

### Step #3 – Developing Relationships and Recruiting Methods

It is necessary to have various outlets for recruiting – selecting just one type of recruitment method may not provide the club with a large pool of students from which to choose. Clubs must first determine the financial resources available within their organization for recruiting. There are a variety of techniques and clubs can find effective vehicles for as little or as much as they might wish to spend.

This step relies heavily on the individual participation of your club and managers and will determine the future success of recruiting for your program.

#### What Avenues Are Available for Student Recruitment?

1. *CMAA Internship Directory* – now housed within ClubCareers, clubs can post internship positions online easily and effectively. (Log onto [www.clubcareers.org](http://www.clubcareers.org) for further information)
2. Local chapter internship directories – many chapters maintain directories/handbooks in which clubs can advertise
3. CMAA student chapters (listed in the *CMAA Yearbook and Online Directory* and on the CMAA Web site at [www.cmaa.org/student](http://www.cmaa.org/student))
4. World Conference Career Opportunity Showcase
5. CMAA Career Services Center, job boards and interview rooms at Conference
6. Hospitality school advertisements (automated recruitment platforms such as ERecruiting), class visits and career fairs

7. International student exchange programs
8. Online placement services such as *HCareers.com*, regional CMAA chapter Web sites, local job boards and others
9. Word-of-mouth from other managers, faculty members and former student interns
10. Club's own Web site - Create an "Employment" section, or internship info area. These pages must be accessible for prospective interns without the need for a username and password. (In addition to this, consider providing viable intern candidates with a temporary username and password to access all of your club's website so they can be better prepared for interviews or beginning employment.)

#### Determining the Recruitment Method That Best Suits Your Club

Remember that careful selection of the person responsible for the program will play a critical role in recruiting – they must be visible and "spread the word." Simply placing an advertisement will not bring students to your club. (NOTE: what works best for many clubs is developing the relationship with colleges and universities best suited to place students in clubs. Seek out and develop relationship with the Faculty Advisor to CMAA from local or regional CMAA affiliated programs.) Faculty advisors may be able to recommend students ready for the type of internship you offer. Also, many students attend regional chapter meetings and it is advisable to reach out to the students during those meetings and engage them in discussion about opportunities available at your club.



## Developing Relationships With Students and Schools

- Get involved with local and regional student CMAA programs.
- Learn about internship requirements for schools you are working with to attract students and be sure your program fulfills their needs. (Find out if the students required to complete projects during their internships.)
- Participate in student functions at CMAA's Annual World Conference – be available to interview students.
- Attend career days or job fairs at local universities.
- Create a DVD about your club.
- Explore some social media for sharing such as Facebook or LinkedIn or create more protected sites with limited access.
- Contact faculty advisors on a regular basis to ensure continued communication.
- Volunteer to be a guest speaker at local colleges and universities - those with and without CMAA student chapters.
- Record video segments of students' internship experiences that may be uploaded to your Web site or other video service sites. These might be useful in future promotional materials.
- Establish an exit survey for all interns to complete – discuss the pros and cons of your program.
- Recognize the time commitment required to make the relationship mutually beneficial.
- Work closely with students after their tenure with your club so that they may act as recruiters and advocates for your program.
- Listen to the needs expressed by students and their faculty advisors and be prepared to adapt your program to meet those needs.

