

## Who's On Your Front Line?

More Important,  
How Did They Get There?

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## Your Staff/Student Workforce

Strengthening Your Front Line

- Recruiting
- Screening
- Selection

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## Recruiting Your Staff

- The Role of Student Staff
  - Serve a variety of functions
    - Greeter
    - Event ambassador
    - Call center personnel
    - Campus tour guide
  - First impression
    - “You never get a second chance to make a first impression” (Will Rogers, Mark Twain, Oscar Wilde)

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## Recruiting Your Staff

- Decide who you want  
Create a group that is representative of your campus as a whole!!!
  - Determine in advance who and what type of guides you want/need
  - Important factors to consider
    - Diversity (major, hometown, gender, racial/ethnic, )
    - Personality (work ethic, enthusiasm)
    - Overall job
    - Number you plan to hire

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## Recruiting Your Staff

- Advertising  
Make your campus guide program one of the most coveted positions on campus!!!
  - Get creative
    - Continue traditional mediums
      - I.e. Flyers, ads in campus newspaper
    - Also include new mediums
      - I.e. Social media, campus tools

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## Recruiting Your Staff

- Advertising – cont.
  - Target key groups
    - Personal approach
    - Other student leaders
    - Diversity groups (racial, ethnic, underrepresented majors)
  - Word of mouth
    - Get current staff involved

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## Recruiting Your Staff

- Information Session
  - Get accurate information out to student body and answer questions up front!!!
  - Student required to attend
    - Offered multiple days/times
    - Desired qualities
    - Screening/selection process
    - Job description and expectations
  - Application
    - Only available at sessions
    - Numbered to control duplication

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## Screening Potential Staff

- Who should be at the table?
  - Admissions
  - Professional staff
  - Student leaders
  - Key stakeholders

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## Screening Potential Staff

- Important factors throughout the process
  - Consistently ask if the applicant fits what you're looking for
  - Educate all involved in the process on their role and the important qualities you seek in a student worker

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## Screening Potential Staff

- What do you want to accomplish?  
Decide what your group needs most and then create your screening process!!!
  - Group dynamic
    - Group interview
    - Current guides a part of process
      - Address overall fit within group
  - Ability to connect with your group
    - Tailored interview questions

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## Screening Potential Staff

- Pre-interview Round  
Important to narrow your applicant pool!!!
  - Requirements
    - Employment application
    - Cover letter
    - Resume
    - Letter of recommendation
    - Creative project
  - Reviewers
    - Student leadership/supervisors

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## Screening Potential Staff

- First Round Interview  
Determine potential fit and further narrow applicant pool!!!
  - Group Interview
    - 30-minutes
    - Interviewed in groups of ten
    - Conducted a team building activity
    - Asked to create and perform a 5-minute skit
  - Interviewers
    - Current team members

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## Screening Potential Staff

- **Second Round Interview**  
Narrow the pool of applicants to people you can see on your team!!!
  - Individual interview
    - 15-minutes
    - Series of questions
    - Ability to do the job
    - Responsible/assertive
  - Interviewers
    - Student leadership/supervisors

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## Selection of Staff

- **Your Team**  
Put together an amazing group representative of your campus that epitomizes your goals!!!
  - Scoring/evaluation
    - Rubric that rates qualities you deem important
    - Average scores of interviewers
    - Choose a cutoff
    - Double check other important qualities
      - Major, diversity, gender
    - Be flexible

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## Selection of Staff

- **Your Team – cont.**
  - Notification
    - Make this special
      - New hires received buttons
      - Bag of candy
    - Involve current team members
      - Helps transition
      - New hires brought into group/part of the family
    - Celebrate/have fun
      - Start a tradition
        - Scavenger hunt
        - Breakfast

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