

Campus Recruitment Program Executive Briefing

Summary

Campuses are a great source of talent and can help address key business needs. Although employers are discouraged from tapping into graduate pools, evidence shows that a new grads lack of experience doesn't mean they lack ability. Unfortunately, organizations continue to use traditional recruitment sourcing methods, which are not the most effective way to attract new graduates.

Client Challenge

- The campus recruitment environment is complex. Most future graduates are new to job seeking, and they must balance their academic responsibilities with their job-seeking interests.
- Many organizations believe some work experience is required even for entry-level roles, leading to the impression that new graduates lack the skills needed for these jobs.

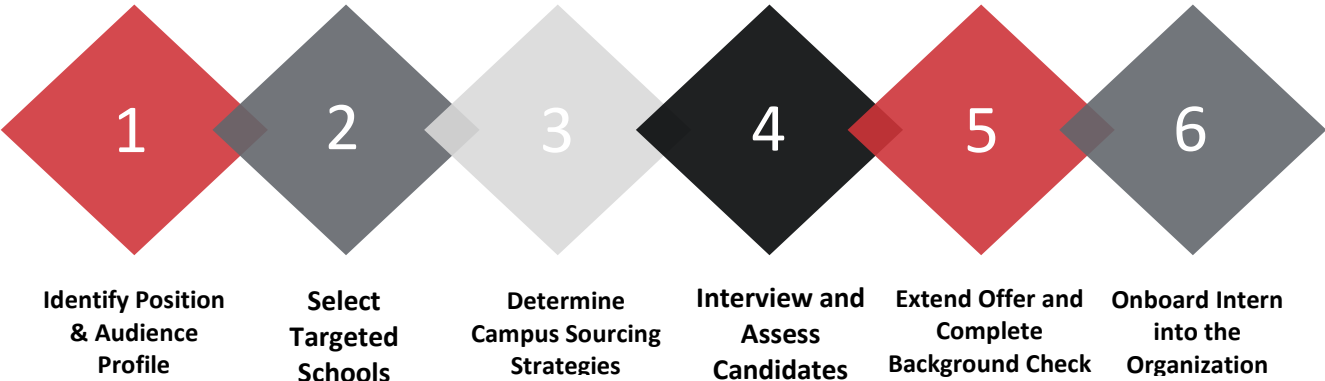
Critical Insight

- With organizations' pressing workforce needs, new graduates are a great source of talent. However, because they approach the labor market differently from experienced job seekers, organizations need a tailored approach to recruit them successfully.
- To close the skill gap for new grads, companies now have access to training programs that are accessible from around the world and can be used to bring post grads up to speed quickly.

Our Recommendation

- Establish an internship program that leverages graduates as a feeder program to continuously bring in top talent to your business to support long-term growth and business success.
- Invest in school relationships to plan and define a targeted campus recruitment program.
- Build relationships with schools to identify the best sourcing methods for growing your talent pipeline.
- Modify your talent acquisition (TA) process to create a candidate experience that resonates with new graduates.

NAI Global's 6 Steps to Source, Recruit and Hire College Graduates



Customize and Implement

<p>1. Identify Position and Define the Audience Profile</p>	<p>a) Identify organizational goals and roles that could be filled by new graduates. b) Evaluate and determine positions needed. c) Create a targeted audience profile for each role.</p> <p>Resources/Tools:</p> <ul style="list-style-type: none"> • <i>Campus Recruitment Executive Briefing</i> • <i>5 NAI CRE Internship Job Description Templates</i> • <i>Standard Job Description Template that can be customized</i> • <i>Collegiate/Graduate Audience Profile Template</i>
<p>2. Select Targeted College Campuses to Find Candidates</p>	<p>a) Identify relevant schools to establish relationships with and recruit. b) Evaluate the recruiting resources and tools each partner school offers.</p> <p>Resources/Tools:</p> <ul style="list-style-type: none"> • <i>Campus Recruitment Best Practices</i> • <i>Campus Recruitment Case Studies</i>
<p>3. Determine Campus Sourcing Strategies</p>	<p>a) Evaluate best sourcing strategies for your business, each partner school and the target college student or graduate. b) Tailor employer brand messaging to target new grads.</p> <p>Resources/Tools:</p> <ul style="list-style-type: none"> • <i>Campus Recruitment Sourcing Methods Catalog</i> • <i>Campus Recruitment Best Practices</i>
<p>4. Interview and Assess Candidates</p>	<p>a) Select interviewers. b) Identify effective questions to assess key skills and abilities.</p>
<p>5. Extend Offer and Complete Background Check</p>	<p>a) Extend the offer to candidate. b) Complete background check. c) Keep in touch with the candidate until their start date.</p>
<p>6. Onboarding the Intern</p>	<p>a) Map out the onboarding process. b) List activities along a timeline: Pre-Start, Day 1, Day 2-5, Week 2 - Month 3, Months 4-6 and Month 6+</p> <p>Resources/Tools:</p> <ul style="list-style-type: none"> • <i>Onboarding Best Practices</i>