
How to Set Up a Successful College Recruiting Program



Kristina Minyard
Director of Ignite Education
Ignite

SHRM Involvement
2017 NASHRM President
SHRM Blog Team Member

Education
BS, HR Management
SHRM-SCP



Jillian Miles
Program Champion
Department of Management
Harbert College of Business
Auburn University

SHRM Involvement
Auburn University SHRM Faculty Advisor
East Alabama SHRM Member

Education
BSBA, Human Resources Management
MBA, HR concentration
Auburn University

How to Set Up a Successful College Recruiting Program

- University Perspective
 - Recruiter Perspective
 - Q&A
-

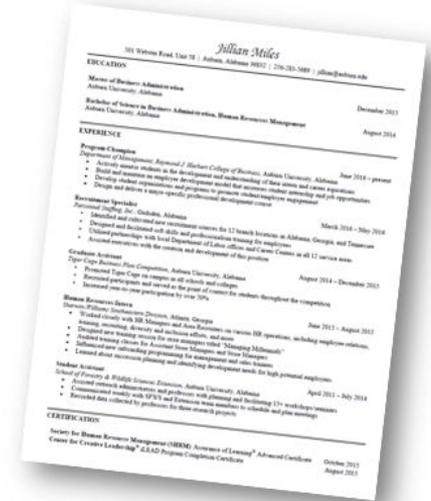
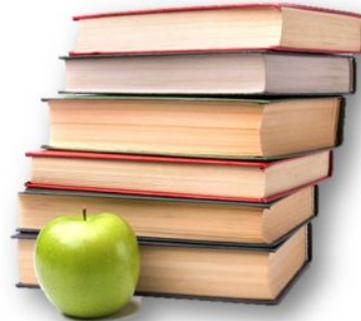
University Perspective

INTERNSHIPS

101



What do you think students want from internships?



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
-



**Employer
Research**

**Company
Information
Sessions**

**Career
Planning**

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?**

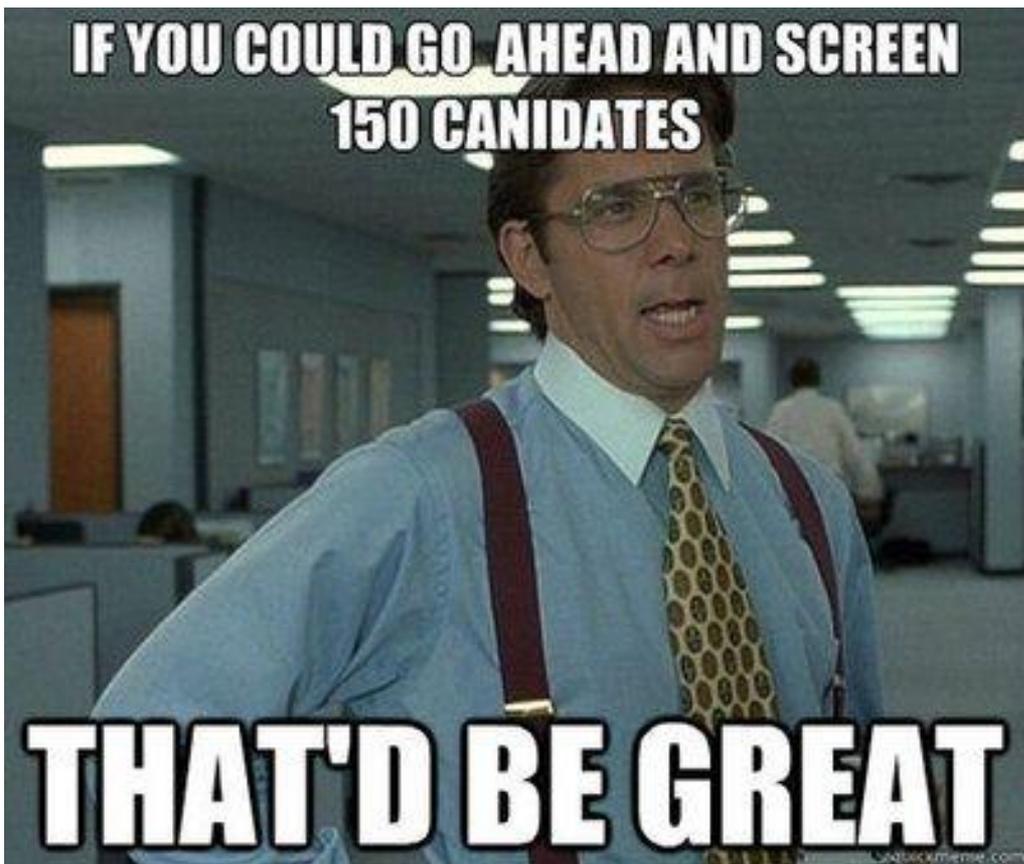
Why should you
care?

Recruiter Perspective

**What does your
company need?**

**Employer
Needs > Student
desires**

**IF YOU COULD GO AHEAD AND SCREEN
150 CANDIDATES**



THAT'D BE GREAT

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
 - Career
Services Event
-

**Who should
represent your
company?**

Probably not this boomer



JuanPa ✓

@jpbrammer

 Follow

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

  5,397  7,304



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



TechnicallyRon ✓

@TechnicallyRon

 Follow

Old people: Millennials are ruining things.

Millennials: You ruined the economy

Old people: Yeah but you spend too much time on your phone.

11:17 AM - 16 Feb 2016

  848  890

Online Presence

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

Candidate Selection



Who to hire?



What matters?

GPA

On Campus involvement

Degree

Interviews

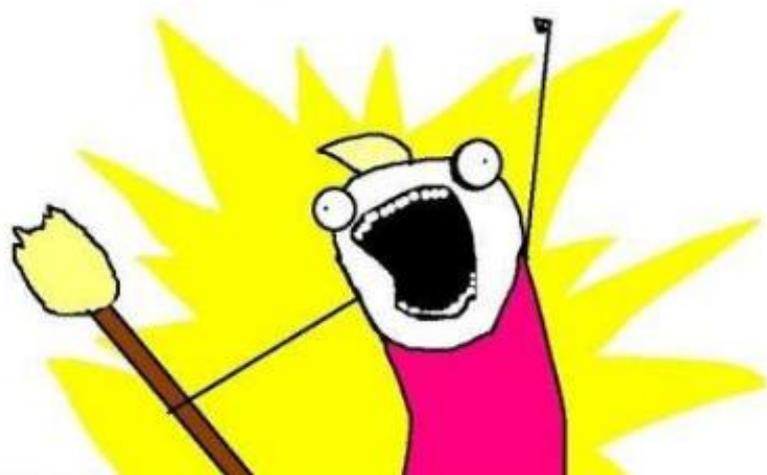
On-Campus

Phone Screens

Company Site

Video Interview

TRACK EVERYTHING



Data

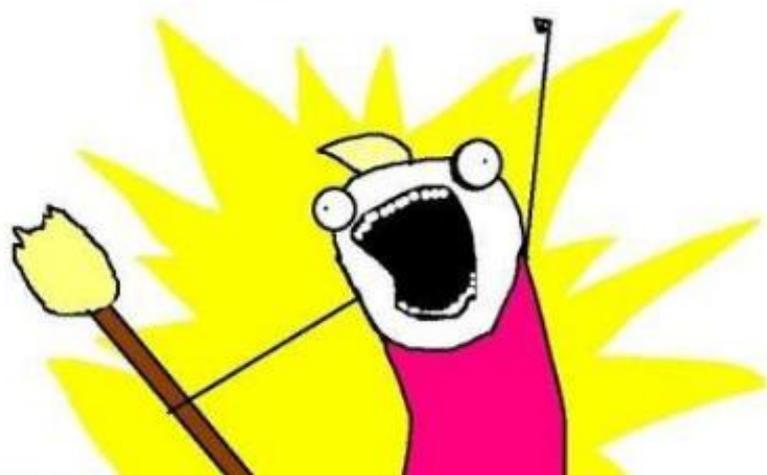
Number of Interviews

Offers

Accept

Decline

TRACK EVERYTHING

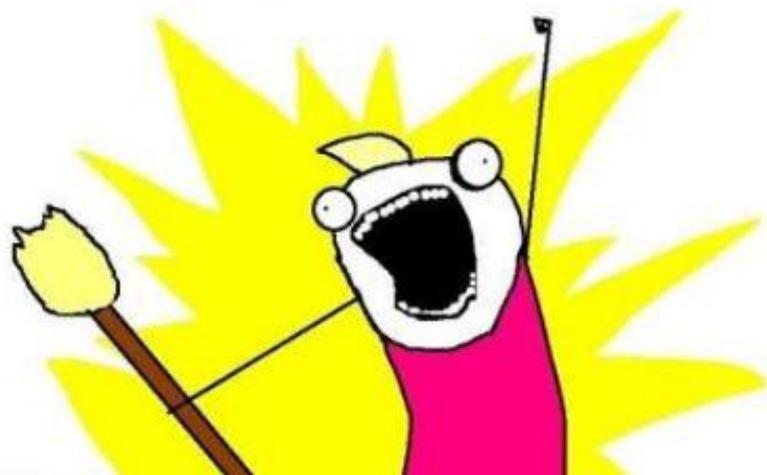


More Data

College Info

Recruiter Info*

TRACK EVERYTHING



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	HM Invite	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%		

TRACK EVERYTHING



REGULARLY ANALYZE DATA

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!



Kristina Minyard

@HRecruit
Hrpockets.com
hutto.ipad@gmail.com



Jillian Miles

@AUshrm
aushrm@auburn.edu
jillian.miles@auburn.edu
