MEETING STUDENTS WHERE THEY ARE: LINKING OPPORTUNITIES TO GOVERNMENT EMPLOYMENT

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On January 15, 2020, a $50 million gift – one of the largest gifts in Oklahoma State’s history – was given to our college and its facilities by Kayleen and Larry Ferguson of the Ferguson Family Foundation. To honor the Fergusons' generosity and their vision for the future, we have renamed our college to the Ferguson College of Agriculture.
MEETING STUDENTS WHERE THEY ARE

Government Employment

• Students don’t realize job and internships available within government agencies
• Understanding the differences between hiring processes in the private sector versus public sector
• Navigating the options within government employment can be daunting for students
• Identifying and navigating the specific hiring sites for both the state and federal level positions can be cumbersome
Event Details – Prep

• Develop an invitation to agencies and allow plenty of time for responses
• Make contact with agencies 2-3 months prior to event
• Provide agency contact with a confirmation of attendance and an event reminder
• Provide agencies with information about your academic college/university including majors offered
• Utilize a space with movable tables to setup networking or “speed dating” areas
Event Details – Marketing

- Students received two emails from the college inviting them to the event
- 44% open rate on emails with 25 clicks on the link to RSVP
- Social media messaging was used on Facebook, Twitter, Instagram and LinkedIn to invite students to participate
Event Details – Day of

• This event is designed to educate students on the hiring processes related to government employment through networking – **NOT** get them a job/internship (Remind agency representatives of this)
• Have the agency representatives arrive 20-30 minutes early and brief them on the event and to allow them to set out any handouts they may have
• Station each agency at a table with a sign and allow students to meet with agencies of their choice
• Some students will have an interest with a specific agency while others will not. Encourage students to network with all agencies at the event
Event Details – Outcomes

- Learning outcomes were identified for students
- A meal was catered and provided for registered students and agencies
- Student Participation: 38 in 2018 and 24 in 2019
- Agency Participation: 4 in 2018 and 4 in 2019
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