

**CES Employer Advisory Board
Kansas State University
July 22, 2011
Speed Consulting Activity Notes**

Group 1: Creating Optimal Internship Experiences

1. What are your best practices for...?

- Interns do the same job as FT employees. They get a real-world experience.
- Students liked internship experiences because they got to try all different types of jobs/roles.
- Students get real-world, diversity of experiences.
- Interns get mentors for the summer, a role-model they can look up to. Mentors take them to lunch and find out how they are doing, what is working, etc.
- Part-time job while you are in school and we move them into FT upon graduation – they aren't always thinking long-term about growth, etc. Can be hard to sell on campus.
- All internship and PT positions are compensated.
- Students sometimes offer to work for free if they are required to have an internship in a challenging field.
- Give interns leadership opportunities – allow us to see who rises to the top as leaders.
- A lot of our positions are FT during the summer and PT during their school year.
- Give them real world experience, so if they come back FT they know what they are getting into, connect them with a mentor, etc.
- See different parts of the company; take tours of other parts of the industry.
- Encourage shadowing opportunities and diversity of experience.
- Work with multiple different areas quickly, as interns, so they have events where they are with people from all disciplines. To help them learn early on how to communicate across disciplines.
- Target juniors or seniors for internships – big maturity difference between sophomore and junior year. Have interacted with more entities on campus.
- Want interns to be advocates back for us on campus, so can recruit sophomores, etc. As a best practice we bring all interns together and share larger corporate info (ex: Cerner's corporate re-branding)
- At store level we are just now getting into internships (already have them at Corporate); but give them chances to rotate through the store and a variety of experiences, etc. This is our selling point.
- Ours is a mature program, so our challenge has been to reinvent the program to make it more appealing. Have gone from a traditional summer to a year-round program. This has increased our conversion to full time positions for those internships/PT, etc.

Because of our ability to teleconference we have been able to have our students connect electronically with CEOs, etc.

- Internal CF for employees of the company, etc. Connect them to senior level management.
- A company so big in the community is important – employees connect to community and do service, etc. Extremely competitive.
- Interns do housing on their own.
- We pay decently. So don't provide a housing stipend, etc.
- Because we hire PT students and not really interns we have a lot of flexibility for them when their schedule changes as far as classes, etc. Big benefit for students.
- Big benefit of this diversity of experience is that they can find where they are passionate, etc.
- 21% conversion of interns to FT. Trying to make it 40%.
- 2 of 9 have been offered FT positions, etc. Looking to grow program and grow conversion, etc.
- Challenge is maintaining a diverse program in both internship and FT.

2. What would you like to know from your peers?

- Do other employers do training or leadership retreat type events for interns? (Ferguson does, 2 or 3 day retreat, more informal, lots of teambuilding).
- Housing assistance? (Olsson did in the past, monthly stipend. Koch does an apartment hunting trip for their interns, not financial support, but support finding).
- Seems like social interaction plays heavily into intern recruitment.
- Get them together early on and do some social events; mandatory meeting on Friday afternoon so that they can plan their weekend.
- Summer/Run/Bowl (CP) – interns compete against new hires; sporting events, casino night, all summer they compete to see who is going to win, lots of competition, etc. Creates network and gives them something to do every week. Also coordinate activities for them to give back to the community (Boys & Girls Club, Red Cross, etc).
- Helping them find a place to live, etc.
- We rent a dorm for our interns. Sometimes we give them stipends.
- We buy their place to stay, their fuel, etc. We have to build their network.
- We don't offer any living opportunities.
- If we want an intern no matter what we will pay for their last year of college to ensure that they accept a position with us. If you accept the scholarship you come and work for us. Intern 3 day retreat where they bring all of the interns from around the nation to Houston to learn about the company and to bond, etc.
- Our interns have a social committee; who plan the events for the interns, often free or very cheap activities (play sports, BBQ, etc). Our interns rarely see each other during the day.

- How do you gauge final internship experience? Through exit interviews, etc. Allow them to review the managers, etc.

3. What would you like to ask students about?

- Why do you not see this as a serious job opportunity to go from a PT role to a FT role? Thinking long-term.
- Top 3 key factors of when you are out in the market, looking for a role, what are your top 3 decision making factors when picking a job? Is it about pay or about location, etc?
- How many hours a week do you want to work?
- Would you be more likely to accept an internship that had housing as part of the compensation?
- What do you want to learn in a summer internship?
- How do they plan on managing housing during their internships?

Group 2: Leveraging social media and other technology

1. What are your best practices for...?

- Facebook account
 - Open positions
 - Contacts
 - What we're looking for and where we're going
 - Company page- share what they are doing as a community
 - Students don't want any contact by Facebook
 - Home FB page for specific programs—having those associates that are related to the area control the site
 - Delicate balance—some students don't want you there, some do want you there
 - FB for interns and scholarship recipients
 - Do well internally---but not going beyond that. Company firewall that won't allow FB
 - Corporate page
 - Pages specifically for recruiting
- Google
- LinkedIn
 - Professional networking
 - Entry level posting product (haven't seen much from it yet)
 - Contract with LinkedIn—more so for experienced hiring
 - Using LinkedIn for experienced hiring but not as much for students
 - Resume database
 - Marketing
 - Not sure if anyone is teaching students how to use LinkedIn
- Twitter
 - What content is appropriate? How to make content specific for specific schools?
 - Tweet where they are going as far as campuses but not for recruiting
 - Company tweets once a day
- CareerBuilder
 - Career Rookie- campus entry level
 - 60-day pilot hired 3 people out of 150 (after narrowed sorting parameters)
 - Able to target groups of students based on criteria
 - Email blasts
- Don't do a lot of it because of legal purposes
 - So many risks
- Use more personal one-on-one connections
- Using website as main source of company info because still compliant
 - Student blog with interns
 - Apply online

- No resumes in paper copy—makes them go to website to cut down on pool of students who give resumes to everyone
- Still like resumes because students are quiet sometimes and it still creates a topic of conversation
- Social media has to be used in the right way
- Hard to keep up with all the changes
- Huge area for improvement for their company
- QR codes on shirts takes to recruiting website; have to have a smartphone
- Sourcing candidates from elsewhere semi figured out but college recruiting is difficult to figure out
- Just getting started as a company
- Poor don't allow YouTube, Twitter, FB---locked down corporately
 - HR and marketing use them from a marketing standpoint
- Company is planning to hire a full-time person doing social media
- Hire people to help them make money—not to get online doing personal things
- Avatar
- QR codes
- Skype- Interviewing overseas

2. What you want to know from peers about what they leverage:

- Twitter is tricky
- LinkedIn---utilizing some but how do they utilize it
- Google+ ---not sure how to utilize
- Like to know more about students psychology in what they are utilizing
- Interest in the KSU intern blog (LaToya's class)---fostering a community for students who are interning.

3. What do you want to know from students:

- Knowing what's ok to students---personal, some don't want as much attention that way
- What gets their attention and what annoys them
- Twitter- news feed are you getting something from that (informational); is twitter something they would use
- How do they keep up with all the different types of media?
- What is the number one place they are going to look for a job?
 - Asked every year and different every year.
- What times do they find themselves looking for a job? How often are they searching?
- What would make them leave a position? What would make them stay?
- Additional benefits help students stay?
 - Such as allowing social media

- Fitness centers
- How often do students visit company websites? Do they go back and check sites for updates?
- Are they encouraged by the campus to get on LinkedIn?
- What websites do they go to for job seeking?
 - LinkedIn
 - Career Builder
 - Indeed
 - Seethejob.com
- QR codes- are students using them?
- How to better get in touch with students? How do they prefer to be contacted?
- Do they use blogs?
- How do we get college students involved in our social media?
 - They don't want to hear about software updates, etc
- Are students that ingrained in social media?
 - Once they are into corporations they are deleting social media accounts so we are not using them to recruit (because we don't allow them to use those accounts once they are here)
- What is their expectation of employers in regards to social media? Do they expect employers to allow them to use social media outlets?
- Would they choose one employer over another if they allowed them to use social media?
- Why would a college student want to follow us? What do they want to hear from employers via social media?

Group 3: Making deep and wide connections

1. What are your best practices for making deep and wide connections with students: on-campus, off-campus, virtual

- (garmin)- we make deep connections with engineering students, we want contacts with faculty to get into their classrooms more to have our professionals talk with students.
- Connections with faculty
- (Halliburton) reach whole university, but deep into engineers. Tech Days.
- Career Fairs, personal connections, establishing common ground with faculty and students.
- Getting on campus to have students see our company, learn about us over someone else
- Getting on campus often, making connections with CES, getting into classrooms
- Having students “know” us.
- Find what interests students, and inform them of variety of positions in our company
- Getting student to intern with us
- Making a deep connection with CES and Depts, but not so much specific majors bc that limits students we might want.
- Even if not recruiting during that year or time, still having a recruiter come to events to show presences and our brand.
- Using alumni
- Have same person (face) each time we visit campus. Year after year. Students get to know that person with the company.

2. What would you like to know from your peers about how they connect with students?

- Recruiting personality
- What works for companies who recruit across disciplines
- How to get company and students to break away from thought that certain majors limit to certain jobs, and think more broadly about their skill and how we could use them.

3. What would you like to ask students about their perceptions of what connects an employer to them, that lasts?

- Is employer demo on campus meaningful?
- Do engineering students have enough information to find employment?
- Where can we make the best connections? Is it at events?
- What do we need to be doing to connect to students?
- How does a student go through the decision process when deciding between a small and large company?
- What are students wanting from employers during this time? Classroom presentations? Professional development?
- Who do they want to see at campus events: recruiter, professionals, alumni?
- What does recruiter need to do to make them feel a connection: quickly reply to emails, phone calls, be on campus often, etc?
- At what point during college career is the student making an effort to identify potential employers? What goes/went into their decision making process? Was it bc employer was on campus, see them on tv, or does the student make an attempt to research companies?

Group 4: Meeting “employer of choice” expectations

1. What are your best practices for...?

- Let them know that they have multiple careers within a career (they can have variety of experiences in different locations while staying with Exxon Mobil)
- “Work Hard and Play Hard” as a company motto (Henderson Engineers, Inc.)
 - Company activities in and out of the office
 - Hire students with the intention of them staying long-term (they invest a lot)
- “You can do anything you want in our organization if you want to work hard” (Haliburton)
 - Attractive salaries, but may have to sacrifice personal life time
 - Look for entrepreneurs in their employees (need to have initiative, creativity)
 - Students can retire with the company
- “You own your career” (Koch)
- GPA is not a big factor in hiring, more interested in self-motivators (Henderson and Haliburton)
- Rebranding the company image to be cutting edge and compete with progressive marketing/computer software companies (Perceptive Software)
- Letting them know that they provide opportunities for growth, also job security (HyVee)
- Helping students understand that they don’t have to go to a metro area to have a great career experience, or a large firm/corporation (GTM, Olsson Assoc.) *Very important to have students actually visit their offices (Perceptive Software, Henderson)
- Can we survey students across campus about how they make their career decision and what is most important to them as they assess their employment options?

Questions for students

- How do you evaluate your employment options and offers?
- What would make you want to stay with a company for a long time? How should employers market themselves to you?
- How long do you expect to be in your first job? How long do you expect to stay with your first employer/company?
- Who do you consult with when evaluating your employment options and offers?
- Do you have the desire to travel? Are you interested in being domestic or international? Do you want to leave Kansas or do you prefer to stay in the state?
- How important is work/life balance? How do you evaluate/define that?
- How important are salary/benefits as you assess your employment options? What benefits are the most important to you?
- If you’ve completed an internship, do you feel like you met the expectations of the employer you’ve interned for? Were you more/less prepared than interns from other universities? In what way could K-State have better prepared you for that internship and what skills do you wish you had?
- Do you utilize CES? When did you first utilize CES? Were you interested in connecting with employers early in your time at K-State?