

GUIDE BOOK CAMPUS HIRING

SUBDIRECTORATE OF CAREER AND ALUMNI SERVICES
DIRECTORATE OF STUDENT AFFAIRS AND ALUMNI
UNIVERSITAS NEGERI SURABAYA



	Website	careercenter.unesa.ac.id
	Phone	087724278006
	E-mail	ccu@unesa.ac.id
	Social Media	@careercenter_unesa
	Address	Gedung Rektorat , Lt 4 sayap kiri , Lidah Wetan , Lakar Santri , Surabaya

APPROVAL PAGE

STUDENT AND ALUMNI CAMPUS HIRING GUIDEBOOK
UNIVERSITAS NEGERI SURABAYA
TEAR 2024

Knowing,
Vice Rector for Education, Student
Affairs and Alumni

Surabaya, August 1, 2024
Director of Student Affairs and Alumni

Prof. Dr. Madlazim, M.Si.
NIP. 196511051991031012

Dr. Muhamad Sholeh, S.Pd., M.Pd
NIP. 197712252010121003

Remarks

Assalamu'alaikum warahmatullahi wabarakatuh.

Campus Hiring Program is a tangible manifestation of our commitment in helping students and graduates of Universitas Negeri Surabaya to get career opportunities in various leading companies. This activity is not only a place for companies to find the best talent, but also an opportunity for students and graduates to show their abilities and potential in the world of work.

We hope this program can be an effective bridge between the academic world and the industrial world. Through direct interaction between job seekers and employers, we believe that this synergy will provide great benefits, both for companies in finding suitable candidates, as well as for graduates who want to start their professional careers.

The existence of the campus hiring program at Universitas Negeri Surabaya itself aims to support the vision and mission of Unesa. To help smooth the program of the Subdirector of Career Services and Unesa alumni, this guidebook was made which is useful as a guide in planning and managing campus hiring at Universitas Negeri Surabaya. Therefore, on behalf of the Director of Student Affairs and Alumni, I would like to thank the various parties who have been involved in making this guidebook so that the guidebook can be completed and support the running of the campus hiring program at Universitas Negeri Surabaya.

Wassalamu'alaikum warahmatullahi wabarakatuh.

**Surabaya, August 1, 2024
Director of Student Affairs and Alumni
Universitas Negeri Surabaya**

Dr. Muhamad Sholeh,S.Pd.,M.Pd

Daftar Isi

2

➤	Remarks	1
➤	Table of Contents	2
➤	CHAPTER I INTRODUCTION	3
	Background	3
	Program Objective	3
	Benefits	4
➤	CHAPTER II CAMPUS HIRING MANAGEMENT	5
	Program Description	5
	Implementation Flow	5
➤	CHAPTER III IMPLEMENTATION STANDARD	6
	Content Standards	6
	Process Standards	6
	Facilities and Infrastructure Standards	7
	Service Target	7
➤	CHAPTER IV CLOSING	8
➤	APPENDIX	8
	partner satisfaction sheet	9
	Participant satisfaction sheet	10

CHAPTER I

INTRODUCTION

Background

Universitas Negeri Surabaya (UNESA) as one of the leading universities in Indonesia has a strong commitment to support the career development of its students and graduates. Along with the rapid development of the industrial world and increasingly fierce competition in the job market, UNESA strives to continue to bridge the needs between the world of education and the world of work.

Based on existing data and experience, many university graduates still face challenges in getting jobs that match their competencies and interests. On the other hand, companies also often find it difficult to find prospective employees who fit the needs and culture of the company. Therefore, there is a need for an effective and efficient program to bring these two parties together.

The Campus Hiring program comes as a concrete solution to address this gap. Through this program, UNESA acts as a facilitator that brings together students and graduates with various leading companies that are looking for the best talents. This program provides an opportunity for UNESA students and graduates to interact directly with companies, learn more about the industry they are interested in, and follow the recruitment process directly on campus.

Program Objective

1. This program aims to be a bridge between UNESA students or alumni and various companies that are looking for potential candidates.
2. Campus Hiring is expected to help accelerate the absorption of UNESA alumni into the world of work by providing direct access to participating companies, so that graduates can immediately get a job that suits their expertise.
3. Provide a real picture of the world of work to students and alumni. Students and alumni can learn the job selection process, understand industry needs, and obtain information about careers offered by companies.
4. Students and alumni can better understand the qualifications and competencies required by companies. This encourages them to be better prepared to compete in the job market.
5. Provide opportunities for students and alumni to expand their network with professionals and companies, which can open up career and collaboration opportunities in the future.
6. Serve as an educational tool that helps students better plan their careers early on, understand their potential, and explore various job opportunities.
7. Through this program, UNESA seeks to reduce the unemployment rate among its graduates by providing direct access to job opportunities that match their educational background.

Benefits

- **Benefits for Students:**

1. Students and alumni get direct access to various job opportunities from participating companies without having to look outside the campus.
2. Students can experience first-hand the selection process, including interviews, psychological tests, and skills tests conducted by companies, which provides valuable experience before actually entering the workforce.
3. Students become better prepared to face the challenges of the working world because they get a clear picture of the company profile, the qualifications required, and what skills they should improve.
4. The program gives students the opportunity to meet and interact with professionals and recruiters from various industries, which can be an important professional network for their future careers.
5. With more job opportunities directly accessible, UNESA students and graduates have a greater chance of securing employment, thus reducing the risk of unemployment.

- **Benefits for UNESA:**

1. Enhancing the reputation and competitiveness of the campus
2. Increase cooperation with industry.
3. Campus promotion and Branding
4. Encouraging the development of campus Career Services, strengthening the role of the Career Services and alumni sub-directorate of UNESA in providing career consulting services, job preparation training, and other activities that support student career development.
5. Being a forum for academic and Industrial Collaboration, it is a forum for UNESA to collaborate with industry in terms of education, research, and technology development.

CHAPTER II

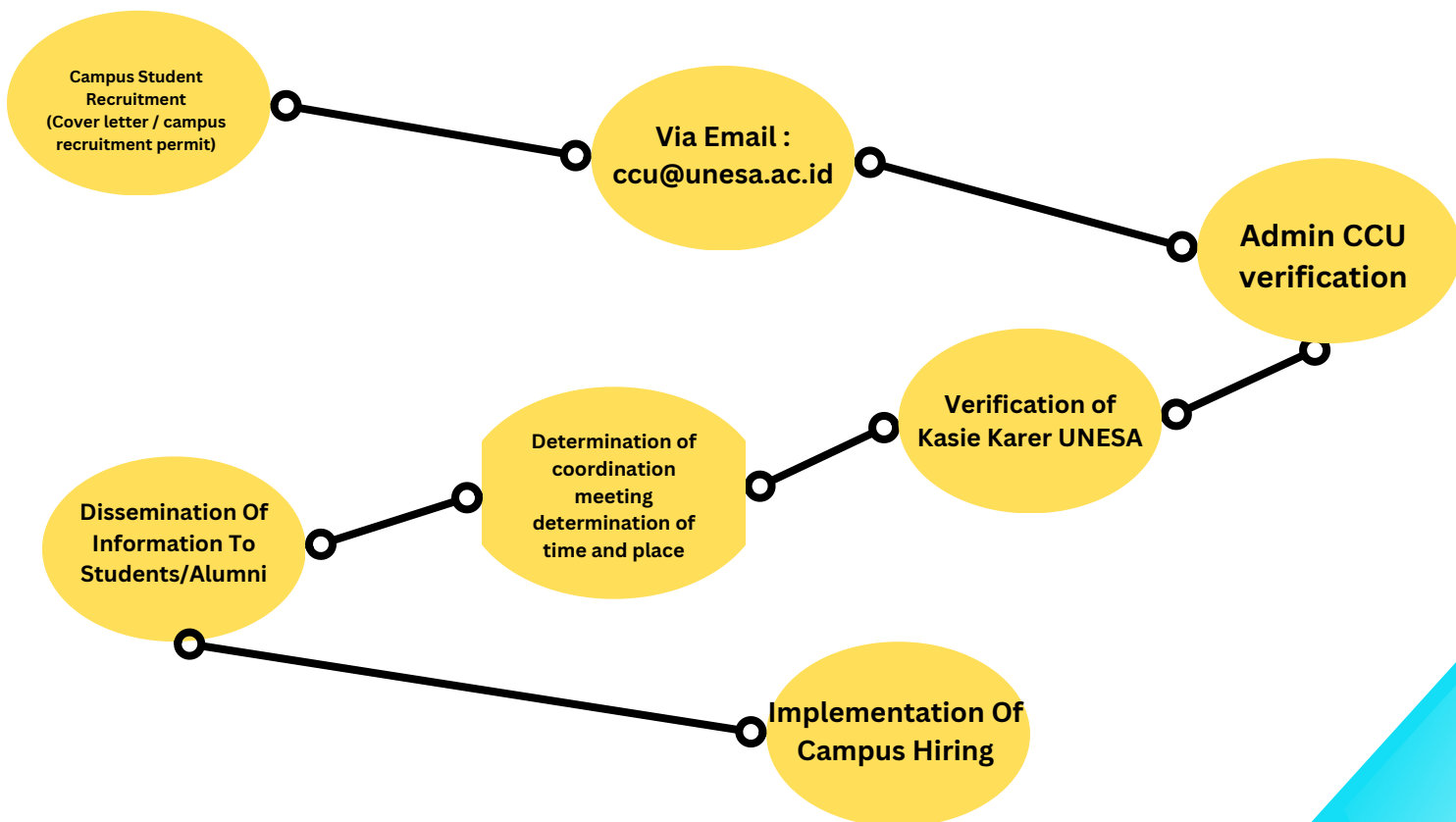
CAMPUS RECRUITMENT MANAGEMENT

5

Program Description

Campus Hiring Program Universitas Negeri Surabaya (UNESA) is an initiative designed to bring together students, graduates, and companies in a recruitment activity directly on campus. Organized by the career and Alumni Services sub-directorate of UNESA, the program aims to facilitate the recruitment process by presenting companies from various industry sectors that are looking for new talents. In accordance with several study programs available at UNESA, through Campus Hiring, students and graduates can participate in various series of activities such as direct selection processes (interviews and psychological tests), video presentations of company profiles, as well as career seminars and workshops that equip participants with information and skills needed in the world of work. Apart from being a place to get a job, this program also provides opportunities for students and graduates to interact directly with companies, expand professional networks, and get useful career guidance. Thus, the Unesa Campus Hiring Program not only speeds up the job search process, but also increases the readiness and competitiveness of graduates in an increasingly competitive job market.

Campus Hiring Implementation Flow



CHAPTER III IMPLEMENTATION STANDARDS

Content Standards

Opening and reception

The event opened with a speech from the organizer, usually from the sub-directorate of career and Alumni Services or KASIE Karir UNESA, who will provide a brief overview of the objectives and benefits of the program.

Company Presentation

Each company was given the opportunity to present its company profile, work culture, positions opened, and required qualifications, giving participants insight into what the company expects.

Selection process on campus

Companies can carry out a selection process directly at the event site, including psychological tests, skills tests and job interviews, allowing the recruitment process to take place quickly and efficiently.

Career Consultation Session

Participants can take part in career consultation sessions with experts or career counselors to get advice on career planning, resume writing, and preparation for job selection.

Closing and announcement of selection results

The Program ends with the closing of the event which includes the announcement of the selection results if they are available.

Evaluation and feedback

After the event is completed, an evaluation is carried out from the organizers and participating companies to assess the effectiveness of the program and provide feedback that will be used for future improvements.

Process Standard

1.Planning and preparation

- Coordination with companies the career and Alumni Services sub-directorate of UNESA coordinates with companies to confirm participation, needs, and recruitment requirements. Information about job vacancies, qualifications, and schedule of activities. Job vacancies must be in accordance with the willingness of existing study programs at UNESA.
- Socialization and Promotion , information about Campus Hiring is disseminated through various media such as campus websites, social media, posters, and emails to students and alumni. Registration of participants is opened by collecting data on applicants who will participate in the activity.
- Site and facility preparation, setting up an event location that includes a presentation room area, and a special room for tests and interviews. All facilities must support an effective recruitment process, including technical equipment such as projectors, computers and interview desks

2. Program Implementation

- Registered participants re-register at the event location to gain access to the entire range of activities, including interview sessions and selection tests.
- The company carries out a selection process directly on campus, which includes interviews, psychological tests or technical tests according to the needs of each company.

3. Monitoring and evaluation during the event

- The organizing team monitors the course of events to ensure that each session takes place on schedule and without hindrance. The committee is also tasked with providing information and assistance to participants and companies if needed.
- Gathering feedback from participants and companies after the event is over

4. Closure and follow-up

- Announcement of the selection results, the company can immediately announce the results of the initial selection to participants. If the selection still continues outside the event, the information will be communicated via email or other agreed media.
- The entire process is well documented through photos, videos, and written reports.

5. Reporting and publication of results

- Preparation of activity reports that include the number of participants, companies, types of vacancies, and recruitment results .
- Publication of the results of activities, the results of Campus Hiring are published through websites and social media.

Facilities and infrastructure standards

To implement the Campus Hiring Program must have :

- Hall / Auditorium Space
- Staff room
- Career Consulting Room
- Document storage space
- Audio-Visual Equipment
- Wi-Fi Internet Connection
- Interview and test room
- Toilet

Service Target

The target of the campus hiring program is all Unesa students and Alumni.

CHAPTER IV CLOSING

We hope that this guidebook can be a reference for the standard implementation of the campus hiring program , the standard implementation of the campus hiring program is a minimum standard in providing services to students and alumni . Development that is intended to increase the quality of implementation is expected as long as it is relevant to the interests of students and alumni and does not deviate from this standard

ATTACHMENTS