Employer Advisory Board Meeting

K-State Alumni Center - Tadtman Boardroom
Friday, July 20, 2007
Revised Agenda 7/18/07

10:00-11:00 AM **Welcome and Introductions**
Overview of employer advisory goals and CES
accomplishments during 2006-07
Kerri Day Keller, CES Director

11:15-12:00 Noon **Connecting with K-Staters**
Opportunities for student involvement and
relationship-building within the K-State community
*Dr. Duane Nellis, Provost and Senior Vice President
of Kansas State University*

Best Practice: ConocoPhillips SPIRIT Scholars Program
Karen Augustino, Recruiting & Staffing Advisor, ConocoPhillips

12:00-12:45 PM **Lunch**

1:00-1:30 PM **"My CES Account" Demo**
Recruit K-State talent using the new online system
CES Employer Relations Team

1:30-3:00 PM **Best Practices & Feedback Session**
Roundtable discussion with all participants about
hiring outlook for 2007-08, best practices for
recruiting K-Staters and feedback regarding CES

3:00 PM **Departure**

CES Employer Advisory Board Meeting
July 20, 2007 at Kansas State University

One recruiting challenge for my organization is…..
- Large pipeline of candidates funneled to appropriate area/position
- Decline in number of technical candidates
- Educating students about our organization and opportunities
- More schools than recruiters
- Awareness of our organization on campus with students
- Recruiting on a large scale and narrowing down to the hiring point
- Diversity in our teaching staff
- Name recognition
- Hiring needs vary widely year to year – can confuse students
- How to make connections between employers and students with the level of challenge in their studies
- How to link with students whom we do not recruit on a regular basis
- Finding candidates willing to go to small towns
- How to allocate our resources to the best advantage (people, technology)
- Diversity hiring – desire to increase our numbers
- Increasing our female hires in KC area
- Branding a "new" name
- Promoting our Coop program
- Lack of students coming into majors we need/recruit
- Getting "new" messages out to students with consistency
- Lower salaries in government and attracting candidates to rural positions
- Impact of rapid company growth on name recognition

One thing we do really well to meet our hiring needs is…
- Applicant tracking system
- Summer internship program
- Being involved in college recruiting
- Extremely low turnover
- Made offers to 70% of candidates
- Orientation process
- Good recruiting/internship process
- Bring in day-to-day people for interviewing process
- Understand engineering mindset
- Good name recognition with certain disciplines
- Great training program/high retention
- Excellent develop program
- Good conversion rate approx. 80%
- Internship program
- Call everyone/get back to students quickly
- Quick response to students
- Buy-in from management
- On-site interviewing
- Recruiting process
- Personalized approach with summer interns
- In tune with applicants
- Integrating students into projects immediately

Today, I'd like to know more about…

- College recruiting in general
- Projection for student numbers in colleges
- Recruiting process
- Cloning ☺
- Branding tactics from others, name recognition
- Tracking systems – how well are your practices working?
- Initiate contact with hard-to-fill positions
- Focus areas – correlate more choices of branding areas and needs
- Nuances to corporate recruiting practices
- Opportunities at CES to get involved in
- Best practices NEW, BETTER, BIGGER
- Other recruiting models – managing volunteers?
- Building relationships with students organizations
- Students- what are they looking for?
- Internship – recruiting, practices
- New technologies being used with recruiting
- Learn about K-State!
- Onsite interviewing at locations
- Partnership Opportunities
- List of those at CES – their vision and responsibilities
- Reach out to diversity groups
- What are students looking for? Perception?
- Creativity in becoming efficient in finding what students want and interfacing in same.
- What are the colleges looking for in company recruiting – number of reps? Structure?

I. **What are students looking for in a job?**
  A. Compensation
  B. Location
  C. Making a difference in the world.
  D. Want big things.
  E. How to apply
  F. Good contact information
  G. Job shadowing
  H. Students are very "Me, Me, Me" (K-State is very student centered and they are used that)
  I. They are looking for that "Special Attention"
  J. Koch has a parent day for parents who want to know what their son or daughter does. This is specifically for interns.
  K. Students want to connect with someone who has just been through the process.
  L. Extending recruiting program to recruiting and retaining program.
  M. Parent Advisory Board at K-State - Coaching - guide to help students get through the school process.
  N. Students come with a support group (parents, family and friends)

II. **How to get students to attend an event like an info session.**
  A. Make the company overview cool or spice it up.
  B. Piggyback with a student organization.
  C. Students are very over programmed so try to make them feel exclusive to the invitation.
  D. Focus on what you do well as a company.
  E. Info sessions could be between certain times so students could come and go as their schedules let them.

III. **Internships**
  A. Are companies getting students earlier?
    1. Depends on the students majors.
    2. Some companies require students to do two internships.
    3. Engineering companies target seniors in high school to try to introduce them to the field. The benefit is to get students excited and to be able to recruit early for internships.
    4. Sherwin-Williams let their students come up with their own ideas and projects.
    5. Social experience for students with activities.
    6. Cerner - the hardest part for them is to find students
    7. Companies are starting to look for interns in the fall rather than the spring.
    8. Sprint reported that their permanent hire is about 80%.

IV. **Ideas**
  A. Split All University Career Fair by college instead of by Alphabet. This is so students wouldn't have to come both days.
  B. Would like to see faculty be willing to work around the All University Career Fair.