



PROMOTING PUBLIC SERVICE

The best message and messenger vary from campus to campus

- There is no “best-way” to promote public service on a campus. Knowing your campus culture is a good place to start when planning a public service campaign.
- ➔ Consider polling your students, or ask student employees or aides about campus culture.
 - Where do students gather?
 - How do they prefer to get information?
- ➔ Use this information to craft strategic messages that appeal to your students. Highlight program benefits: for example, Pathways Programs are paid opportunities related to students’ areas of interest. Focusing at first on the broader perks can help pique initial interest; once students want to learn more, you can provide in-depth details in person or via online resources.

Engaging peer influencers is key to reaching students

- A Partnership study showed that the most impactful interactions for students come from “near peers:” other students, friends, family and young alumni. Don’t underestimate the power of word-of-mouth promotion.
- A 2009 report shows that 46.2 percent of students who interned with the federal government said they would likely accept a full-time position where they interned, compared with only 44.8 percent of interns in other sectors.
- ➔ Consider utilizing former federal interns to connect with their peers. Some schools hire students to decorate office bulletin boards with federal information, train them in giving presentations to their peers, and have them develop materials to share with students about federal opportunities.
- ➔ Are there student groups or clubs that may be particularly interested in promoting public service? Volunteer centers, student government, or political clubs may be willing to host a presentation or help coordinate an informational event.

Create a campus-wide campaign to ensure sustainable programming

- The knowledge gap about federal service often extends beyond students to include faculty and staff, yet they have incredible influence on campus.
- ➔ Identify influential faculty and staff to create a sustainable, campus-wide public service effort. Deans, department heads, honors advisors or academic advisors may be good starting points.

Tech plus touch is a good one-two punch

- Emails are one inexpensive way to raise awareness on campus; however, in-person events, like presentations or networking events with alumni, serve as invaluable ways to really inspire students to pursue federal jobs. Pilot schools found ways to build public service programming into existing structures.
- ➔ Planning events with federal employees doesn’t have to be expensive: contact your local Federal Executive Board (www.feb.gov) or reach out to alumni networks to bring in speakers.

Build evaluation tools into your programs to analyze efficacy and reach

- Keeping track of how many students attend your programs, apply for federal jobs, and go on to intern or work for the government can help strengthen ongoing efforts.
- ➔ For example, you might have every student who attends your events fill out a survey so you can better understand what they think of your program and how you’re progressing toward your goals.