



Best Practices for Recruiting Major Universities

Notes from the 2011 NACE Conference Session presented by the Universities of the Big XII Conference

➤ **Topic #1: Best Practices for Building Brand Awareness on Campus**

- Communicate with student organizations
- Sponsor textbooks for upper level courses
- Work with specific departments to sponsor “non-recruitment” activities (snacks during finals, beginning/end of year BBQ etc)
- Leverage alumni who work for your organization
- Conduct Informational sessions; host networking opportunities, social opportunities, social hours, Industry specific networking events
- Teach classes...professor for a day
- Speak in career development courses
- Provide/sponsor targeted scholarships
- Leverage interns – have them spread the word about your organization when they return to campus
- Employers need to have a presence. It is important to build it with a variety of student groups. It’s also important to specifically target the students you are interested in.
- Your message should include specific details on the positions your company is hiring for.
- You can also lose your campus presence if you don’t consistently maintain it. To consistently maintain it, employers recommended using clubs, career fairs, social media and mock interviewing.
- A number of employers mentioned that virtual recruiting and getting your message out through social media is helpful.
- Student email is not as effective, because students don’t read it on a regular basis.
- Maintain a consistent presence
- Corporate Partner (Examples: Sponsor an interview room, Gain more space on website)
- Partner with Career Services events, activities (Example: Small networking events)
- Post events and jobs on Career Services on-line recruiting site
- Information Sessions: Food always draws a crowd. Have alum speak and tell their personal story
- Participate in department competitions and contests as a judge
- Employer in Residence: Come in weekly/once a month: have walk-in and appointment slots for students. Talk with students about available jobs, advice for working in your industry.
- Attending career fairs, find new strategies to approach on-campus recruiting. [Conoco]
- Branch out. At Michigan State we use alum ambassadors for on-campus relationship management and at MSU we are allowed to brand an interview room to help grow our brand. No cost to company, but company supports school's programs. [Alcoa] Comments from others: what happens when a competing company comes to campus to recruit, may not want to use that room.

- Attend career fairs, but also present topical workshops (resume, etc.) and info sessions. Execs go to university to speak in classrooms about industry specific topic (i.e., new technologies in telecommunications).
- Some universities commented on issues with recruiting in classrooms at public schools.
- Ambassador alums support recruiting initiatives and help manage company's university relationships throughout the year even between recruiting periods. [AT&T]
- Encourage employers to host info sessions, use alumni to develop relationships, week of job fairs, on-campus recruiting. Increase visibility by promoting all recruiting trips to/activities with campus. Use student orgs to promote events.
- Consistently be there throughout the year
- Work with Career Services year round
- Work with student leaders in student organizations
- Give presentations to students
- Sponsor dinners and other events
- Even if your organization does not currently have jobs, keep a presence on campus
- Communication- tell students upfront that your organization does not currently have jobs but will hire later – this reduces student frustration
- Be up front and honest about not hiring
- Reduce frustration
- Serve as a mentor - keep your organizational buzz going this way
- Spend the day on campus with other activities
- Volunteer for mock interviews and presentations
- Deliver Presentations
- Serve as an employer-in-residence on campus
- Challenge getting Company name or information across campus
- Students want to come to company meeting and get acquainted with employee's work/life experience. Creates opportunities for employers to connect
- Grumman – Want representatives that are workers, not recruiters, to be interfacing with students. They need to be able to share the daily work experience. They want recent grads and students to see career progression. Don't want to spend time showing and burning Brand as students are looking for much more.
- Rockwell – Train their line workers that can share the field experience. They must be well equipped to speak when in front of students. Working on better "give aways" such as T-shirts with barcode sending students to their website. Working on ways to get into their phones using QPR codes. Students want picture not paper.
- First impression that company representatives make is HUGE. The bond, connection is key.
- Companies need to show students their ability/opportunities for promotion.
- Saturation vs. Targeted marketing... Targeted is showing stronger results
- Start early in student's academic careers. Find opportunities to be where they live and study. Learning Communities provide opportunities to connect with students by discipline.
- Recruiters have recognized the importance of demonstrating consistency during good and bad times.
- Case studies in classrooms help students experience the work.

- Food still draws participation.
- Partner with Career Centers for networking events.
- Employers in Residence have consistent opportunity to interface with students in greater depth. More opportunities for personal engagement. Provides opportunities to create early awareness programs with colleges.
- Provide Tech Talks – provide opportunity to discuss industry in depth. Show what job opportunity really is. Helps students “see” the job.
- Are Career Centers considering opportunities to brand interview rooms? Company Room Sponsors.
- Career Centers can be the Mother-ship... help get to the right people across campus.

➤ **Topic #2: Best Practices for Recruiting Specific Disciplines/Recruiting Across Disciplines**

- Linking up with student organizations specific to the discipline you want to recruit
- Bringing a convincing leader in your organization or a convincing alum to certain department heads/campus visits
- Attend employer summits and employer forums – these events often showcase a wider range of the campus community and can be a great way to establish meaningful relationships
- Leverage specific alumni
- Invite career services representatives/faculty to your company site to hear from executives/leaders/interns about the company and the work experiences people are having
- Establish a specific and consistent point of contact between your organization and the campus/group you want to recruit
- “Lunch with a recruiter” events to engage students and recruiters in a dialogue. One campus did this via a Facebook competition.
- Identify particular skill set that you want students to possess. Host events surrounded around that skill set. Students can see a “day in the life” example of what it’s like working for that company and recruiting students based on particular skill sets prevents from “labeling” students and their abilities based only on their major.
- Recruiting coordinators can help guide what you do and assist with connecting with faculty, student organizations and career services.
- Taking a business problem/case study and connecting with the faculty in a classroom setting is very effective.
- Some employers organize team competitions and advertise them via clubs. These team competitions involve job simulations that give a student the chance to experience what it would be like to do a given job.
- Some employers cast their net wide targeting underclassmen. The companies promote broad events where a student can learn about different jobs and self-select.
- Opportunities to connect in the classroom are best.
- Connect with Student Organizations (can be specific and across campus): Sponsor an event, Provide funding, Speak at meetings, Facilitate workshops
- Attend Career Fairs (can be specific and across campus)

- Advertise in Student Newspapers
- Connect via social networks (Facebook, Twitter, LinkedIn, etc.)
- Provide Internship opportunities
- Catch students early before they are on one track...advertise to Freshman
- Career Services can help employers with targeting specific groups by knowing about other Career Service offices on campus and who they serve (de-centralized campuses)
- We have non-engineering roles but not sure how to recruit for these (marketing/commercial). How do we get info to more students? Response: Recruiters should let career service office know so that we can help facilitate postings across colleges/schools and to host events for all majors. Career service reps are happy to provide information for multiple offices, and to help recruiters understand the value of multiple majors including liberal arts and communications. We suggested asking career services reps to promote on listservs, to academic advisors, to help target specific majors while also distributing widely, to help recruiters consider majors they hadn't considered before, and to focus more on student skills than majors. Also, get to students in their place: Facebook & Twitter
- Missouri-decentralized: Work with individual units; Employer summit: to meet Career Services staff; Have Career Council; Has employer booklet on campus for employers
- Will assign relationship manager to help employer with everything
- One company will delegate one person for contact and Career Services will do the same
- Have orientation for employers on website – top 10 strategies for recruiting our students
- Missouri-build strong relationships: Send cards for graduation and new babies
- New Initiative: Bosch will bring Dean of Engineering, Dean of Business, department chairs and Career Services together so they can tell all about their organization and opportunities
- Raytheon has multiple, specific teams that target specific disciplines.
- Progressive Insurance recruits IT, analysts and accounting grads at different campuses specifically selected for their recognized strengths in respective fields of expertise.
- Other Recruiters also target specific departments on campus. In some cases focus on the university's specialty field of study based on identified strengths, or recognition (rankings). Driven by internal Customer's needs for the organization.
- Location (proximity to offices/plant/facilities) can be a factor considering student's lack of interest in relocating for work.
- Question posed to group... Do you want to recruit across disciplines?
 - Answer: Yes, but internal Customers do not want or appreciate. Prefer to stay in specific targeted degree plan. Intangibles are discounted...If the prospect doesn't "look good on paper" they are not real candidates to some Business Segment Leaders.
- Question...How do you communicate what you want?
 - Answer: Job postings targeting selective disciplines; working directly with department leaders.
- Question...How do you decide what majors?
 - Answer: Prior success/ experience. Rankings. Curriculum drives a lot. One class can make a difference in school selection. Technical staff may try to influence the decision. Cost of recruiting. Great if can get multiple hires from one stop.

- Question... Do you look at resumes from schools other than those targeted.
 - Answer: Yes, but they must come through our receiving process.
- Virtual schools take longer to recruit, require more screening. Takes work to keep relationships.
- Some companies convert interns into ambassadors. They place advance flyers on campus. Target key higher traffic buildings for postings, Help reach across disciplines. University of Texas has 70 engineering organizations across campus. Help leverage Alumni on campus. Provide cross disciplinary coverage through campus activities. Show clear paths for career options. Can help educate staff and faculty regarding real job functions drawing from internship work experience. Help organize simulation competitions across campuses.
- Use resume books.
- Communicate with Academic Advisors
- Participate in employer forums and summits
- Structure recruiting by functional areas.
- Use Career Center to help see diversity
- Maintain dynamic Facebook presence.

➤ **Topic #3: Best Practices for Making Meaningful Connections with Faculty and Student Organizations**

- Visit campus and connect with deans, faculty, dept chairs etc
- Professor for a day...present a case study to a class. It's important that if you take a faculty member's class time, you engage meaningfully with the students and present relevant content. Often professors won't let employers in to just "take 5 minutes to talk about opportunities".
- Sponsor textbooks
- Set up a LinkedIn group. Post and promote workshops and tutorials for how to use the website.
- Maintain communication between career services, student organizations and university partners to make sure all channels are aware of info sessions/programming. A breakdown in communication can result in poor event promotion and/or attendance.
- Employers like to use their student ambassadors (former interns) to connect with student organizations.
- Some employers were not excited about classroom speaking opportunities because they felt their opportunities were more focused and did not want to present them to a broad audience.
- From a timing perspective, everyone felt it was helpful to come at the beginning of a semester.
- Companies also valued the chance to host faculty at their facilities. This allowed them to showcase their operations to faculty.
- Professor for a day
- Collaborate with class projects
- Invite faculty and department heads to Employer new hire dinners
- Employers hold trainings on campus: Invite faculty, staff, student orgs: "This is what is important to us when we hire" (Recommendation to do this in the summer)
- Get student orgs involved with inviting employers to the Career Fair and comp. the cost of the booths. (Give students specific number of booths to recruit)

- Pair student orgs with specific employers to be their aides during the event
- Be an Employer Club Advisor; Sponsor org event; Give scholarships to members; Facilitate workshops
- Use competitions to connect with student orgs. Leadership execs act as SIFE judges. AT&T Coding Challenge (So You Think You Can Code): work with faculty to develop high-level student project. Employer will be able to identify top potential talent in students for future recruitment.
- Connect with faculty by scanning web course listing, departments, research interests. Present topical ideas and how these topics intersect with the course. <I brought up point about recruiting in classroom, topical discussion key for that reason> If execs not available to present in class – use technology for virtual session (use special classrooms with tech). Follow up class visit with Recruiter in Residence at career services to collect resumes.
- Nominate faculty for research grant tied to employer's industry.
- Bring interns and full-time hires back to campus for presentations, recent hires know more students
- Bosch-sponsor with student organizations(mostly technical); provides money for SAE teams to buy materials and parts for cars
- Target diversity student organizations to speak at meetings
- Ask faculty how they want employers to contact them - Career Services has list of faculty
- Invite students into Bosch organization to see a day in the life of...post pictures of visit on Facebook
- Lunch & Learn – bring Career Services staff and faculty together to learn about an organization
- Bosch- email student organization on campus to attend Career Fair
- Create Advisory Boards
- Mattress Firm hosts a faculty Lunch.
- Also send faculty a congratulatory e-mail if students identify and praise that faculty member.
- Invest time with staff to develop relationships.
- Some faculty do not want to connect. They are too focused on research or teaching. In that environment, recruiters either focus on those faculty most open to engaging or seeking to find alignments that flow into curriculum in the classroom to support their classes. Or find professor's expertise and align with staff member whose expertise can support the classroom discussions.
- If Target is opening in a new area store they provide a "Behind the Bullseye" event to show the behind the scenes perspective.
- Offer alternative spring breaks.
- Connect with students by bringing back prior, recognizable student leaders. May connect with Exec Board of a student group and have those prior leaders share their similar experience by presenting a workshop on " how to run a student organization"
- Bring expertise from multiple schools and share "How to do an etiquette dinner"
- Challenge sponsoring groups... How to identify or see return on investment, so far.
- Football & fashion events. Participate in spirit rallies.
- Curriculum Advisory boards: Don't draw participants from the respective departments draw from career center participants. They provide real feedback as to where the marketplace is going.
- Bring back interns as ambassadors. Provide industry specific panels. Tie funding to help connecting with students.

- Provide materials and equipment to faculty groups.
- Support Faculty/student luncheons.
- Identify umbrella groups.
- Position company reps to teach a class.