

EMPLOYER ENGAGEMENT GUIDE

Partnering with Florida A&M University — Career & Professional Development Center

STEP 1: SETTING UP YOUR HANDSHAKE EMPLOYER ACCOUNT

1. **Sign Up:** Navigate to famujoinhandshake.com, click **Sign Up for an Account**, and select the **Employer** account type.
2. **Account Details:** Enter your official corporate email address, set a password, and complete your basic personal professional details.
3. **Connect & Verify:** Search for your existing company profile or request to create a new company profile. Handshake will initiate a standard verification process to confirm your email domain.
4. **Connect to FAMU:** Search for **Florida A&M University** in the school network tab and click **Request Approval** to join our campus recruiting network.

STEP 2: POSTING JOBS, INTERNSHIPS, & EVENTS

Posting Jobs & Internships

1. Log into Handshake and click **Post a Job** from your homepage dashboard.
2. Fill out the role specifications (Job Title, Employment Type: Full-Time, Part-Time, Internship, or Co-op, Job Description, Location, and Salary/Compensation).
3. Under the **Targeting/Schools** tab, ensure **Florida A&M University** is selected.
4. Set your preferred application start and expiration dates, then submit for CPDC administrative review.

Hosting Employer Events & Information Sessions

1. Navigate to **Events** on the left side menu and select **Create Event**.
2. Enter event details (Event Title, Format: In-Person or Virtual, Description, Date/Time, and target academic majors).
3. Select **Florida A&M University** as the host school. Once submitted, our team will review and approve the event for student visibility.

Best Practices for High-Engagement Event Listings

- **Craft Student-Centric Descriptions:** Focus on company culture, growth pathways, and day-to-day impact rather than standard corporate histories.
- **Outline Clear Student Takeaways:** Explicitly state what attending students will gain (e.g., networking with FAMU alumni, resume reviews, direct interview access, or provided refreshments/swag).
- **Specify Target Audience:** Define target academic majors, class years (e.g., Sophomores, Juniors), and required skill sets to attract qualified candidates.
- **Use Action-Oriented Titles:** Instead of *"Company X Info Session,"* use engaging titles like *"Launch Your Tech Career with Company X: Panel & Networking."*

Campus Branding & Specialized Information Sessions:

Employers wishing to host custom branding events, physical info tables, or tailored on-campus workshops should contact our team directly at cpdcenter@famuedu or (850) 599-3700 to coordinate logistics and venue scheduling.

STEP 3: FEATURED PLACEMENT VIA HANDSHAKE COLLECTIONS

We leverage **Handshake Collections** to streamline career navigation for FAMU students and highlight top industry partners.

- **"Our Favorite Employers" Collection:** Approved CPDC employer partners are featured directly in our curated *Our Favorite Employers* collection.
- **Maximum Visibility:** All of your approved job postings, internship listings, and event notices will automatically surface to FAMU students browsing within this high-visibility collection.

STEP 4: REGISTERING FOR CAREER EXPOS & FAIRS

1. Log into Handshake and select **Fairs** from the left navigation panel.
2. Search for **Florida A&M University** or filter by campus events (e.g., *FAMU Career & Internship Expo, Expo Eve*).
3. Click on the desired fair and select the **Register** button.
4. Complete the registration form: select your **Registration Type / Booth Tier**, enter attending representative details, list open positions, and select sponsorship preferences.
5. Submit your registration. You will receive an email confirmation once CPDC reviews and approves your submission, along with invoice and payment details.

STEP 5: CONTACTING THE CPDC TEAM

For inquiries regarding Handshake approvals, career expo registration, campus visits, or custom talent recruitment strategies, contact us directly:

Department: Career & Professional Development Center (CPDC)

Institution: Florida A&M University

Address: 1735 Althea Gibson Way, CASS 309, Tallahassee, FL 32307

Phone: (850) 599-3700

Email: cpdcenter@famu.edu