

# CAL POLY CAREER SERVICES EMPLOYER PARTNERSHIPS

## EMPLOYER SERVICES

### RECRUITING

- » Job and internship posting to Cal Poly MustangJOBS database
- » Networking sessions where employers can connect directly with students
- » On campus interviews in 14 professional interview rooms
- » Assistance with Cal Poly on-boarding, recruiting cycles and best practices

### CAREER FAIRS

Nine signature Career Fairs per year:

- » Fall, Winter, Spring (all majors)
- » Computing Career Fair
- » Construction Management Career Fairs
- » Architecture & Environmental Design Career Fair
- » Local Career Fair
- » Packaging Career Fair
- » Teacher Career Fair

### EMPLOYER BRANDING & VISIBILITY

- » Tabling for the day in University Union
- » Tech Talks, Emerging Markets events, and Industry Panels
- » Connections to student clubs
- » Promotion via social media
- » Industry Insider program where employers can offer career-readiness workshops to educate students on networking, resume, and job search strategies

## RECRUITING TEAM

Coordinates job postings, on campus interviews, networking sessions, recruiting questions, and employer on-boarding



**Melinda McCann**  
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## EVENTS TEAM

Manages all aspects of nine signature career fairs as well as major events and specialized programming



**Soukita Thipsouvanh**  
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## EMPLOYER RELATIONS TEAM

Builds partnerships by connecting employers with our services, student clubs, and academic departments



**Dale Stoker (CLA & COSAM)**  
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## CAREER PARTNERS PROGRAM

Strengthen your company branding, visibility and relationships with the Career Partners Programs. Platinum, Gold, Silver, and Non-Profit levels available.

**Contact us to become a sponsor:** 805-756-2588  
cspartners@calpoly.edu  
careerservices.calpoly.edu/sponsorship

## CONTACT US



**CAREER SERVICES:**  
(805) 756-2501



careerservices.calpoly.edu  
Building 124, Cal Poly, San Luis Obispo  
careerservices@calpoly.edu

# Getting Started on Handshake

Presented by Dale Stoker and Danielle Epstein, Cal Poly Career Services

Our goal at Career Services is to help students from California Polytechnic State University apply their education and experiences toward a lifetime of meaningful career success. To support our mission, this year Career Services has transitioned to improved recruiting technology, MustangJOBS powered by Handshake, a modern platform for college job recruiting. Handshake has replaced our previous system and offers employers the unique opportunity to brand their organizations as well as offering many new features to enhance their recruitment of Cal Poly talent.

## The Basics

Similar to Facebook or LinkedIn, MustangJOBS powered by Handshake, enables each employer to host their own unique organizational account, called the Employer Profile. All staff members who would like to join their Employer will need to register for an individual Handshake account. Once a staff member has connected to an Employer account, they can post jobs and utilize other services on behalf of the organization. Note that if a staff member is attempting to register and the organization has not previously created an Employer Profile, he or she will be prompted to do so.

## Creating an Account on Handshake

Company representatives can use the following guide to create a staff account and connect it to their Employer Profile.

1. Start at this link: [https://calpoly.joinhandshake.com/employer\\_registrations/new](https://calpoly.joinhandshake.com/employer_registrations/new)
2. Use the following as a step-by-step guide: <https://support.joinhandshake.com/hc/en-us/articles/219133047-How-do-Icreate-a-user-account->

or, for a video step-by-step format, please use the following link:  
<https://www.youtube.com/watch?v=6C76cMeHIBA>

## Branding the Employer Profile

To best showcase the company to students, we recommend taking a few minutes to update and personalize the branding elements on the Employer Profile listing.

For details on how to edit an Employer Profile, please see: <https://support.joinhandshake.com/hc/en-us/articles/219133087-How-do-I-edit-my-company-s-profile->

Note that the profile provides space for two branded images sizes, as follows:

- **Employer logo** - please keep in mind that a 1:1 (width to height) ratio is best for the logo with a minimum size of 150x150 and maximum size of 400x400 pixels.
- **Employer branding image** - please keep in mind that a ratio between 4:1 and 5:1 (width to height) is best for the branding image with a size minimum of 1200x300 and a size maximum of 2000x500.

## Posting a Job

Once the account has been approved, staff members will be able to post positions to the database. Use the following as a step-by-step guide: <https://support.joinhandshake.com/hc/en-us/articles/218693198-How-do-I-post-a-job->

To target students in Cal Poly's Polymers and Coating program, or Materials Engineering, under Preferences, please use the option "choose a specific major by individual school", as shown here:

The screenshot displays the 'Preferences' tab in the Handshake system. It features a list of academic categories with checkboxes and the number of majors selected for each. The 'Individual Majors' category is selected, showing four specific majors: Chemistry - Polymers & Coatings, Polymers and Coating Science, Engineering - Materials Engineering, and Materials Engineering, each with a green checkmark. Below this list, a text box explains that these majors consolidate individual majors across every school on Handshake and provides a 'click here' link to choose a specific major by individual school. Further down, there are sections for 'Colleges' (with a dropdown menu) and 'Required Labels' (with a text input field). At the bottom, a navigation bar includes buttons for '< Previous', 'Basics', 'Details', 'Preferences' (which is highlighted), and 'Next >'.

<input type="checkbox"/>	Arts and Design - 0 of 13 majors selected
<input type="checkbox"/>	Business and Entrepreneurship - 0 of 18 majors selected
<input type="checkbox"/>	Civics and Government - 0 of 9 majors selected
<input type="checkbox"/>	Communications - 0 of 7 majors selected
<input type="checkbox"/>	Computer Science, Information Systems, and Technology - 0 of 8 majors selected
<input type="checkbox"/>	Education - 0 of 8 majors selected
<input type="checkbox"/>	Engineering - 0 of 15 majors selected
<input type="checkbox"/>	Health Professions - 0 of 14 majors selected
<input type="checkbox"/>	Humanities and Languages - 0 of 11 majors selected
<input type="checkbox"/>	Life Science - 0 of 10 majors selected
<input type="checkbox"/>	Math and Physical Sciences - 0 of 4 majors selected
<input type="checkbox"/>	Natural Resources, Agriculture and Environmental Science - 0 of 10 majors selected
<input type="checkbox"/>	Social Sciences - 0 of 8 majors selected
<input checked="" type="checkbox"/>	Individual Majors - 4 selected

Chemistry - Polymers & Coatings ✓ Polymers and Coating Science ✓

Engineering - Materials Engineering ✓ Materials Engineering ✓

These majors consolidate individual majors across every school on Handshake. To choose a specific major by individual school [click here](#)

**Colleges**

Choose a college

The employer will not see what colleges you have chosen

**Required Labels**

Students with these labels

< Previous Basics Details Preferences Next >

## Questions and Help

**Handshake System Documentation:** <https://support.joinhandshake.com/hc/en-us/categories/202707307->

**Handshake Support Email:** [support@joinhandshake.com](mailto:support@joinhandshake.com)

**Cal Poly MustangJOBS Hotline:** 805-756-5976

**Cal Poly Career Services:** Main Phone: 805-756-2501 • Email: [careerservices@calpoly.edu](mailto:careerservices@calpoly.edu)

Career Services website resources: <http://www.careerservices.calpoly.edu/recruithere>