

FAQs

How to Promote Federal Service on Your Campus

WHY SHOULD I CONDUCT A CAMPAIGN TO PROMOTE FEDERAL SERVICE ON MY CAMPUS?

When college students are asked what they are looking for in a job, one of the most common replies is an opportunity to “make a difference.” As the nation’s largest employer and with all of its jobs dedicated to advancing a public mission, no employer offers more ways to make a difference than our federal government—and Uncle Sam is hiring. The Partnership for Public Service’s report, *Where the Jobs Are*, documents that there are 193,000 “mission critical” federal jobs that need to be filled in the next two years alone.

Unfortunately, most students know very little about federal job opportunities and how to find and apply for them. A campaign to promote federal opportunities would help students find jobs they want and government agencies find workers they need. We need university coordinators to raise student, faculty and staff knowledge about how job seekers can land these great positions.

HOW DO I DEVELOP AND CONDUCT A CAMPAIGN?

Based on its research, the Partnership for Public Service has identified six key steps to conducting an effective campaign to promote federal service on campus. They are:

- 1 Define Your Goals
- 2 Set Up a Cross-Campus Advisory Committee
- 3 Determine Roles and Responsibilities
- 4 Involve the Campus Community (University Leadership, Career Services, Faculty and Alumni)
- 5 Reach Out to Students
- 6 Develop Communications Plans and Strategies

WHAT IF I CANNOT CONDUCT A “FULL BLOWN” CAMPAIGN RIGHT NOW?

There are many effective ways to increase interest in and knowledge about federal jobs and internships on campus. If the suggested six step model is not right for your campus, you can still improve on-campus visibility and information by selecting among the steps for what will work for you.

In particular, systematically and consistently emphasizing federal opportunities to students, increasing the knowledge of career center professionals about how to find and apply for jobs and internships so they can help educate students, making the most of existing relationships with federal agencies, and working with existing, appropriate campus entities (such as a political science or public administration department or school) can all make an impact.

If limited resources are your biggest obstacle, a part-time student assistant can accomplish wonders with judicious but creative use of email to students, willingness to make classroom presentations on opportunities, and coordination of on-campus activities by federal agencies and former federal employees.

HOW DO I KNOW IF IT IS WORKING?

After you set goals for your school, you should identify ways to tell if your activities are effective (for example, number of attendees at “find and apply” workshops; number of applications for the Presidential Management Fellowship program; number of public policy students with summer internships at federal agencies).

You should also use student assessments to establish a baseline of information about your student body’s knowledge of and interest in federal jobs.

HOW CAN I ATTRACT STUDENTS TO FEDERAL PUBLIC SERVICE?

The federal government has created several student programs to attract, recruit and retain the next generation of workers. Getting information about these programs out to your students, faculty and staff and effectively utilizing these programs for your student internship and co-op programs will benefit your campus. Because of the soaring cost of higher education, students are eager to take advantage of financial incentive programs and special student programs within federal government.

WHERE CAN I FIND MORE INFORMATION?

You can use the Partnership’s **calltoserve.org** as a base for information about *Call to Serve* and federal service. This Web site contains additional resources to enhance staff and faculty knowledge about federal opportunities and is updated regularly.

The Partnership’s student outreach Web site, **makingthedifference.org**, contains interest-specific information on majors from the social sciences to biology, descriptions of federal agencies, an overview of the benefits of federal service, a directory of federal internships, “hot jobs” and “cool internships,” tips for finding and applying for federal jobs, and much more.

The Partnership’s main Web site, **ourpublicservice.org**, contains additional in-depth information about issues pertaining to public service and the federal HR landscape. It is also the launching off point for all of the Partnership’s program Web sites.



PARTNERSHIP FOR PUBLIC SERVICE

The Partnership for Public Service is a nonprofit organization that works to revitalize federal government by inspiring a new generation to serve and by transforming the way government works.