

Recruiting College Graduates

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Agenda

- College Hiring Market
- Recent Graduate Expectations
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 - Where they want to work
 - Tools they utilize
- Creating The Right Message
- Recruitment Strategies
 - Internship Programs
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- 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

Sources: US Government Statistics and Michigan State University Small Business Report 2005-2006, February 2006

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 dayin-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%

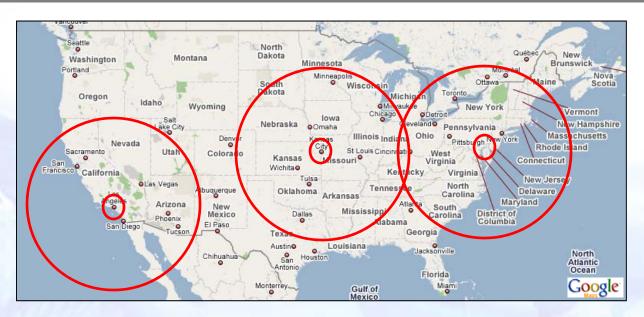
Where Recent Graduates Search

- 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 an 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.

