The University of Texas at Austin

Hook Talent EDU Recruiting Guide

A Roadmap to Maximize Your Recruiting Success
at The University of Texas at Austin

Last updated February 27, 2024

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Are you looking for top talent? UT Career Centers are here to help you connect with Longhorns! From posting a job to building a campus-wide recruiting strategy, we're here to help you maximize hiring success.

"We are reimagining what 'a university of the first class' means through *Change Starts Here*, our Strategic Plan to become the world's highest-impact public research university…"

— UT PRESIDENT JAY HARTZELL

Rankings

UT is ranked **No. 32** overall, the **No. 9** public university in the U.S. and the **No. 1** university in Texas in the latest *U.S. News & World Report*. Learn more about these rankings and the undergraduate disciplines that earned top-10 rankings.

Contact

EMAIL
recruitut@austin.utexas.edu

WEBSITE
careerengagement.utexas.edu/employers

Quick reference for partnering with UT on recruiting goals

Get Started and Partner with UT

Maximize UT Recruiting Success

RSVP to attend a Hook Talent EDU Virtual Workshop ›

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UT Career Centers · Engage and Recruit Longhorns

- **TEXAS CAREER ENGAGEMENT**
Campus-wide recruiting

- **COLLEGE SPECIFIC CAREER CENTERS**
Target recruiting by college

- **FACULTY AND STUDENT ORGANIZATION CONNECTIONS**
UT Career Centers can help you connect with student organizations for educational workshops and faculty open to curriculum related employer engagement in the classroom.

Learn more and get started! ›

Meet UT Career Center Employer Relations

- **TEXAS CAREER ENGAGEMENT (CAMPUS-WIDE)**
Employer Engagement Team

- **ATHLETICS**
Aaron Paterson

- **ARCHITECTURE**
Julie Latcham

- **BUSINESS**
Cara Polisini

- **COMMUNICATION**
Ladd Flock and Ian McEntee

- **EDUCATION**
Employer Engagement Team

- **ENGINEERING**
Employer Relations

- **FINE ARTS**
Employer Relations

- **FINE ARTS SCHOOL OF DESIGN AND CREATIVE TECHNOLOGIES**
Jamil Hooper

- **GEOSCIENCES**
Jennifer Jordan

- **INFORMATION**
Employer Engagement Team

- **LAW**
Angelica Evans

- **LIBERAL ARTS**
Patty Prado, Tatem Oldham, and Jess Arrazolo

- **NATURAL SCIENCES**
Ruth Franks and John Clapham

- **NURSING**
Meera Rajagopalan

- **PHARMACY**
Guillermo Alvarado

- **PUBLIC AFFAIRS**
Emily Mills

- **SOCIAL WORK**
Employer Relations

The University of Texas at Austin

Quick reference for key dates and prime time engagement

Recruiting Timeline and Offer Guidelines

Prime time to post roles (internship, full-time, etc.)

- **FALL**
  July-early October

- **SPRING**
  December-February

To avoid recruiting during reserved student academic dates, UT calendar dates are provided below:

- **FIRST CLASS DAY**
  August 21, 2023
  January 16, 2024

- **LAST CLASS DAY**
  December 4, 2023
  April 29, 2024

- **STUDY DAYS**
  December 5-6, 2023 and
  April 30 and May 1, 2024

- **FINALS**
  December 7-9, 11, 2023
  and May 2-4, 6, 2024

- **FALL BREAK**
  November 20-25, 2023

- **SPRING BREAK**
  March 11-16, 2023

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Prime Time for Student Engagement

- **FALL**
  End of August–October

  *Pro-Tip: Book programming in July; September fills quickly due to Career Fairs

- **SPRING**
  Mid-January–February

  *Pro-Tip: Book programming in December; February fills quickly due to Career Fairs

Prime Time to Host Events

- Information sessions/workshops/panels/networking: Tuesday–Thursday, 5-7 p.m.

- Come and go office hours/coffee chats: Tuesday–Thursday, 11 a.m.-1 p.m.

- On-campus interviews: Monday–Friday, 8 a.m. to 5 p.m. (Please note: some colleges host interviews Monday–Thursday and/or from 8:30 a.m. to 4:45 p.m.)

- Employer site visits/career shadowing/development programs: Fridays, 9 a.m.-5 p.m.

Offer Guidelines

- All offers must be in writing. Written offers are defined as electronic or hard copies.

- The start of the offer timeline is determined by the date on the written offer letter.

- Exploding offers are prohibited. We define an exploding offer as one that expires, is rescinded, or results in a diminished base salary within a short period of time. This type of offer places undue pressure on a student and, as such, is viewed as inappropriate conduct. We also classify requiring a verbal acceptance to receive a written offer as an exploding offer.

- In accordance with the National Association of Colleges and Employers (NACE) and its advisory opinion on setting reasonable deadlines for job offers, UT Career Centers recommend that employers give students **two (2) weeks minimum to accept an offer**. We also urge employers to be open to feasible student requests for additional time.

  ◦ See additional undergraduate and advanced degree McCombs School of Business specific guidelines.

Learn more and get started! ›

The University of Texas at Austin

Engage Longhorn Talent

Longhorn Demographics

56.3% Female

43.6% Male

18.6% First-Generation Students

NOT REPORTED/ UNKNOWN 2%

ASIAN 22%

BLACK OR AFRICAN AMERICAN 5%

AMERICAN INDIAN OR ALASKA NATIVE 0%

HISPANIC 25%

WHITE 33%

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER 0%

MULTIRACIAL (EXCLUDING. BLACK OR HISPANIC) 3%

INTERNATIONAL 10%
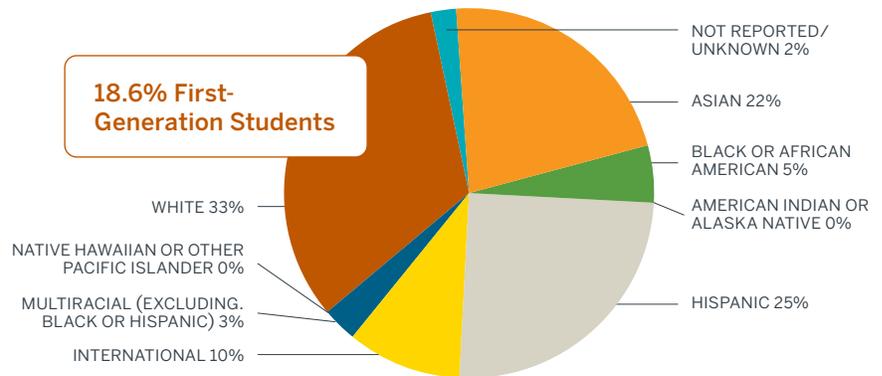
UT Degree Snapshot (Full list of UT degree programs — underguraduate and advanced)

- **ARCHITECTURE:** Architecture, Community and Regional Planning, Interior Design, Landscape Architecture, Architectural History, Historic Preservation, Sustainable Design, and Urban Design (Honors, BArch, BS, MArch, MAAD, and PhD)

- **BUSINESS:** Accounting, Finance, International Business, Management, Marketing, Business Analytics, Management Information Systems, Supply Chain Management (Canfield Honors Program, BBA, MS Programs, MBAs, MPAs)

- **CIVIC LEADERSHIP:** Courses and degrees coming soon!

- **COMMUNICATION:** Advertising, Public Relations, Communication Studies, Journalism, Radio-Television-Film, Speech, Language and Hearing Sciences, Communication and Leadership (Honors, BS, BJ, MA, MFA, MS, Phd, AuD)

- **DELL MEDICAL SCHOOL:** Doctor of Medicine (MD)

- **EDUCATION:** Education, Youth and Community Studies, Kinesiology and Health Education, Sports Management (BS, MEd, MA, MS, PhD)

- **ENGINEERING:** Aerospace, Computational, Biomedical, Chemical, Architectural, Environmental, Civil, Electrical and Computer, Mechanical, Petroleum, Geosystems and Hydro-geology (Honors, BS, MS, PhD)

- **FINE ARTS:** Art History, Studio Art, Art Education, Arts and Entertainment Technologies, Design, Composition, Music, Acting, Dance, Theatre Education (BA, BFA, BS, BM, MA, MFA, MM, PhD)

- **GEOSCIENCES:** Geology, Geophysics, Hydrogeology, Geosystems Engineering and Hydrogeology Honors, BA, BS, MA, MS, PhD)

- **INFORMATION:** Informatics, Human-Centered Data Science, UX Design, Information Security and Privacy (Honors, BA, BS, MS, PhD)

- **LAW:** Juris Doctor, Master of Laws

- **LIBERAL ARTS:** Economics, Health and Society, Human Dimensions of Organizations, International Relations and Global Studies, Plan II Honors Program, Anthropology, Sociology, Psychology, Philosophy, English, Rhetoric and Writing, Linguistics, Geography, Sustainability, Government, History, Religious Studies, Urban Studies and Environmental Science (Plan II Honors Program, BA, BS, MA, PhD)

- **NATURAL SCIENCES:** Computer Science, Statistics and Data Science, Astronomy, Biology, Chemistry, Human Ecology, Public Health, Human Development and Family Sciences, Nutrition, Textiles and Apparel, Biology, Mathematics, Biochemistry, Neuroscience, Physics (Honors, BS, BA, MS, MA, PhD)

- **NURSING:** BSN, MSN, PhD, DNP, Honors

- **PHARMACY:** PharmD, MS, PhD, Honors

- **PUBLIC AFFAIRS:** Global Policy Studies, Public Affairs, Public Leadership, Public Policy (MGPS, MPA, MPL, PhD)

- **SOCIAL WORK:** BS, MS, PhD, Honors

Learn more about Fall 2023 Undergraduate and Graduate Longhorn talent ›

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Engage Longhorn Talent

Seal of Excelencia

In 2020, UT was proud to earn the **Hispanic Serving Institution designation** and receive the prestigious **Seal of Excelencia** (recertified 2023).

No.1

Best College in Texas for Veterans

2023 U.S. NEWS & WORLD REPORT

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Expand your candidate pool and engage top talent by recruiting skills vs. majors; see Longhorn Talent by Job Families.

Minors, Certificates, Programs, and Centers Snapshot

- Actuarial Science Program
- Arts Management and Administration Minor
- Business Minor and International Business Minor
- Bridging Disciplines Program
- Elements of Computing Certificate
- Entrepreneur Minor and Herb Kelleher Center for Entrepreneurship, Harkey Institute for Entrepreneurial Studies, Kendra Scott Women's Entrepreneurial Leadership Institute and UT LaunchPad
- Fine Arts School of Design and Creative Technologies (see Centers and Programs)
- Pre-Health Professions Certificate
- Professional Sales and Business Development Minor
- Robotics Minor
- Office of Sustainability, Energy Institute, Global Sustainability Leadership Institute
- Center for Risk Management and Insurance
- Center for Sports Leadership and Innovation
- Scientific Computation and Data Sciences and Applied Statistical Modeling Certificates
- Texas Real Estate Center and Minor
- Wealth Management Minor

Learn more and get started! ›

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Build Your World Class Intern Program

Internship Guidelines

Per our Recruiting Guidelines and Procedures, we want to make sure the student intern is in a professional atmosphere (see virtual internship tips), gaining experience relevant to their major, and being supervised by an expert in the field in which they are interning. We evaluate each internship according to the National Association of Colleges and Employers (NACE) Internship Guidelines and the Department of Labor Unpaid Internship Test. Learn more about NACE Internship Best Practices.

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Academic Credit

Decisions regarding whether a student will be able to receive academic credit for an internship are made at the academic departmental level, not at the university level. The student is responsible for initiating the application for academic credit with their academic department. It is the employer's responsibility to ensure eligibility for credit by adhering to the above guidelines.

How To Build an Internship
(Hook Talent EDU: PDF; Recording)

- Consider logistics (compensation, workspace, equipment, onboarding, management)
- Create project-based tasks
- Write a clear job description
- Create community building and development opportunities
- Develop methods to track progress and provide feedback

Intern Supervisor Best Practices
(Hook Talent EDU: PDF, Recording)

- Set clear expectations, learning objectives and goals
- Host onboarding meetings/trainings and weekly check-ins to ensure progress
- Share communication preferences and office culture and attire guidance
- Be a resource and available for questions via preferred communication method
- Provide mentorship and development opportunities

Typical Hours and Salary

- Local part-time semester interns: minimum of 10 hours, up to 20 hours, 12 weeks
- Full-time summer interns: 40 hours per week, 6 to 12 weeks per college
- Engineering Co-ops: Students complete at least one summer and one long semester of full-time work with the same employer.
- The National Association of Colleges and Employer Salary Survey is a great guide for national salary comparison. To request college-specific salary statistics, please see the Career Center Directory.

Learn more and get started! ›

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Quick reference for posting jobs and driving applications

Post Jobs, Build Your Brand and Drive Applications

Post Jobs (UT Job Boards)

- HireUTexas powered by Handshake (Campus-wide recruiting system open to ALL UT students and alumni)
- Architecture Job Board (Architecture, see policies)
- RecruitMcCombs (BBA, MPA, MS), RecruitTexasMBA (MBA), McCombs Talent Now (Immediate Hire Students & Alumni) (see policies)
- ECAC System (Engineering, see policies)
- Texas Law Job Bank (Law School, see policies)
- Nursing Job Postings (Nursing, see policies)
- Steer Your Career (Social Work, see policies)

How To Craft An Eye-Catching Job Description – A Student Perspective

- Use a clear job title and include a detailed job description
- Apply formatting: bold headings and bullet points
- Spotlight career path and meaningful work (SHRM career pathing resource)
- Promote professional development/mentorship, employee resource groups, work culture/perks and community impact opportunities
- Target talent by skills to appeal to a variety of majors, by utilizing NACE Career Competencies

How To Drive Applications and Build Your Brand

- Set a 3-4 week application window aligned with the recruiting season
  ○ Reach out to Texas Career Engagement and College Specific Career Centers for recruiting timeline guidance
- Attach an interview date and/or schedule to help student prioritize applying
- Invite students to apply and/or chat to learn more:
  ○ Request a college-specific Resume Book per availability; please see the Career Center Directory to reach out for more information per college
  ○ HireUTexas: See student profiles/resumes (per privacy setting), see Job Matches and Send Target Emails, Schedule Virtual Chats
- Engage and build brand per capacity:
  ○ Learn more about campus-wide and college specific engagement opportunities.
- Amplify your posting(s) by connecting with UT students and alumni via HookedIn; join as an alumnus/a or "Friend of UT" and connect to mentor and promote your opportunities.

Learn more and get started! ›

Campus-wide Recruiting Guidelines and Procedures

Employer account and job posting approvals are based on our Campus-wide Recruiting Guidelines and Procedures.

Contact

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Quick reference for maximizing event and recruiting ROI

Event Engagement and Best Practices

Top Three Overall Engagement Best Practices

No. 1

Target skills vs. majors:
Cast your net wide to not miss hidden talent and to deepen your candidate pool.

No. 2

Early ID pipeline recruiting:
Build company brand and recruiting pipeline with first year and second year students to build trust and rapport and to be top of mind during the internship/job search and offer evaluation process.

No. 3

Authentic and consistent engagement:
Bring engaging, dynamic and informed reps to campus that represent your company culture and passion to energize students and help with word-of-mouth marketing.

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Typical Events Formats

- **INFORMATION SESSIONS:** 1-1.5 hours (typically between 5-7 p.m.), employer organization overview

- **WORKSHOPS/MOCK INTERVIEWS/RESUME AND PORTFOLIO REVIEWS:** 1-1.5 hours (typically between 5-7 p.m.), industry or skills focused educational and/or recruiting prep programming

- **PANELS:** 1-1.5 hours (typically between 5-7 p.m.), highlighting multiple functions and/or business units and personal experiences at your company

- **NETWORKING/MEET AND GREETS:** 1-1.5 hours (typically between 5-7 p.m.), informal opportunity for students to get to know company reps and culture

- **EXPERIENTIAL LEARNING/EARLY ID:** Time frame dependent on programming, providing an experience to students interested in your company and/or industry via job shadowing, externships, company site visit, leadership development, business simulation, etc.

- **OFFICE HOURS/COFFEE CHATS (COME AND GO):** 2-3 hour window for come and go engagement (typically between 11 a.m.-1 p.m.), informal opportunity for students to ask questions and learn more about your roles, company and application process

- **PLEASE NOTE:** Events over one hour typically have a come and go portion to provide flexibility for student schedules.

Maximize Event Attendance/Engagement

- Coordinate events with active job postings/deadlines to drive attendance (3-4 weeks in advance).

- Provide engaging, purposeful, interactive and informative content beyond the company website.

- Spotlight UT alumni and recent hires and their personal experiences (in-person or via testimonials).

- Provide incentives for attending like food, swag, exclusive event attendee application link.

- Promote and invite students to attend via mass branding events such as career fairs, resume books, online recruiting outreach features, HookedIn and more.

- Consult with us on recommended engagement approaches and promotion per your goals: Texas Career Engagement and college-specific Career Centers are here to help consult with you on what type of event would be good regarding your engagement goals, target audience and current campus presence.

Learn more and get started! ›

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Frequently Asked Questions

Now you have the UT Recruiting Roadmap. Have more questions?

Attend a Hook Talent EDU Workshop (RSVP) and/or contact us today and a team member will help you navigate!

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Common Questions and Resources

- **HOW DO I GET STARTED?**
  Contact Texas Career Engagement and we'll help you connect to resources and talent across UT.

- **HOW DO I FIND LONGHORN TALENT?**
  Discover undergraduate and advanced degree talent beyond the major.

- **HOW DO I POST JOBS (FULL-TIME/PART-TIME), INTERNSHIPS AND MORE?**
  Post your opportunities to recruit UT students and alumni.

- **HOW DO I ATTEND AND HOST EVENTS AT UT?**
  Connect with current students at campus-wide and college-specific events.

- **HOW DO I CONNECT WITH CAREER CENTERS?**
  Partner with Career Centers for college-specific and campus-wide programming.

- **HOW CAN I ENGAGE STUDENTS ACROSS MULTIPLE COLLEGES?**
  Contact Texas Career Engagement and we'll help you create a campus-wide recruiting strategy.

- **HOW DO I FIND UT DEMOGRAPHICS, RANKINGS AND SALARY STATISTICS?**
  Access UT stats per recruiting information needs.

- **HOW DO I BUILD AND INCREASE OUR COMPANY BRAND ON CAMPUS?**
  Learn recruiting strategy best practices to increase your brand and recruiting ROI.

- **CAN I SET UP A TABLE ON CAMPUS TO PROMOTE COMPANY/ROLES?**
  Policies vary per UT Career Center. Please note the UT Solicitation Policies and that all recruiting activity must happen in a designated recruiting space with approval.

Learn more and get started! ›

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