

Early Careers Recruitment & Higher Education Collaboration

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Why is collaboration essential?

- 57% of the industry and academic leaders agree that collaboration is necessary to deliver higher education to students, while 56% believe collaboration is necessary during curriculum development.- *Harvard Business Review*
- Those surveyed agreed that providing experience-based and practical learning is critical to address the current performance gaps. Integral to this is building and expanding partnerships between academia and the private sector to create a more valuable education ecosystem.

Why is collaboration essential?

University Benefits

- Striking up corporate partnerships, universities have more resources to undertake research, and they're able to diversify their research areas
- Industry feedback and guidance
- Students get great job opportunities
- As companies hire students quickly, universities can use that as a strength and selling point



Industry Benefits

- Over the past few decades, a whopping **11,000 companies** were started at universities, and the success rate of university startups is high- *Venturewell*
- Companies are eager for ideas and the technologies to commercialize those ideas
- Companies are starved for talent
- Allows companies to lower research costs saving them money even as they funnel dollars to universities



Why is collaboration essential?

- Robust relationships between institutions and industry partners are critical for building vital workforce development programs
- Serves the needs of industry by creating a pipeline of skilled employees from educational institutions through a company organization
- Helps inform college leaders' decisions, develop programs that the college targets and provide students with an education that prepares them to enter the workforce



What is campus recruitment?

- Campus recruitment is finding, engaging, and employing young people with the ideal skills to fill entry-level positions. Traditionally, businesses have visited career fairs and met with career service teams to find recruits.
- 74% of employers planning to hire young talent fresh (or recently) out of college, competition to source the strongest new candidates is fierce- *CareerBuilder*
- Why? Generation Z will account for **30%** of the U.S. workforce by 2030, and these candidates are hungry to progress, with more than **75%** aiming for a promotion after six months
- College graduates are also eager to find work in their chosen field, with **94%** willing to relocate if offered the right job



Benefits of Campus Recruitment

A survey conducted by NACE showed that 56% of respondents said they would increase the hiring of college students, and 41% would maintain the number as it offers plenty of benefits.

- Enables the organization to hire young talented minds to meet the work requirement of new technology
- Empowers them to connect and coordinate with college/university students directly.

This simplifies the hiring process



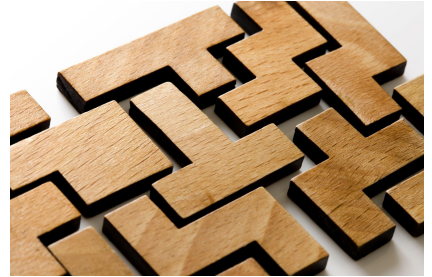
Benefits of Campus Recruitment

- Entry-level employees are more loyal to their employers, and if, in the campus recruitment process, they feel valued, then it increases the retention rate and employee productivity
- Offers candidates with a fresh perspective of the real world a high level of confidence, passion, and dedication
- Students are quick learners and good at multitasking work
- They are enthusiastic about learning new skills and aim to learn a great deal during their early stage



Role of an Early Careers Recruiter

- ★ Identify which colleges source the best candidates based on their employer's staffing needs
- ★ Build relationships with a network of universities and their career services offices
- ★ Collaborate with hiring managers to develop job descriptions and define the full recruiting process
- ★ Create and manage a budget and calendar of hiring events and career fairs
- ★ Attend and facilitate hiring events, virtual recruiting events or employer information sessions.
- ★ Answer students' questions about the company, culture, pay and benefits, career paths and development, corporate citizenship, sustainability, etc
- ★ Build & maintain relationships with talent communities
- ★ Educate students about the organization's employment brand and culture
- ★ Define opportunities to improve campus recruiting by staying current on trends and influencing organizational changes that can positively impact outcomes



Preparing for Recruitment

BREAKDOWN

OF MANAGERS

9.5%

HEADCOUNT

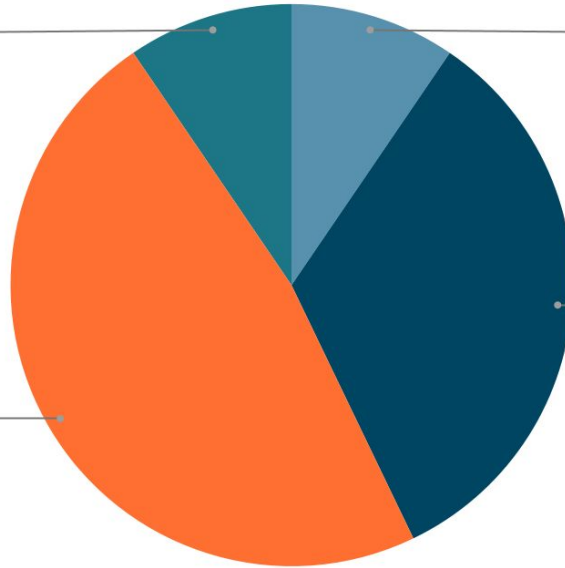
9.5%

TARGETED SCHOOLS

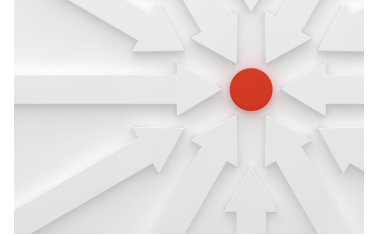
33.3%

EVENTS TO ATTEND

47.6%



College Selection Process Factors



- Quality of the school's academic programs
- The reputation of the school
- Geographic location
- School ranking using publications, such as U.S. News & World Report, Forbes, and The Princeton Review
 - Provides an idea of the quality of education and the caliber of students
- Industry-specific programs
 - Recruiters may be interested in colleges that offer programs specific to the industry
- Proximity to company headquarters
 - This can make it easier to establish relationships with the school and its career center and to attend campus events
- Diverse student population
- Strong alumni network
 - Provides a pipeline of potential employees and helps build the company's brand on campus

Decisions to attend a particular college will depend on various factors, including the recruiter's priorities, the needs of the company, and the availability of resources

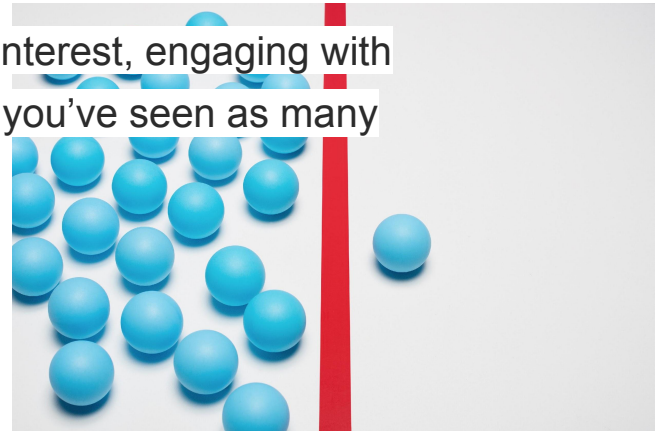
Industry expectations



Academia expectations

Employer Challenges While Recruiting

- The proposition is non-inclusive- Businesses with the best workforce diversity are 33% more likely to outperform less-diverse competitors financially.- Headstart
- Struggling to attract the new generation- Research shows that more than 90% of employers feel their brand struggles to attract interest with campus recruitment
- Time and Resource Limitations- Posting jobs, generating interest, engaging with potential candidates, conducting interviews, and ensuring you've seen as many qualified graduates as possible is time-consuming



Generation Z Challenges

- 46% have applied for a job on their mobile device, and 54% won't complete an application if recruiting methods
- They rank their relationship with their recruiter as having the highest impact on their decision to accept a job
- 55% plan to work for their current employer for less than three years



**Expect offers
within 2 weeks of
initial interview**

**Want
meaningful
work**

**Expect to job hop
more than
millenials**

**Little patience for
outdated
platforms**



QUESTIONS OR FEEDBACK?



Ways Employers Attract, Engage and Hire the Best Early Talent

- Leveraging new technologies to generate excitement and boost engagement

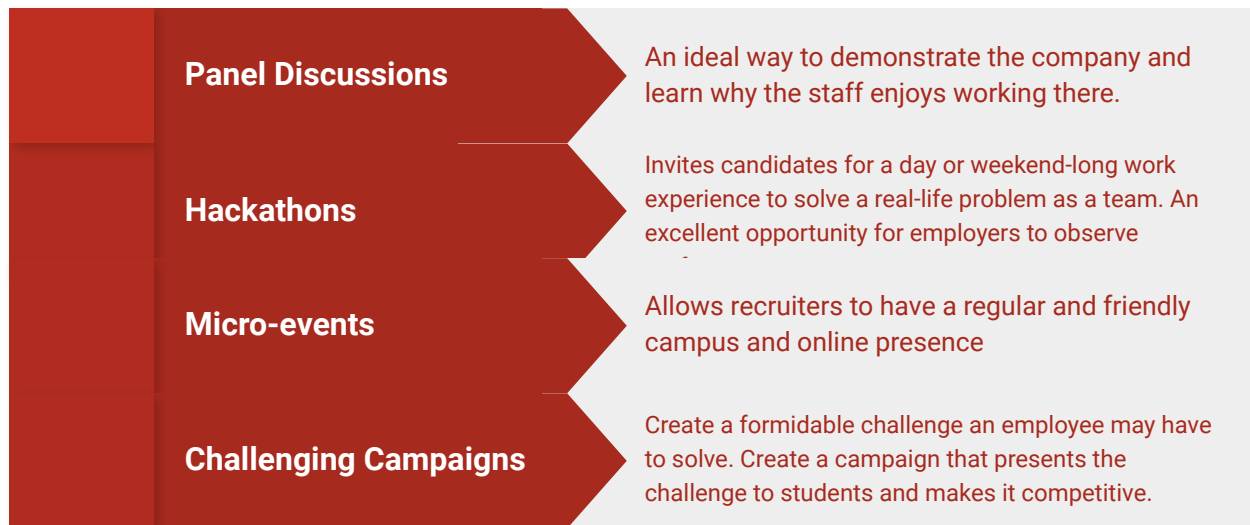
Glassdoor research shows that 79% of applicants use social media when searching for a suitable vacancy. Over 70% of job hunters aged 18-34 found their most recent position via a social channel.

- Nurture connections between your business and local campuses
 - Provide support for student organizations, offering to mentor and running workshops
- Closely monitor campus recruitment data
 - Helps identify where your recruitment drive needs work and which techniques should be exploited further



JOIN

Ways Employers Attract, Engage and Hire the Best Early Talent



How can Higher Education Get Involved?

To create strong partnerships with employers:

- Assessing their needs
- Identifying the capabilities of the students
- Identifying the strengths in terms of the programs and degrees offered
- Connecting the skills the students develop and how those skills align with the needs in the labor market
- Share information about the programs & opportunities for engagement with students, alumni, faculty, and other departments
- Ask employers for information about their organization, industry, and the job market
- Ask what they need right now and what they anticipate needing in the future

How can Higher Education Get Involved?

1

Show that you are prepared to be agile and collaborative

2

Consider improving a community to be a success
Collaborate to produce a flexible apprentice program

3

Maintain a robust digital presence
Encourage your school's marketing or digital teams to create and maintain a highly engaging, high-converting website

Bringing Students and Companies Together

Educate students on transferable skills that employers want:

- ★ Communication skills: communicating in small and large groups both orally and in writing
- ★ Problem-solving skills: Students can take complex problems, they can figure out new ideas, how to put those ideas together, work in groups and find answers that didn't previously exist
- ★ Critical thinking: Students see connections between disparate ideas and combine them in new ways

Bringing Students and Companies Together

- ★ **Reveal businesses as people-** Invite alumni who want to come and speak to students in a social setting. Allows students to see opportunities beyond just the company name
- ★ **Prepare students first-** Schedule ample preparation time, share attendees, and ensure they are ready to engage. Encourage a professional attitude!
- ★ **Allow students to participate in employee meetings and discussions-** It's a fantastic way to increase engagement and interest.
- ★ **Organize relevant training events inviting mixed groups of businesses and students-** This will encourage peer-peer discussions and allow natural connections.

Positive Outcomes

- ★ The students have been able to make more sense of real life after graduation
- ★ Confidence boost!
- ★ Businesses have gained insight into what graduates want from work and spotted individuals they want in their business
- ★ Increases genuine connections!
- ★ New approaches to bringing students and employers directly together, as part of the university experience, can help address these problems and bring enjoyment for both sides.



Key Takeaways

- ★ Students are looking to enter to the workforce, and institutions need to work closely with industry partners to create programming for all
- ★ For the long-term success of any organization, prioritization must be given to investing in the marketplace of ideas
- ★ By partnering with employers, institutions have direct access to up-to-date industry data to help improve and create relevant programming for learners
- ★ Accessing industry data is critical—assess the labor demand, the big players, and where your institution can become a partner to help fill these gaps
- ★ Embedding career services within Workforce Development and Higher Education allows for synergy among the divisions and partners
- ★ Employers are eager to collaborate with career services to recruit the best and most diverse talented students



Let's Connect!

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