



# Campus Recruitment Sourcing Methods Catalog

# Catalog Instructions

This catalog provides a collection of ideas for sourcing target graduates in your campus recruitment program. Sourcing methods are ways to find new graduates.

## Audience Profile:

Use this key information about target graduates to know how to engage with them.

- Where they spend their spare time.
- What social networks and platforms they use.
- What they find helpful in their job search.
- What career events they do and don't like.
- What student clubs or organizations they're a part of – these students often already have a clear interest in your industry.
- What they would enjoy the most about the target role.

## Sourcing Method Selection:

Select sourcing methods based on the audience profile, as well as methods that:

- The audience would find valuable.
  - E.g. Hackathons provide practical experience; computer science students find them more valuable for their time.
- Showcase your organization's employer brand, culture, and the target role as well as the team/department new graduates would be a part of. Involve current employees.
- Are bite-sized. Instead of one long event, consider planning a "career week" with a variety of short events that target different audiences.



Select and customize sourcing methods for each audience related to each target role. Use TNI Consulting's *New Graduate Audience Profile Template*.

# Portfolio/Showcase Night

## Overview

- Portfolio/showcase nights invite new or future graduates to bring examples of their work for employers to see.
- These sessions are hosted by either the learning institution or employer.
- Most often used in industries such as advertising, media, and technology. Any industry where graduates are likely to have produced work that can be displayed or assessed visually will benefit from this method.

## Execution

- Identify one output or project that represents a skill you are looking for in graduates.
  - E.g. artwork, coding project, research project.
- Partner with learning institutions to identify a good date for the event.
  - Alternatively, find out if they are hosting their own events that you can attend.
- Identify and confirm subject matter experts (SMEs) for the event
- Determine resources required based on whether you are hosting the event or not.

## Who:

### Organization Participants:

As SMEs, hiring managers and senior leaders are well equipped to identify well-produced work and can engage with graduates by also providing advice.

### Target Graduates:

Students who have produced work that can be displayed or presented.

## Cost of methods:

This event has a variable budget that depends on whether you are hosting the event or simply attending it.

## Resources:

- Venue
- Marketing material
- Food and drinks
- Transportation

# Student Ambassador Program/Intern Referrals

## Overview

Organizations identify student employees to represent them on campus. This type of program works best if your organization employs interns or co-op students. Programs vary and include student ambassadors...

- Sharing their testimonials on a specific platform (e.g. LinkedIn, Instagram, organization career site).
- Hosting presentations for potential candidates.
- Connecting organizations to student clubs.
- Participating in career fairs on your behalf.
- Taking potential candidates out for coffee.
- Referring candidates.

## Execution

- Clearly define the roles and activities of student ambassadors.
- Work with managers of interns or co-ops to select student employees to represent the organization.
  - Alternatively, send a volunteer request directly to your interns or co-ops.
- Work with your student ambassadors to ensure they are well supported at their campus.
  - Identify any campus-specific guidelines they may have to adhere to.
  - Communicate important events you'd like them to be a part of.
  - Provide a platform/contact to support communication.

## Who:

### Organization Participants:

Interns or co-op students provide an opportunity for future graduates to hear from their peers when they return to campus.

### Target Graduates:

Does not target a specific group of students.

## Cost of methods:

It is generally a low-cost program. Costs include items such as coffee cards and marketing material.

## Resources:

- Marketing material
- Coffee cards
- Campus tabling fees

# Case Competition/Hackathon

## Overview

- Typically day-long events where participants compete to develop practical solutions to real-life challenges. These events usually have a common theme or problem that the participants seek to resolve.
- Provides participants with a great opportunity to apply their knowledge and use their skills in a practical manner outside of the classroom.
- Though case competitions have traditionally taken place in business programs and hackathons in the technology industry, more and more industries have adopted this approach.

## Execution

- Determine the organization or industry problem or theme you'd like to see participants develop solutions for.
- Decide on timing and venue for the competition.
- Determine how participants will register for the event.
- Identify schools and student groups that would have students who can compete.
- Develop marketing material and supplementary information that participants will need for the competition.
- Identify and confirm judges for the event.
- Determine judging criteria.
- Confirm event logistics and details for the day of the event.

## Who:

### Organization Participants:

SMEs and senior leaders have the knowledge and expertise to judge and evaluate the participants throughout the day of the event. Have additional employees on hand for the day of the event to assist with logistics.

### Target Graduates:

Case competitions are being adopted across industries and programs.

Hackathons cater toward technology-focused roles.

## Cost of methods:

This is a high-cost event and requires many resources.

## Resources:

- Venue
- Marketing material
- Tools participants will need to compete
- Documents with supplementary information for participants and judges
- Food and drinks for a full-day event

# Professional Association Conferences

## Overview

- A good way for employers to identify potential candidates is through professional association conferences.
- Future graduates in specific programs or industries join professional associations and attend conferences to further their development and network with others who have the same interests.
- Employers traditionally attend these events as sponsors, presenters, or recruiters.
- Conferences are a great way for employers to build their employer brand.

## Execution

- Identify an industry or academic program.
- Research potential conferences and their locations.
- Determine how employers can participate either through research or connecting directly with the organizations.
- If you are sending employees on behalf of your organization:
  - Ensure that they know what their role is.
  - Confirm that they have the material and information they need.
  - Determine if they will need to travel to attend.

## Who:

### Organization Participants:

Who attends from your organization will vary depending on your involvement with the conference. Work with the organizers to determine who is the best representation of your organization based on your participation.

### Target Graduates:

They are most popular with business and professional programs; however, other industries are beginning to adopt this practice.

## Cost of methods:

Costs will vary depending on your participation.

## Resources:

- Marketing material
- Travel accommodations
- Transportation
- Organization collateral/swag
- FAQs for employees attending on your behalf

# Information Session

## Overview

- Good information sessions provide an opportunity not only for students to learn about your organization but also for your organization to learn about promising students.
- Give students a good picture of what it is like to work at your organization. This requires providing information not only on the organization itself but also on the job and the team they would be a part of.
- Students who come to your information session are already curious enough about your organization to show up, which makes it an excellent opportunity to network and create a list of strong candidates.

## Execution

- Work with the school's career services to identify the best time and place to host the session(s).
- Inquire about what information would be most helpful for target students. Ask yourself, "If I were a student, what would I want to know about a potential employer?"
- Provide a brief presentation at the start of the session and allow ample time for networking.
- Determine if there are current job openings that could be advertised at the event.
- Debrief with employees after the event to review the registration list and identify promising students to follow up with.

## Who:

### Organization Participants:

Bring at least one employee for every ten students at the session to enable better networking. Bring employees currently working in the roles/functions you are recruiting for as well as management.

### Target Graduates:

Work with your school partner to identify target departments and advertise the session effectively. If your audience members have distinct communication preferences, consider separate sessions.

## Cost of methods:

Costs are moderate and may include room rental fee, food, swag, and time away from work for multiple employees.

## Resources:

- Venue: Choose a room on campus easily accessible by students of all abilities, with space for participants to move around and network.
- Swag and information to hand out
- Food and drinks

# Speaker/Industry Panel

## Overview

- Current employees can deliver presentations on campus or participate on panels to provide students with insight into your organization's industry.
- This provides an opportunity to build your organization's brand as well as to meet promising students after the event.
- Speaking engagements come in a variety of forms:
  - Deliver a presentation on an interesting topic related to students' area of study.
  - Participate on industry panels organized by the school or by industry associations.

## Execution

- Build relationships with school departments that organize panels to identify opportunities to participate.
- Work with school partners to organize a panel or presentation by employees on relevant topics.
- Build relationships with industry or functional associations that target students to identify speaking or panel opportunities for employees.
- Identify employees to speak.
- Encourage employees to stay a few minutes after the event if students have questions. This provides a great opportunity to meet students who already show a passion for the topic.

## Who:

### Organization Participants:

Current employees who have a passion for topics or expertise relevant to students' areas of study.

### Target Graduates:

Identify functional or industry panels and associations known to be attended by students.

## Cost of methods:

Very low cost, only time away from work for current employees and some travel expenses.

## Resources:

- Venue: Choose a room on campus easily accessible by students of all abilities, with space for participants to move around and network.
- Provide free food to attract students.
- Bring business cards, but don't bring swag to avoid the event coming across as a recruiting event.



# In-House Event

## Overview

The purpose of in-house events is to showcase the organization's culture and connect with future candidates. They have many variations:

- **Tours:** Organizations can provide future graduates with a tour of their workplace to show what it looks like to work there.
- **Informational event:** Organizations can host an informational event such as a skills workshop or an employee panel where employees answer participant questions and discuss the work environment.
- **Job shadowing:** Organizations may invite future graduates to job shadow current employees.

## Execution

- Identify an event that will help showcase your organization's culture.
- Determine a date and logistics to support the event.
- Invite partner schools and student groups for the event.
- Identify participating employees.
  - Ensure they know their role at the event.
- Determine what resources you will need at the event.

## Who:

### Organization Participants:

Depends on the variation of your event. Having hiring managers on hand is a good idea to build connections with future graduates.

### Target Graduates:

This event suits any industry or role and does not specialize.

## Cost of methods:

Costs vary depending on the resources. However, it is not a high-cost event.

## Resources:

- Marketing material
- Swag or informational material for candidates
- Food and drinks

# Meetup

## Overview

- Meetups are meetings of people with similar interests. The topics can vary widely, including personal interests and work-related topics.
- This method provides an excellent opportunity to meet people who show a personal interest in a topic and who could make highly engaged and motivated employees. It also helps build your brand.
- You can attend existing meetups to network and meet potential candidates or start your own. Meetups can be in person or online – many online platforms already exist.

## Execution

- Identify meetups attended by students or recent graduates.
- Find out if incumbents or managers of the roles you're recruiting for already attend meetups.
  - Ask if they could pass along any promising students or if you could join them at some events.
- Advertise meetups you find online within your organization to help identify employees interested in attending. This can also help to identify promising students.

## Who:

### Organization Participants:

Employees interested in meetup topics.

### Target Graduates:

Identify meetups attended by a significant number of students.

## Cost of methods:

This option is very low to no cost. Most meetups are free, while some charge a small cost (e.g. \$10).

## Resources:

- Business cards
- Supplementary information such as brochures or industry information sheets
- If your organization is the host, you may need other resources. For example, LinkedIn holds "LinkedIn Local" meetups in house or in community spaces and often sponsors the food and drinks.

# Informational Interview/Coffee Chat

## Overview

- Meet one-on-one or with a small group of students (e.g. two to five) for an informational interview. Use it as an opportunity to provide more information to interested students.
- It is valuable to maintain relationships with promising students to get to know them better.
- These meetings are meant to be highly organic – not a sales pitch.

## Execution

- Invite promising students you met at events or via social media to coffee.
- Encourage employees to pass along any promising individuals they meet.
  - Once you confirm eligibility for open roles, offer employees the use of your organization's employee referral program to provide an incentive.
- Keep in touch to create a good candidate experience.

## Who:

### Organization Participants:

The talent acquisition (TA) specialist, as well as employees who can pass along students they meet.

### Target Graduates:

Interested or promising students you met in your personal networks or at events.

## Cost of methods:

This is a low-cost option. It only requires the cost of beverages/food and employees' time away from work.

## Resources:

- Business cards
- Swag

# Social Media Campaign

## Overview

- Use social media campaigns to build your employer brand presence and connect with candidates off campus.
- Future graduates are using social media platforms such as Instagram, Facebook, and Twitter to learn more about organizations and careers they are interested in.
- Using advertising methods, organizations can use target messaging to reach this specific market.

## Execution

- Use the job description and new graduate audience profile to develop brand messaging for target groups.
- Partner with Marketing and Communications to use their expertise.
- Based on your research, identify the best platforms for your social media campaign.
- Determine if you have room in your budget to pay

## Who:

### Organization Participants:

Involve your Marketing or Communications department to build your campaign. Some campaigns involve employee testimonials, so identify employees who future graduates will connect with.

### Target Graduates:

This will depend on your new graduate audience profile research.

## Cost of methods:

This can be a low-cost method depending on your organization's current social media platform access. However, purchasing marketing analytics or sponsored ads may raise costs.

## Resources:

- Marketing material
- Technology support

# Career Fair/Information Booth

## Overview

- Your graduate sourcing strategy should never only involve attending career fairs. Only some student groups attend them, and it is difficult to build relationships in the often crowded spaces. However, if used well, career fairs can help build your organization's employer brand with certain student groups.

## Execution

- Only participate in career fairs that are well attended by target students.
- Follow the registration process established by the host institution (e.g. school, industry association).
- Work with Marketing to develop a table setup and collateral that stand out from the competition. Focus on highlighting your organization's unique employer brand.
- Determine if there are current job openings you can advertise to interested students.
- Construct your table at the office to practice setting up and ensure you have everything you need. You don't want any surprises on the day of the event.

## Who:

### Organization Participants:

TA specialist and a handful of employees to speak about target roles and teams.

### Target Graduates:

Identify career fairs specific to target students.

## Cost of methods:

This is a medium-cost method as there are registration fees, prime table position fee, swag, collateral, and time away from office for participating employees.

## Resources:

- Swag and collateral
- Business cards
- Free coffee, food, or games to stand out. For example, Indeed gives visitors free espresso drinks.

# Virtual Reality and Gamification

## Overview

Organizations are choosing online or virtual platforms to engage with future graduates. Unlike social media campaigns, gamification or online platforms focus on interacting with the audience. Variations include:

- Q&A sessions with TA teams or incumbent employees using platforms like Twitter and Reddit or specialized platforms such as Ten Thousand Coffees.
- Online games or virtual simulations (sims) to provide the experience of working in the role.
  - E.g. Deutsche Bank has an interactive game to give the candidate insight on the work environment.

## Execution

- Identify how you'd like to engage with the audience.
  - If you've chosen a game or virtual sim, ensure that you have the technology to support it or choose a vendor to partner with.
  - If it's a Q&A session:
    - Determine a date.
    - Identify the platform.
    - Prepare marketing and communication materials.
- Determine who will participate in this method by identifying what information the audience will gain from this process.

## Who:

### Organization Participants:

Technological support from your internal organization (IT). Identify SMEs to develop content to ensure candidates get a realistic preview of the role or organization.

### Target Graduates:

Many industries have adopted this practice, including banking, sports marketing, and the military, as it allows the organization to overcome regional limits on their labor market.

## Cost of methods:

This is a higher-cost method because of the technology that be may required. However, Q&A sessions should be low cost if you choose a public platform like Twitter.

## Resources:

- Technology support for developing or running the event, including:
  - Tangible materials such as computers or game pieces.
  - People resources who will set up and monitor the technology.

# Workshop/Career Night

## Overview

Workshops are learning-focused sessions that provide the opportunity for the employer to develop skills in future graduates and also identify potential recruits.

Workshop topics vary, including:

- TA-specific learning events such as resume building, mock interviews, or cover-letter writing exercises.
- Development of technical skills such as presentations, design, grant writing, or other industry-specific skill sets.

Organizations traditionally partner with career development centers or programs to develop this type of event.

## Execution

- Identify the skill or learning takeaway to base the workshop on.
  - Work with your school partners to help identify the learning opportunity for future candidates.
- Determine whether this will take place on campus or in house.
- Confirm the date and time for the workshop.
- Identify employees to run the workshop.
  - Ensure that employees are prepared for facilitating the workshop.

## Who:

### Organization Participants:

Use your TA team to run workshops on TA-related activities.  
Use SMEs for technical skills workshops.

### Target Graduates:

Great for graduates from any program. Technical skill workshops tend to cater to graduates of a specific program.

## Cost of methods:

This has a low to medium cost depending on the type of workshop you are running.

## Resources:

- Marketing material
- Transportation
- Supplementary information or tools for participants
- Swag that communicates your brand

# Class Presentation/Case Study

## Overview

- Partner with individual instructors/professors to contribute an industry perspective to their class. Presenting about your personal experience or your organization as a case study exposes students to your organization/brand and provides the opportunity to build relationships in a more intimate environment.
- This is a win-win method: Instructors find it highly valuable for providing students with a real-world example of their studies, while your organization gets direct access to students.

## Execution

- Build a relationship with instructors and be transparent about your motivation: to provide students with an industry perspective while giving you the opportunity to raise awareness of your organization.
- If possible, obtain a copy of course outlines to identify classes when the students will be covering a topic that an employee could present on.
- Work with the instructor to construct your presentation to ensure it is relevant and resonates with target students.
- Encourage the presenting employee to network with students and debrief with them afterward to identify potential candidates.

## Who:

### Organization Participants:

Employees or senior leaders who have subject matter expertise and insight into relevant topics and can make a good impression.

### Target Graduates:

Classes studying a topic related to your organization's industry

## Cost of methods:

This is a relatively low-cost option. It includes the cost of time away from the office for participating employees and some minor travel expenses.

## Resources:

- Any handouts for students with case study information.
- Keep swag to a minimum to avoid the presentation coming across as a sales pitch.
- Bring business cards to hand out to students interested in learning more.



# Student Club Partnerships

## Overview

- Student club partnerships allow organizations to connect with students with an identified interest in a specific industry or career.
- Student clubs are popular among schools, as they allow students to connect with peers on campus with similar interests.
- Student club partnerships vary from:
  - Sponsorships
  - Mentoring the members
  - Partnering with on-campus events
  - On-campus lunch & learns

## Execution

- Conduct research to identify if there are student clubs at your target schools that would be interested in the industry or role you're hiring for.
- Connect with career services, program directors, or the student club leads directly to establish a relationship.
- Use your relationships with the school career services to identify and contact relevant student clubs.
- Work with student club leadership to determine how to best partner with them.

## Who:

### Organization Participants:

Though it's best for the Campus Recruitment Program owner to establish the relationship, you may want to involve incumbent employees or senior leaders when building the relationship.

### Target Graduates:

Traditionally most popular with professional programs (e.g. business, engineering) but is being adopted by other academic programs.

## Cost of methods:

Costs could be low or high depending on the partnership and support you are providing the student club (i.e. sponsorships may be more costly).

## Resources:

- Marketing material
- Cost of travel to the schools
- Information material for student clubs
- Refreshments for events

# Mentoring

## Overview

- TA specialists or interested employees can mentor students to build ongoing relationships and interest in your organization. In addition, mentees can become strong ambassadors for your organization and refer their peers.
- Schools or specific departments/faculties often have formal mentoring programs connecting alumni or any interested professionals to students. Alternatively, school instructors or administrative staff can informally facilitate a connection between alumni or interested professionals and students.

## Execution

- Identify employees who are alumni of target schools and programs who would be interested in participating.
- Sign up for the school's formal mentoring program or build relationships with department instructors or staff.
- Provide participating employees with useful information such as current open roles, free career resources offered by your organization, and employer brand highlights.

## Who:

### Organization Participants:

Alumni of target schools, other interested employees, and TA specialists who can advise students on preparing job applications.

### Target Graduates:

Students in target programs or clubs.

## Cost of methods:

Virtually no cost. Participating employees can meet students outside of office hours or take time away from work.

## Resources:

- Business cards
- Career resources offered by your organization that may be helpful to students

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Let's Talk!

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