



How to Market Vault

College/University Career
Center, Alumni and Library
Marketing Strategies



Host vault within student & alumni CSM

 **iHandshake**

**purple
briefcase™**
Get Noticed. Be Prepared.


12TWENTY

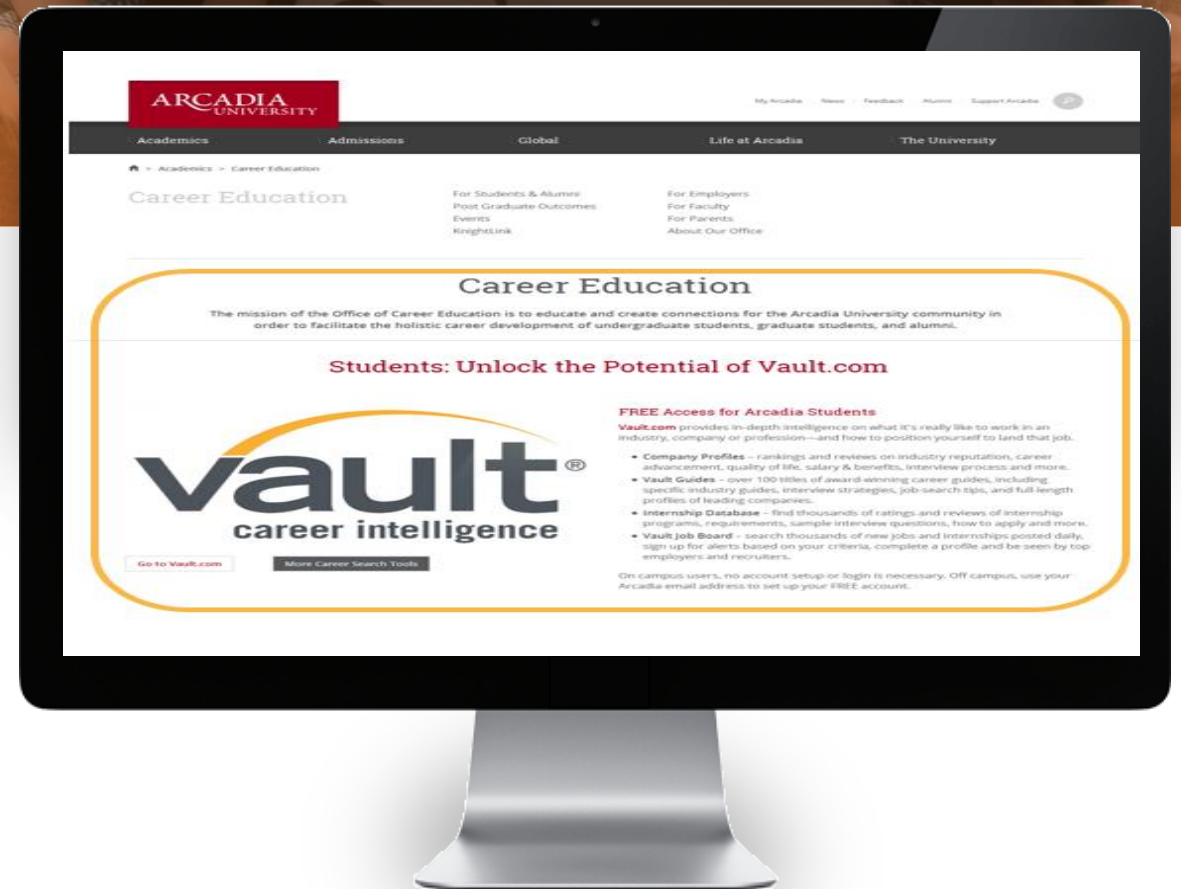
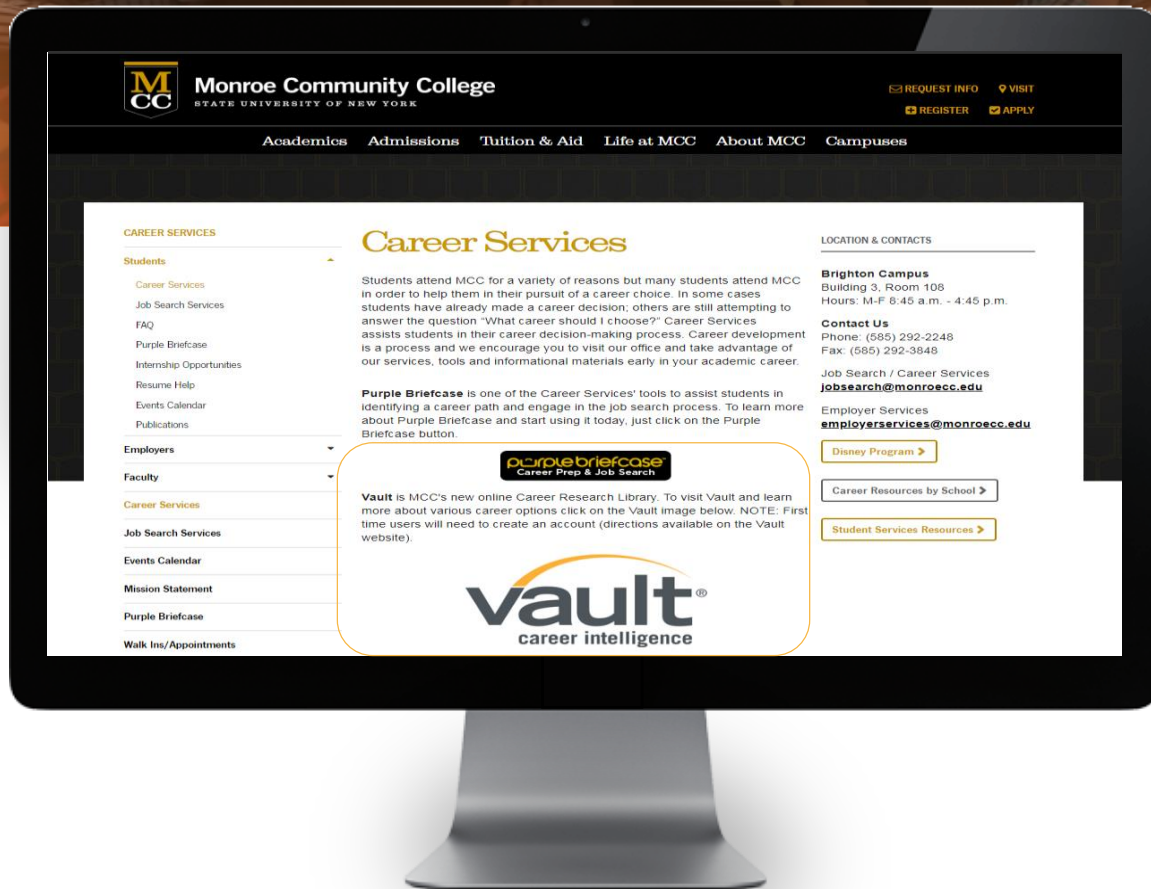
 **GRADLEADERS**


simplicity™


Increasing your impact.
Advancing their outcomes.

Feature on career center homepage

Put Vault's logo and description on your Career Services homepage to highlight key features.



Employer & Industry Guides

Employer & Industry Guides are subscription-only materials available online to Cal students and [Alumni Advantage](#) members only. These resources can be particularly useful in helping you to decide on a career direction, prepare for interviews, or evaluate an employer or job offer.

To access any of these resources, [login to Handshake](#); they are located in the Resource Library Section.

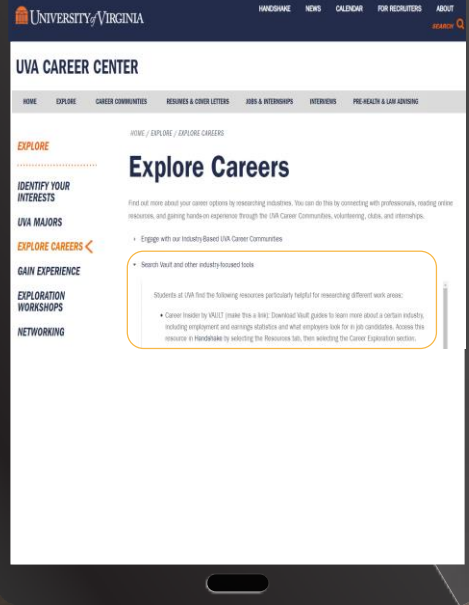


Vault Employer & Industry Guides - Extensive coverage of career and employment topics, including employee surveys and downloadable industry, employer, and career development guides.

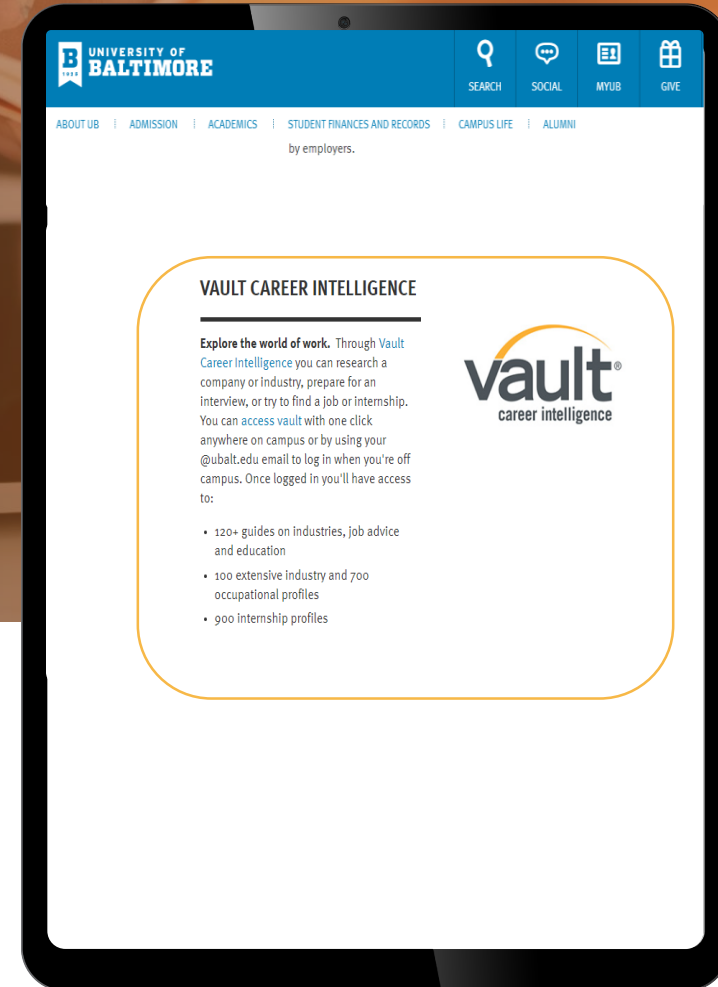
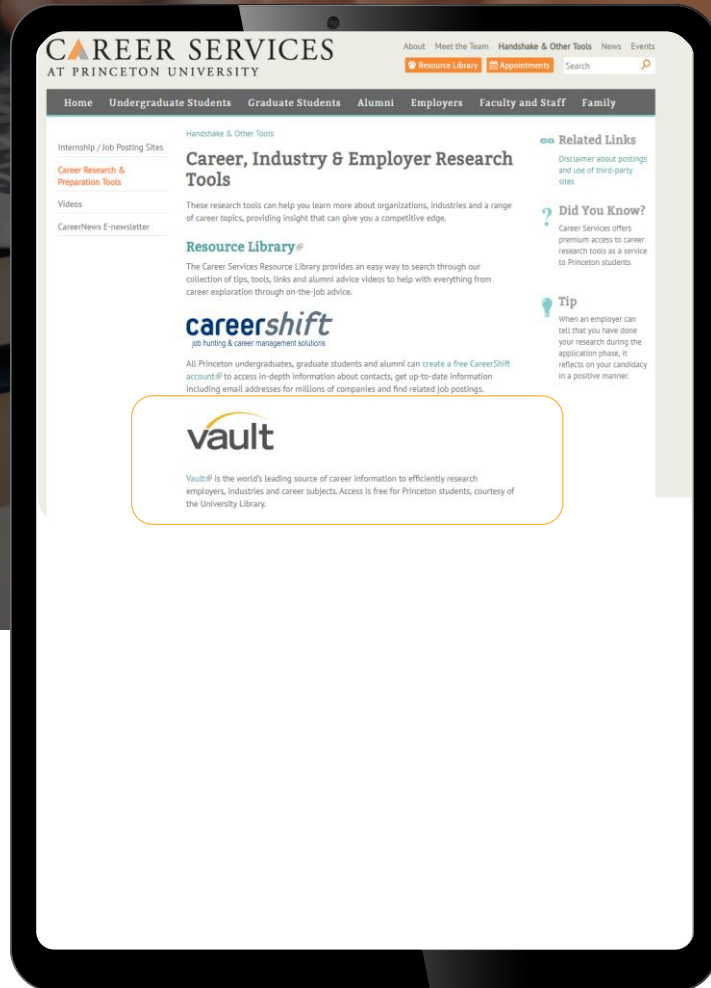


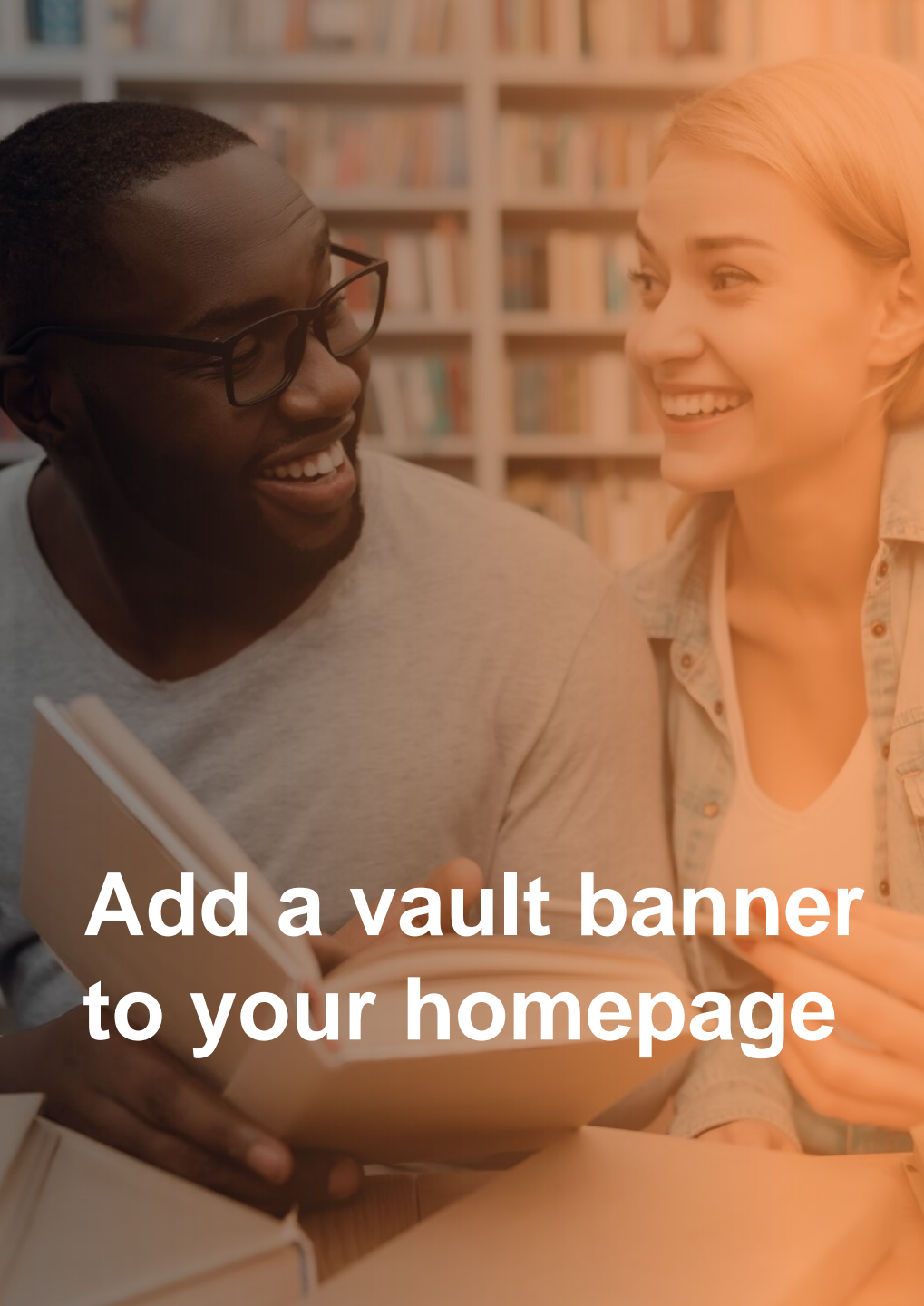
GoGlobal International Careers Guide - Career, employment, and job search information for over 25 countries and an employer directory containing 1000's of company listings.

Feature in Explore Careers/Industries



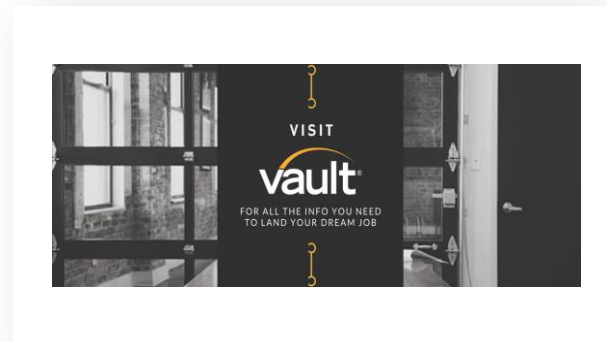
Feature in Explore Careers/Industries (continued)

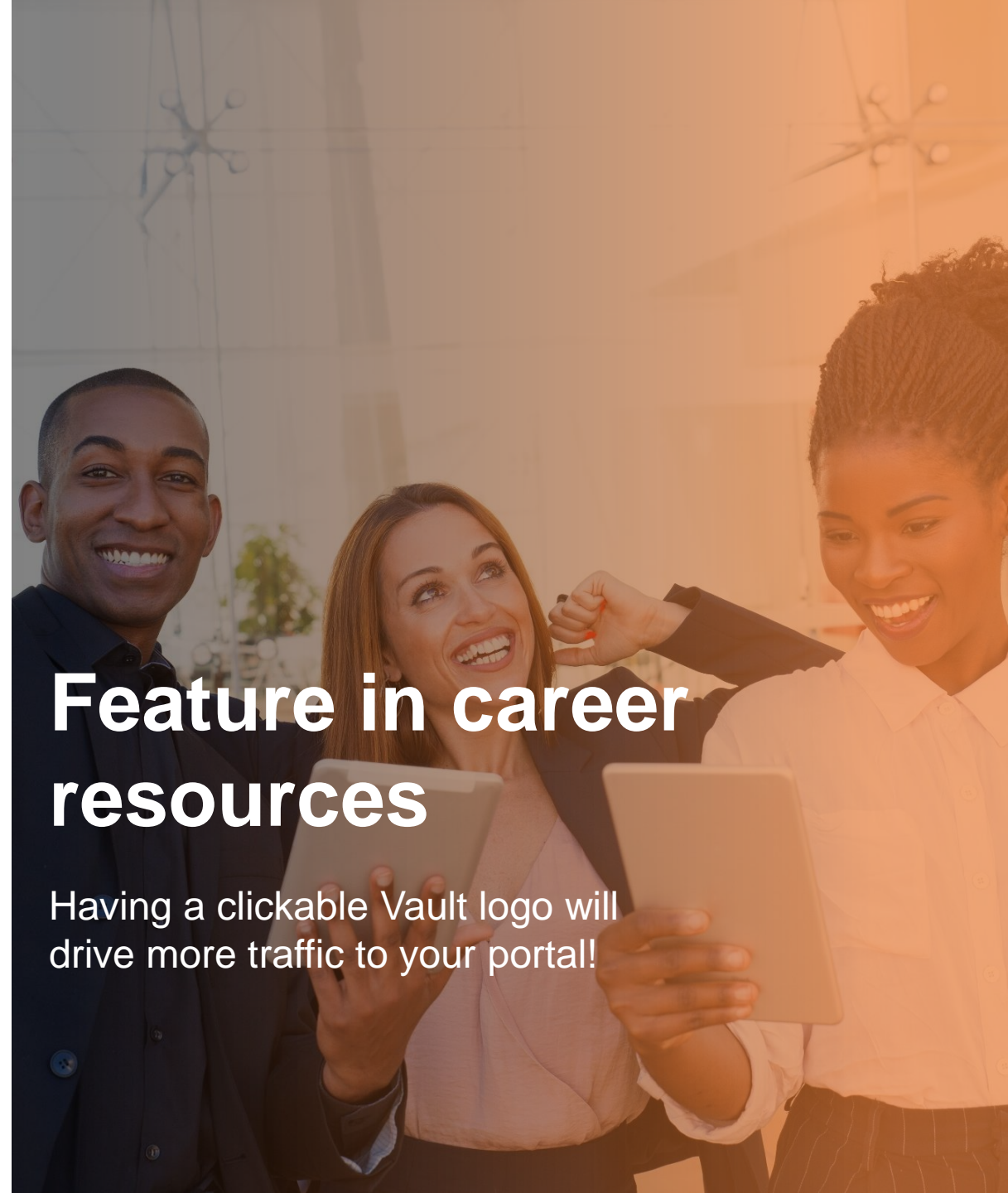
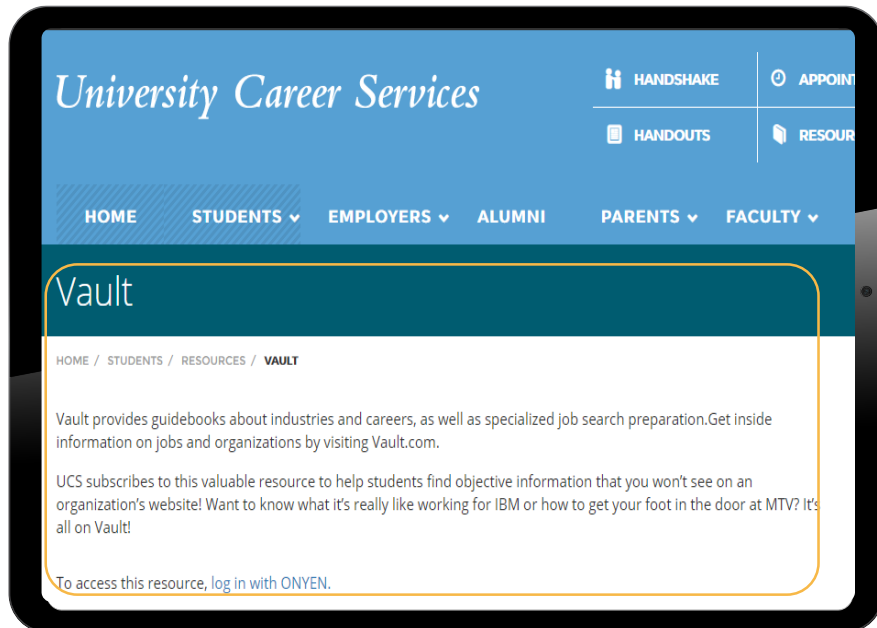
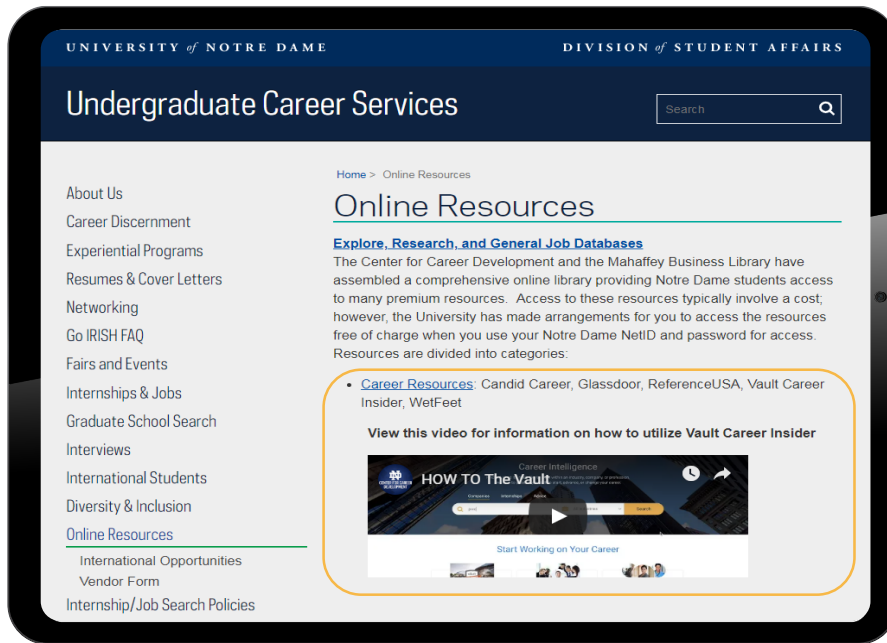




**Add a vault banner
to your homepage**

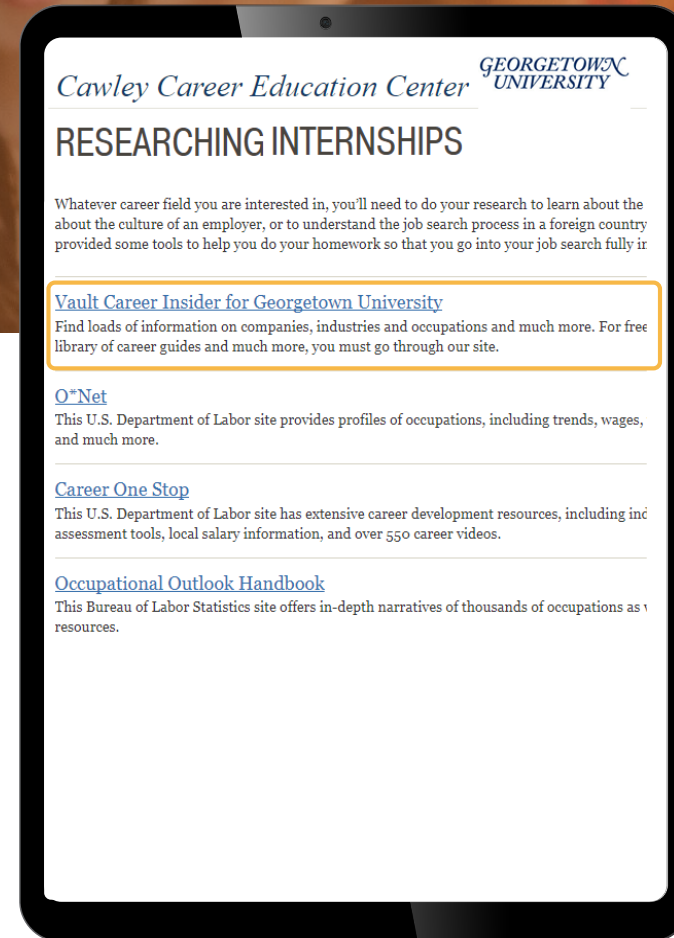
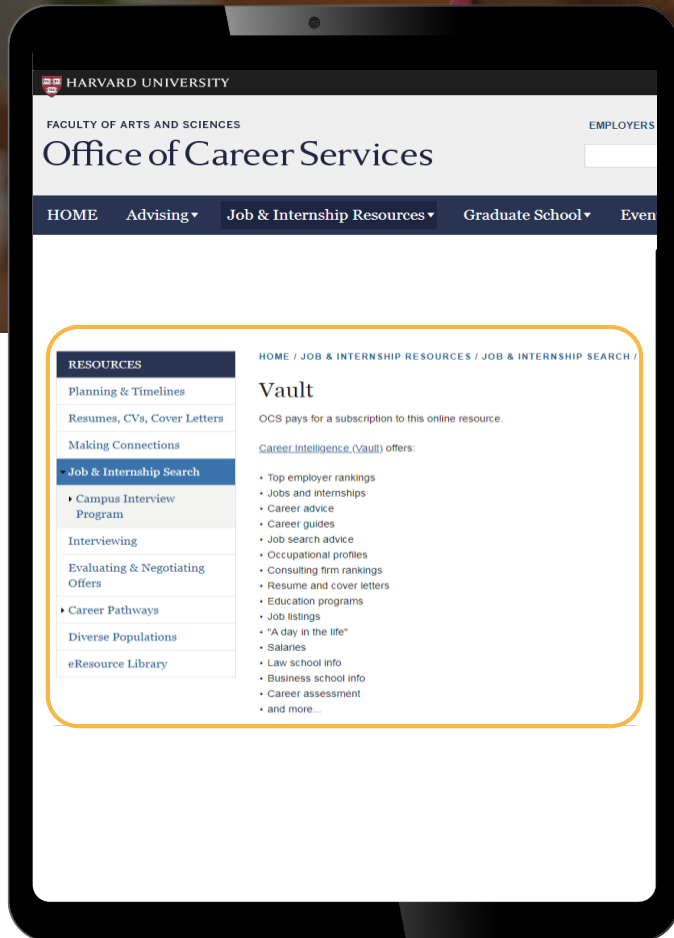
Does your career center have a homepage with sliders?
If YES, then adding a Vault banner is a great way to drive engagement.

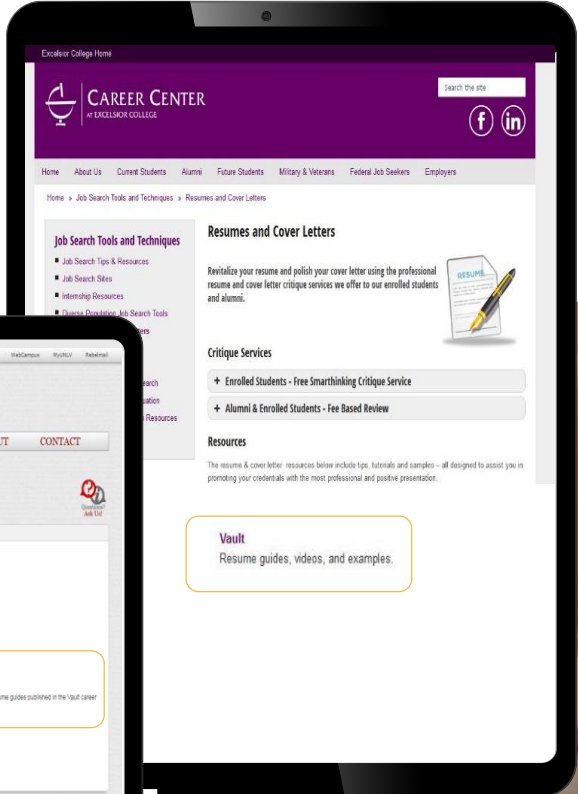
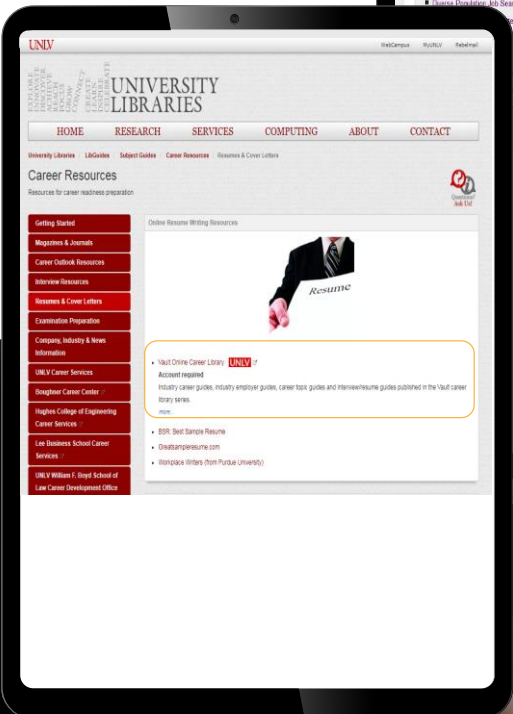




Feature in internship/job resources

Vault is now in the top Google searches for key words like Top Internships & Best Internships





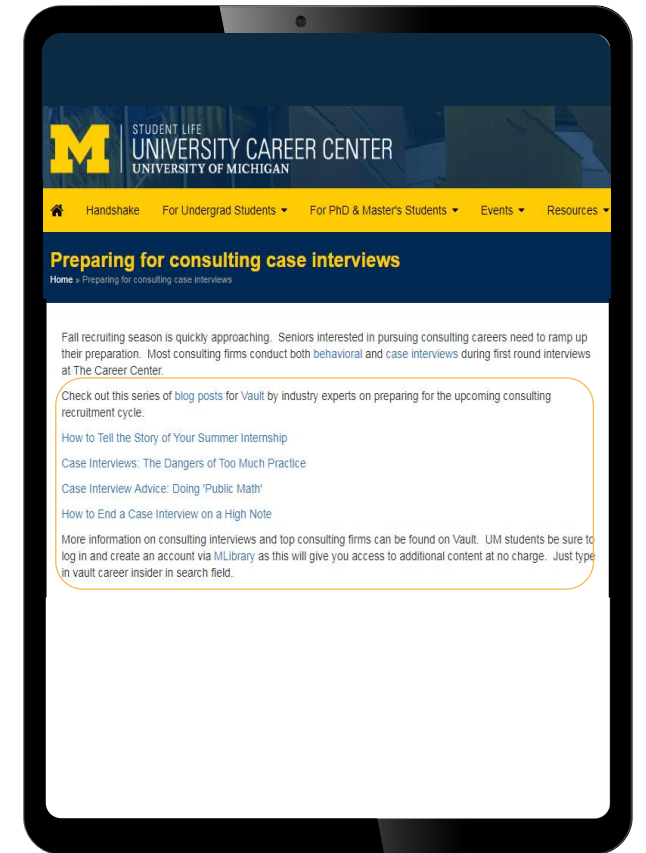
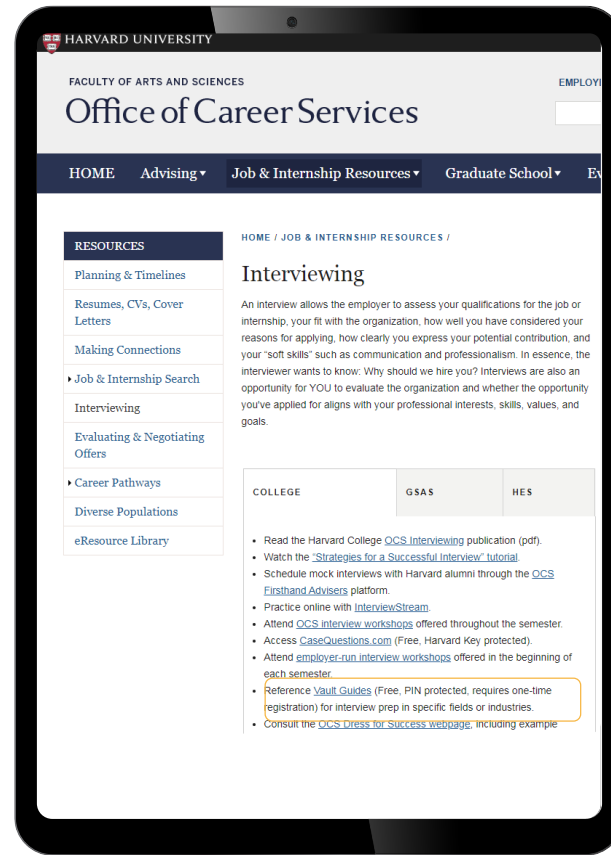
Feature in resume/ cover letters

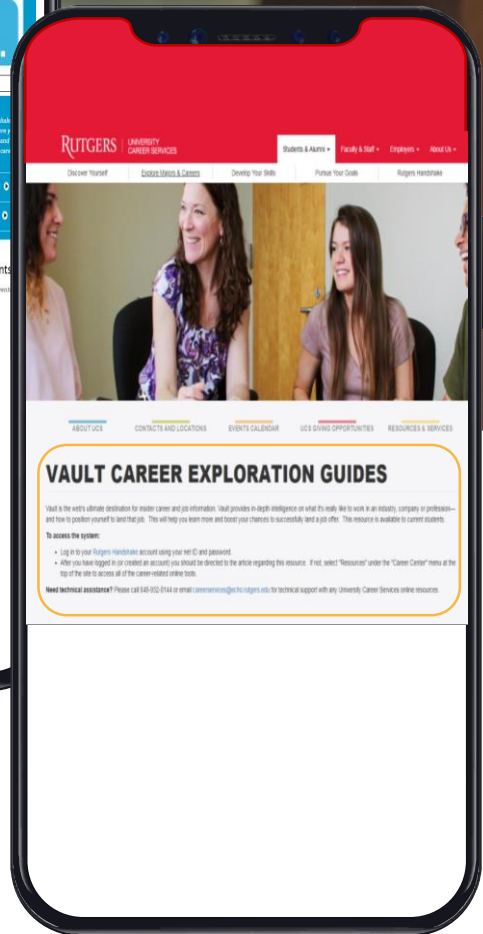
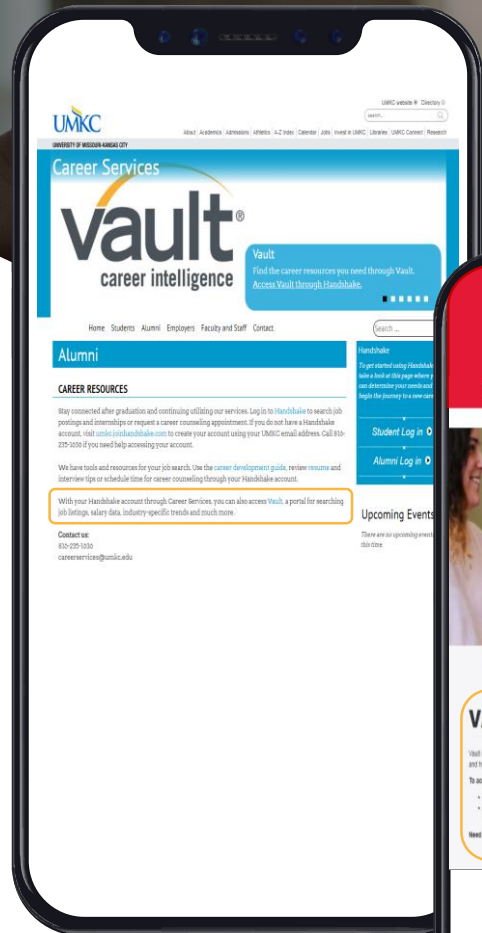
Our platform contains hundreds of sample resume and cover letter templates.



Feature in interview/networking

Don't forget about the sample
interview questions and networking
advice we offer!



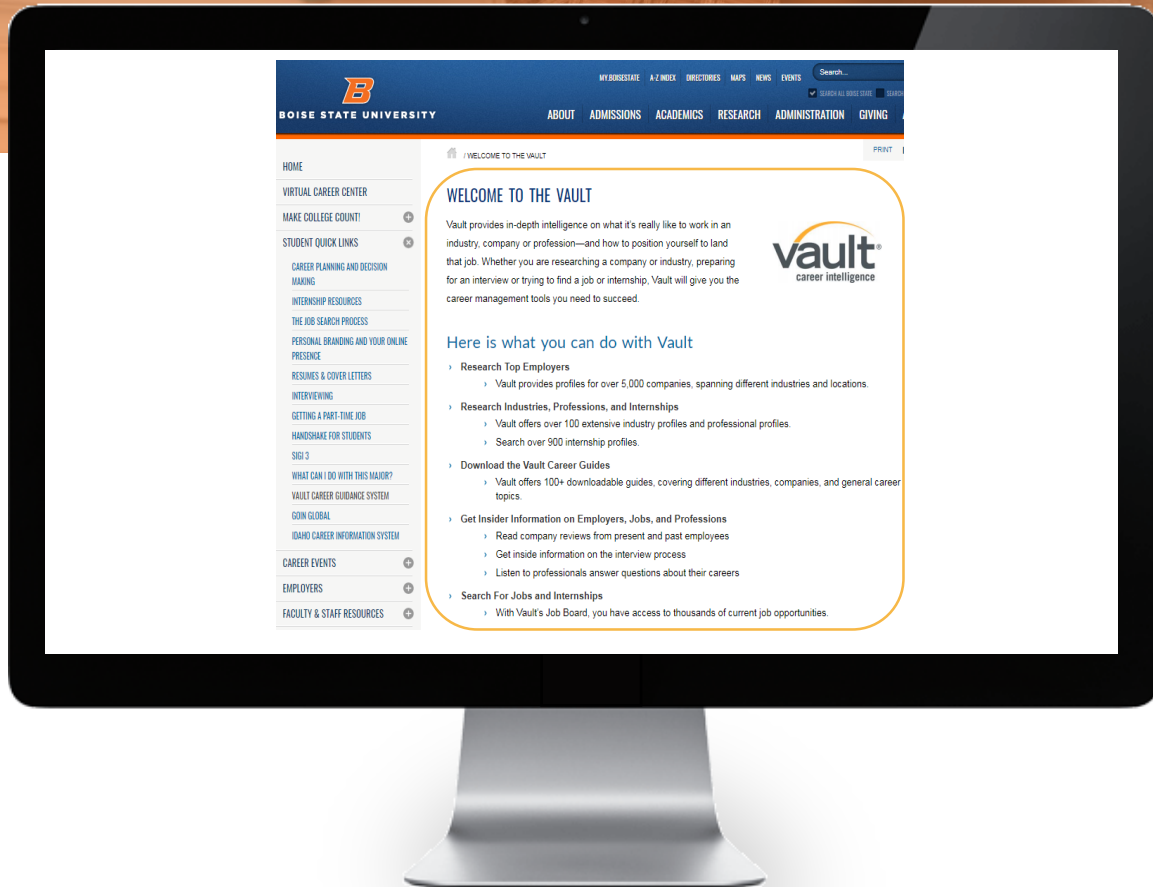


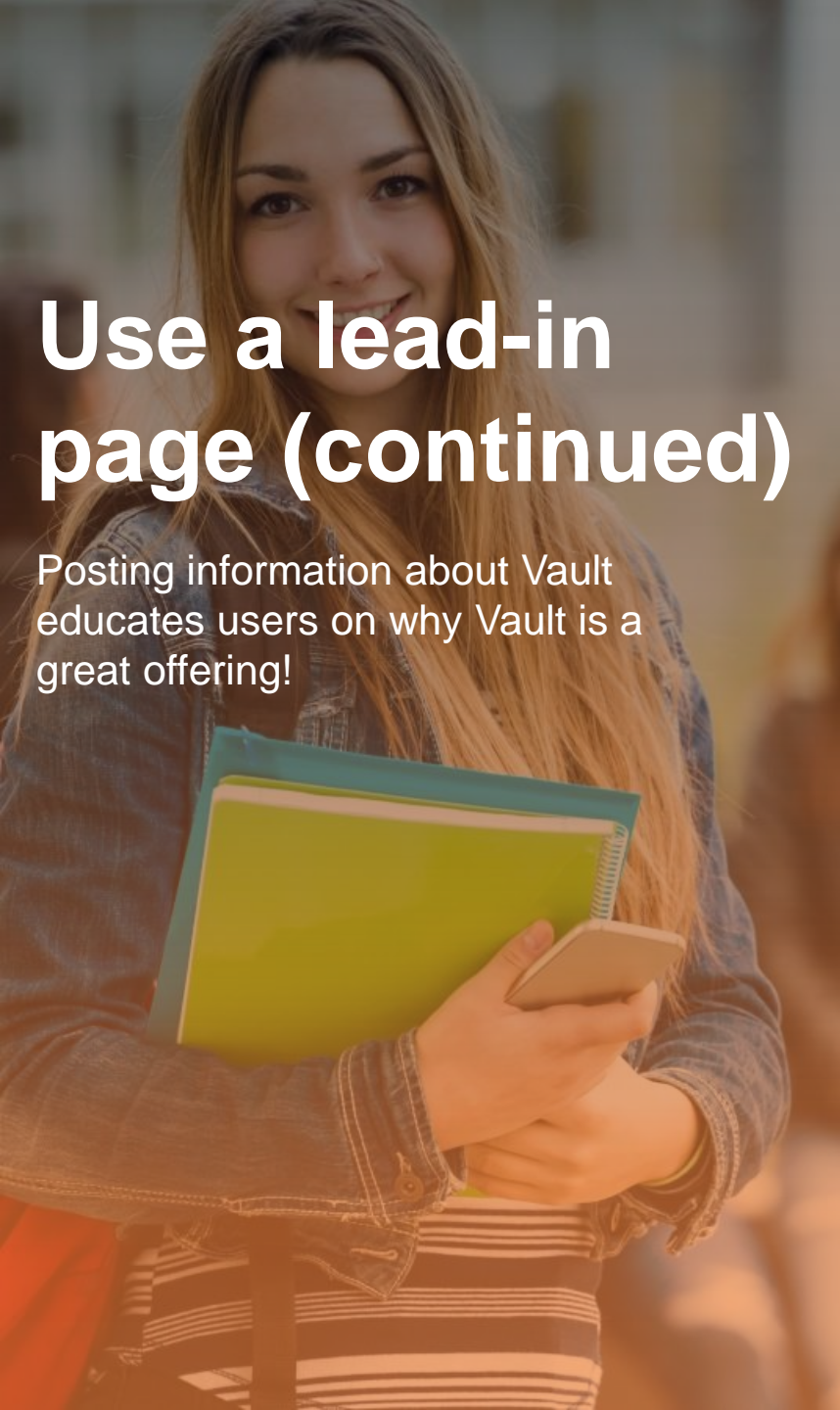
Feature in alumni resources



Use a Lead-in Page

Include a description to create your own lead-in page on your career center website.





Use a lead-in page (continued)

Posting information about Vault educates users on why Vault is a great offering!

Vault is an educational tool that provides you unlimited, online access to comprehensive career information and management tools. It includes access to:



Industry and Professions: Build the foundation for your career search by researching a broad range of disciplines with quick, easy-to-read profiles of different industries and occupations.



Company Profiles: Research thousands of company reports and access relevant information about potential employers. Vault surveys thousands of employees each year about their company culture, salaries, interviewing process, and much more. This information provides you with a competitive advantage over others



Career e-books: Download full-text career guides on everything from “Interviewing” and “Structuring Your Resume,” to in-depth overviews of industries, employers, and even general career topics.

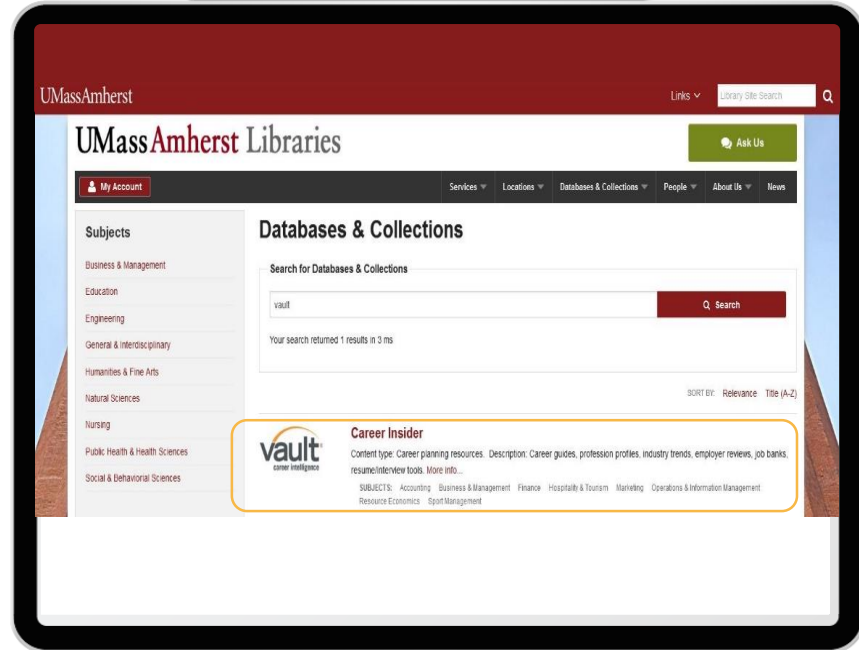
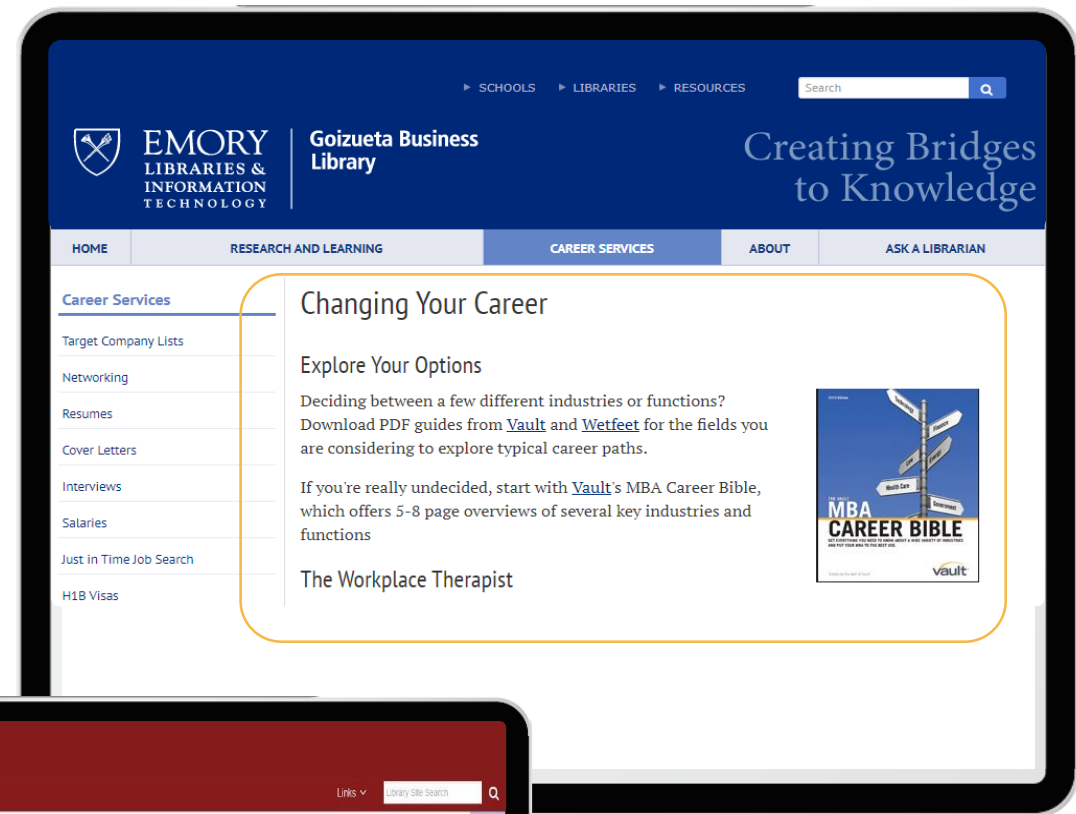


Articles, Blogs, & News: Stay current on trends, score advice, and comment on a wide variety of career topics



Feature link in library database

Students associate the word “research” with library databases. We encourage you to provide your Vault link with your library peers. This way they can host Vault within their database collection for the greatest publicity.



Feature guidebooks in library

Bklyn
Public Library

- Borrow
- Learn
- Attend
- More

permalink

Vault provides in-depth intelligence on what it's like to work within an industry, company, or profession. Find current job openings, rankings, ratings, and reviews on employers and internship programs, research about companies, schools, internships, and industries, and advice on resumes, interviews, networking, and more.

vault
career intelligence

[Visit the Resource →](#)

How to Access
This resource is available remotely with a library card.

For example, search any keyword and our titles will appear in the top search results!

New York Public Library

LOG IN LOCATIONS GET A LIBRARY CARD GET EMAIL U

Books/Music/Movies Research Education Events Co

Vault

Articles & Databases
Find e-Journals by Title
Places to Start Your Research
Interlibrary Loan
Classic Catalog
Report a Database Problem

Research Divisions
NYPL Labs
NYPL Recommendations

Premier career resource. Find career guides, industry guides, company and employer profiles, topics guides and more. Industry overviews bring you inside 40 top industries, from investment management to manufacturing. Find details on career path, salary ranges, industry outlook and more.

Access Locations: [Science, Industry and Business Library \(SIBL\)](#)

Subjects: Jobs

Notes: Vault database is accessible only at SIBL.

Dates of Coverage: current

Print Equivalent:
Many print Vault guides are available to borrow through the Library Catalog, and some through NYPL as e-books.

Language: English

Ask about our **MARC Record** features, which allows the library to add all our digital guidebooks to their eBook card catalog!

vault

How to increase engagement



Use social media



Send emails and newsletters



Post Vault infographics



Post Vault flyers



Promote Vault via word-of-mouth





Welcome to the Resource!



Dear Student,

We are delighted to announce that you now have unlimited access to the trusted Vault resource, to help you from start to end in your job or internship search!

A comprehensive career resource, Vault enables you to research employers and industries, gain career advice, and apply to jobs and internships. Whether you are just exploring possible career paths or are ready for an interview, Vault can help.

Here's what you can do once you're inside:

- ▶ View and download career guides on different industries, companies, and general career topics for free
- ▶ Explore industries and watch Q&A videos by professionals in different fields
- ▶ Research top companies, and access verified employee and intern reviews
- ▶ View company and internship rankings according to overall caliber, quality of life, diversity, and other factors
- ▶ Access exclusive internship and job postings
- ▶ Gain career advice to get ahead
- ▶ And much more!

In today's tough job market, we want to help you maximize your chances of landing your dream job or internship. Log on to Vault today to get started!

Sincerely,
The Vault Team



Vault. The world's leading source of career intelligence.

Send email and newsletter alerts

Send an introductory email to staff and users to announce Vault as a new resource.

Mention content applicable to your users in your next newsletter.



Post our infographics



vault Career Fair Tips

1 Research Companies
Visit Vault.com to gain knowledge on companies attending the fair, so you can be fully prepared and distinguish yourself as a candidate.

2 Develop Questions
Prepare thoughtful questions that demonstrate your interest in a given company. These can serve as conversation starters.

3 Create an Elevator Pitch
Develop a short statement about who you are that shows why you're unique and desirable as a job applicant.

4 Arrive Prepared
Dress professionally. Bring copies of your résumé to hand out. Have a pen handy to jot down notes.

5 Follow Up
Collect business cards from company representatives. Send thank-you notes to follow up, inquiring about open positions.

Visit www.vault.com for more career advice to help with your job search.

vault Networking Tips

Initiate Meetings

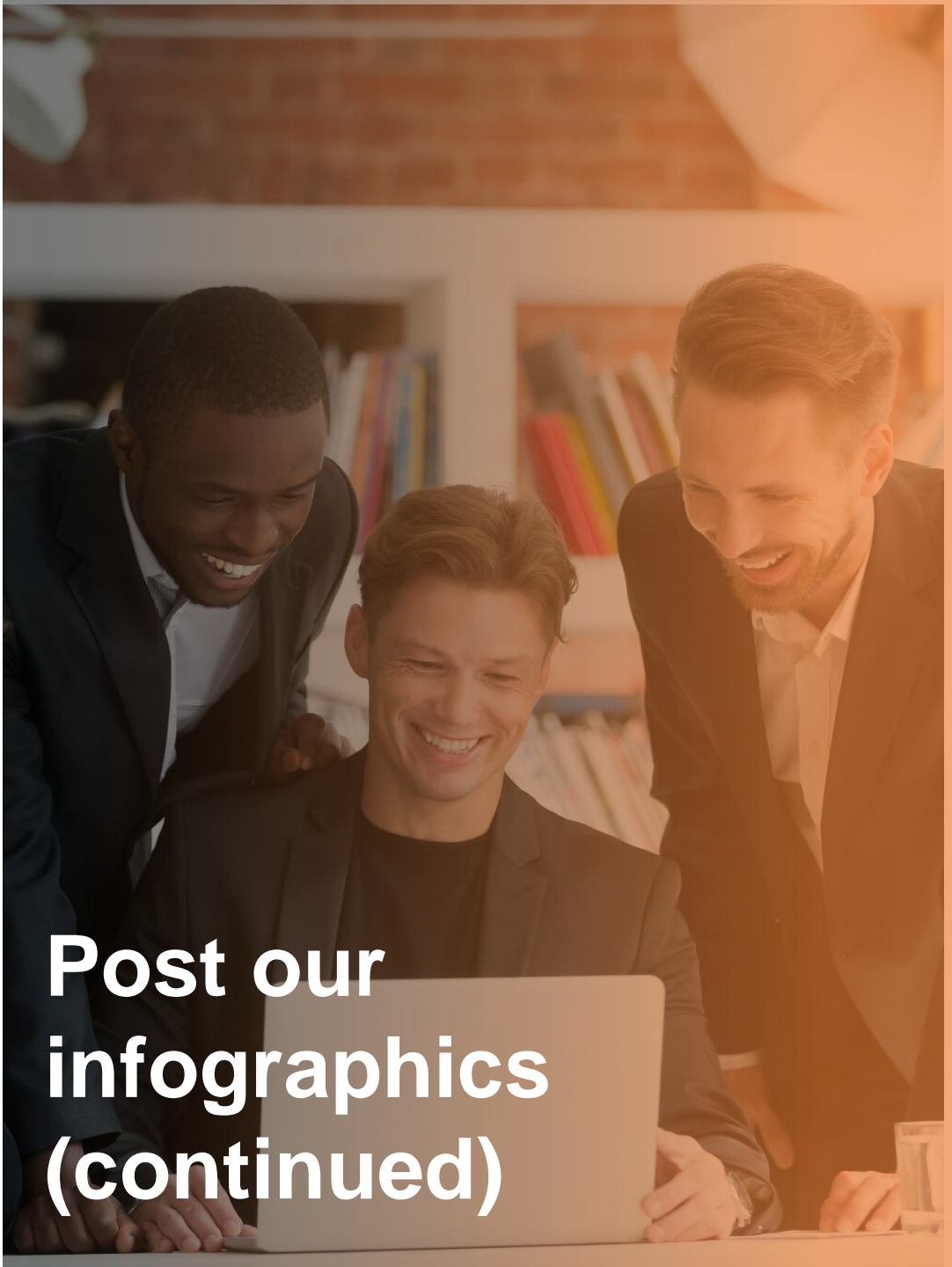
- Reach out to upperclassmen and alumni with similar career interests to you, and ask them to grab coffee to discuss their work experiences
- If you're interested in working for a specific company and have a contact there, ask to set up an informational interview with them

Use Online Tools

- Visit Vault.com for guidebooks, blog articles, and videos on how to network effectively
- Create a LinkedIn profile to expand your network and connect with recruiters, alumni, and professionals in your desired field

Attend Events

- Participate in career fairs and networking events taking place on campus
- Gather business cards at these events so you can follow up with individuals and ask about internship or job openings



Post our infographics (continued)



Use social media to market vault



Use popular social networking platforms such as Facebook, Twitter, LinkedIn & Instagram to promote Vault to your users.



Vault clients commonly connect with users through campus groups and student organizations!



@vaultcareers



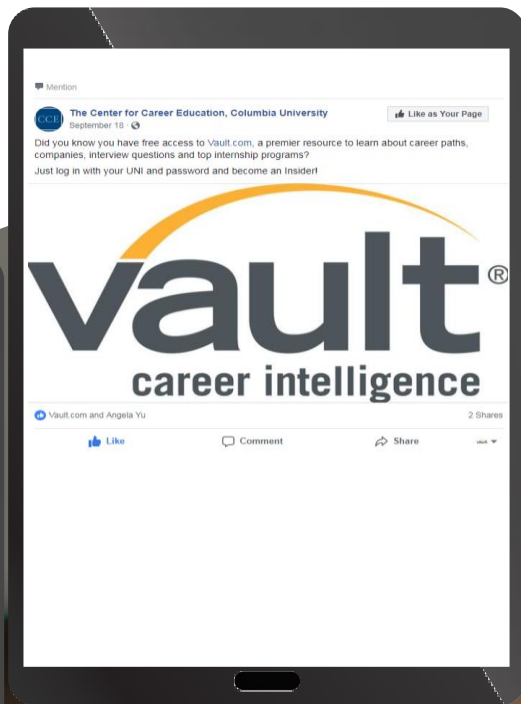
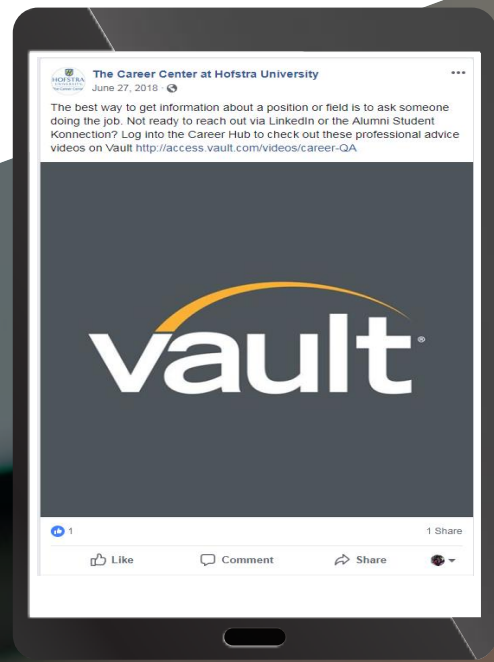
@vault



@vaultcareers



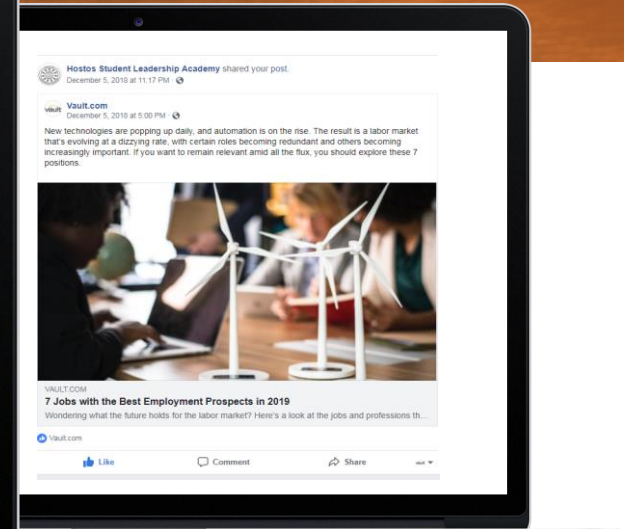
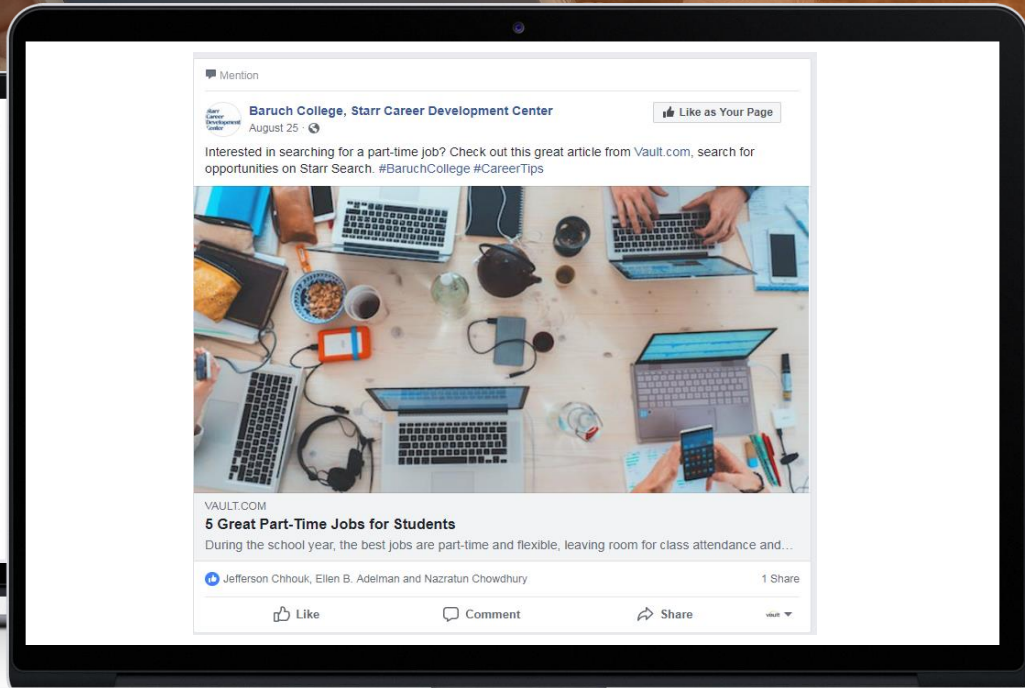
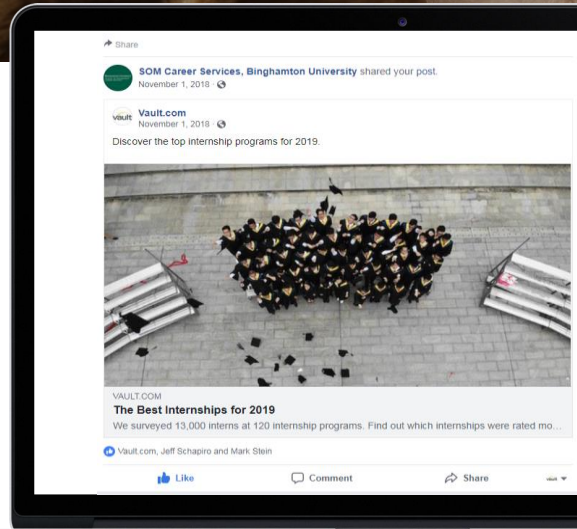
@vault.com

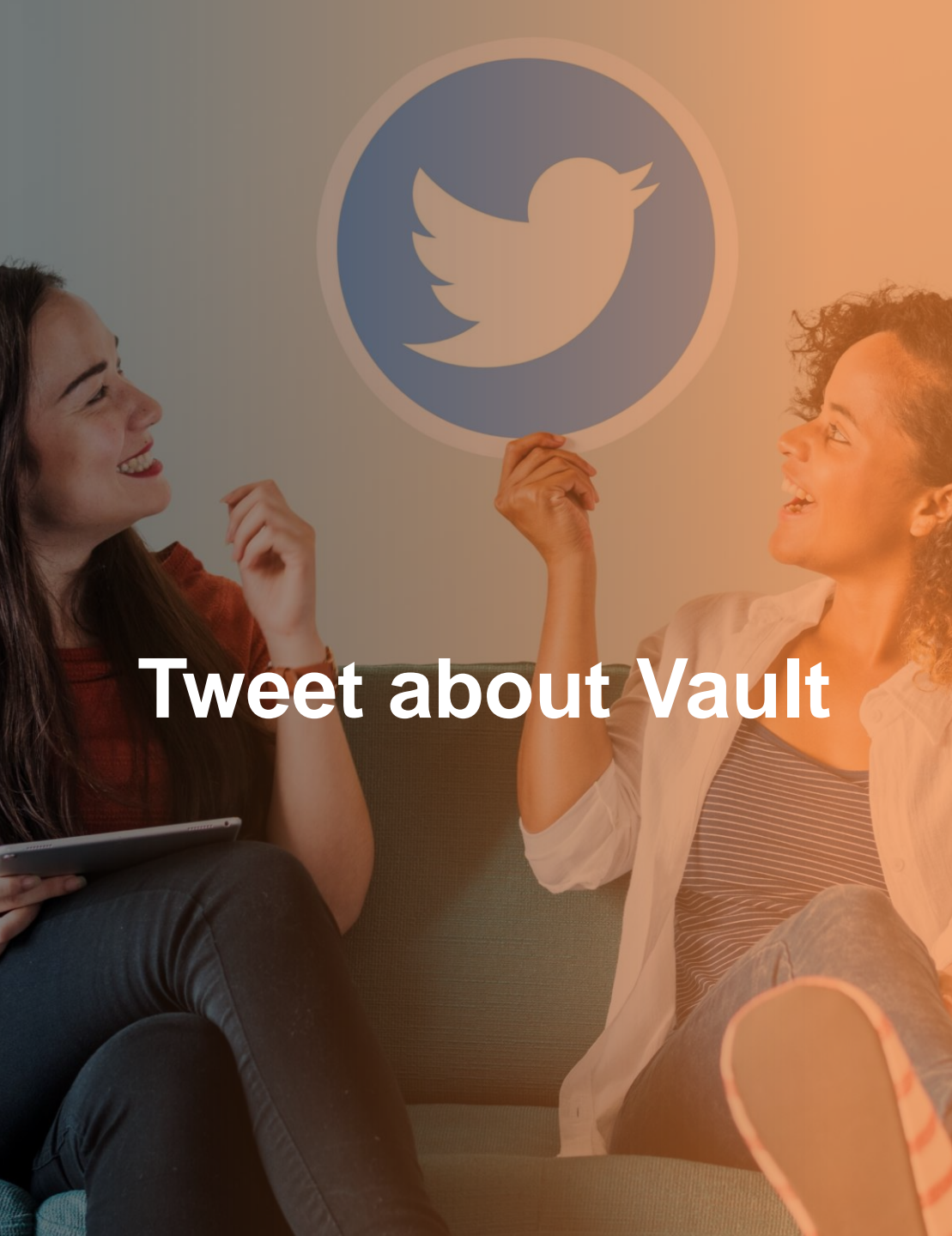


Use Facebook
to
highlight vault
increase awareness by
promoting Vault on Facebook



Share our content on Facebook



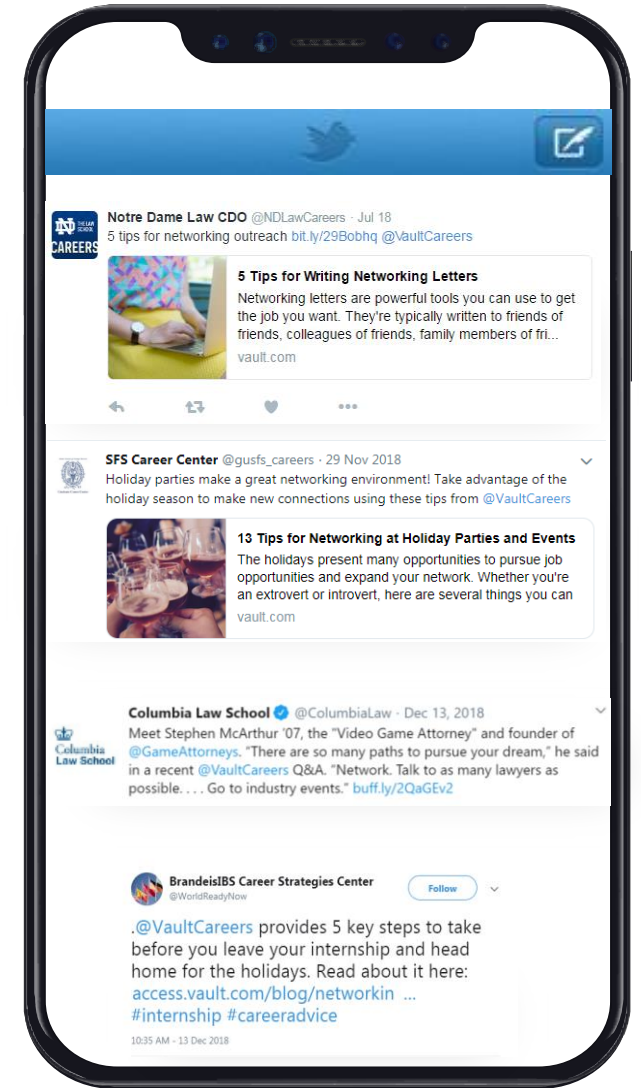


Tweet about Vault

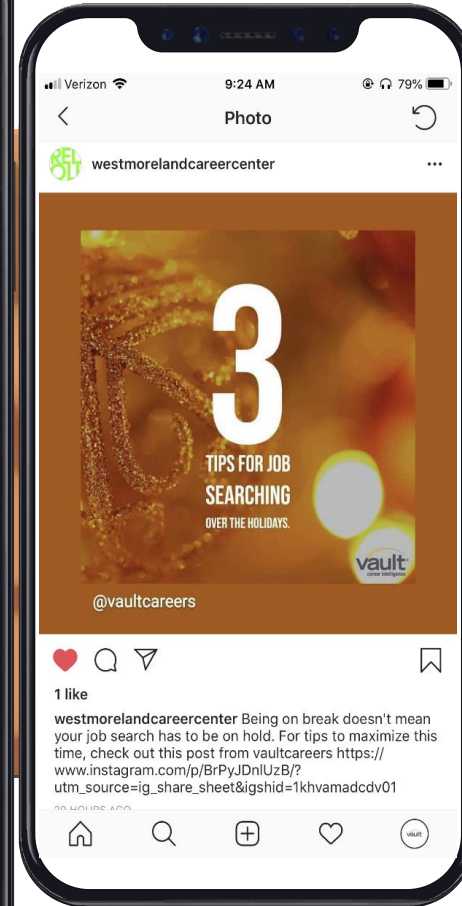
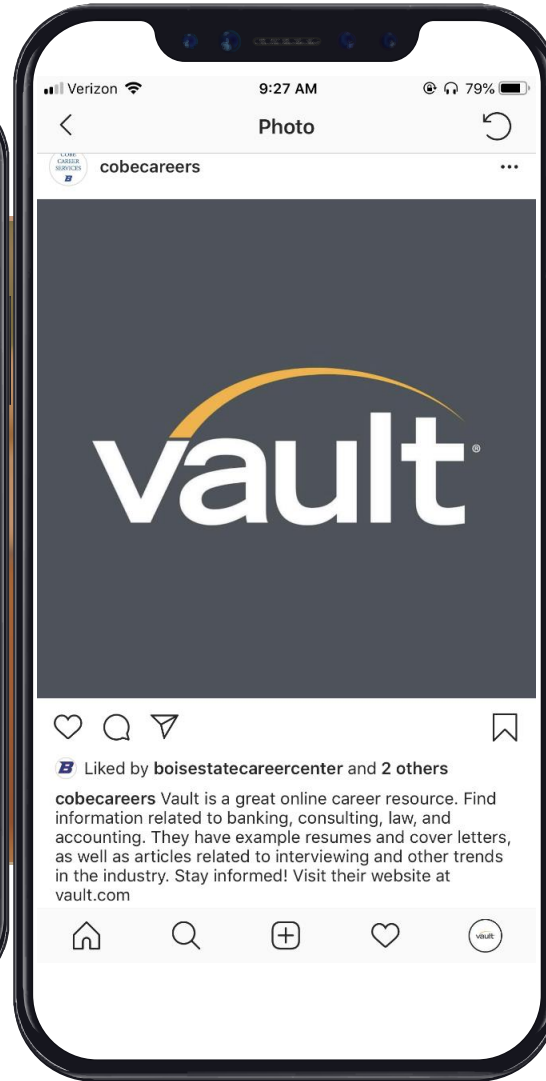
Announce free Vault access to boost usage

Share our blogs, featuring up-to-date career advice

Tweet about a vast collection of award winning industry & profession guidebooks



Promote Vault on Instagram



Blog about vault



MBA CityU We are SMART

Newsletter

Issue 3 - August 2015

Career Management and Development

Recruiting Pro Bono Alumni Mentors

We are recruiting pro bono alumni mentors who are:

- Willing to share their attitude, skills and knowledge to succeed in work and life with mentees
- Willing to help students learn more about their chosen industries; review career paths; and fine-tune their career goals
- Willing to create unique learning opportunities outside the classroom and offer exposure to the business world
- Willing to give constructive feedback

MBA Career Centre

Benefits of being a Mentor:

- Increase personal satisfaction in helping others
- Develop leadership skills like coaching and counseling
- Exposure to new ideas and different perspectives of the mentees
- Widen professional network

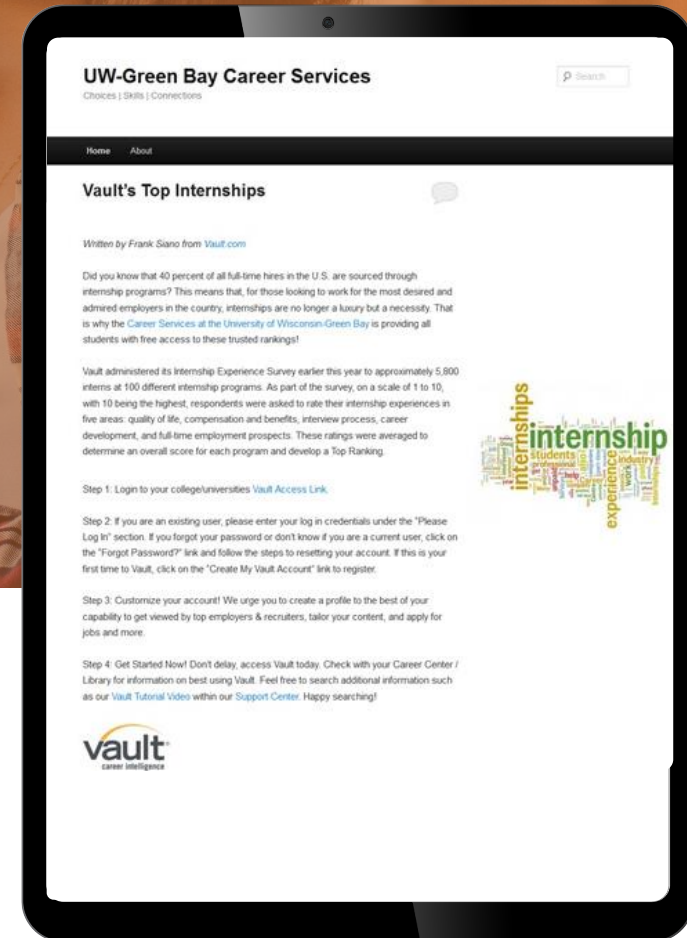
If interested, please contact the MBA Career Centre at mbacareer@cityu.edu.hk

Introducing Vault and Workmaze Career Guides

vault The MBA Career Centre has subscribed to two world-renowned career exploration and development resources, which are available to all MBA participants and alumni. The 120+ career and interview practice guides in Vault are available to all our current MBA participants and alumni.

workmaze The Workmaze Guides include the company and recruitment information of the top 100 companies in Asia; the top 100 management consulting companies; the top 100 global MBA recruiting companies to 100 media, advertising, PR & FMCG companies, as well as the top 100 banking, finance & investment companies.

Both guides can be accessed within our Career Services Management System (Simplicity). MBA Alumni and participants can register for an account in Simplicity from our MBA Career website. Once your registration is approved, you will be given direct access to these guides plus other career and job search resources in the Simplicity resource library.



UW-Green Bay Career Services
Choices | Skills | Connections

Home About

Vault's Top Internships

Written by Frank Siano from Vault.com

Did you know that 40 percent of all full-time hires in the U.S. are sourced through internship programs? This means that, for those looking to work for the most desired and admired employers in the country, internships are no longer a luxury but a necessity. That is why the Career Services at the University of Wisconsin-Green Bay is providing all students with free access to these trusted rankings!

Vault administered its Internship Experience Survey earlier this year to approximately 5,800 interns at 100 different internship programs. As part of the survey, on a scale of 1 to 10, with 10 being the highest, respondents were asked to rate their internship experiences in five areas: quality of life, compensation and benefits, interview process, career development, and full-time employment prospects. These ratings were averaged to determine an overall score for each program and develop a Top Ranking.

internships
internship
students
experience
industry
work
career
development

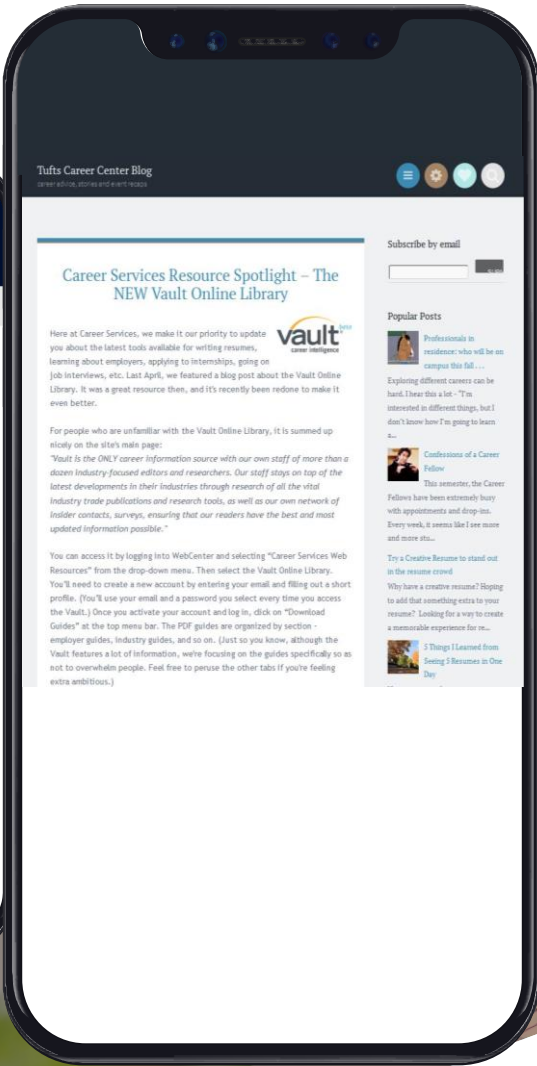
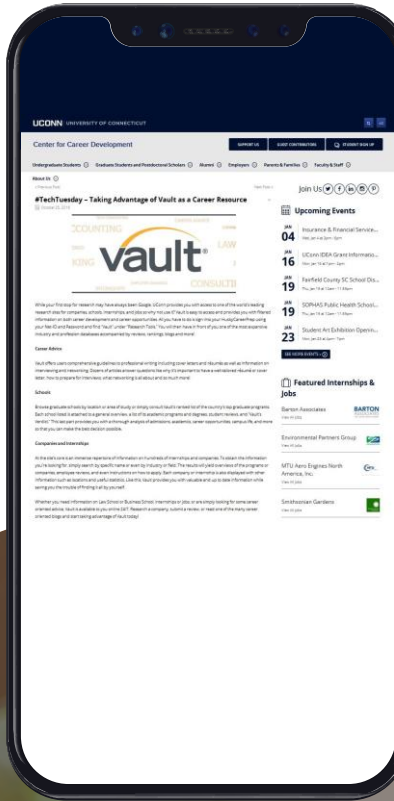
Step 1. Log in to your college/universities [Vault Access Link](#).

Step 2. If you are an existing user, please enter your log in credentials under the "Please Log In" section. If you forgot your password or don't know if you are a current user, click on the "Forgot Password?" link and follow the steps to resetting your account. If this is your first time to Vault, click on the "Create My Vault Account" link to register.

Step 3. Customize your account! We urge you to create a profile to the best of your capability to get viewed by top employers & recruiters, tailor your content, and apply for jobs and more.

Step 4. Get Started Now! Don't delay, access Vault today. Check with your Career Center / Library for information on best using Vault. Feel free to search additional information such as our [Vault Tutorial Video](#) within our [Support Center](#). Happy searching!

vault
career intelligence



Blog about vault (continued)

Tufts Career Center Blog

Career Services Resource Spotlight - The NEW Vault Online Library



Here at Career Services, we make it our priority to update you about the latest tools available for writing resumes, learning about employers, applying to internships, going on job interviews, etc. Last April, we featured a blog post about the Vault Online Library. It was a great resource then, and it's recently been redone to make it even better.

For people who are unfamiliar with the Vault Online Library, it is summed up nicely on the site's main page: "Vault is the ONLY career information source with our own staff of more than a dozen industry-focused editors and researchers. Our staff stays on top of the latest developments in their industries through research of all the vital industry trade publications and research tools, as well as our own network of insider contacts, surveys, ensuring that our readers have the best and most updated information possible."

You can access it by logging into WebCenter and selecting "Career Services Web Resources" from the drop-down menu. Then select the Vault Online Library. You'll need to create a new account by entering your email and filling out a short profile. (You'll use your email and a password you select every time you access the Vault.) Once you activate your account and log in, click on "Download Guides" at the top menu bar. The PDF guides are organized by section - employer guides, industry guides, and so on. (Just so you know, although the Vault features a lot of information, we're focusing on the guides specifically so as not to overwhelm people. Feel free to peruse the other tabs if you're feeling extra ambitious.)

Subscribe by email

Popular Posts

Professionals in residence: who will be on campus this fall...

Exploring different careers can be hard. I hear this a lot - "I'm interested in different things, but I don't know how I'm going to learn...

Contributors of a Career Follow

This semester, the Career Fellows have been extremely busy with appointments and drop-ins. Every week, it seems like I see more and more stu...

Try a Creative Resume to stand out in the resume crowd

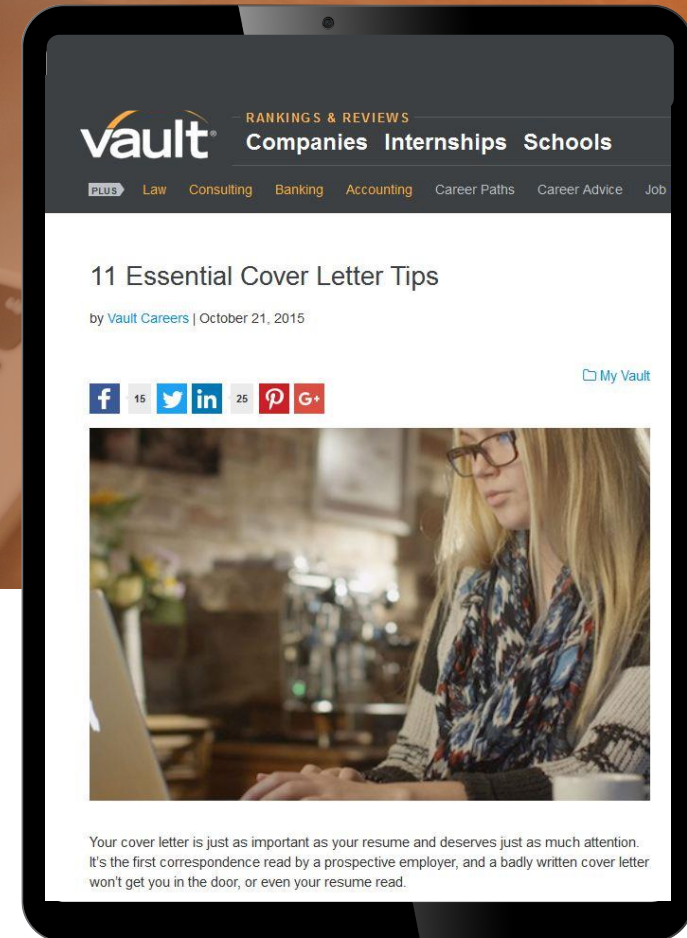
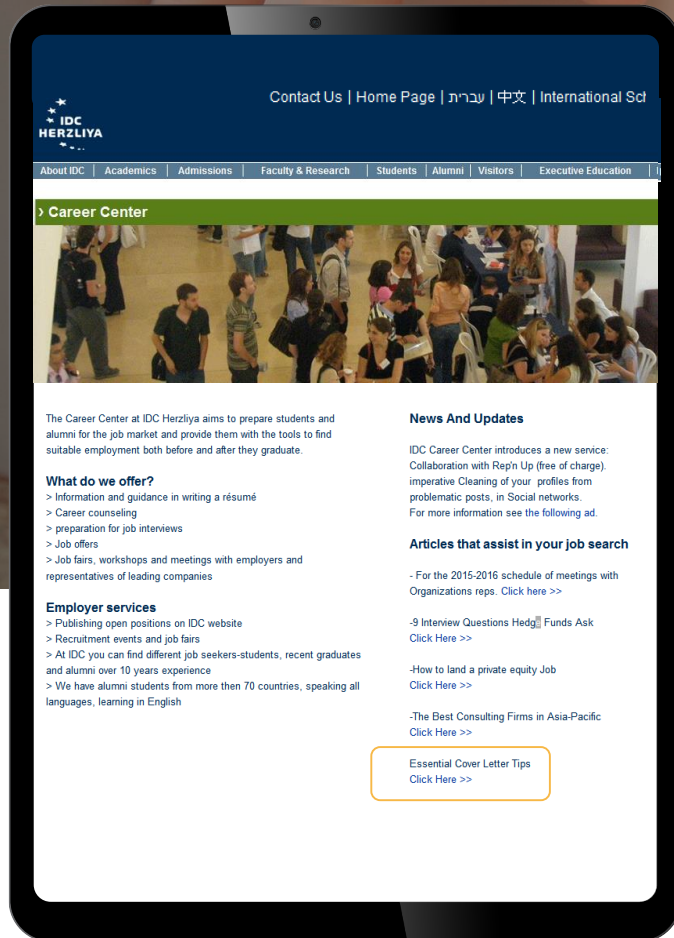
Why have a creative resume? Hoping to add that something extra to your resume? Looking for a way to create a memorable impression for m...

3 Things I Learned from Seeing 5 Resumes in One Day




Direct link to vault blogs

We have a feature called Record URL, which allows you to add a direct link to not only our blogs, but all content found on Vault!



**VAULT WEBINAR:
ENTRY LEVEL JOBS IN PUBLIC SAFETY**
WEDNESDAY, MAY 4, 7-8 P.M. ET



**TIPS ON HOW TO
“ROCK”
A CAREER FAIR!!**


with
FRANK SIANO
REPRESENTATIVE FROM VAULT
CAREER INTELLIGENCE

MARCH 28, 2017
12:30p.m. COMMON HOUR
IN FACULTY LOUNGE

UPCOMING CAREER WORKSHOP

**EFFECTIVE
JOB SEARCH**
TUESDAY, MARCH 21
2PM | ROOM M-239

Join Frank Siano from Vault.com for a presentation on Effective Job Search Strategies. Learn how to research companies and identify opportunities, industries and professions, and learn what's important now.




**WEBINARS FOR
STUDENTS**

- ▶ The Importance of an Internship
- ▶ How to Land Your Dream Job
- ▶ Tips to Building Perfect Résumés
- ▶ Step-by-Step Guide to Your Personal Brand
- ▶ Effective Job Search Strategies in Today's Global Market
- ▶ Using Social Media to Get a Job
- ▶ I'm Graduating... Now What?
- ▶ How to Rock a Career Fair
- ▶ Industry-Specific Presentations

**WEBINARS FOR
ALUMNI**

- ▶ Using Vault for Career Transition
- ▶ I've Been Laid Off... Now What?
- ▶ Properly Planning Prevents Poor Performance — Interviewing Strategies
- ▶ How Industries & Professions Have Changed Since You Graduated



Schedule a Vault Workshop

Take advantage of our workshops by urging your users to attend!



Vault training for staff and patrons



Coordinate marketing strategy webinars with Vault staff



Hold focus groups to train your users



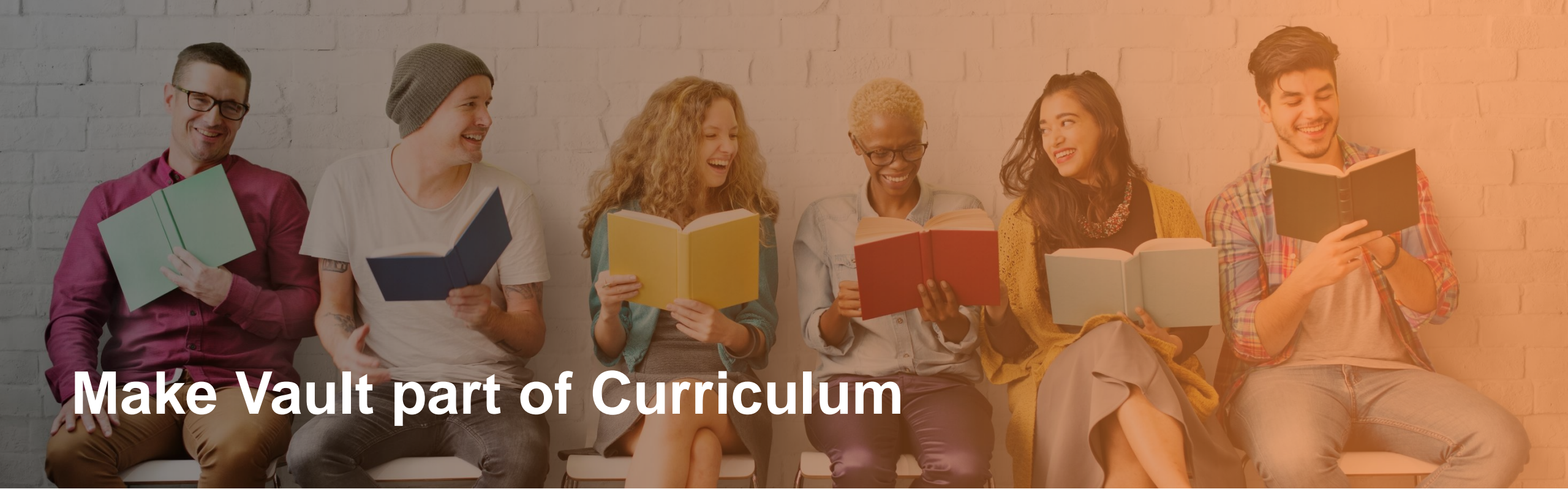
Have a “Resource Day” in your office and invite people to learn how to use Vault



Mention Vault to walk-in users and ask if they know how to use it



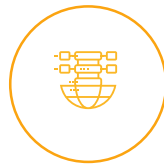
Coordinate tutorials frequently, to engage your users and keep them in-the-know



Make Vault part of Curriculum



Incorporate Vault in a career development class



Enhance your syllabus with actionable items from Vault



Make Vault Guides required reading



Create handouts with Vault content for course work, or ask us for pre-created materials

Measure Results

Ask for regular reporting for your institution so we can help you get the engagement you want!

