

On campus activity and options

There are a wide range of different ways you can work with a University to get on to campus, meet students and promote your business brand. These vary from one institution to another and can incur a cost, sometimes a significant one. Equally there are often many free, discounted or funded support options available for regional, local, third sector or SME businesses.

This is not a definitive list of options but does give an indication of the ways in which you can get involved on campus:

- Advertising on TV screens and employment portals
- Careers fairs
- Employer presentations
- Sponsorship of teams, events or places e.g. careers service mouse mats or the hockey team
- Sector specific panels/Q&A events
- Skills sessions on things like CVs, presentation skills, or something more commercial like negotiation skills
- Selection e.g. interviews on campus
- Digital-led activity e.g. twitter chats
- Work-based learning projects
- Mentoring
- Work shadowing
- Supporting curriculum design
- Guest lectures
- Employer advisory boards
- Employability awards
- Networking events, regional events and professional body events
- Promotional events e.g. product giveaway or event like a cinema night
- Competition or hackathon

It is unlikely you would ever need to do all of these things, rather it is about being clear which of them is going to give you the best opportunity to speak to and connect with the students who are right for your business. Working with your University partners and comparing the effectiveness of different approaches year-on-year will help you to identify what will work best for you.