Recruiting College Graduates

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START BUILDING
Agenda

• College Hiring Market
• Recent Graduate Expectations
  – Knowledge & Sources
  – Where they want to work
  – Tools they utilize
• Creating The Right Message
• Recruitment Strategies
  – Internship Programs
  – Online Components
  – Social Networking
  – Working with Career Centers
• Questions
The Market – Employer Perspective

• **Baby Boomers Retiring**
  – Over the next 20 years, over 80 million workers will be eligible for social security.
  – On average 2.7 million students earn a Bachelor’s, Associate’s, or Master’s Degree each year
  – Leaving a deficit of 1.3 million workers each year

• **Companies, regardless of size, will recruit college students this year.**
  – 1 in 3 college students will launch their career at a company with a 100 employees or less
  – 72% of companies planning on hiring recent college graduates in the coming year

The Market – Employer Perspective

- Employers competing for recent graduates
  - 79 percent of hiring managers said they planned to hire recent college graduates.
  - 42 percent of hiring managers said they will increase salaries offered to new college graduates.
  - 64 percent said salary offers to new college graduates will be $30,000 or more.

Source: CareerBuilder.com 2007 College Hiring Forecast
Recent Graduate Expectations

- **Graduating students expect**
  - A company, “… to have a unique college website that is written for college students and recent graduates and that offers them an experience. Feature case studies and day-in-the-life video interviews, along with solid content presented in a fun, interesting, and interactive way.”
  - Kevin Wheeler in College Recruiting 2008 (Sept. 6, 2007 – ere.net)
### Students Job Search Behavior

- **The dominant activities reported by student applicants were (NACE Surveys “Moving On…Job Market for the College Class of 2007”):**
  - Visiting company web sites 81%
  - Checking job postings on a company web site 67%
  - Checking job postings on the college career center web site 55%
  - Job openings on commercial job-search web sites 54%
  - Networking 52%
  - Co-op or internship assignments 36%
  - Career/job fairs 35%
  - Speaking with company representatives 35%
  - Viewing employer information presentations 29%
  - On-campus interviewing 28%
  - Reading employer recruitment brochures 26%
Where Recent Graduates Search

- Students search near campus, near their hometown, and nationally
- Don’t limit your recruitment efforts to a limited number of schools or geography
- Willingness to relocate or stay near campus:
  - Hometown within 50 miles 50%
  - College town within 50 miles 48%
  - Nationwide 35%
  - Hometown region within 500 miles 29%
  - College town region within 500 miles 28%

Source: NACE Survey “Moving On…Job Market for the College Class of 2007"
Where Recent Graduates Search

- Reaching students beyond local campuses
  - Los Angeles: UCLA, San Jose State, UNLV, Arizona State, Cal Poly, University of Utah
  - Kansas City: Kansas, University of Iowa, University of Arkansas, Indiana University, University of Texas – Dallas
  - Philadelphia: Penn State, Virginia Tech, Ohio State, University of Tennessee, MIT, University of South Carolina
Creating The Right Message

- Students know they’ll get paid & they’ll have benefits
- Your message should explain what’s different about your opportunity
- Key points
  - Explain the typical career path for your positions.
  - Do you have unique benefits?
  - Provide examples of the types of work & projects they can expect to be involved in.
  - What types of investments will you make in them?
- If you want to attract recent graduates, require a degree for full-time positions!
Recruitment Strategy: Internships

• Internship programs are the ultimate interview!
  – Opportunity to evaluate students personality, communication skills, and knowledge
  – Students are able to understand the company culture and opportunity without
  – Beneficial to attract other candidates that did not participate in the internship program

• Using an internship program for recruitment
  – 44 percent of hiring managers will hire interns as full-time, permanent employees
  – 36 percent say their positions are paid and 14 percent say they have both paid and unpaid positions.

Source: CareerBuilder.com 2007 College Hiring Forecast
Recruitment Strategy: Online Components

- **Corporate Recruitment Website**
  - Incorporate your collegiate message on your website
  - Develop areas that allow peer to peer messaging with a video & blog

- **Know Your Online Footprint**
  - Students are researching you, what will they see?
  - Ensure that your corporate recruitment website ranks near the top for search results.

- **Blogging**
  - A great way to interact with collegiate graduates
  - Answer questions in a format that allows other to read
Recruitment Strategy: Online Components

- **Online Job Postings**
  - Expose your opportunity to the widest possible audience

- **Recruitment Videos**
  - Great opportunity to get your recruitment message in a different format
  - Very effective if you use this medium as a peer to peer message
  - Use as a part of your corporate website, post on YouTube, and host with your job postings.

- **Branding Online**
  - Take advantage of online opportunities to expose college graduates and internship seekers to your brand
  - Developing a known brands makes it easier
Recruitment Strategy: Social Networking

• Social Networking is a valuable recruitment tool to expand your opportunities exposure.
• Facebook & MySpace are the most popular social networks
• Social networks change functionality and options very frequently
• Offer limited targeting ability, but a great touch point for your recruitment message
• Can only control what you create and promote
Recruitment Strategy: Social Networking

• Common opportunities to reach college students on Social Networks
  – Creation of a corporate recruiting space
    • Featured content
    • Videos & photos
    • Discussion board
  – Creation of a web application
  – Sponsored mass promotions
  – Viral spread of information
  – Display advertising
  – Adding a “share” button to your website or job postings
Recruitment Strategy: Career Centers

• Campus Career Centers need your help!
  – Career Centers are always looking for local partners to provide internship & job shadowing opportunities
  – Volunteer to be a mentor, participate in mock interviews, review resumes, etc.
  – Donate goodie bags and giveaways for Career Center use

• Participate in Career Fairs & on campus interviewing

• Utilize the Career Center to reach professors
  – Staff are the on campus career experts for their the faculty
  – Staff can help coordinate in-class presentations & mentor program participation.