

OFFICE OF CAREER
ADVISING & DEVELOPMENT

2018

EMPLOYER HANDBOOK

*Guides to Success - Maximizing DolphinsWork
(Powered by Purple Briefcase)*





From the Director of Career Advising & Development

DEAR EMPLOYERS

We are honored to work with you. Understanding the value of your time, we have created a series of guides to make working with our office as easy and efficient as possible. Ultimately, I believe we have the same goal - connecting our amazing Le Moyne talent with your organization to pave a path to meaningful career success. We look forward to all that is ahead. Never hesitate to reach out with your suggestions and opportunities.

Sincerely,

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Thank you for your interest in connecting with Le Moyne College students and alumni. You will find that whatever field they pursue, these men and women possess the drive, communication, collaboration and critical thinking skills that are vital in today's economy.

DolphinsWork (powered by Purple Briefcase) is a powerful and effective tool to help you manage your recruiting efforts (post job and internship opportunities), register for on-campus events, track the status of your applicants, and search for student and alumni talent.

It's simple and free to get started. Visit lemoyne.edu/dolphinwork. Click "New Employer", sign up for a free account and follow the prompts for registration.

Use the school code LEM10 to connect with Le Moyne College.

For Le Moyne specific policy and tips on use of DolphinsWork, we have developed this guide for you as a resource. If you prefer to short-cut to tips and policy items, please look for the following icons:

Legend:



Denotes the start of a favorite tip or trick for using the platform



Denotes Office of Career Advising & Development policy for working with our office.



Link to a webinar or additional reading

Again, we look forward to connecting your organization with our wonderful students and alumni we so fondly refer to as Dolphins. If you have any questions, please do not hesitate to contact us at careers@lemoyne.edu or (315) 445-4185.

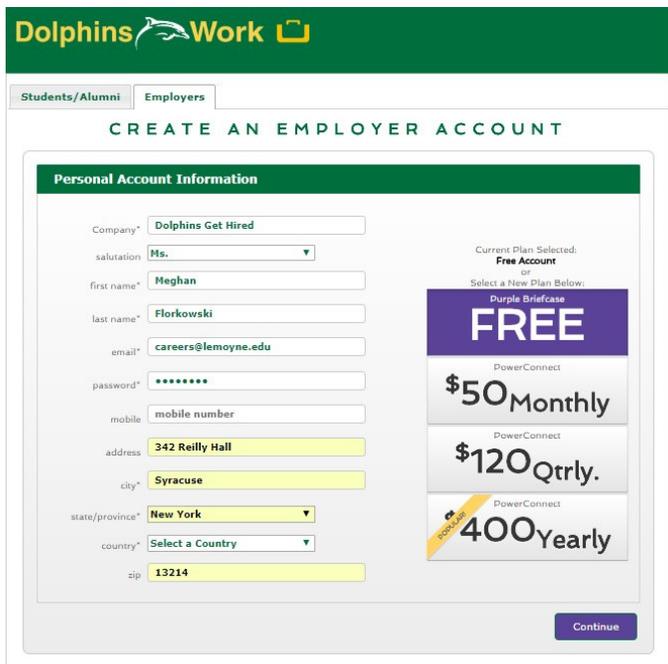
Sincerely,

The Office of Career Advising & Development

It's quite easy to create an account on DolphinsWork.

➤ Go to <https://lemoyne.edu/dolphinwork> and click on "New Employers".

From there fill in your "Employer Account Information".



Once completed you will be taken directly to the "my schools" feature where you can request connections to different schools. To learn more about this feature please see the "Connecting with Le Moyne College" section of this guide.

The school code for Le Moyne College is LEM 10.



Be sure to include your phone number and company website. If you don't have a website, consider including a link to your company LinkedIn profile.



Did you graduate from Le Moyne? Please let us know by emailing careers@lemoyne.edu



Learn more via the PurpleBriefcase Employer User Guide
<https://purplebriefcase.zendesk.com/hc/en-us/articles/213905503-Employer-User-Guide>

The “my schools” tab allows you to manage your connections to the many different schools in your network. To connect with Le Moyne College, take the following steps:

1. Within the “my schools” tab select “yes” to the question “Did the school provide you with a school code?”
2. Enter school code LEM10

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my briefcase

- company profile
- campus interview
- my jobs
- add a job
- job applicants
- my schools**
- students
- my events

Power Connect™

UNLIMITED Connections Jobs Internships Possibilities

Click Here To Connect

MY BRIEFCASE · MY SCHOOLS

Purple Briefcase is a modern talent community built for colleges, universities and talent group organizations. You can connect with a code, start free with one school/org connection or join/upgrade to our Power Connect User where you can connect with unlimited number of schools/orgs for unlimited use across all your connected schools/orgs! As a Power Connect User, schools/orgs can also request to connect with you, expanding your recruitment potential across the Purple Briefcase network.

To start your connections, simply select the state and schools/orgs you want and a connection request will be sent. Once the school/org accepts your connection ... you are connected to their talent community! If you received a promotion activation code from a specific school/org, simply add that code below in the connect with a code box and you will be automatically connected!

current school connections

school	company	contact email	contact phone	contact status	career clusters

requested school connections (pending approval)

school	company	contact email	contact phone	date requested

request a school connection (with a code)

Did the school provide you with a school code? Yes - or - No

request a school connection (without a code)

Request access by selecting the state and name below to submit the request. PowerConnect users can request unlimited connections!

Select a State/Country ▼

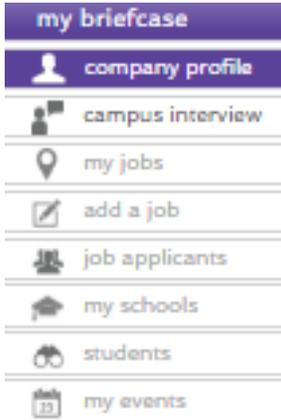


Once you are connected with Le Moyne College you can begin posting jobs.

DolphinsWork makes it easy for you to create a “company profile” that will attract students. Think about your DolphinsWork profile as you would think about your company website or company LinkedIn profile. Maximizing the features available will ensure you shine the best possible light on your company. At a minimum, we recommend adding your logo and website. To really capture a student’s attention, consider including attributes related to your work environment and success traits of an employee.

 <https://purplebriefcase.zendesk.com/hc/en-us/articles/360003452312-Video-Importance-of-creating-a-profile>

"my briefcase" serves as your dashboard for all things happening on DolphinsWork. You will be directed to this screen every time you login to DolphinsWork. Here is a quick list of the features you can expect to access:



- Update profile information (i.e. add logo, etc.)
- Request and manage an on-campus interview
- Manage all of your job and internship postings
- Quickly add another job posting
- Easily manage your applicants
- Manage your connections to schools
- View students and filter based on major, school, GPA, etc
- View, register and manage available events.

DolphinsWork has several features available to make posting and managing job and internship opportunities easy. Use the “my jobs” page to both post and manage the jobs you wish to share with Le Moyne College as well as other schools in your network.

Posting Jobs:

To get started click on “add job.” From there you will be taken to a new screen where you can fill in all of the information relevant to your posting.



Keep in mind, you can only begin the job posting process once you’ve connected with at least one school.



Do not take short-cuts when filling out information. For many students this may be the first time they are reviewing a job posting and perhaps looking at your organization.



The job feed for students keeps the newest jobs posted at the top of the feed (based on creation date). This is just another reason to keep your jobs fresh and the creation date up to date!



Consider how you would like students to apply to make the application experience as easy as possible for the student and for you to manage. DolphinsWork gives you three options:

- Option 1 (Via Platform): Allows student to apply in one click via the DolphinsWork platform. This is recommended for a company that does not have an external tracking system - DolphinsWork can serve as your applicant tracking system, providing email alerts to you once a student applies.
- Option 2 (Via External Website): Allows student to apply in two clicks. This option drives students to apply through an external tracking system of your choice.
- Option 3 (Other – Through Special Instructions): Student must read special instructions for applying. Applications submitted are not tracked in the system. If you choose this option, ensure instructions are clear and that you have a system set up on your end to receive and manage the application process.



Select a title that is simple and clear.



- **All jobs posted to Le Moyne College must have an expiration date of 60 days or less. Jobs without an expiration date will be given one.** This helps us keep the postings relevant and fresh for students. DolphinsWork makes it simple to clone a job and repost. See below for further information!
- Please note that we do not accept postings from the following:
 - Employers posting full-time positions that do not require at least a bachelor’s degree
 - Employers posting internships that do not require the pursuit of a bachelor’s degree
 - Employers offering internships that are not in-keeping with federal standards for unpaid internships and/or do not provide a learning environment supported by supervision
 - Employers offering work in private homes for duties such as child care, nanny, yard work, painting, moving, etc.
- Other: Commission-only jobs may be posted but the compensation structure must be fully disclosed in the job description.
- All organizations, non-profit and for-profit organizations, are requested to review and adhere to the U.S. Department of Labor’s fact sheet regarding intern compensation prior to posting. If the position is not in compliance, it will not be approved for posting.

Cloning Jobs:

Cloning jobs is an easy way to keep your jobs fresh and relevant. It’s also useful if you want to post multiple instances of the same job to the same school.

Under “my jobs” view the position you would like to clone and click the “edit” icon. At the bottom of the screen you will see “clone” as an option. Click “clone” and title the job appropriately. If you don’t wish to have two of the same jobs posted, be sure to change the status of the old job to “expired” or “closed” depending on how you manage your jobs.

The screenshot shows a job posting form with the following fields:

- application notes: Please submit a copy of your resume and a cover letter
- internal job id: [text input]
- city* (max. of 10): Syracuse
- state/province*: Nebraska (dropdown menu with options: Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York)
- country*: United States of America (dropdown menu)
- salary*: Contact
- expiration date: yes (dropdown menu)
- set expiration date: May 30 2018 (calendar)
- checkbox: allow job posting to display contact information
- checkbox: I confirm that I have read and verified that this job complies with the EEO Standards, if applicable, and Recruiting/Posting Policy.
- Buttons: preview - clone - cancel - save

 A green arrow points to the 'clone' button.



<https://purplebriefcase.zendesk.com/hc/en-us/articles/360003467651-Video-Posting-jobs>



<https://purplebriefcase.zendesk.com/hc/en-us/articles/360003467571-Video-Optimizing-Jobs>

Once you have posted your jobs it's time for you to begin viewing potential candidates!

There are two ways to do so, via "job applicants" for those who have applied and "students" for potential candidates you may choose to seek out. The "students" tab gives you several search options to include "Select major," "Select alumni," "Grad year," and home city and state.

When viewing student profiles, you will find that some have more information than others. Just as we encourage employers to maximize their profiles, we encourage students to do the same. Not all features are mandatory for students and it may simply be that they are new to the system and have not yet taken the time to fill out their profiles fully.



The ability to view students is activated once you have connected with at least one school.



Some schools grant employers access to post, and not to browse students. At Le Moyne College we approve you to view students when we approve your account. If you find you are not able to access this feature, please contact us at careers@lemoyne.edu.

Portions of the student profile are interactive:



- > Clicking on the star will favorite a student's profile.
- > Clicking on the @ symbol will connect you with the student's email address
- > Clicking on the globe will take you to a student's external link of choice (ex. LinkedIn profile)
- > Clicking on the document icon will take you to the student's resume. *Please note that it is not mandatory for students to elect to use this feature. If the resume is not posted, we encourage you to email a student to express your interest in reviewing their resume.*

All events managed by the Le Moyne College Office of Career Advising & Development are housed within DolphinsWork. This includes career fairs, employer tables, and on-campus recruiting (AKA on-campus interviews). We work very hard to establish an event schedule that meets the needs of both our employers and our campus.

At any-time, you can view available events by clicking on “my events” after you log-in. At this time, the only events that require registration and/or management are career fairs and on-campus recruiting. For paid events like our career fairs, the system will allow you to pay after to you register.

Career Fairs:

Le Moyne College hosts several career fairs throughout the year. We recommend you check the “my events” section quarterly to see what is on the schedule. All career fairs require registration and in some cases the payment of a registration fee. We highly recommend registering early to lock-in your spot.



Provide full information on the major(s) you are recruiting for at the event as well as the position types.



Post jobs you will advertise at the career fair on DolphinsWork. We encourage our students to thoroughly research attending companies and positions prior to attending a career event.

"Hiring the right people takes time, the right questions and a healthy dose of curiosity."

Richard Branson, Founder of Virgin Group



On-Campus Recruiting:

Interviewing students on-campus is an effective and convenient way to schedule and interview students. The “campus interview” feature allows you to request an interview date or dates within the DolphinsWork system. From there, our team will work with you to schedule and manage the interview process. Filling out the “campus interview” request is similar to filling out a job posting. Differences include selecting date(s) for the “campus interview” and choosing your selection criteria.



Once our team approves your request, the “campus interview” will be viewable to students on the platform and will allow students to apply in much the same way as they apply for a job posting on the platform. You can manage and select applicants to interview by clicking the “Selection Process” tab to the right of the “Request Management” tab. The “Selection Process” tab will allow you to invite students for time slots, select them as alternates, and decline applications. It is important to note that once an invite is sent, it cannot be un-sent. Further, you have the option to choose “pre-select” or “open.” Each is defined below to help you choose which method is best for your organization.

Pre-select: This option is used the majority of the time by employers. It allows you to pre-select those you would like to interview.

Open: This option allows all students who apply to sign up for an interview slot.



Time slots are generated based on the number of interviewers and the amount of time you will need per interview. When scheduling with our office, please consider the amount of time required between interviews and if you would like an extended break for a meal.



- Approval of your request is at the discretion of the Office of Career Advising & Development
- We ask that you advise us of your requested/intended interview date four weeks in advance
- When setting up your “campus interview,” do not choose the link your jobs function. We prefer that you post the jobs within the “campus interview.” This will allow you to view all applications connected with the “campus interview” in one spot and it will minimize confusion for the students applying.
- All interviews begin NET 9 a.m. and end NLT 4 p.m. EST.

The customer support team at PurpleBriefcase is available via phone and email to support you, support@purplebriefcase.com, 585-678-9393, Option 2.

 In addition to the video links provided within this guide, you can find articles and videos on topics of interest by accessing the “PurpleBriefcase Help Center”. Their library is updated often. When logged in, you can access the “PurpleBriefcase Help Center” by clicking “support” at the top of the page.

Further, our Assistant Director of Employer Relations is here to support your full range of recruiting efforts here on campus. Thank you for sharing in our common goal to support Dolphins in their pursuit of meaningful career success.



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DolphinsWork