



Student Employee of the Year 2024 Nomination Letter

February 2, 2024

Nominator

Michelle Gioglio

Nominee

James Victor Hall
PF AVP Office
Advertising Assistant

Communication

Whether it's in written form or in-person verbally, James is a great communicator! As a Recruiter for BYU Grounds, he is a part of the Grounds Hiring Committee. James has many wonderful ideas to promote student employment which he's able to easily convey, getting his point across and gaining the support of his leaders. In helping to create a brand identity for BYU Grounds, James has communicated with the current college generation to educate and attract new student employees to Grounds. He has set up information tables and booths not only during New Student Orientations but also at least twice a week during the semesters in the Wilkinson Center. He has interacted with hundreds of students and campus guests in this capacity with ease and the enjoyment of meeting new people. At these booths, James contacts potential student employees, gathers appropriate contact information, and then follows-up within a few days. He's also able to keep in contact with current Grounds student employees using a mass emailing program to help promote culture and camaraderie in our department. James has professionally written out his ideas as proposals to the Grounds management team, leaving a great impression of his work style, his work ethic, and his capacity for revolutionary thinking. James has developed a close working relationship with Grounds management which has led to employee success.

Digital Technology

James uses technology in the Grounds Recruiting Booths to better reach students and to also record his recruiting efforts. He uses various other digital modalities to promote BYU Grounds, such as: Canva – to design flyers and stickers, Mail Chimp – to send out email blasts to student employees, and video camera/editing software – to create a scholarship fund-raising video for the Physical Facilities Scholarship Fund. James easily adapts to the technologies to which he's introduced. He even searches the Internet and campus resources such as the HBLL's Media Center to find technological solutions when he needs assistance.



Problem Solving

As most businesses and campus employers found in the wake of the COVID pandemic, employees were scarce for one reason or another. BYU Grounds was not immune from this phenomenon. To make matters worse, the BYU West property was added, requiring more employees. During Fall of 2022, Grounds was running anywhere between 177 to 198 student employees, which is about 44% of our capacity. When James started recruiting student employees in May of 2023, we were sitting at 190 employees. As summers usually do, our numbers jumped up and peaked at 336, but then something unusual happened which can only be accredited to James' hardwork: the Fall semester started, and our numbers kept climbing (and climbing and climbing). We ended the Fall Semester with 414 student employees, which is an increase of 118%. We had to slow down our Winter hiring because our Grounds Supervisors were saying their crews were all full!

To produce this 118% increase in student employees, James really got creative in ways to engage people at the booths. Some things he found which worked well were giving away small plants at New Student Orientation, having Grounds pens to hand out, having a spinning wheel with small prizes to attract people to the booth, and having conversations with these students about Grounds. James initially took some small plastic shovels which we had around the office (SWAG from 811) to the booth just for décor, but when people started asking if they could have one, James got the idea that we should order our own shovels. He researched promotional items and found we could indeed order shovels with Grounds' logo. This idea was approved by management, and now people love the shovels we give out as prizes at the booth. The latest idea to attract people to the booth is a large aerial picture of campus which James invites students to use a small post-it to mark their favorite place on campus. James really helps students engage with grounds and the campus community.

Professionalism

Because James exudes an experienced and professional manner in his job, he's able to work independently, making him even more reliable. Whether working separately or in tandem with our other recruiter, James follows through with integrity and trustworthiness. In meeting with potential student employees in his recruiting efforts, he seeks to place students on crews where they will be most successful. After James far exceeded our expectations of fully staffing Grounds with student employees, he's been able to create value in his position by focusing on the success of our current employees. He's developed employee satisfaction surveys to send out to our student employees, designed stickers to give out as training rewards to student employees, and shifted the booth to a more informational presentation to teach students about Grounds and let them know how to apply for jobs in the Spring/Summer. Recently, a Grounds Manager asked James to take video footage to document the upcoming renovation of the LaVell Edwards Stadium and football practice fields. James has been checking in with this Manager frequently to review the timeline of events and what she wants him to cover. This kind of dedication to his job is what makes James stand out head and shoulders above other student employees.



Intercultural Fluency

James has the type of personality which is friendly to all, no matter who they are or their background. His calm demeanor is welcoming to everyone he contacts. He's reaches out to students to help educate them about Grounds and our myriad facets like Recycling, sports field maintenance, tree care, etc.

In addition to his usual work, the Physical Facilities Scholarship Committee asked James to make a short video to help educate and encourage Physical Facilities employees to donate to the Physical Facilities Scholarship Fund. James was excited for this opportunity to help his fellow students and dove right into the project! He sought out upper management to interview and establish a history and purpose for the PF Scholarships. He then contacted those the Committee identified as having received the scholarship as students and interviewed them to understand their background and what receiving the scholarship meant in their lives. James also captured footage of students working in their respective fields to add into the video. He edited all his work into a concise, yet moving, video which captured the spirit the Scholarship Committee intended about giving to bless our student employees. Physical Facilities has just introduced this video department-wide to all staff employees and on the front-facing page of the PF website (pf.byu.edu). James' development of this video will be something we can use for years, even after he graduates from BYU.

Career Management

As a Recruiter for BYU Grounds, James is in his element! He is literally working in his field as he was a Marketing major at the University of Kentucky before transferring to BYU, and now he's in the Advertising Program. He has used the knowledge garnered through his education to apply in his current position and has been able to explain to supervisors and managers his methods of attracting student employees to Grounds. In doing so, James has taught us advertising and marketing techniques. James is also constantly looking for opportunities to contribute to Grounds using his skills. He learns more about Grounds and how his position can assist and affect our department by asking questions about the way things work. He always looks with an eye forward to how his work can benefit Grounds and its culture.



Leadership

James continually leads out on projects and ideas as part of the Grounds Hiring Committee, using his creative energy to bring concepts to fruition. When he's been given a video assignment, he's excited to tackle it head-onto make the product the requestor is seeking. Two months after James was hired, we hired a second Recruiter to assist with his efforts. Although still fresh in his own position, James was able to train his new co-worker, communicating to her the culture of Grounds and our needs. As this second Recruiter was a first-year student who started over the summer before classes even began, James was able to mentor and guide her to become atop-notch Recruiter on her own, even while still in her freshman year. In the Grounds Recruiters' office, James always keeps organized with a whiteboard of tasks/proposals/goals to focus on what will help Grounds and the student employees the most.

Teamwork

Although a student, James can easily converse and cooperate with people of any age and position of authority. He has an even-keeled temperament and good attitude which contribute to a great work culture. As an active member of the Grounds Hiring Committee, James works with three full-time Grounds Supervisors, his own supervisor, and a student co-worker to promote Grounds and bring in new student employees. During the making of the Physical Facilities Scholarship video, James collaborated with our division's Design and Media Manager for the final approvals and posting on the PF website. Prior to the hiring of this manager, James worked with our AAVP's Executive Assistant to have flyers approved through the BYU Branding Office. Recently, we've run into some constraints which have restricted and slowed down how we produce messages from our department. Yet, James creatively works within the bounds of those constraints to still improve the professional brand image of Grounds.