



Campus Recruiting Done Right

University Recruiting PLAYBOOK



INTRODUCTION

Campus recruiting is a fast-paced battle, and has to be treated as such. Companies from many areas, big and small, tech and creative, all flock to the same candidates. In your battle against dozens of other companies, you have to stand out, and stand out for the right reasons. New talent is the lifeblood of any company, and your skills in marketing your brand will make or break your employment. Being power-hungry and money-focused won't do it for millennials.

With campus recruiting, the best way to incite top candidates to join your company is by having a vision that they can understand and want to help thrive. As you evaluate young candidates with a holistic and interpersonal focus, they will do so to you as well. Your brand must focus on passions, desire to enact change and make a difference, and the ability to learn and adapt.

In this playbook, we will discuss strategic planning for campus recruiting, focusing on annual and monthly schedule breakdowns, ROI tracking, on-campus branding, and off-campus recruiting efforts. As you are creating consistent relationships and connections, this will be a year-round progress that involves frequent campus event attendance, online follow-ups, and social media output. The world of campus recruiting is busy and hectic, but with strategic planning and specific tactics on and beyond campus, your company can engage with and recruit top millennial candidates with ease.

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Strategic Planning

University Selection

Traditionally, much of college recruiting has focused on recruiting at a few “top-tier schools.” However, there’s been a turnaround recently as businesses are expanding too quickly to focus only on the top ten schools. In many cases, the best new hires come from second-tier schools, virtual schools, and even from the pool of candidates who never attended college. Studies from Google shows that schooling doesn’t account for job success, so recruiters need to get creative in how they source applicants to find the perfect candidates.

Along with second-tier and local universities, you can expand your applicant pool to allow for nontraditional education. Talent starts young, and tech geniuses like Mark Zuckerberg were vetted by big corporations since their teens. In the tech sector especially, talent and relevant skill sets can also be more important than standard four-year college degrees. Skills like coding, building websites, and social media can be learned from code schools, tech camps, or even self-taught through online courses.

Think long term

University recruiting is often treated like a seasonal event, but it should be structured as a continuous process. As universities offer so many variations of degree programs, many with multiple graduation dates, recruiting needs to be worked on full-time, including summer break and holidays. Additionally, the key to successful campus recruiting lies in long-term relationship with the institution, instead of short-term results. Visiting campus once or twice per year during career fair seasons for just-in-time recruiting will not bring you the best candidates. If you were to invest in campus recruiting, first build a strong university relation strategy.

Strategic Planning (cont.)

Build a strong college relation program

Once you have chosen your target schools, it's critical to keep those relationships up-to-date. This will help you cement your top schools, drop ones that no longer meet your needs, and make new connections as you expand your network. The two important sources are administrative and student-based.



The **career center** is a great resource for general information about the campus. Aside from the on-campus recruiting aid they can offer, they can also give insights into the culture and traditions of the campus so you can customize your approach, e.g., choosing the types of events to organize or participate in. Have regular conversation with the school's career center to figure out what your organization can do for them as well.



In the educational sphere, **faculty** know who the best students are, and have a special influence on the decisions of college students. It takes careful plans and significant efforts to build close relationships with faculty, but the benefits truly worth the efforts. Faculty are a great source of personal and nuanced information about top students. They also have the ability to convince skeptical students, and become a trusted channel to reinforce your employer branding messages. Now, not all faculty members have the same interest and capability of helping you in your recruiting efforts. The types of faculty that are most likely to be willing to work with recruiters are: tenured, teaching professors, lecturers, and department chairs.



Strategic Planning (cont.)

Define appropriate candidate selection criteria

Potential university recruits are some of the most unproven workers. But less work experience does not necessarily mean that you as an employer have to make less objective hiring decisions. The top attributes for NACE employers include leadership, teamwork, work ethic, and interpersonal skills. When you hire for these attitude-based abilities, you can be assured that your candidates will put in their best efforts and have practice in thinking critically and working well with others.

Balance between offline & online recruiting efforts

It's important to focus your efforts on both online and offline recruiting options. Online activities should include employer branding through the website, social media, and blogs. Your sources of influence should be anyone who sees your material online and feels that the branding is in line with what they believe. The offline side of it is more direct, including being present on campus, engaging in on-campus events and activities, and doing whatever else might be necessary to build personal connections with students. Combining these direct and indirect forms of recruiting efforts will help with solid branding and creating a well-rounded candidate base.

Campus recruiting monthly calendar

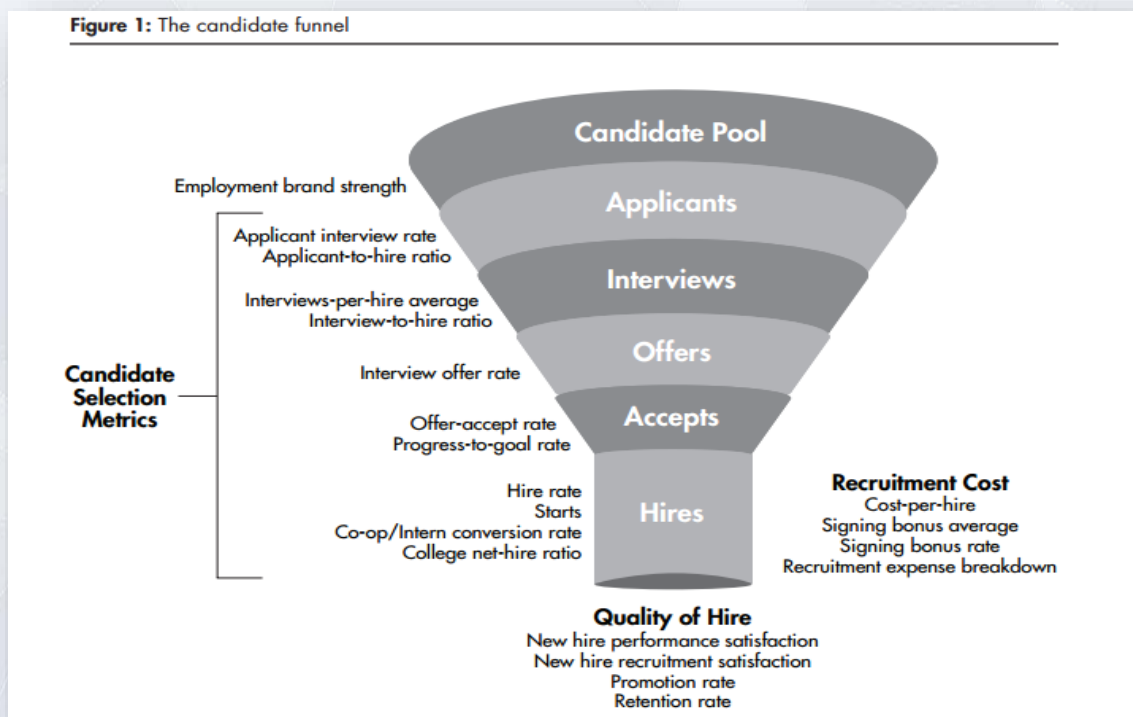
| Month | Activity | Details |
|---------------------|--|---|
| July – August | <ul style="list-style-type: none"> • Plan materials and teams for the upcoming school year • Sign up and prepare for fall campus events • Finalize summer intern program | <ul style="list-style-type: none"> • Calculate demand with business-driven demand planning • Finalize fall campus events schedule • Sign up for fall career fairs, on-campus events • Train on-campus recruiting teams • Contact student group leaders regarding sponsorship/speakers for meeting • Review and select academic department affiliate programs • Finalize summer intern program • Evaluate summer interns • Make employment offers |
| September – October | <ul style="list-style-type: none"> • Attend on-campus events • Network and build connections | <ul style="list-style-type: none"> • Attend fall career fairs • Conduct on-site interviews • Initiate and participate in campus events to build employment brand • Keep in touch with last year's summer interns & your talent network of students |
| November – December | <ul style="list-style-type: none"> • Report, plan, and prepare • Make offers | <ul style="list-style-type: none"> • Complete fall interviews • Make offers to December graduates and top candidates graduating in May/June • Get headcounts for next year's summer interns and fall graduates from hiring managers • Sign up for spring career fairs • Review recruiting results from fall term • Prepare report for senior management |

Campus recruiting monthly calendar (cont.)

| Month | Activity | Details |
|--------------------|---|---|
| January – February | <ul style="list-style-type: none"> • Attend on-campus events • Maintain brand concept and networking connections | <ul style="list-style-type: none"> • Finalize spring campus event schedule • Train on-campus recruiting teams • Attend spring career fairs • Continue participating on on-campus events • Conduct campus interviews for May/June/August new grads |
| March – April | <ul style="list-style-type: none"> • Finalize offers, acceptance, and start dates | <ul style="list-style-type: none"> • Make internship offers to summer intern candidates • Make offers to graduating seniors • Finalize plans for summer internship program • Internship orientation for managers and mentors • Finalize acceptance and start dates |
| May | <ul style="list-style-type: none"> • Review your progress | <ul style="list-style-type: none"> • Review recruiting results • Prepare report for senior management • Summer internship orientation • Finalize budget/campaigns for next academic year |
| June | <ul style="list-style-type: none"> • Reflect and engage with staff | <ul style="list-style-type: none"> • Host a branding event for faculty and career center staff from your target schools • Engage in intern activities and connect with employees and staff |

Measuring Success

It is important your organization doesn't just set up a presence on a campus and hope for the best. Campus recruiting teams have to always be pushing to become more data informed. Couple this with the ground level work of your on-site campus recruiters, and you too can have a hiring machine! [NACE's Professional Standards](#) for University Relations and Recruiting suggests tracking metrics throughout the candidate funnel as below:



Below is a sample campus recruiting dashboard. Using a solution like [Rakuna Recruit Dashboard](#), you can get to these metrics. Otherwise, we created a downloadable [template](#) to help you calculate these numbers yourself as well.

| School name | School Tiers | Applicant metrics | | | Interview metrics | | | Offer metrics | | Class Profile | | | | |
|----------------------------|--------------|-------------------------|--------------------------|----------------------------|-------------------------|-------------------------|----------------------|-------------------|--------------|-----------------|-------------|-------------|-------------|-------------|
| | | Pipeline-Applicant rate | Applicant interview rate | Campus/site interview rate | Applicant-to-hire ratio | Interview-to-hire ratio | Interview offer rate | Offer accept rate | Reneged rate | Cost per hire | Full time | Intern | Female | Male |
| University of Minnesota | Tier 2 | 60% | 17% | 60% | 75 | 12.5 | 17% | 80% | 0% | \$ 2,500 | 75% | 25% | 75% | 25% |
| University of Dakota | Tier 2 | 40% | 10% | 50% | 50 | 10.0 | 20% | 100% | 0% | \$ 5,000 | 50% | 0% | 0% | 50% |
| University of Pennsylvania | Tier 2 | 33% | 10% | 50% | 50 | 20.0 | 30% | 67% | 50% | \$ 10,000 | 25% | 0% | 25% | 0% |
| University of Houston | Tier 3 | 50% | 30% | 33% | N/A | N/A | 20% | 0% | N/A | N/A | 0% | 0% | 0% | 0% |
| University of Austin | Tier 3 | 60% | 13% | 63% | 75 | 20.0 | 20% | 60% | 33% | \$ 500 | 25% | 25% | 25% | 25% |
| University of Colorado | Tier 2 | 30% | 23% | 57% | 8 | 7.0 | 25% | 100% | 0% | \$ 10,000 | 0% | 25% | 0% | 25% |
| Harvard University | Tier 1 | 60% | 8% | 60% | 150 | 50.0 | 13% | 25% | 0% | \$ 50,000 | 25% | 0% | 25% | 0% |
| Stanford University | Tier 1 | 67% | 8% | 50% | 250 | 11.4 | 50% | 50% | 30% | \$ 7,143 | 175% | 0% | 125% | 50% |
| Princeton University | Tier 1 | 75% | 13% | 50% | 75 | 10.0 | 35% | 71% | 20% | \$ 12,500 | 0% | 100% | 50% | 50% |
| 9 Schools | | 57% | 11% | 53% | 758 | 15.3 | 27% | 57% | 21% | \$ 8,727 | 375% | 175% | 325% | 225% |



On-campus Strategy

Employer Brand Building Activities

Creating a clear and focused brand for your business is vital for your job applicants. Employer branding is selling the employment experience as a product. Students want to know that you are committed to them, their universities, and above all, your employment experience. Learn about your target schools' demographics and figure out what message resonates with different groups of students. Once you have a well-rounded idea of your potential candidate base, work with your marketing department to flush out the brand messages you will have to bring to campus. Plan carefully so every follow-up event (info sessions, on-campus interviews, faculty engagement) builds on the initial brand message you put forth.

The concept itself should be very focused on differentiating your company from all the others at recruiting events. Sharing personal examples about your company is a unique and genuine way to stand out, and goes a long way towards building relationships. A story makes a much bigger impact than a bullet point. Brand authenticity comes straight from employees, so bring employees who represent your brand on campus to tell their success stories. Stories like these show that your business is more than a place to earn money, it is a source of autonomy, purpose, and personal success.

Engage with students early

Traditionally, most university recruiting programs target graduating seniors. Recently, the competition for top college talent has become so intense that many top students have already accepted offers before they complete their senior years. As a result, many firms are beginning their recruiting early in a student's academic career by starting a subtle form of recruitment through personal relationships and brand recognition during freshman year.

There's a variety of steps you can take to ensure that your presence is clear at your target schools. After the career fair season has passed, you have some time that you can spend reaching out to the freshmen and sophomores. Engaging events can include case competitions, hackathons, boot camps, workshops, mentors, on-site visits, internships, and



On-campus Strategy (cont.)

virtual competitions. Other low-cost options are employer panels, resume reviews, and mock interviews. Getting your brand out there in a format that benefits young students will support the concepts you put forth in your employer branding.

Hire with speed

We hear it again and again, but it's true - the power has shifted away from employers toward the candidates. Top candidates are in the driver's seat and the best have multiple job options. In order to win in this environment, your recruiting must dramatically increase hiring speed. The average amount of time from job posting to interview is about 35 days and the time from offer to acceptance is 14 days. That's over a month of resources spent trying to locate the perfect candidate. Keeping a recruitment cycle is a great way to maximize efficiency--all your applicants should be handled concurrently to avoid unnecessary time loss.

Leverage technology for efficiency & better candidate experience

Following up with top talents as quickly as possible is vital, and with the influx of technology you can reach out to candidates within seconds of making a connection. These connections can be made simply and easily using recruitment software. [Rakuna](https://www.rakuna.co) is a campus recruiting solution that speeds up the process by forgoing paper resumes for mobile uploads that are quickly compiled into data entries. During your event, you can use Rakuna to get the email addresses of all your attendees and contact them with the touch of a button. You can also track your ROI on Rakuna's Recruiting Dashboard. This easily accessible information cuts down on the time it takes to go through applicants and follow-up, meaning that it is far more likely that you will reach your candidate before most of your competitors.



Beyond campus

Hire remotely

1. Virtual career fairs

Virtual career fairs are a great way to add to your candidate base. It doesn't have the human element present in an in-person environment, but it still allows recruiters to connect with non-target schools and a wider range of students.

2. Video interviews

Video interviews help you to cast a wider net and reduce cost per hire. Asynchronous (one-way) interviews allow you to set up prerecorded questions that the candidate will answer and you can then review at any time. Synchronous interviews require a little more time and personal input, but also allow you to connect with your candidates and guide the interview more naturally. Both are great options for candidates out-of-state or at lower tier schools where your team do not have the budget to visit.

Social media

When hiring millennials, your grasp on social media can improve your hiring experience tenfold. Almost 50% of employers use social media to search for and contact potential candidates. With social media becoming a burgeoning tool for recruiting, it's important to know how to successfully brand your company to appeal to millennials and other younger generations. Potential candidates expect companies to be authentic and available on social media. Authentic requires a clear branding message as well as an overall bond or mission that will unite your followers. Available means that you are frequently posting, following, and engaging with followers and potential followers. This makes your company seem more human and relatable, especially if social media is utilized to give voice to employees, students, or even the CEO. As the digital experience can be dehumanizing, it's vital to inject social media with personal elements to appeal to potential candidates.



Conclusion

The strength of your campus recruiting program is indicative of the company itself. With many businesses using outdated forms of recruiting, having a great recruiting system can be the one thing that sets you apart from your competitors. With strategic planning on our recruiting calendar, strong branding, and creative digital recruiting techniques like Rakuna, it's never been easier to find the perfect candidate.

About Rakuna

Rakuna is the campus recruiting platform redefining how top employers recruit young people. The Rakuna Platform includes Rakuna Recruit, the simplest mobile app for recruiting events, and Rakuna Recruit Dashboard, the candidate relationship management dashboard for campus recruiting. We are how companies hire millennials.

For more tips and tricks on campus recruiting and millennial recruiting, visit our blog at www.rakuna.co/blog, subscribe to "In & Outs of Recruiting Millennials" [vidcast](#), and join the conversation on our [LinkedIn Group](#).

Try Rakuna Today



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