

Center for Career & Professional Development

hire LEHIGH

Employer Newsletter | Fall 2022



The Fall 2022 Virtual Expo featured 138 employer partners with just over 900 students in attendance, resulting in approximately 3936 interactions between employers and students!

Thank you for your participation and support of our students in our largest virtual Career Expo yet!

Please make sure to mark your calendars:

Spring 2023 Career Expo on February 16th, from 4:00 - 7:00 PM

From the blog hirelehigh.com



The Power of Experiential Learning Opportunities

Experiential learning opportunities are significant milestones in the educational careers of Lehigh students. These opportunities provide students with the ability to determine work place environments that suit their needs as well as their starting career trajectories. This [Blog Post](#) by Sydney Rubin, Graduate Intern, Office of the First Year Experience, encapsulates the power of these opportunities. If you feel called to host an experiential learning opportunity contact our Employer Engagement team!

New Recruiting Opportunity!

Engineering Career Treks

Career Treks are experiential learning opportunities that allow engineering students to engage in virtual and/or on-site visits to Lehigh-partnered companies. Targeted for students in their sophomore year, these are great ways to engage early and increase the opportunities to interact with students in the recruiting process.

During the visit, students make connections with Lehigh alumni and/or employer partners to learn about companies and industries while gaining important insight into careers of interest and potential pathways to their futures.

Career Trek events, whether hosted virtually or on-site by companies or organizations, may include the following activities:

- An overview of the host employer and its industry
- A tour of the facility(ies)
- A panel discussion with employees/alum who have a variety of job functions
- An opportunity to network with individual employees in a smaller setting
- A case study/activity-based task for group work
- Q&A Session

Career Treks are **currently being scheduled for January 2023!** Employer partners interested in hosting a trek are invited to connect with our engineering liaison: email **Bill Burden** at bill.burden@lehigh.edu.

Handshake tips

- Did you know, Handshake offers the ability to create unique search criteria by selecting a combination of search filters? Use this [help guide](#) to learn more.
- Did you know, student resumes can be viewed and downloaded right from their Handshake profiles? Use this [help guide](#) to learn more.
- Did you know, direct messaging students is important to student engagement? Each time you message student, they receive an email notification that draws attention to your message. Use this [help guide](#) to learn more.

The process of performing background research into candidates is optimized through the use of these tools. This is because Handshake is set-up to encourage employer interactions with students at multiple levels. By creating search criteria through selecting various filters, you can create an initial pool of candidates. From here, downloading resumes enables further consolidation of this initial class. Finally, based on your team's review of resumes, relationships with these final pool of candidates can be established through the direct messaging feature.

Blended Recruiting Models in 2022: High Tech and High Touch for Increased Success

by Cheryl A. R. McCue, Ed.D., '90G

In the changing landscape of recruiting, students and employer partners as well as career professionals are navigating new ways to connect and support each other in establishing the pipeline of candidates to companies and organizations in order to meet the increasing talent needs. Lehigh continues to respond to employers and students in a hybrid and blended environment, facilitating networking connections through in-person on-campus events and virtually hosted opportunities via Handshake and Zoom platforms.

Center to the changing environment and continuing to garner success in connecting employers and students is the utilization of technology. Leveraging technology in a number of ways in recent years has proven to be quite successful at Lehigh, bringing together hundreds of employer partners with thousands of students for thousands of interactions. Opportunities for leveraging technology at Lehigh include:

- Being a Company highlighted on our Industry Insights Series posted to YouTube,
- Engaging in Employer Partner Instagram Takeover Days,
- Writing a guest post for our hiring blog at HireLehigh.com,
- Posting internships and job opportunities on the Handshake platform,
- Hosting information sessions, coffee chats, webinars and/or workshops,
- Scheduling and conducting interviews, and/or
- Connecting with student clubs and organizations.

From Career Expos and networking events to interviews and candidate management; all can be executed in virtual and in-person environments and enhanced with the use of technology. Student resumes and profiles of activity as well as career interests are readily available on Handshake and LinkedIn. Did you know that as an employer partner on Handshake, you are able to search and direct message students, whether as an intro and invite or as a follow-up to an interaction or connection? Students enjoy and look forward to the personalization and customization that direct messaging through the platform can provide. Technology driven recruiting has been shown to provide a broader scope, greater connections, and enhanced diversity of candidate pools. Blended with in-person on-campus events, employer partners are able to experience high tech strategies with high touch personal interactions that connect students and employers in authentic ways.

Please connect with members of the Employer Engagement Team if you are interested in scheduling a recruiting strategy meeting to learn more about or participate in any of the blended model opportunities for engaging with students at Lehigh.

Lehigh Employer Engagement Team



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