

Center for Career & Professional Development

hire LEHIGH

Employer Newsletter | Spring 2022

career virtual
EXPO spring
2022

Thank you!

The Spring 2022 Expo featured close to 130 employer partners with just over 700 students in attendance, resulting in approximately 2800 interactions between employers and students!

Thank you for your participation and support of our students in one of our best Expos yet!

Save the date. Please make sure to mark your calendars:

Fall 2022 Career Expo on September 15th, from 4:00 - 7:00 PM.

Did you know?

There are a variety of high tech, high touch tools the Employer Engagement team offers to our employer partners to connect with students to propel your interactions beyond our Expo Days! Doing so, creates multiple touch points with students and opportunities to learn more about your company. Our tools include: [Industry Insights](#) (our Hire Lehigh YouTube series); [Instagram Takeovers](#); [Blog Posts](#); Coffee Chats (virtual and in-person via Handshake); and Informational Sessions. If interested, please reach out to the Employer Engagement Team to learn more!

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Alumni Mentors:
**The best approach to
connecting with students on
Lehigh Connects**



Lehigh Connects is a tremendous tool that offers Lehigh alumni, seasoned veterans of industry or newly hired grads, the chance to lend their advice and expertise to Lehigh students who are attempting to build their own careers. If you feel called to mentorship, find out more in this [Blog Post](#) by Andrea Reger, Associate Director, about Lehigh Connects.

Please note this mentoring community is only offered to Lehigh alum & students.



Handshake tips & guides

To maximize the utility of your company's Handshake profile on its employer page, we recommend the following best practices:

- Use different content in the cross-page banner than what is used in your square logo space to show some variety on the page.
- The 'About Section' is one of the first places students travel to learn more about your company. Ensure that it is detailed and includes mission, vision, and core values to entice students to dig deeper into your company.
- Attachments that include photos and videos of company culture are highly recommended as this is one of the most important features soon-to-be graduates look for in prospective employers.

Project-Based Experiential Learning

by Cheryl McCue, Ed.D., '90G

Did you know that Lehigh partners with employers and sponsoring companies to provide experiential learning and project-based work opportunities for our talented students?

Experiential learning is one of the hallmarks of a Lehigh University education, providing our students with authentic connections and opportunities to apply the knowledge and experiences learned through curriculum and coursework. Project-based experiential learning opportunities are short-term, professional assignments that help students build skills, explore career options, and produce valuable work product for prospective employers. Unlike a traditional internship, these paid opportunities typically range from 5 to 40 hours of work and may be completed remotely to support the needs of your company or organization.

Through the project-based work of experiential learning, students demonstrate skills and competencies they can share with a company or organization:

- Strong research and analytical skills
- Proven ability to communicate ideas
- Creative approaches to problem solving
- Heightened aptitude to quickly get up to speed
- Innovative classroom-backed best practices

Do you have work in the queue and waiting to be accomplished? Why not convert the work into projects that would benefit from the innovative lens of a student intern?

Consider working with [Lehigh Connects](#), [UPSKLS](#), and/or [ParagonOne](#) to define and post your project work like those shared below for our talented students. Not only is it a great way for students to gain valuable experience while also learning about companies and industries, but it also provides companies with the networking opportunity to get to know students as potential workers while also getting the work done.

Spotlight continued

Project Ideas:

- Research and develop a marketing plan
- Support fundraising work
- Perform an SEO analysis
- Develop an interactive and informative website
- Create information graphics, logos, social media content, etc.
- Conduct online research and data entry

If you have a project in mind or would like to discuss the potential for your company or organization, we invite you to contact Andrea Reger (ags316@lehigh.edu) in the Career Center to post to Lehigh Connects or work with UPSKLS and/or ParagonOne directly via the above links to post project opportunities for Lehigh students.

Lehigh Employer Engagement Team



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