



careerbuilder.com®

Recruiting College Graduates

Nathan Lippe – Collegiate Marketing Manager

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

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 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 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.

Q & A

