Employer Recruiting GUIDE

Your guide to recruiting at Mason and working with University Career Services

Why RECRUIT at Mason

our industry-focused APPROACH (and how it works)

WHO you need to know

How to GET TO MASON

Colleges & Majors

Our 3-step STRATEGY to recruiting at Mason

CRUCIAL Recruiting Policies
Welcome to Mason

As the largest institution in the VA/DC region, Mason aspires to be the best university FOR the world, drawn together to work across cultures, bringing new perspectives and solutions to the world’s most pressing problems and preparing our students to navigate in it.

Mason’s University Career Services is a comprehensive and centralized office ready to connect you with students and alumni from 11 colleges/schools and hundreds of academic programs. Our industry-focused approach provides you with a main point of contact and personalized attention for your recruiting needs. Our Industry Advisors can give you the most up-to-date information about our students and help you partner with our faculty and colleagues across campus.

We look forward to engaging you in our Signature Events and helping you build your organization’s brand at Mason.

- Christine Y. Cruzvergara
  Director

Industry Advising & Employer Development Team

In order to implement an Industry Focused Approach, we created an Industry Advising and Employer Development (IAED) Team. IAED Team members, called Industry Advisors, are each assigned a cluster of industries. This focus allows our Industry Advisors to facilitate customized connections between Mason students and employers in their industry of interest.

Your Industry Advisor is available for consultation on developing your Mason recruiting strategy, including reaching faculty and student groups.

See page four for more information about our Industry Clusters.

Industry Advisor Tip

Mason students are the essence of diversity. You will be able to find candidates from nearly any background here with well-developed skills to prepare them for a global marketplace.

- Matt Myers

Industry-Focused Approach

You talked, we listened

Here at Mason, our career model may be a little different than what you’ve experienced at other universities. We listened to employer feedback over the years and heard that “major” does not equal “career.” So, we shifted the way we operate to an Industry Focused Approach. Now, when we meet with students, we don’t focus on the question, “What can you do with your major?” but instead “How can you use your knowledge, skills, and talents in your industry of choice?”
**Why Recruit at Mason**

**Where global is local**

As the largest university in the Commonwealth of Virginia and consistently one of the top five most diverse universities in the nation, Mason reflects the world. Our students come from all 50 states and over 135 countries. Our culture of inclusion, our multidisciplinary approach, and our global perspective prepare students for today’s diverse workplace. Recruit from the whole globe right here at Mason!

**Practical professionals**

Mason students are known for their hard work. In fact, most of our students work their way through school, giving them professional experience outside of the classroom before reaching you. Some of the most common words we hear to describe Mason students are prepared, driven, experienced, and enthusiastic.

**Strong academic partnerships**

The relationships University Career Services have developed with faculty and academic departments are among our strongest assets. These relationships have increased our influence on campus and employer event success.

**Recruit once, hire twice**

While this is a common recruiting phrase, at University Career Services, we take efficient recruiting to the next level. Our specialized focus on experiential learning helps build your pipeline to develop interns into full-time employees. We offer a unique co-op structure, a yearly region-wide job shadowing event, assistance with developing internship programs, and professional development education for students preparing to enter the workforce.

**Industry Advisor Tip**

Mason students are interested in career paths and career stability. When talking to students about the benefits of your organization, explain the career path options and opportunities for growth and mentorship within the organization.

- Rachael Miner
Who You Need to Know

Industry Advisors

Your main points of contact

As customized connectors, we specialize in giving recruiters personalized attention from staff who regularly interact with students and understand what you do! Each employer who recruits at Mason is assigned to an Industry Advisor based on their organizations' industry.

If you are unsure who your best point of contact is, call our main office for assistance at (703) 993-2370.

For a full list of our staff, visit careers.gmu.edu/about.

Industry Advisors contact information

- Accounting - Ashley Crute, acrute@gmu.edu
- Advertising, Arts & Entertainment, Marketing, Media & PR - Laura Winkler, lwinkler@gmu.edu
- Consulting, Financial Services, Real Estate, Retail & Consumer Products - Rachael Miner, rminer2@gmu.edu
- Education, Human Services, Non-Profit, Hospitality & Tourism, Sports & Recreation - Charlotte Strauss, cstrauss@gmu.edu
- Engineering, Technology, Transportation, Construction - Matt Myers, mmyers16@gmu.edu
- Government - Lesley Perez, lperez9@gmu.edu; Saskia Clay-Rooks, sclayroo@gmu.edu
- Health, Science & Research - Gemma Costa, gcosta2@gmu.edu
- Law & Criminal Justice - Saskia Clay-Rooks, sclayroo@gmu.edu

Employer Development Team

Our Employer Development Team coordinates all aspects of employer programming including our Signature Events. While your main contact is your Industry Advisor, you may hear from other staff members as you register and participate in our many events.

- Career Fair - Bernadette Davey, bdavey@gmu.edu
- Cooperative Education - Debbie Zuiker, dzuiker@gmu.edu
- Employer Advisory Board - Bernadette Davey, bdavey@gmu.edu; Lesley Perez, lperez9@gmu.edu
- Experiential Learning & Take a Patriot to Work Day - Rachael Miner, rminer2@gmu.edu
- On-Campus Interviewing, Practice Interview Days, & Resume Clinic - Quayla C. Allen, qallen@gmu.edu
- Partnership Program & Jump Start/Career Launch - Lesley Perez, lperez9@gmu.edu

Student Professional Development

Preparing students for the workforce

Leading the way in innovation, our career center is one of the first in the nation to introduce a Student Professional Development Team. Our Student Professional Development Team helps students identify and develop soft skills such as cross-generational communication, personal presentation, effective email communication, and appropriate use of social media necessary to excel in your organization.

We are committed to raising the baseline of professionalism for Mason students through mutually beneficial partnerships with employers, faculty, staff, alumni, student organizations and Mason families.

- Associate Director, Student Professional Development - Raechel Hester, rhester@gmu.edu
We have found that the most effective recruiting on our campus follows three specific steps. Follow these steps in order to help ensure the best possible recruiting experience at Mason.

**Step 1: Develop Your Relationship**

*Create a HireMason account*

The first step to recruiting at Mason is to register for HireMason, our online job and internship database. To register, visit hiremason.gmu.edu, select Employer then click on “Register.” After your registration is complete, you will receive a confirmation email with your username and password within 48 business hours.

With HireMason, you can:

- Post full-time, part-time, and internship positions
- Track applicants
- Sign up for career events
- Schedule on-campus interviews
- Receive announcements from University Career Services

*Post jobs & internships*

Once you receive a confirmation email with your login information, you may create job and internship postings at any time by following these steps:

- Login to HireMason
- Click on “Jobs”
- Select “Add New”
- Complete and submit the request. Your position will be reviewed by a staff member and approved within 48 business hours

For easy access to log into HireMason, look for this button at the top of any page on our web site:

**Developing an internship?**

- Learning objectives are now a required section of each internship posting. Review our Learning Objectives Guide to learn how to create your own: careers.gmu.edu/employers/upload/LearningObjectives.pdf
- Follow NACE best practices on internships
- Know the Department of Labor’s laws regarding hourly employees
- Review job descriptions of current employees
- Determine what type of work can be expanded or augmented
- Develop a student assignment with a thorough job description
- Ensure that 50% or more of the student’s tasks are career-related
- Involve the manager /mentor who will supervise the student

**Hiring students on an F-1 Visa?**

- Positions must be integral to the students’ program of study.
- Paid or compensated positions require proper work authorization through Career Services and the Office of International Programs and Services.
Step 2: Enhance Your Strategy

Signature Events

Keep your contact info current in HireMason in order to receive regular invitations to our Fairs and Signature Events. Take part in one or more of these well-established programs annually for campus-wide publicity and broad exposure to students and recent graduates.

Visit careers.gmu.edu/employers/events for dates and registration info for all of our Signature Events.

Career Fair Sponsorship

Go a step further in your branding by becoming a Career Fair Sponsor. Sponsorship includes:

- One-day Career Fair registration
- Preferred booth location including electrical hook up
- Additional pipe and drape booth to conduct interviews during the fair
- Two additional parking passes
- Recognition at the fair via signage and company logo on floor plan handouts (1,500 per day)
- Recognition as a Career Fair sponsor on the University Career Services website, HireMason and on over 30 tv screens across campus
- Access to our Career Fair Twitter hashtag the week before the fair

Industry Advisor Tip

Work with your Industry Advisor to develop a multipronged recruiting strategy. You will be most successful in developing your brand on campus by trying multiple recruitment strategies at Mason.

- Laura Winkler

Put Yourself on Our Calendar

We plan our events to ensure they are timely and well-attended. Initially, you should register for our Signature Events to get a feel for the Mason campus and students. After you have participated in a few Signature Events, you can organize your own customized events at Mason.

Fall Semester

**August:** Fall classes begin; Jump Start Workshop Day

**September:** Fall On-Campus Interviewing season begins; Resume Clinics and Practice Interview Days

**October:** Practice Interview Day and Career Fair

**November:** Take a Patriot to Work Day and Practice Interview Day; Fall On-Campus Interviewing season ends

**December:** Classes end

Spring Semester

**January:** Spring classes begin; Jump Start Workshop Day

**February:** Spring On-Campus Interviewing season begins; Resume Clinics, Practice Interview Days, and Career Fair

**March:** Spring break and Practice Interview Day

**April:** Spring On-Campus Interviewing season ends; Practice Interview Day

**May:** Graduation; Career Launch and Just in Time Hiring Week
Our Signature Events are powerful programs that connect employers to Mason students. Applauded by the Mason community and employers, these interactions have proven crucial for the professional development of Mason students.

**On-Campus Interviewing**
OCI is a convenient way to interview multiple candidates in one day on the Mason campus! Select an interviewing date, post positions, and receive applications all through HireMason.

**Career Fair**
Our largest event of the semester! Thousands of students and hundreds of employers attend our Fall and Spring Career Fairs. Did you know that, as of 2013, 61% of recruiters viewed Career Fairs as a key hiring strategy?

**Practice Interview Days**
A monthly event which exploded in popularity in the Fall semester of 2013 with 162 students attendees. Raise your profile on campus while helping students practice their interviewing skills. Employers' schedules are available to students by industry so you will conduct mock interviews with students interested in your field.

**Resume Clinics**
Volunteer to help Mason students improve their resumes for their job and internship searches. This is a superb event to demonstrate your support for Mason students, help strengthen your brand on campus, and identify Mason talent.

We offer three-hour time slots for employers. Resume critiques are limited to 15 minutes.

**Industry Weeks**
A whole week focused on a specific industry, offered twice during each Spring and Fall semester. Industry Weeks feature events and workshops to gain entry into the industry and kindle professional growth within the industry. A great opportunity to reach students who are interested in a specific industry.

Ask us which industries will be featured in the upcoming semester!

**Take a Patriot To Work Day**
This job shadow program invites you to bring Mason students to work for a behind-the-scenes look. This is an excellent event to attract and screen potential Mason applicants while helping students decide on future careers.

**Jump Start & Career Launch**
These workshop days educate students on career topics while providing employers an opportunity to give back with the added bonus of branding themselves on campus. Each workshop is co-facilitated by employers and our staff.

The first building of its kind on an American campus, the Johnson Center houses a state-of-the-art library, a movie theater, a ballroom, a full-service restaurant, a food court, retail outlets, student organizations, offices, group meeting rooms, and three computer labs. The size of three football fields, the building serves as the Fairfax campus' community square.
Step 3: Maintain Your Presence

Build Your Own Event (BYOE)

Here at Mason employers are given the freedom to think outside the box! With our distributed campuses and large population of working students, we found that traditional information sessions do not attract a lot of attention. So, as a solution, we developed Build Your Own Events, or BYOE. Our Industry Advisors work with you to create a unique event to grab student attention. Here are a few examples of what employers have created in the past:

- Hosting a virtual “open house”
- “Day in the life of” simulation activity
- Product demonstration
- Industry-specific professional development (e.g., creating effective slide decks for the Consulting industry)
- On-campus office hours

Please note: Only those employers who have participated in at least one Signature Event during the year are eligible to create a BYOE.

Student organizations

Partnering with a student organization can help you achieve great student attendance at your event. Work with your Industry Advisor to connect with student groups to share your company information or plan an event.

Report your hires

Success begets more success (and buzz). Nothing gets students and faculty more excited than knowing that an employer routinely hires Mason students and that our alumni are thriving in the organization. After working together throughout the year, don’t leave us in the dark about the outcomes! Please report your hires to Jen Pollard atjpollar3@gmu.edu. We regularly share who recruits at Mason with students and faculty, and these employers garner more branding opportunities on campus.

Career Link

Share your industry experience, career path advice, and job search expertise with students by registering in Career Link, our mentor-student connection database. Once in Career Link, students will be able to search for you by their professional interests and reach out to you with career questions and requests.

University Career Services uses Career Link to source volunteers for facilitating workshops and career panels. Career Link also serves as a networking tool for you to connect with other recruiters, as you can also search the database.

Visit gmu-csm.symplicity.com/mentors/ to register.
Partnership Program

Our Partnership Program provides an opportunity to demonstrate your commitment and financial support of University Career Services and Mason students.

We rely on the support of our valued employers to help achieve our mission.

Regardless of your organization’s recruiting needs, we are confident you will find a fit with one of our four partnership levels.

To find out more, visit careers.gmu.edu/employers/partnership.

Employer Advisory Board

The Employer Advisory Board gathers employers and Career Services staff together to discuss crucial issues in recruitment, Mason’s preparation of future employees, and company interests. The Employer Advisory Board helps improve Mason – and through improving Mason, improving what we can offer you.

Member benefits

• Discover George Mason University and our unique place in the market
• Connect with other employers to discuss recruiting trends and best practices
• Influence our future services and programs
• Enhance both your visibility and your brand on campus
• Learn about higher ed topics, research, and new technology from well-respected Mason faculty and staff
• Understand the student labor market as it develops
• Get credited on our Employer Advisory Board webpage, including a photo and bios for yourself and your company

Learn more at careers.gmu.edu/employers/AdvisoryBoard.
Mason Campuses

Fairfax (main campus)

The Fairfax campus is conveniently located just 15 miles outside of Washington, D.C.

The main Career Services office and many administrative offices are located here. This campus is located at 4400 University Drive, Fairfax, VA 22030. University Career Services is located in SUB 1, room 3400. Come visit us to experience first-hand our diverse student body.

Arlington

This campus is located at 3351 Fairfax Drive, Arlington, VA 22201.

Prince William

This campus is located at 10900 University Blvd., Manassas, VA 20110.

Getting to Mason

Parking at Mason

When visiting Career Services on the Fairfax Campus, please park in the Mason Pond Parking Deck. Career Services validates parking for most campus visits and events.

Flying to Mason

The closest airport to Mason’s Fairfax Campus is the Washington Dulles International Airport (IAD).

Reagan National Airport (DCA) is accessible by metro.

Metro to Mason

The Metro to Mason campus shuttle departs from the North Side of the Vienna Metro Station every 30 minutes during normal business hours.

You may find more information on how to get to Mason and where to stay at gmu.edu/resources/visitors.
Mason Colleges

- College of Education and Human Development (CEHD)
- College of Health and Human Services (CHHS)
- College of Humanities and Social Sciences (CHSS)
- College of Science (COS)
- College of Visual and Performing Arts (CVPA)
- New Century College (NCC)
- School for Conflict Analysis and Resolution (S-CAR)
- School of Business
- School of Policy, Government and International Affairs (SPGIA)
- School of Recreation, Health, and Tourism (RHT)
- Volgenau School of Engineering (VSE)

Mason Programs

Mason offers nearly 80 majors and hundreds of concentrations and minors in innovative fields of study that prepare students for successful careers after college. Some prominent academic programs include:

- Art and Visual Technology
- Communication
- Earth Sciences
- Economics
- Electrical Engineering
- English
- Finance
- Geography / GIS
- Management
- Neuroscience
- Public Administration
- Spanish
- Tourism and Events Management

See a full list of academic programs at admissions.gmu.edu/academics/majors/.
See a full list and explanation of our Recruiting Policies at careers.gmu.edu/employers/recruitingpolicies.

**Equal Employment Opportunity**

Organizations must be equal opportunity employers in accordance with all applicable state and federal laws.

**Events**

If you are unable to attend a scheduled career event, we ask that you send a qualified colleague in your stead. If this is not possible, please notify us at least 48 hours in advance so that we may ask one of the employers on our wait list to take your place.

**Internships**

All internship postings, whether paid or unpaid, are required to contain student learning objectives. Based on the National Association for Colleges and Employers (NACE) and the Department of Labor’s Fact Sheet # 71, which defines criteria for legal internships, an internship must be an extension of learning outside the classroom and learning objectives must be established to ensure the protection of students.

**NACE Recruiting Principles**

Mason’s University Career Services adheres to the recruiting principles and practices set forth by the National Association of Colleges and Employers (NACE). We require all employers recruiting at Mason to follow these guidelines: naceweb.org/principles.

**On-Campus Interviewing (OCI) Program**

In order to participate in our On-Campus Interviewing Program, organizations must post bona fide jobs or internships in HireMason. Student resumes will be transmitted on the condition that parties outside of the organization will not be permitted access to those resumes without the written consent of the student.

Once the Schedule Close Date has passed (and interviews are set), if an employer is unable to follow through with their scheduled date and are unable to schedule a new date with Career Services, they are responsible to contact the interviewees directly to explain the situation and find a time to reschedule the interview they extended to the candidates.

**Third Party Agencies**

Those recruiting on behalf of other organizations must comply with additional recruiting requirements. See our website for a full description.