How to Set Up a Successful College Recruiting Program



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How to Set Up a Successful College Recruiting Program

- University Perspective
- Recruiter Perspective
- Q&A

University Perspective

INTERNSHIPS 101

What do you think students want from internships?





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What do students ACTUALLY want from internships?

65,679 undergraduates said:

- 1. Opportunity for full-time employment (51%)
- 2.Quality job orientation & training (42%)
- 3. Good employer reference (29%)
- 4. Challenging work assignments (20%)
- 5. Flexible working conditions (19%)
- 6.Competitive compensation (18%)



WHAT

WHERE

WHO

how to get connected on campus

WHAT to talk about

- Onboarding / T&D
- Realistic daily job duties

"How will your company help me grow professionally?"

WHAT to talk about

- Extras: community service, office celebrations, etc.
- CULTURE and VALUES

"How will your company help me grow professionally?"



Professionalism & Business Etiquette

- Communication
 - Email
 - Phone
 - Body language
- Professional Dress
- Social Media

WHERE to talk about it

- ON CAMPUS
 - Career Fair
 - Information Sessions
 - Classes
 - Student Organizations

WHERE to talk about it

- OFF CAMPUS
 - Your company website
 - YouTube



WHO to contact

- Career Center
 - Auburn University Career Center

 Harbert College of Business Office of Professional and Career Development (OPCD)

WHO to contact

Program Champions

Internship Coordinators

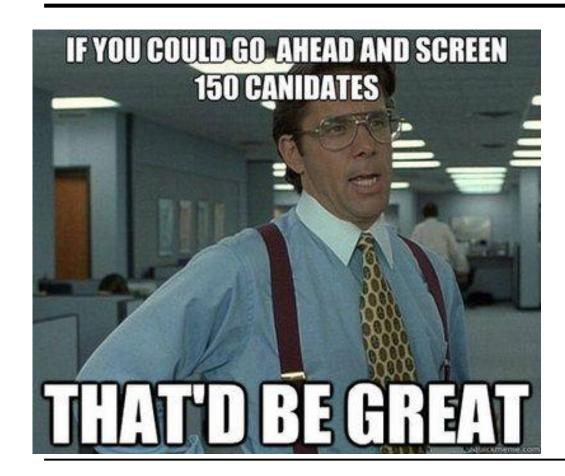
What do students want?

Why should you care?

Recruiter Perspective

What does your company need?

Employer Needs>Student desires



Identifying Resources

How do you choose the right colleges?

What event is right for your needs?

Who do you use to work the event?

How to choose the right college

- Accreditation
- Start with data
- Consider location

Planning the right event

- Career Fair
- Info Session
- CareerServices Event

Who should represent your company?

Probably not this boomer





Boomer: "Millennials want open office spaces."

Millennial: "We want to be compensated for our labor."

Boomer: "No you want bean bag chairs."

1:31 PM - 15 Oct 2015 · Lawton, OK







Who should represent your company?

- People you can train
- People who can sell your organization
- People who can connect with the students

Online Presence

Connecting & Research



Online Presence

- Glassdoor
- Company website
- Facebook
- Twitter
- Instagram
- Snapchat

Candidate Selection



Who to hire?



What matters?

GPA

On Campus involvement

Degree

Interviews

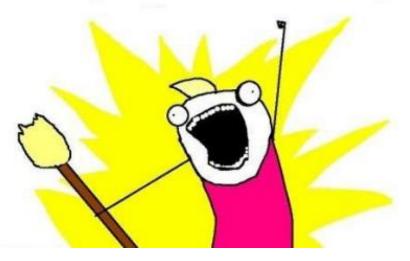
On-Campus

Phone Screens

Company Site

Video Interview

TROUGUSTANING



Data

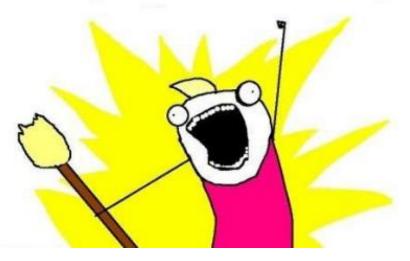
Number of Interviews

Offers

Accept

Decline

TROUGUSTANING

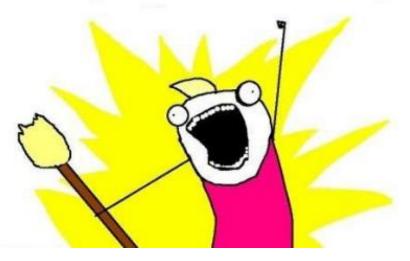


More Data

College Info

Recruiter Info*

TROUGUSTANING



More Data - How much did you spend?

Registration/sponsorships for events

Employee time charged

Giveaway and materials cost

Employee Relocation Costs

College	On-campus interviews	Recruiter Invites		Actual Interv	DP	Offer	No Offer	Accept	Decline	Invite Rate	Acc Invite	Offer Rate	Accept Rate	Overall Rate	Recruiter Fall	Recruiter Spring
Alabama	9	5	4	4	0	3	1	2	1	55.56%	80%	75%	67%	22%	Tim	Tim
UAH	18	14	2	5	0	1	4	0	1	78%	36%	20%	0%	0.0%	Minyard	Minyard
Auburn	12	6	3	3	1	1	2	1	0	50%	50%	33%	100%	8.3%	Minyard/Engineer	Tim
Clemson	8	5	3	2	0	1	1	0	1	63%	40%	50%	0%	0.0%	Tim/Engineer	Minyard
Florida	11	3	0	0	0	0	0	0	0	27%	0%	#DIV/0!	#DIV/0!	0.0%	Tim/Engineer	Tim/Engineer
Georgia Tech	6	4	2	1	0	0	1	0	0	67%	25%	0%	#DIV/0!	0.0%	Minyard	N/A
Illinois- Urbana	8	4	0	0	0	0	0	0	0	50%	0%	#DIV/0!	#DIV/0!	0.0%	Minyard	Minyard/Engineer
Missouri- Rolla	15	9	4	4	0	2	2	0	2	60%	44%	50%	0%	0.0%	Minyard	Minyard
Ohio State	8	6	1	1	0	1	0	0	1	75%	17%	100%	0%	0.0%	Tim	N/A
Penn State	4	4	1	1	1	0	1	0	0	100%	25%	0%	#DIV/0!	0.0%	Tim	N/A
Purdue	14	10	1	1	0	1	0	0	1	71%	10%	100%	0%	0.0%	Minyard	Minyard/Engineer
Tennessee Tech	5	5	0	0	0	0	0	0	0	100%	0%	#DIV/0!	#DIV/0!	0.0%	Minyard	N/A
Virginia Tech	6	3	1	1	1	1	0	0	1	50%	33%	100%	0%	0.0%	Minyard	N/A
Totals	124	78	22	23	3	11	12	3	8	62.90%	29.49%	47.83%	27.27%	2.42%		



Onboarding

Onboarding and Retention

Welcome from other alum in the organization

Make sure they get what you sold

Send them back to campus next year

Connect with us!



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