out the mission of Oral Roberts University by assisting students with the process of discovering their purpose in life and providing guidance and opportunities to help them fulfill their individual destiny.

## EMPHASIS

It is our goal to provide opportunities to go into every field, industry, and venue by building relationships with employers and contacts beyond the university. While we actively pursue organizations capable of providing the greatest number of positions and opportunities, we welcome the opportunity to serve and facilitate the needs of every employer.

## BENEFITS

By establishing a long term recruitment relationship, an employer gains the advantage of visibility and name recognition among students making recruitment more effective. National statistics have consistently confirmed the average cost of recruiting, hiring, and training new employees is in excess of \$10,000 per position. By developing a recruitment source such as Oral Roberts University, a managed on-campus recruitment program can provide you with a greater number of pre-screened quality candidates to select from.

## CALENDAR

While recruitment activities are in progress year round, intensive on-campus recruitment starts early in the fall semester. The value of starting early provides you, the employer, with the greatest number of potential candidates and the maximum amount of lead-time for selection and retention prior to graduation. This also opens the possibility for summer internships, building a pool of cost effective potential candidates who have exposure to your organization in advance of a permanent employment position. The Spring semester continues with large volume recruiting, especially for current open positions, to be filled upon graduation or for summer employment.

## EVENTS

A *Fall Career Expo* is hosted every fall (typically October) for those employers desiring to participate in advanced recruitment.

A *Spring Career Expo* is hosted every spring (typically March) for those employers who need to fill positions with a shorter recruitment cycle prior to graduation.

## OTHER ASSISTANCE

If you require assistance with establishing recruitment criteria, interview schedules, potential salary considerations (based upon available information), or suggested activities and advertising strategies on our campus, the Career Services Department will be able to work with your organization on an individual basis.

Any specific activities you wish to pursue on-campus may be coordinated through our office. This includes meetings with campus organizations and clubs, as well as participation in other events.

## CANDIDATES

Our candidate pool includes sophomores and juniors seeking internship opportunities, graduating seniors, post-graduates working on advanced degrees, and alumni. We currently offer 65 undergraduate concentrations, 10 graduate degrees, and 2 doctoral programs.

While young in relative terms to private universities, with more than 40 years of graduates, ORU alumni have been recognized as leaders in virtually every industry and profession. Two terms typically associated with our graduates include, "Difference Makers" and "Leaders."

## **ON-LINE RESOURCES/ ORU JOB DATABASE AND RECRUITING SYSTEM**

Oral Roberts University utilizes an integrated on-line database, the Golden Hire Network, as a resource to connect candidates and potential employers. Once registered as an employer our recruitment partners have the capacity to access and search the uploaded resumes of potential ORU candidates.

Additionally, employers may indefinitely retain previous (expired) job postings within the system to expedite future recruitment needs for positions with higher attrition rates or those opportunities with frequent demand within a growing organization.

Once registered, an organization may elect to self-manage and post vacancies or the staff of the Career Services Department is available to facilitate and manage all job postings on behalf of your recruitment team.

Employers are not required to post vacancies in order to register and utilize this job database system/recruiting system and there are no costs associated with the use of these resources.

Vacancies may be posted for volunteer, internship, work-study, cooperatives, part-time, full-time, and consulting opportunities.

In order to access this site you are invited to navigate to our Web site at:

<http://www.orugoldenhire.com> and select the link "Employer" on the Menu List.

Then click on Job Postings/Résumé Search and register for a new Golden Hire Account.

An "Employer Help Sheet" is included with this guide and on our Web site to assist with the process of registering as a new employer. While this resource is extremely user-friendly, we will be happy to facilitate any training necessary to prepare the members of your HR and recruitment teams in order to gain the most value from these tools.

**On-campus recruitment events** and **virtual career fairs** will also be promoted and hosted through this Internet venue and we welcome opportunities to promote your unique staffing needs.

## **OPTIMAL RECRUITMENT STEPS (FOR ON-CAMPUS INTERVIEWS)**

**STEP 1.** 45 - 60 Days – Send an initial e-mail to the Career Services Department to verify availability with the desired recruitment time. It would be ineffective, for example to target a period during Fall or Spring Breaks when the majority of the student body will be away from campus. (careers@oru.edu)

**STEP 2.** 30 Days – Contact the Career Services Department to coordinate a recruitment schedule (918.495.6912)

**STEP 3.** 25 Days – Provide supplemental materials to the Career Services Department to be utilized for recruitment

- Advertising brochures and materials
- Job description(s)
- Job requirements and qualifications
- Employment applications (if needed)
- Media to be used for informational purposes

**STEP 4.** 21 Days – Advertising process begins to students

- Classroom announcements to related majors
- Hall announcements
- Posting on public information boards
- Administrative Message Announcements
- Web site <http://www.orugoldenhire.com> postings
- Issue e-mail messages to students & alumni
- Advertisements in "The Oracle" (or) the Student Association – (optional)

**NOTE:** The following steps are required only if companies want to pre-screen.

**STEP 5.** 20 Days – Résumé Drop begins for interested candidates and are pre-screened by the Career Services Dept. according to employer criteria

- Major
- GPA
- Employment status
- Other Bona fide Occupational Qualifications (BFOQ) specified

**STEP 6.** 10 Days – Résumés of possible candidates are forwarded to employer for review and selection for interviews

**STEP 7.** 5 Days – Selected candidates are notified of the desire to interview and are scheduled into an established interview schedule based upon employer specifications

- Meeting intervals (i.e. 30 minutes, 1 hour, etc.)
- Setting
- Number, schedules and interviews to be held
- Starting and ending times
- Scheduled breaks for discussion and meals

**STEP 8.** 1 Day (Optional) – An Informational Meeting is hosted the day of or evening before interviews to provide candidates with an overview of the organization, positions, and benefits. This also provides more time for interviews and pre-answers questions regarding the hiring process, and employee benefits. The following are options:

- Coordinated meeting with faculty Chairs or Deans on-campus for major specific positions
- Refreshments
- Length of meeting and AV resources required
- Open to all students or only applicants

**STEP 9.** Interview Day(s) – Interviews are conducted according to schedule;

## **POST INTERVIEW REQUESTS**

We recommend you advise students regarding your anticipated interview cycle or process during the Informational Meeting or pre-interview. In order to secure the option of retaining your primary choice of candidates, we suggest you provide post-interview notifications to inform applicants of any interest for either subsequent interviews or potential offers following the date(s) for interviews. This will ensure potential candidates are aware of your serious interest should they be entertaining possible offers from other organizations. This also permits candidates who do not meet your desired profile to pursue other employers.

If your recruitment team discovers a stellar candidate, the probability is high the candidate may be identified by competing employers. (Note: HR Representatives for established recruitment allies have consistently reported having challenges with the process of who to select as a result of the high concentration of quality candidates at ORU.)

Please inform the Career Services Dept. of any offers, second interviews, or rejections extended following the completion of an interview cycle. This can be done through your Golden Hire Account or our office directly. ORU would also appreciate all feedback regarding the preparedness of candidates and any weaknesses or challenges noticed during the recruitment process. All contact with the Career Services Dept. regarding offers or specific candidate feedback will be kept in the strictest of confidence. On the Golden Hire Network, you can also provide your feedback about an intern who has worked with you or a full-time hire. Go to “Submit Placement Info” on your home page. This information is confidential and not visible by students, only Career Services staff.

## CAREER EVENTS

For the greatest possible response to recruitment needs, we suggest **visibility** and regular **participation** with on-campus career related events. Building relationships with students and faculty members will result in greater awareness of your organization and the promotion of your needs.

Costs associated with the Fall Career Expo or Spring Career Expo are kept at a minimum and established to help absorb advertising expenses and event coordination for participants.

Currently, participation for our semi-annual career events is established at \$125 for For-Profit businesses or organizations, and \$60 for Non-Profit organizations, government, and ministries. This fee will provide the meals and refreshments for (2) individuals. If your organization will be using more than (2) individuals during recruitment events, we require an additional \$15 per person. Participation in the Fall Career Expo provides the opportunity for your organization to participate in the Spring Career Expo at a discounted price. A 20% discount will be extended to For Profit businesses that register 45 days before a Career Event. This information may change, please request a Career Expo Registration packet for up-to-date info.

By providing the Career Services Dept. with camera-ready digital artwork (your organizational name or logo) at least 30 days in advance of these events, you will receive additional advertisement on our Career Services Web site, at no additional cost.

## POSITION POSTINGS

In order to be most effective for posting opportunities with the Career Services Dept. the following items will assist the process:

- A brief job description formatted in a manner you would prefer to have posted on our Web site (and) distributed
- An organizational point of contact for questions (to be used only by the Career Services Dept.)
- Instructions and preferences on how you would prefer to have candidates directed to you for evaluation, (i.e. pre-screened, phone referrals, on-line applications, e-mail, etc.)
- Information provided within a digital format (Microsoft Word or PDF) is preferable as it may be more readily distributed and posted through the various mediums employed by the Career Services Department. Information may be e-mailed to [careers@oru.edu](mailto:careers@oru.edu)
- We will not release your information or positions to any third party employment organizations or Web sites without your explicit instructions to do so
- If you would like to establish an on-going recruitment alliance, the Career Services Dept. will create a web-hyperlink along with a logo and description of your organization from the ORU Web site at no cost ([www.orugoldenhire.com](http://www.orugoldenhire.com))

## OTHER SERVICES

Organizations with established recruitment alliances for internships, P/T and F/T vacancies are also provided the opportunity to have an established footprint and link on the ORU Web site. In order to implement this link we simply ask for a copy of your web-ready (digital) logo, a brief description of your organization, and the appropriate URL you would like to utilize to drive candidates and browsers to your Web site.

ORU is recognized for a culturally and ethnically diverse student population to include minority students and international students from an average of more than 50 nations per school year. With respect to servicing the needs for all students we have established alliances with Inroads Oklahoma, The United Negro College Fund, Society for Hispanic Professional Engineers (SHPE) and the International Student Organization. Consequently, we welcome opportunities for Off-Campus Federal Work Study, OPT, and CPT.

ORU supports and hosts more than two dozen campus based professional organizations and **offers opportunities for career professionals to address students** who will eventually be candidates within each respective industry. Such organizations include SHRM, IEEE, SIFE, AMA, ACS, AMS, and many others.

## **GENERAL INFORMATION**

- ORU offers 65 undergraduate degrees, 14 graduate degrees, and two doctoral programs.
- ORU's student enrollment averages between 3,000 and 4,000 students with a maximum campus residential population of 2700.
- ORU was founded in 1963 by the Reverend Oral Roberts and has graduated more than 16,000 students in that time.
- ORU has a campus in south Tulsa with more than 80 acres and is the site of the Mabee Center, a special events arena that seats over 11,000.
- ORU typically graduates 700 students per year.
- ORU graduates were recognized in an independent Chamber of Commerce study of more than 2800 Oklahoma employers as being the highest performers compared to every other public and private University or Technical School within the region. A copy of this study is available upon request.
- ORU students are required to participate in a strengths-based assessment instrument during their first semester in order to maximize the value of academic and vocational advisement. Consequently, a higher percentage of graduates have been given the opportunity to establish a comprehensive program of both academic and experiential learning throughout the course of study.
- ORU graduates are regularly noted for balanced lifestyles, leadership qualities, and extensive humanitarian and community service.

**FOR ADDITIONAL INFORMATION PLEASE CALL 918.495.6912  
OR E-MAIL US AT CAREERS@ORU.EDU  
ORU CAREER SERVICES WEB SITE: WWW.ORUGOLDENHIRE.COM**

**ORU IS A MEMBER OF THE NATIONAL ASSOCIATION OF COLLEGES & EMPLOYERS AND IS FULLY ACCREDITED BY NORTH CENTRAL ASSOCIATION OF COLLEGES & SCHOOLS.**

**ORU ON CAMPUS RECRUITMENT PLANNING FORM  
ON CAMPUS INTERVIEWING**

Organization Name:	
Contact Person:	
Contact Phone:	
Contact E-mail:	
Interview Date(s):	
Number of Interview Schedules: (1 schedule for each position to fill) Determines # of Rooms needed:	
Interview Start Time:	
Interview Time Intervals:	
Lunch Or Break Requested (time):	
Final Interview Time:	
Degree(s) / Major(s) Accepted:	
GPA Minimums Required? GPA requirement:	Yes / No If yes, GPA _____
International Students Considered?	Yes / No
Transcript Required for Interview?	Yes / No
Special Needs Identified: (ex. Do you want students to also register on your online Career Web site?)	

This form can also be found on our Web site [orugoldenhire.com](http://orugoldenhire.com) under the Interviews section.  
Questions? Call ORU Career Services 918.495.6912  
Please e-mail [careers@oru.edu](mailto:careers@oru.edu) or fax 918.495.6710 this form to ORU Career Services.

## **GOLDEN HIRE NETWORK REGISTRATION INSTRUCTIONS (ONLINE JOB DATABASE/RECRUITMENT SYSTEM)**

We appreciate your interest in recruiting Oral Roberts University students and alumni. Our recruitment and job posting services now include cooperative on-line resources provided through our Golden Hire Network.

**If you have already registered online** for the ORU Golden Hire Network in the past then your account has been transferred to our new cutting-edge system (launched June 2008) and you should have been sent an automated e-mail with your log-in and new password. You may now access the database by following these steps:

1. Go to [www.orugoldenhire.com](http://www.orugoldenhire.com)
2. Click on the Employers link.
3. Click on the ORU Golden Hire (ORU Job Database) link towards the middle and center of the screen or on the left navigation bar. This will take you to the brand new cutting-edge ORU Golden Hire Network.
4. Enter your log-in (your e-mail address used in the old system) and password for access to the **ORU Golden Hire Network**.

**If you were not a part of our old system**, then you will need to register by following the above listed steps #'s 1-3 as well as one additional step:

4. Employers will need to click the Register Tab and complete the required fields.
  - We do request that your log-in be an e-mail address that you are not likely to forget and tend to check and use regularly.
  - Once approved by our office, you will receive an e-mail notification confirming your Access ID and informing you of your Password. Information regarding changing your password is identified under Account Set-Up.

After a successful registration and approval we request that you take a few minutes to input information for the following areas as indicated by the tabs:

### **ACCOUNT SET-UP**

1. **Personal Profile** – This includes your name, title, contact phone numbers, and address. You are welcome to change and update this information, however since your e-mail is also your log-in please contact ORU Career Services at 918.495.6912 or [careers@oru.edu](mailto:careers@oru.edu) for assistance making this change.
2. **Professional Network** – Completing the information in this section will allow employers to act as mentors for students and alumni and/or as career advisors.
  - Selecting the “active” option will post your profile on the student interface where students/alumni can browse professional network members, but can be turned on or off at anytime to meet with your individual scheduling needs and/or busy season requirements.
  - You may also choose how students may contact you by e-mail or by phone or by holding the control key you can select both options.
  - Please fill out as many of the information fields as possible to help ensure that your expertise can be utilized to its highest potential by our students and alumni.
  - Toward the bottom of the information fields is an option to let us know if you would be available to participate in **Mock Interviews, Résumé Reviews** and other **on-campus events**, please check all boxes that would interest you. Often these events give you first access to some of our best and most self-starting individuals.

3. **Change Password** – We do recommend that all registered employers change their passwords once you have been approved to use the system. This Tab facilitates that process very quickly and efficiently. Should you lose or forget your password please contact ORU Career Services at 918.495.6912 or by e-mail at careers@oru.edu for assistance.
4. **Activity Summary** – This section allows you to track your account activities during the course of the last few days, weeks, months or year including student reviews and requests made to ORU Career Services.

## PROFILE

The profile tab allows company specific information to be posted including company industry, size, an overview, Web site information, company culture how many new hires you expect to make, a place to upload your company logo and various other options for students and alumni to review. If you have used NACELINK (*our system provider*) with another university you may use the Auto-Fill option to automatically upload your information into these sections.

## JOB POSTINGS

### 1. Posting a Job - Add a New Job

- Clicking on this Tab will allow you to view all current and previous job postings as well as add additional postings utilizing the Add New button at the bottom of the screen.
- If you are re-posting a previously posted position just click on the Add New button and then use the Copy Exiting feature. (Don't forget to remove the word "copy" from the title before you repost the job.)
- Résumé Receipt – By choosing to receive résumés by e-mail, students' résumés will be sent to you as they are submitted. In choosing the "accumulate online" option you will now receive all résumés submitted from the ORU Career Services Department in one bundle according to the due date you select. Should you choose the "other" option you may specify a mailing address or fax number for students to use in submitting their résumés.
- Once you have completed all the required fields and click on Submit your job posting will be sent to ORU Career Services for approval and subsequent posting on the Golden Hire Network online job database.

### 2. Student Résumés – If you selected "the accumulate online" option in the job posting section then the résumés submitted by students and alumni will compile under this tab for your review.

- Once students/alumni résumés show up in this section you will have the option of having them contacted through the system by selecting the "Mail to Checked" option and sending out an e-mail of correspondence for finding out additional information, setting up an interview time, or giving them further background about your company and position offering.
- You may also have the information transferred to an excel document by utilizing that batch option.
- The third option is to generate a résumé book which will include all selected documents and compile them into an information packet that can be downloaded from your home page.

### 3. Résumé Books – these packets are generated by ORU Career Services for employers to browse submitted student and alumni résumés based on some common denominator such as major, graduation year, industry of interest or any requested search option. This is the only other way for employers to view posted résumés from ORU students and alumni. The résumés in this section tend to be a bit more general as students and alumni are only allowed to select one résumé as their default document for inclusion into the résumé books. More tailored and customized résumés are quite often available from either ORU Career Services or from the students or alumni themselves upon request. Clicking on already existing resume books will allow employers the option of conducting basic and advanced searches through the books based on majors, graduation date, keywords and more.

## **CALENDAR**

This tracks all upcoming ORU events in which employers may be interested in attending. It also tracks individual employer events as posted by the employer or by ORU Career Services.

**Additional services are available to employers including two Career Expos per academic year, On-Campus Interviewing, Table Recruitment, Mock Interviewing opportunities, and several others.**

## **QUESTIONS?**

Call Career Services at 918.495.6912 or send e-mails to [careers@oru.edu](mailto:careers@oru.edu)

*Thanks again for your interest in recruiting ORU students!*

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ORU

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