



## **We Engage With Our Clients – But How Do We Engage With Their Potential Employers?**

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As career practitioners, we pride ourselves on how we engage with and support our clients in their career journey, but how well do we connect with employers? Career advisers working in higher educational institutions are often required to have a focus on internal and external stakeholders, but how do we do this and how well do we engage, particularly with employers and recruiters?

Traditionally, the university or college career fair was the headline event which brought students and employers together and helped to establish relationships between careers staff and recruiters, which flowed into job listings on university job boards, and other on-campus events such as employer presentations and networking events.

With the rapid decline of major career events like university career fairs, universities and colleges need to explore new ways to engage with employers. Research conducted indicates that few universities have managed to find a way to use the digital media platform effectively to reach out to potential employers.

Online resources continue to be inwardly focused and new employers can be frustrated in their attempts to find how to connect with potential student candidates.

This presentation will provide participants with insight into 50 universities careers portals, both within Australia and Internationally. The aim is to inform participants about how effectively Institutions are using their online resources to build relationships with employers, with the goal of benefitting their students and graduates.

Examples of institutions that are best practice in the field of engaging with recruiters will be presented to inform possible future directions in graduate recruitment.