Recruiting Those who Recruit Your Students!

Presented By:
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Have questions?

- Type your questions into the chat box throughout the presentation
- Questions will be answered at the end of the presentation

Why is Employer Relations so Important?

Thinking About Employer Relations…

Biggest Mistakes We Make in Employer Relations

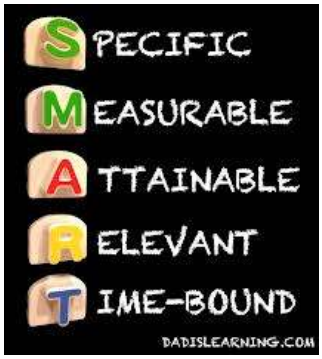
Trying to be all things to all people…

Not having a defined ‘BRAND’

Making Excuses

Not Having SMART Goals

IN WRITING….



FIRE…READY…AIM

The Hardest Part…

Definition of Insanity…

Strategic Employer Engagement Model
A-B-C-D-E

Where we are	*Where we want to be*	*How we will do it*		*How are we doing*
Assessment	**B**aseline	**C**omponents	**D**own to Specifics	**E**valuate
• *Environmental Scan*	• *Situation – Past, Present and Future*	• *Mission & Vision*	• *Performance Measurement*	• *Performance Management*
• *Background Information*	• *Significant Issues*	• *Values / Guiding Principles*	• *Targets / Standards of Performance*	• *Review Progress*
• *Situational Analysis*	• *Align / Fit with Capabilities*	• *Major Goals*	• *Initiatives and Projects*	• *Take Corrective Actions*
• *SWOT – Strength's, Weaknesses, Opportunities, Threats*	• *Gaps*	• *Specific Objectives*	• *Action Plans*	• *Feedback upstream – revise plans*

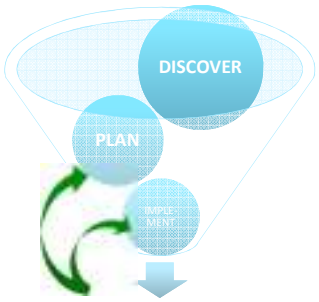
The Magic Formula

P*repare for the Journey*

L*aunch into Action*

A*djust as you go*

N*etwork with those who know*



Measure & Revise

An E.R. planning model

be BOLD but REALISTIC

The discovery phase

Institutional Analysis
- *What is unique to your campus?*
- *Your student body?*

SWOT Analysis
- *Particular focus on strengths and weaknesses*
- *Leverage strengths*
- *Turn weaknesses into opportunities*

Data & Information Analysis
- *In-depth conversations with institutional research, schools & colleges, university communications and employers*
- *Benchmark*

Employer Analysis
- *Who do you have?*
- *Who do you want?*
- *Is there a pattern?*

Who are our direct customers?

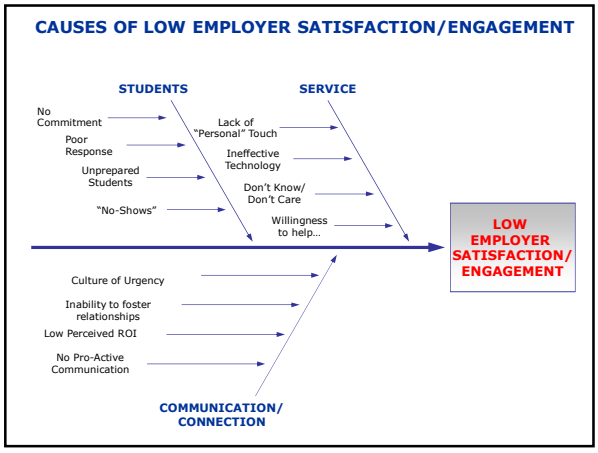
Students *(Clients)*

&

Employers *(Customers)*

For students…

- Resumes
- Interviewing assistance
- Career counseling
- Career assessments
- On-campus interviews
- Yada, yada, yada…



What do we offer…?

- Existing employers
- New Employers
- Can they get this somewhere else?
- Why do they *need* a relationship with us?

What our customers want…

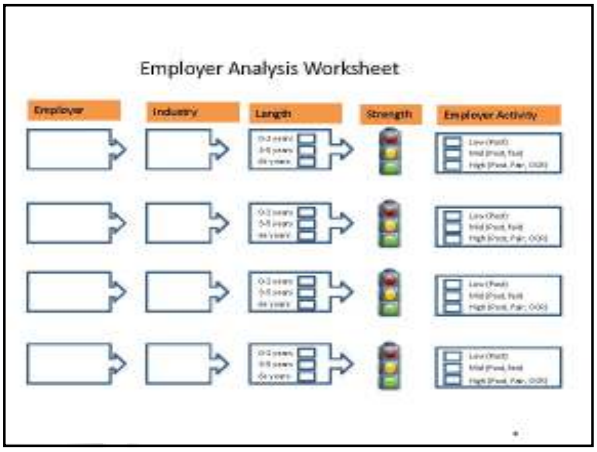
Honesty
Knowledge of *their* business
Guidance
Problem solving
Professional interaction
Pleasant manner
One-stop service

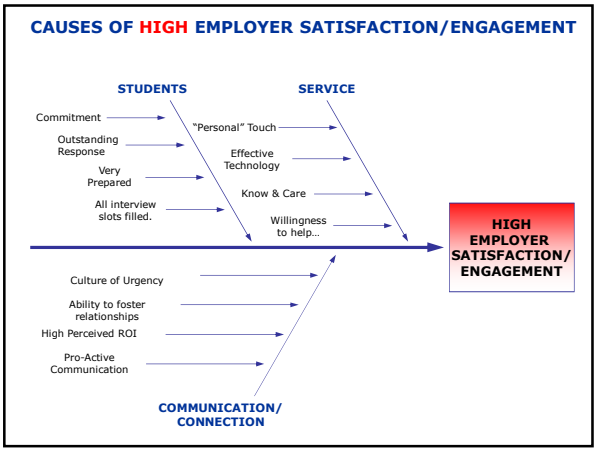
Recruiting employers…

- Clear, compelling message…
- Deliverables
- Reliability
- Honesty

Discussion points on recruiting employers…

- What is our clear compelling message?
- What do we deliver? Are we reliable?





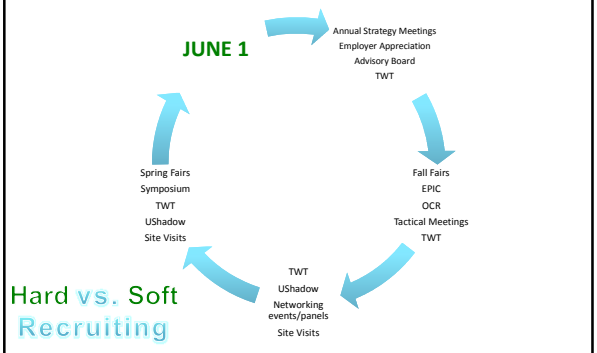
Four questions you need to answer

1. Are employers sufficiently ***impressed*** by their experience to recommend you?
2. Do your people know ***how*** to impress employers?
3. Does your environment support ***high performance***?
4. Can your staff drive ***recommendations?***

Planning phase

Consider Your Academic Calendar
Consider Employers' Recruiting Calendar
Build in Flexibility
Leverage Your Downtime

Marketing plan



Hard vs. Soft Recruiting

Implementation phase

- Take to Market!
- Utilize Social Media and other Low-Cost, High-Impact Techniques
- Consider a broad marketing campaign (costly)
- Utilize Events and Networking Platforms
- Tap into Alumni
- Institute an Employer Advisory Board
- Set up a *Site Visit Challenge* with incentives for staff
- Utilize entire career center staff
- Build Personal Relationships

Delivering measurable improvements

Understand how your customers need to feel

Create a clear framework of behavior…

Focus on creating the right climate in your office…

Change what you measure and what you talk about…

Paradigm shift!

When it comes to employers…

We are *not* career services!

When it comes to employers…

We are a ***value-added service provider*** that assists ***their*** organization in **maximizing resources** to provide a ***strong ROI***.

Measure & revise

Find the Right Metrics or Key Performance Indicators (KPIs)

Develop Processes to **Automate** Data Collection Process **Early On**

Listen to the Metrics!

- Use them to decide which efforts to develop
- Which efforts are most effective?
- Which efforts need to be abandoned?

Implement Changes

Report, Share, Disseminate

Summary & take-aways

Know your institution

Leverage its strengths

Involve the entire career center

An effective E.R. program doesn't have to be expensive

- Social Media
- e-Newsletter
- CRM features
- NACE Employer List
- Giveaways

Stay Top-of-Mind!

Final step…

- **Measure what you want to improve!**
- **Ask for help/advice/suggestions…**
- **Surveys/conversations/interviews/focus groups…**
- **Confront the brutal facts…**

So, where do I start?

1. Believe in what is possible…
2. Start with one thing…
3. Be committed to it…
4. Measure it…
5. Repeat 1-4

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A few good quotes…

- "We are not in the coffee business serving people… we are in the people business serving coffee."
  - Howard Schultz, CEO – Starbucks
- "The very future of our company hinges on our ability to understand and serve our customers better than any other firm. It is all about customer service, the products are actually secondary."
  - Jeff Immelt, CEO - GE

You can't build a reputation on what you're going to do.

-Henry Ford

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