

Making Inspire Work for Your Company

Why Take Time to Enhance Your Company's Inspire Presence?

Inspire provides businesses with a channel of visibility to the future workforce. It is your direct access to the eyes and ears of the next generation. Like anything your company does to get the attention of a target audience, the more thoughtful your approach, the better the results. By keeping things fresh and updated, you improve your chances of catching the attention of students throughout the school year. Young people will be most attracted to profiles that provide up-to-date, easily understood, attractive and useful information. Remember to craft your messages with your audience in mind.

To get started, log-in to Career Cruising by going to <https://partner.careercruising.com>.

Simple Steps to Take to Make Your Company Stand Out

- **Review your profile and add any missing information** by clicking “profile checklist” in your account to see what’s missing, or by clicking “update company profile”. The career links that you add are especially important because they help students find your profile when they research occupations.
- **Add detailed information about the types of training, degrees, experience and soft skills** that you look for in candidates for your in-demand careers under “who we hire”. Also, specify what types of jobs you typically need to fill and what the requirements are for them.
- **Add up to 6 company videos if you have any that would be appropriate for your audience** (videos must be 100 MB or less and MP4 format). Be sure to add a wallpaper with the image you want on the video.
- **Recruit your career coaches from key career areas in your company.** These individuals can answer student questions about careers. Invite others from your company to join.
- **Add Career-based Learning Experiences (CBLEs)** you are willing to participate in (look under “Career Based Learning Experiences” then “View Participation” to add). Go a step further and add your own customized version of a CBLE by clicking on “Add Existing Activity”. This way you can specify who can apply, how to apply, deadlines, and other detailed information about your CBLE.
- **Send career-related information to your regional deployment admins** for potential publishing in their newsletters and other communications to educators (ie open houses, career fairs and other activities your company is involved in that you want educators and students to know about).
- **Create messaging campaigns to targeted groups of students** using the messaging tools in Career Cruising. Log in to your account and click “connect with students” then select advanced filtering options. Add desired filters, add your message and send. Please limit your recipient list to 1,000 or fewer recipients at a time. Only send one or two targeted messages per quarter to each audience. If this option is not enabled, contact your Inspire administrator.
- **Contact your regional Inspire Administrator** to schedule a time to talk about your company’s participation and for other support connecting with educators and students.

Please visit www.inspirewisconsin.org for your region’s admin contact information and more.

WHAT INSPIRES YOU?