Recruitment Outreach Pilot
“There’s Something Here For Everyone”

Proposal Summary

Introduction

The work of MSU’s classified staff dynamically impacts the complete student experience, and Staff Senate believes that procuring and maintaining a strong workforce is synonymous with the recruitment and retention of students. However, MSU’s employer competitiveness is eroding and so Staff Senate is committed to researching and brainstorming initiatives that offer a rich and rewarding environment for the staff, and thus the best possible network of support for our students.

In 2006 Staff Senate first reported the relevance of MSU considering its staffing problems from the perspective of its being a community employer (as well as part of the MUS) http://www.montana.edu/staffsenate/msu-community.pdf. Consequently, our efforts engage not only our shared governance partners on campus, our peers and administrators across the MUS, and Staff Senate also networks within the community. The Recruitment Outreach pilot program being proposed stems from these interactions, and recognizes that traditional advertising and application processes are no longer effective. As reported to PEC in August, the demographics and priorities of our workforce are changing, the tools of our time are electronic, and line ads are now thought to factor in only about 11% of jobs filled.

As might be expected, on-going updates to our research reveal changes in the local employment picture as a reflection of recent national and international economic events. However, even though more job-seekers have entered our market, this has not affected the need for MSU to actively promote the culture of its work environment, and the many advantages afforded its employees. MSU salaries continue to be out of sync with those of our competitors and the cost of housing. Nevertheless, the University has much to offer with regard to other applicant priorities (such as life/work balance, continuous learning, career advancement). Unfortunately, quite the opposite perception of employment at MSU exists within the community.

On August 25, 2008 Staff Senate presented a Recruitment Outreach Initiative to President’s Executive Council. We identified the:

- factors prompting a need for outreach in recruitment
- elements necessary for success
- potential:
  - expansion to faculty and professional recruitment
- need:
  - MSU’s adoption of a permanent program of this kind.

President’s Executive Council gave preliminary support to the concept as presented, asked that Staff Senate liaise with Jo Oudshoorn, Interim Assistant Vice President for Human Resources, and return to PEC. It is with great pleasure that we now present further details.
Recruitment Outreach Pilot Summary
Staff Senate proposes a classified recruitment outreach pilot program for the Spring of 2009. The pilot will include:

- Participation at
  - MSU Spring Career Fair (2/09)
  - Bozeman Job Service Workforce Center Job Fair (4/08)
- An open house at MSU
- Classified recruitment marketing materials placed with local high school counselors
- Promotion of MSU as an employer of choice through the celebration of MSU’s:
  - culture, working environment, and employee opportunity
  - mission and objectives (including land grant and green initiatives)
  - achievements
- The utilization of Peer Ambassadors to promote employment at MSU from the employee perspective
- Use of non-traditional communications means to reach prospective employees
- Measures of Success

Consultation and Commitment to the Concept
Staff Senate has consulted with:

- Jo Oudshoorn, Interim Assistant Vice President for Human Resources
- Human Resources staff and MSU’s departmental HR representatives
- Carina Beck, Director, Career Services
- Julie Kipfer, Director, University Marketing
- Anne Milkovich, Business Manager, ITC
- Debbie Berg, Manager, and Nancy Axtell, Bozeman Job Service Workforce Center
- Ronda Russell, Director, New Student Services
- And networked generally with a variety of appropriate contacts across campus.

Exploring the feasibility and potential challenges of this recruitment outreach pilot program has been an energizing experience for Staff Senate. Much enthusiasm exists, on and off campus, for an initiative of this kind. MSU departments are eager to cooperate and support what they see as a very positive, necessary (and perhaps even overdue) campaign. Many of our contacts have offered sponsorship in various forms, including: an HR specialist participating at events; a booth at the MSU Career Fair; Peer Ambassador training; custom domain name for an associated web presence; and the loan of booth decoration materials.

Bozeman Job Service Workforce Center, meanwhile, also sees a need to promote MSU, and thinks the current employment market offers a prime opportunity for outreach of this kind. Job Service has offered to collaborate in several ways, including utilization of contacts lists of registered job seekers (see below).

MSU has had a presence (via Human Resources, Facilities Services, Auxiliary Services, HR/Affirmative Action, and ITC) at the Bozeman Job Service Workforce Center Job Fair. Most of these departments wish to attend again in 2009 and are collaborating with Staff Senate to enhance the experience for MSU and visitors to the Fair. We are working together to ensure no-one’s effort is compromised or unnecessarily duplicated.

Communicating the intent and timing of the Pilot across campus will be important. It will enhance the recruitment initiative if departments are fully apprised of the flexibilities they may offer employees.
Required Resources
To perform a Recruitment Outreach Pilot, as described in Recruitment Outreach Pilot Summary above, Staff Senate proposes the following. Detail of these requirements is included later in this document. Staff Senate anticipates that many resources can be donated for the Pilot. However, investment in quality marketing materials is recommended long-term.

| Advertizing – Open House only | $1,244 |
| Booth Rental – Job Service Fair only | $175 |
| Marketing Materials | $3,080 |
| Peer Ambassadors and Staff Senate volunteers | Release time |
| **Total monetary resources required** | **$4,499** |

**Associated Recommendations**
Independent of the Recruitment Outreach Pilot, Staff Senate offers the following recommendations arising from consultation over this program:

- Celebrate MSU’s employment opportunities by
  - Displaying vacancy listings prominently and with pride
    - (electronically) on the MSU home page (www.montana.edu)
    - (physically) in the Strand Union
  - Investing in quality marketing materials for an enhanced recruitment effort long-term.

**Staff Senate Requests that PEC:**
- Endorse the Staff Senate initiative to pilot the Recruitment Outreach program as described
- Support the associated request for resources and assist in garnering such
- Support the Associated Recommendations (above) and assist in their establishment
- Invite Staff Senate to report the outcomes of the Pilot in line with the Anticipated Time Lines set out below.

The following pages outline the detail of the proposed Recruitment Outreach pilot.
Proposal Detail

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Who Will be Reached and Whom Else Will Participate?

- The MSU Career Fair is aimed at MSU’s graduating students. Approximately 150 local, national and international employers will participate. MSU is already the single largest employer of our own graduates but we have no formal presence at the MSU Career Fair. Marketing of the event is handled by Career Services. Career Services has offered Staff Senate a booth free of charge for this pilot.

- The Bozeman Job Service Workforce Center Job Fair is aimed at all job-seekers in the Gallatin Valley and surrounding areas. Seventy three employers participated this year; all but five were local. MSU’s Human Resources, Facilities Services, Auxiliary Services, ITC, and HR/Affirmative Action have participated in the past. Staff Senate is in close contact with these departments to coordinate, rather than compromise, our attendance in 2009. Marketing of the event is included in the booth fee ($175).

- We believe the Open House to be a new idea, conducted by Staff Senate for the first time. It is designed to familiarize participants with MSU employment opportunities and benefits, and to expose participants to the MSU workplace culture. Newspaper display ads and radio advertising are recommended for effective general announcement of the event. Additionally, Bozeman Job Service Workforce Center has offered to collaborate (please see below) in the use of its contacts lists of registered job-seekers, providing an opportunity to target potential applicants already in the process of seeking employment. Anticipated costs are included in the list of “Resources Required”, appearing later in this document.

- Local High Schools do not offer job fairs. The high school counselors approached by Staff Senate were hesitant to invite recruitment outreach into the schools, but were comfortable with Staff Senate providing materials (please see below) for the counselors to distribute to students looking for work upon graduation. Students have previously attended the Bozeman Job Service Workforce Center job fair, and Staff Senate will notify the high schools of our presence there and of the Open House.
What Will the Outreach Look Like?

**Job/Career Fairs:**
- appealing booths
  - obvious MSU branding
  - audience-appropriate marketing materials (give-aways of appeal to a multi-generational audience)
  - access to on-line vacancy listings
  - access to on-line benefits feature (http://www.montana.edu/hr/BenefitsCalculator.htm)
- peer ambassadors selling MSU (selected MSU staff to speak from experience)
  - trained and enthusiastic
  - articulating who MSU is and what it offers as an employer
  - connecting, not just engaging in conversation
- Human Resources specialist on hand
- knowledge of the audience
  - research the participant mix of previous fairs; adapt as necessary from fair to fair; observe generational differences and market accordingly, including:
    - life balance
    - promotion of careers as opposed to jobs
    - culture of Cool (informal reward mechanisms; staff development; team building; amenities; career ladders)
    - individual vs. team-based problem solving work environment
- provide a “next step”
  - taking applications (simply referring candidates to a web site generally isn’t effective)
  - post-job fair follow-up
    - monthly “we’re thinking of you, hope you’re thinking of us” contact
    - custom follow-up with any high school counselors who may have participated (please see “High School Contacts” below)

**Open House:**
- as per Job/Career Fairs, plus:
  - campus tours (perhaps by AdvoCat?)
  - in-depth focus on the diversity of classified jobs
    - all ambassadors present (rather than in rotation)
    - specific demonstration of “there’s something here for everyone”
      - 200 classified titles (e.g. photos of staff working)
      - Descriptions of the nature of work associated with common jobs (accounting, admin, custodial, etc)
      - Full-time; part-time opportunities

**High School Contacts:**
- Staff Senate to make personal contact with high school counselors (Bozeman, Belgrade, Livingston, Manhattan, Manhattan Christian, Three Forks, Willow Creek) in delivering recruitment outreach packets. This may be done by appointment in the school, or in person at the Open House or Job Fair.
- Packet (produced with input from Human Resources, and Communications & Public Affairs) to include:
  - Introductory letter from Staff Senate
  - “Ten Reasons Staff Work at MSU”
“Something Here For Everyone”

- A job at MSU as an alternative scholarship (use tuition waiver as a way to pay for school)
- Participate in the university culture while you plot your direction in life

- Youthful branding to empower the younger audience (e.g. flash drives, water bottles, pens, reusable shopping bags)

- Invite counselors to Open House and notify them of MSU’s presence at the Bozeman Job Service Workforce Center job fair (to be extended to students by the counselor)
- “Next Step” – follow-up with counselors to answer questions and to receive feedback about the packets and their usage.

Measuring Event Success

- Number of attendees at each event (record name/address/email for follow-up)
- Follow up with attendees to include feedback on events
- Survey at each event:
  - Prize drawing as incentive to participate in the survey
    - Post card-sized entry form requiring contact information
      - Ask up to 3 questions (scale 1-5) e.g.
        - Did the open house influence your opinion of MSU as an employer?
        - After the open house are you likely to consider MSU as an employer?
      - Provide short evaluation on-line

Peer Ambassadors

Our consultants on this project have recognized recruitment outreach that is facilitated by selected, and appropriately trained, staff members as one of the great features of this initiative. The concept arises from Staff Senate’s on-going interaction in which an employee preference for peer training and instruction is being expressed.

It is intended that the Pilot Peer Ambassadors’ participation will be with supervisory approval on a volunteer basis. Appropriate comp time to be awarded. Training will be offered as a professional development opportunity for the ambassadors, and will constitute an event in itself.

- **Ambassadors’ Message** to include:
  - MSU mission
  - Diversity of opportunities: “there’s something for everybody”
  - Dynamism of the work place; flexibility; and culture
  - Positive projections of why staff work at MSU (ambassadors’ and others’ testimonials)
  - Unusual offerings - a voice in shared governance
  - Tangible offerings – e.g. tuition waivers; paid holidays; fitness facility

- **Selection of Ambassadors**: by recommendation from:
  - Staff Senate
  - PEC members
  - Department Heads
  - Supervisors.
• **Briefing:** Peer Ambassadors will play a part in the planning and creation of their role, the marketing materials to be used, and the crafting of the message to be delivered. In this way, Staff Senate aims to offer ambassadors an investment in the success of each event.

• **Training:** Anne Milkovich has undertaken to offer training (free of charge) as a professional development opportunity. Key aspects to include effectively conveying our message, and observance of appropriate compliance issues.

• **Debriefing:** Peer Ambassadors’ feedback will be vital to evaluating the success of the Pilot program.

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**Marketing Materials**

- **Improved web presence,** e.g.:
  - Web site to show MSU to be:
    - Eager to attract and hire
    - Consider moving vacancy listing link to home page (e.g. at Idaho State; University of Washington; University of Oregon; University of North Dakota; & the other MUS campuses)
    - Convey MSU’s work ethic and environment
      - Be **personal**
      - Feature people, pictures, staff testimonials
    - User friendly
      - Links to vacancy listings; application materials
    - Anne Milkovich has donated [www.msu.jobs](http://www.msu.jobs) for the Pilot
  - Web site could be constructed by Staff Senate

- **“There’s Something Here for Everyone”,** e.g.:
  - Diversity of skills and abilities utilized at MSU
    - Brief description of common jobs (admin, accounting, food service, custodial etc)
    - List of departments
    - Range of experience (to also indicate advancement opportunities)
  - Benefits, e.g.:
    - Medical; retirement, etc
    - Tuition waivers
    - University environment
    - “There’s something here” materials to be available on-line, in high school marketing packets, and as hand outs at events

- **“Ten Reasons Why We Work at MSU”** (defined by one or more of the following):
  - Updating Staff Senate’s *Employee Experience* survey in this regard
  - Polling employees randomly in SUB/on Mall
  - Taking Peer Ambassadors’ input from Ambassador Training
  - “Ten Reasons” materials to be available on-line, in high school marketing packets, and as hand outs at events

- **Visual Aids:**
  - Photographs of classified staff at work
    - Stills; DVD
    - On handouts, on web site, projected loop at Open House
- DVD of MSU TV ads

- Give-aways providing incentive to participate, informal reward, and a reminder of MSU. Should be chosen so as to hold appeal with all age groups. For example:
  - T-shirts; hats; mugs; stickers; pens; mug holders; key rings; key chains; flash drives; water bottles; reusable shopping bags

- Catering – Open House only
  - Snacks/hors d’oeuvres, beverages

- Booth and Open House Decoration – MSU branding
  - Backdrop
  - Banners
  - Ambassadors’ clothing
  - Supporting student success pins

<table>
<thead>
<tr>
<th>Resources Required</th>
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<tbody>
<tr>
<td><strong>Advertizing</strong> – Open House only</td>
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<tr>
<td>Bozeman Chronicle: 3 col x 2” color display ad not in classified ad section. One Sunday ($93.48) and the day of the event ($90.24)</td>
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<tr>
<td>Weekend magazine: inclusion in the “At MSU” ad of events for the week (possibly donated)</td>
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<tr>
<td>KBOZ radio stations: 30-second commercial played 4 times per day on each of 5 stations, for five consecutive days</td>
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<tr>
<td>Bulk mailing (with Job Service) 1000 cards @ 27c; 251 cardstock cut into 4 $190 color one side; $290 color 2 sides. Job Service may cost share here</td>
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<tr>
<td><strong>Booth Rental</strong></td>
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<tr>
<td>MSU Career Fair (donated by Career Services)</td>
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<tr>
<td>Bozeman Job Service Workforce Center Job Fair</td>
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<td>Open House (SUB)</td>
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<tr>
<td><strong>Marketing Materials</strong></td>
</tr>
<tr>
<td>Production of “Top Reasons” and “Something for Everyone” marketing materials $400 printing + graphics $180 (3,000)</td>
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<tr>
<td>DVD of classified employees at work (photos by staff or MSU archive). Production $60/hr x 5hr</td>
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<tr>
<td>Give-aways at events</td>
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<tr>
<td>Banners and booth decoration (anticipated donations from various departments)</td>
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<tr>
<td>Catering – open house only (estimated 300 people)</td>
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<tr>
<td>Web presence (custom domain name donated by ITC; web development by Staff Senate)</td>
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<tr>
<td>Use of Laptop computers in booths (anticipated donations from various departments)</td>
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<tr>
<td>High School marketing packet binding and cover letter (content taken from other materials listed here) x 350</td>
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<tr>
<td>Delivery of high school marketing (to counselors by appnt – no cost if delivered at</td>
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</tbody>
</table>
open house/Fairs) and transportation to Job Fair

Draw prizes at Career Fair / Job Fair / Open House (anticipated donations from various departments)

**Peer Ambassadors – total 14 hours per ambassador (6 ambassadors)**

- Briefing & on-boarding (2 hours)
- Training (3 hours)
- Attendance at Open House – 2-hour evening event (2 hours with set up)
- Attendance at Job Service Job Fair – all day event (3 hours including travel) ambassadors in rotation
- Attendance at MSU Career Fair - all day event (2 hours) ambassadors in rotation
- Debriefing (2 hours)

**Staff Senate Volunteers – total hours - possibly divided among volunteers**

- Set up (3 hours total)
- Event oversight (14 hours total)
- Strike (3 hours total)
- Delivery of high school packets if some counselors don’t come to open house (10 hours total)
- Follow-up with event participants (dependent upon participant numbers)

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**Anticipated Time Line**

- Selecting ambassadors – immediately following PEC approval of Pilot
- Briefing and vesting ambassadors – by December 15, 2008
- Development of marketing materials – by December 31, 2008
- Ambassador training – by January 15, 2009
- High School Contacts – by time of Open House
- MSU Career Fair – February 26, 2009
- Open House – March, 2009
- Bozeman Job Service Workforce Center Job Fair – April, 2009
- Follow-up with event participants – March 1 – May 15, 2009
- Ambassador debriefing – by May 15, 2009
- Recruitment Outreach Post-Pilot report to PEC – by June 30, 2009

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**Open House Collaboration with Bozeman Job Service Workforce Center**

Bozeman Job Service Workforce Center is willing to:
- Post our Open House announcement on its web site
- Allow the use of its contacts lists of registered job-seekers in the promotion of the Open House
  - Confidentiality demands BJSWC send the mailing
  - 4194 job-seekers registered; 3287 by email, 907 by mail
  - BJSWC requires its logo to appear on the announcement in addition to MSU’s
- Cost share on the mailings
- Market our Open House among its specialty contact groups including Gallatin Valley HR Council, Chambers of Commerce, Disability and Veterans programs (MSU’s Human Resources may already have a presence in some of these venues).

Bozeman Job Service Workforce Center would like to:
- Build on the collaboration between MSU and BJSWC
Perhaps coordinate positioning of MSU and BJSWC booths when both attending events
• Learn more about MSU to better serve the University through BJSWC
  o As an invitee to the Open House
• Discuss the possibility of MSU joining a program already supported by large area employers wherein an HR representative spends scheduled time (with a regularity to be determined) at BJSWC to be available to job-seekers there.

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