

## Federal Work-Study Tips for Recruitment

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### 1) Set realistic recruitment goals

There are approximately 13,000 undergraduate students working on the Columbus campus in some capacity. While the number of students who are provided with FWS varies annually, we assign an average of 4000 FWS offers per year, and not all of those students accept and use their offers. What this means is that roughly 12% of undergraduates who work on the Columbus campus could have an accepted work-study offer. It is unlikely that you will be able to staff an entire department with work-study students.

### 2) Position descriptions

Good recruitment outcomes start with a strong position description, and these populate from your job requisition onto your job post in Workday. For many FWS students this is their first time applying for work, and they aren't sure where they fit in yet; this is your target audience. Invite them to participate by ensuring that the job description, qualifications and expectations are clear and free of jargon, and that FWS is mentioned in the post. If you offer on-the-job training or a competitive minimum pay rate, mention this as well. Consider your competition – what sets your department or the position apart from other options?

### 3) Timing

**When:** Be aware that very few students are eligible to use FWS in summer. FWS job posts should be active on the Workday Job Board in May if recruiting for summer, no later than July if recruiting for autumn. Outreach is most effective one month before classes begin for any given term, and again one week after classes start. **Hiring peaks at the beginning of autumn semester in August**, but there is a second, smaller wave of hiring for spring in January.

**Be available:** Respond as quickly as possible to applicants if you are able. Students who apply for multiple positions will likely move forward with the department that responds to them first. If more than two weeks go by without an acknowledgement, applicants become discouraged and will abandon their application.

### 4) Job Posting

- **Workday:** Your Talent Acquisitions (TA) support staff will post your position in Workday on your behalf. This is the main job post students will need to access in order to apply for your position and is mandatory for all student positions.
- **Alternative university job boards:** These are job posts you create yourself to enhance the visibility of your positions. Discuss with your Human Resources Consultant (HRC) or TA the pros and cons of cross posting your FWS Workday position on other university job boards. To improve the student hiring experience, **always include the Workday job post link** in any post you create on an alternative job board.

Most students do not understand that FWS is a form of financial aid, so while there's nothing preventing departments from cross posting FWS-only positions on alternative job boards, you risk recruiting and disappointing ineligible students by using them. We recommend only using alternative university job boards if the position is designed to accommodate both regular wage and FWS

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students for your position. If you're not sure if the position you created accommodates both types of students, ask your HRC for clarification.

- **Common alternative university job boards:**

- **Ohio State Handshake** administered by the office of Student Life, Buckeye Careers: <https://careers.osu.edu/employers>
- **Student Job Board** administered by Student Financial Aid: <https://sfa.osu.edu/jobs/employer-services/general-public-employers>
- **Departmental job boards** administered by individual Ohio State departments.

### 5) Outreach using your department's resources first

Students interested in working in your department specifically will look to your resources first. If you currently have student employees on staff, ask for their opinion on outreach approaches. Nothing speaks like peer-to-peer experiences, consider tasking your current student employees with creating your marketing materials.

- Advertise on your department's **website**, either by job board, blog, video testimonials, or virtual fliers.
- Use your department's **social media** platforms (Instagram, YouTube, Facebook, X, etc.)
- Post physical or electronic fliers in your department's **common areas**.
- **Ask faculty** to make an announcement in the classroom if/when appropriate.
- FWS Office provides a FERPA-protected FWS Roster of eligible students to those with the Job Management (JM) security role in Workday for **direct email** purposes upon request, [sfa-jobs@osu.edu](mailto:sfa-jobs@osu.edu). Due to the financial aid processing and packaging cycle, rosters for summer recruitment are typically unavailable until late April, early May.

It's worth noting that students receive copious amounts of emails from the university; if every employer were to reach out to every FWS student directly via email, students will simply tune out these efforts. **Email should be used thoughtfully, strategically, and be the tool of last resort.**