NAI Global
College Student/New Graduate
Audience Profile Template

Template Instructions

This tool provides a way to capture key information about target new graduates to source them effectively. It is based on best practices in consumer persona research and can be used to select schools, develop sourcing methods, customize brand messaging, and tailor the candidate experience.

First do your research:

Use a variety of sources to develop a holistic understanding of target students for each new graduate role, including:

- Where talent is located (schools, programs).
- What they look for in employers (e.g. salary expectations).
- How they prefer to engage with employers.

Research sources:

- **Job description:** Use educational requirements to identify programs or majors.
- **Market research:** Use government statistics and research reports from consultancies to gather demographic information and student characteristics.
- **Focus groups:** Conduct focus groups with recently hired new graduates to understand why and how they joined your organization.
- **Schools:** See school websites for data on student demographics. Ask career services or specific departments for more information.

Then create audience profiles:

The following slide is the template audience profile.

1. **Make copies of this template** to create a profile for each target role.
2. **Populate the categories** in the profile by summarizing key findings from your research. Delete sample grey text and convert font color to black.
3. **Watch out for bias.** Be careful not to use information that could result in discrimination. Consult your organization's legal counsel.

See the *Build a Customized Campus Recruitment Program* storyboard for additional guidance.

Audience Profile for the Role of: Junior Developer

Students who could fill this role tend to...

Where they can be found

Go to these schools:
- University of Chicago
- Georgian College

Take these majors in addition to those listed in the job description:
- Computer engineering
- Data science

Participate in these student clubs/organizations:
- Robotics Club
- Auto Racing Club

Like to do these things in their spare time:
- Go to coffee shops
- Play computer games

How they prefer to communicate

Use these social networks:
- Reddit
- Instagram

Look for job postings in these places:
- Instagram
- Department job listings

Like attending these types of career events:
- Hackathons or workshops
- Meeting current employees

Dislike attending these types of career events:
- Career fairs
- Presentation from executives

What they look for in employers

Value these things the most in employers:
- A variety of projects
- Career growth

Are attracted to this role because they enjoy:
- Solving challenging problems
- Coming up with new ideas

Find these things to be helpful in their job search:
- Mock interviews
- Staying up to date with the latest technology trends

Expect this starting salary range:
- $60,000 to $70,000

Are or are not willing to relocate to the job's location: Chicago
- Yes

Audience Profile for the Role of: Job Title

Students who could fill this role tend to...

Where they can be found

Go to these schools:
-

Take these majors in addition to those listed in the job description:
-

Participate in these student clubs/organizations:
-

Like to do these things in their spare time:
-

How they prefer to communicate

Use these social networks:
-

Look for job postings in these places:
-

Like attending these types of career events:
-

Dislike attending these types of career events:
-

Have these key dates in their year (may be school specific):
-

What they look for in employers

Value these things the most in employers:
-

Are attracted to this role because they enjoy:
-

Find these things to be helpful in their job search:
-

Expect this starting salary range:
-

Are or are not willing to relocate to the job's location:
-