The new school year brings new opportunities for recruiting Clemson students. Our Fall Career Fair is our largest recruiting event and draws companies from all over the country. Go to Fall Career Fair to register. On-campus interviewing will be in full swing soon, as well as information sessions, company connections and employer visits to campus. More information on these programs can be found at Employer Branding.

Keep posting your jobs! We have seen a 27% increase in professional full-time job posting on ClemsonJobLink as well as a 15% increase in part-time job posting.

We hope each of you will find time to visit Clemson and meet some of the country’s best and brightest students. Go Tigers!

SAVE THE DATES

**Fall Career Fair (All Majors)** — Sept. 15–16, noon–4 p.m., Fike Recreation Center
Go to Fall Career Fair to register.

**Diversity Event** — Sept. 14, 4–6 p.m., Clemson House Lila Holmes Ballroom

**Fall Construction Industry Fair** — Sept. 30, 5:30–8:30 p.m., Madren Conference Center
Go to Fall Construction Industry Fair to register.

**Veterans Networking Night** — Nov. 12, Hendrix Student Center

**Spring Career Fair (All Majors)** — Jan. 20–21, 2016, noon–4 p.m., Fike Recreation Center
Building Your Brand

Many of you contact us wanting to know how to get your brand out on campus, and the best way for students to become familiar with your company is to be on campus! We suggest campus visits at least twice a year for face-to-face interaction.

Other ways to get involved and build your brand at Clemson University:
- Post your jobs through ClemsonJobLink
- Schedule an on-campus recruiting date through ClemsonJobLink
- Get your company’s Clemson alumni to assist with recruiting on campus
- Volunteer to conduct workshops in the Career Center on topics related to the job-search process
- Attend the career fair offered each semester
- Bring well versed people to career events that are outgoing and friendly (but make sure they know your policies and represent your company well)
- Become a Career Fair Sponsor
- Sign up and interact at diversity and special-interest events on campus
- Use internship and co-op opportunities to identify recruits for future full-time positions
- Meet with faculty and staff to discuss your needs and the career path of students

Three Tips for Maximizing Your Potential at the Career Fair

1. Stay for the entire event!
   One of the most common comments we hear from students on Career Fair evaluations is that they didn’t get to talk to one of their top choice employers because the recruiters packed up and left early. Keep in mind that students have busy schedules with class and labs that may prevent them from attending earlier in the day. These may be great candidates that you’ll miss out on if you leave early.

2. Advertise the positions/majors for which you’re hiring at the Fair.
   To eliminate frustration for both the students and you, the recruiter, post the types of positions you’re seeking and/or the majors with which you’re interested in talking. If you come prepared with a pre-made poster or list, it will look more professional than
a handwritten note that’s clipped to your display. This list is especially helpful if you’re only recruiting for specific positions/majors or if you have positions those students may not typically consider your company as having. Make sure your positions are posted in ClemsonJobLink!

3. Establish your brand by networking with undergads at the Career Fair.
   Even though you may be hiring for full-time positions, you can start building your brand and reputation on campus by talking to freshman and sophomore students who attend the Fair. Consider the opportunity to talk with undergads as a chance to network and cultivate relationships with ambitious students who may be excellent candidates down the road.

Are you using ClemsonJobLink to your full advantage?

Be sure your ClemsonJobLink account is updated regularly with not only your contact names and email addresses, but the social media sites as well. Students use ClemsonJobLink to connect to employers’ Facebook, Twitter and LinkedIn accounts. You can also upload pictures using Flickr or Picasa and YouTube videos that students find very valuable. Call us if you have any questions on how to use these tools.

Partner With Our Center

The Corporate Partner Program is a special initiative of Clemson’s Michelin® Career Center that provides specific opportunities to enhance an organization’s recruiting efforts and brand recognition on campus. Participants in this program will enjoy increased student awareness of their organization, multiple occasions to interact with specific student demographics, personal introductions and connections with key faculty, and professional assistance developing effective recruiting strategies and programming.

For further information on our Corporate Partner Program, please contact Deb Herman at dherman@clemson.edu, 864-710-9747.