

**Employer Advisory Board
Roundtable Discussion
July 18, 2008**

Group 1

1.) What activities/strategies has your organization found to be successful in increasing brand awareness with college students?

- Internship – positive
- Internships lead to more positive hires
 - Look for students who hold leadership positions in social organizations on campus.
 - Students promote organizations to other students upon return to campus.
- Sr. Design project sponsorship
- CES/hire KS Talent site
- Banner in Union
- Sponsorship of part-time fairs
- Tours of companies
- Spirit scholarship program
- Executives involved in recruitment
- Student Ambassador Program
- Target marketing
- Part-time internships for local community – college students
- CEO – middle school involvement, mentoring
- Classroom presentations

2.) What trends (economic, generational, technical, etc.) do you think will most significantly impact your approach to college recruiting now and in the future?

- Add diversity in company
- Demographics with retirement attrition
- Be more intentional – Strategic! Move competitive these days – GLOBAL
- Identify at early – Freshman/Sophomore - to build relationship
- 75% - Gen X – how do we appeal to millennials?
- Top down flexible work
 - Working from home
 - Dress-attire
 - 1 day off per month for extra hours worked
- Economic considerations
- Geography

3.) What does your organization most value when recruiting at K-State and/or about K-Staters?

- Midwestern beliefs/ethics
 - Analyzation (analyzing)
 - Communication
 - Family orientated/ team
 - Adds to cohesiveness in the work place
 - Being able to have two days per year off – be of value to community
- Leadership
 - Well rounded – involved in different things
- Internship program
 - Habitat Humanity
 - BB-BS
- Community building programs
 - Student competition
- Geography – people want to return to roots

Group 2

1.) What activities/strategies has your organization found to be successful in increasing brand awareness with college students?

- College Career Day at company site; bring in career center representatives.
- Internship Programs
- MAPS visit (multicultural program)
- BBQ
- Marketing Advisory Board
- Mock interviews
- Utilizing interns and college representatives
- Workshops and presentations
- Happy Hours (night of career fair)
- Scholarships
- Information sessions
- Diversity representative
- Facebook page

2.) What trends (economic, generational, technical, etc.) do you think will most significantly impact your approach to college recruiting now and in the future?

- Economics – number of hiring opportunities
- Technology – podcasting, social networking, texting

- Dwindling supply of applicants
- Generational differences
- More diversity (internally & externally)

3.) What does your organization most value when recruiting at K-State and/or about K-Staters?

- High sense of integrity
- Work ethic
- Awareness of expectations of industry
- Involvement and Leadership
- Support of CES staff
- Humility

What Can K-State/CES Do For Employers?

- Presentations about what's available – emails, EAB
- BBQ for employers
- Open forum time
- Students on Advisory Board -- student views and opinions
- FOCUS GROUPS

GROUP 3

1.) What activities/strategies has your organization found to be successful in increasing brand awareness with college students?

- Intern Ambassador Programs
 - Give them information and resource to share back on campus
 - Formal- company wasn't large enough to make a real impact, need to engage, meet with them, send information
 - Informal – now
- Keep high performing interns on throughout school year, peer to peer instead of with a recruiter
- Some companies require interns to bring back a certain number of names
- On-campus programs instead of them coming to company
- Scholarships tied to the company. Forward-funded and other programs associated with it; like enrichment and life skills
- Internship during school year, 10-30 hours per week
- Student Ambassador Program – get stipend for every activity they do throughout the year

2.) What trends (economic, generational, technical, etc.) do you think will most significantly impact your approach to college recruiting now and in the future?

- Bridging the technology gaps; eg: text messaging, etc.
- Shift in focus from prospective employers; eg: leadership opportunity to what are you doing to be green?
- Diversity recruiting challenges including bridging the gaps in perceptions across generations
- High tech/high touch balance
- Going to middle school aged students now to begin recruiting

3.) What does your organization most value when recruiting at K-State and/or about K-Staters?

- Quality – students and quality of relationships with K-State
- Higher work ethic
- Down to earth
- Good communication
- Well-balanced (technical, work ethic, relationship-building skills)
- Well-grounded – understand the steps required to rise in the company
- Partnership with CES – responsive and open to employer opinions
- Immediate purple carpet from first contact – non-pushy assistance
- Obvious student-centered focus