

# Diversify Your Recruiting Strategy

**EVENT INSPIRATION**



brazen

# di·ver·si·ty

də'vərsədē, dī'vərsədē/

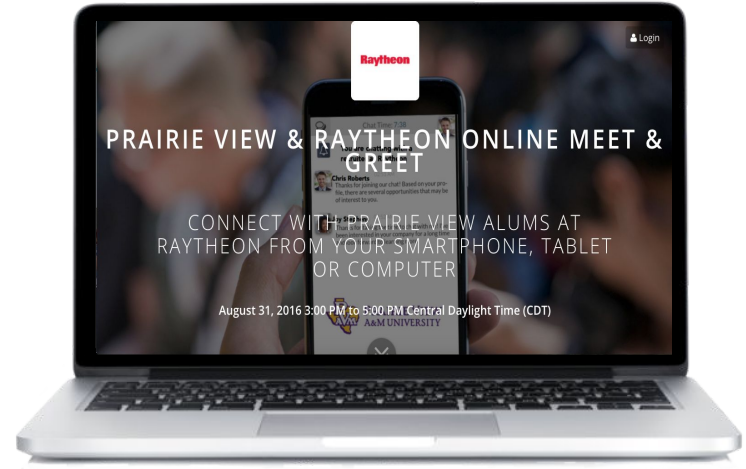
“The art of thinking independently together.”

MALCOLM FORBES

# Online Meet and Greet with an HBCU

Raytheon recently hosted an event connecting Prairie View A&M alumni at Raytheon with current students.

This event provided students at Prairie View, a historically black college (HBCU), the opportunity to speak with alumni about careers working in Space and Airborne Systems.



## Booth Breakdown



Meet Alum  
John Doe



Meet Alum  
Jane Doe



Meet Alum  
John Smith



Meet Alum  
Jane Smith

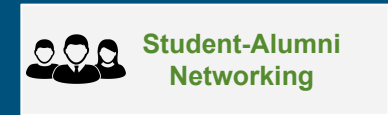
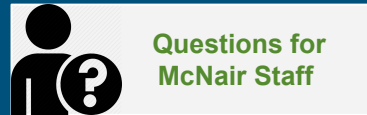
# McNair Scholars: Student & Alumni Networking

The University of Central Florida (UCF) hosted an online event to foster connections between alumni of the McNair Scholars program and current students.

The McNair program is focused on preparing minority and first generation college students for doctoral studies.



## Booth Breakdown:



# Career Fair for Women in Technology

Recently, Raytheon held a career fair targeted specifically for women. It was an opportunity to tailor an event for an underrepresented group within the technology sphere.

They divided their booths by sub-industry, thereby allowing participants to engage in conversations specific to their interests.



## Booth Breakdown:



Computer  
Science &  
Engineering



Non-Engineering

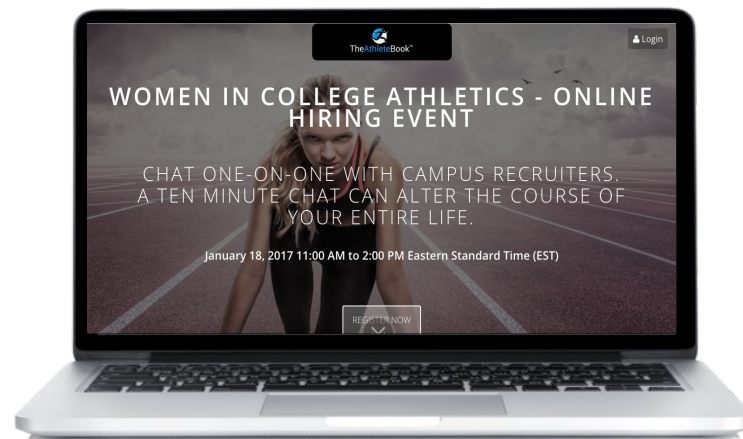


University  
Programs

# Women's Hiring Event

Just this month, The Athlete Book held a hiring event for female college athletes. Over eight companies participated!

This provided a great outlet for female athletes, and is something that could be replicable with many different niche groups, such as women in STEM.



## Booth Breakdown:



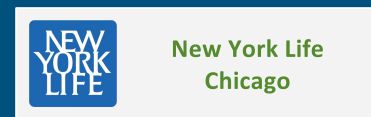
Aerotek



Amazon



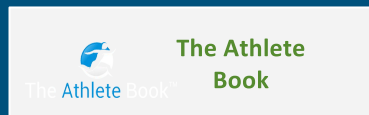
Locker  
Room Talk



New York Life  
Chicago



Securian  
Financial Group



The Athlete  
Book

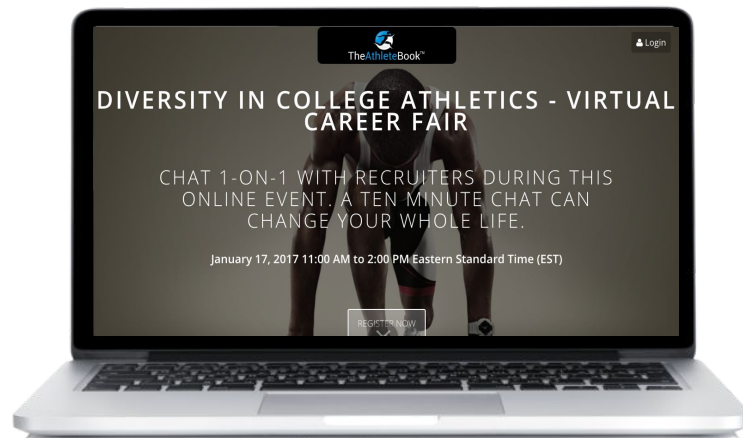


Under  
Armour

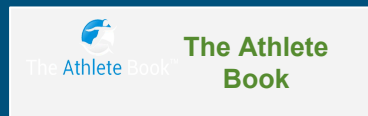
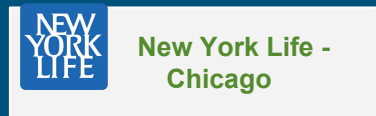
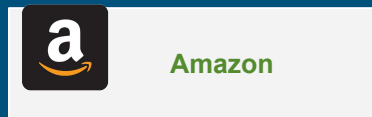
# Diversity Career Fair

The Athlete Book held a career fair, similar to the women's career fair, for current and former college athletes.

To help get the word out, the team created a promotional video and supplementary blog posts providing tips for joining your first online career fair.



## Booth Breakdown:



THANK YOU