

# Advertising for the College Internship

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2:29 PM

Below is a list of the universities we planned to target. Knowing that colleges assist students with finding internships, we planned to share our opening with each of the schools. I thought it would be a simple matter of contacting a group within each university that assisted students with internships, sending them the info on our internship and then they'd pass that info on to the relevant students. What I found was that each university has an online system for employers where I had to fill out a bunch of information, over and over again. Once I had entered all of the information they wanted, I had to wait several days to two weeks to be approved. After being approved, I was allowed to enter the internship information into their system following a predefined format that was a one-size-fits-all web page, it was confusing to say the least. In general, this process was very time consuming and I'm not sure any of the applicants actually came from the university internship offices.

U of Akron

<http://www.uakron.edu/career/employers/>

Stark State

<https://www.starkstate.edu/admissions/careerservices/employers/>

Kent State

<https://www.kent.edu/career/employers-1>

Ohio State

<https://careers.osu.edu/employers/post-a-position-to-buckeye-careers-network/>

BGSU

<https://www.bgsu.edu/student-employment-services/bgsu-partners/job-posting-form.html>

We also advertised the college internship on LinkedIn and Insight. We probably received three applicants from LinkedIn for every one we received from Insight. However, we found that most of the applicants from LinkedIn didn't even meet the requirements we had laid out but almost all of the applicants from Insight did. We also found that most applicants sent a resume but did not fill out our application as we requested. This is understandable since those sites have that ability built right into them. Unfortunately, this meant we had to read through all of the resumes to determine if they met our requirements and then we contacted the qualified candidates and asked them to finish the application process by going to our site.

One of the lessons learned is that we need to add a question to the application form next year to ask where the applicant heard about our internship. This will allow us to focus our advertising efforts in the methods that get results. If none of the applicants are coming from the college internship offices, we can eliminate that painful step. If you do decide to use the college internship offices, get registered with them early so when you're ready to advertise, everything is in place. Also, keep lots of notes on where you're at in the process with each schools system, it all starts to blur together very quickly.