

## ON-CAMPUS RECRUITMENT GUIDELINES

- Increase your on-campus recruitment effectiveness
- Prepare presentations to attract the right candidates

### KEY STRATEGIES TO MAXIMIZE YOUR ON-CAMPUS PRESENCE

To attract future leaders, you must have a strong presence on campus. Consider:

- Making presentations to students: Student information sessions
- Participating in Career Days (September) and Job Fair (February)
- Offering scholarships and corporate grants
- Sponsorships – financial support and gifts (student clubs, events, competitions, on-campus venues)
- Active involvement (speakers, competition judges, invite students to receptions, company visits, etc.)
- Establishing personal and long term connections/relationships with *Career Management Services* staff

### KEY STEPS TO EFFECTIVE ON CAMPUS PRESENTATIONS

1. Building your image
2. Planning: timing and logistics
3. Content and delivery
4. Students expectations
5. Job offers

#### 1. Building your image

**Remember that everything you do impacts on your image**

- Students read it, repeat it and make important decisions based on that image. Therefore, make decisions about your presentation based on the image you wish to portray
- Recognize that all students, including top students may not be attracted to you regardless of your industry standing
- Don't hold an information session if you do not have a job to post or give a clear message to students why you are here

## 2. Planning: timing and logistics

### Timing

- Consider student schedules and pressures
- Let us help you with the process (i.e. time of day, place, etc.)
  - Your time constraints/schedule issues
  - Get advice on promotions, timing, target audience
  - Get attendance numbers in advance
  - Aim for quality rather than quantity of students
  - Share your concerns and issues immediately
  - Respect campus limitations
- Key contacts based on your target audience: [www.hec.ca/sgc/en/team.html](http://www.hec.ca/sgc/en/team.html)

### Venues and logistics

- **Clearly set out your needs to *Career Management Services***
- Our space is limited, please schedule your presentations in advance
- Make sure you identify the targeted audience
- Provide appropriate information to advertise your event with the intended audience
- Identify audio-visual equipment required
- Seating configuration (e.g. classroom, conference room, etc.)
- Advise us if you expect students to bring their résumé at the event (or not)
- If required, proceed with interview room reservations as soon as possible
- Allow enough notice to students for the confirmation of interview times with selected candidates

### Who should be there for your organization?

- A senior company representative (e.g. not too senior, must be able to relate to students)
- Avoid sending only one junior representative
- Alumni ‘ambassadors’ (always appreciated by students)
- How many? (At minimum one HR and one Operations Manager)

## 3. Content and delivery

### Structure

- Length: plan for 30-45 minute formal presentation
- Break up presentation (i.e. AV, internet, multiple speakers, exercise, questions to the audience, etc.)
- 30-60 minute informal ‘mingle’ session
- Include handouts :
  - simple handouts; refer to website
  - information relevant to application process
  - avoid general company promo info; detailed brochures are a waste
- Brand giveaways a hit (useful things), prizes also work
- Include refreshments
- Food : the presentation counts more than the food, but food is always appreciated

## Your message

- Presentation skills are important
- Don't say what you think they want to hear
- Clarity of the message is key (i.e. why you are there?)
- Include information:
  - new or difficult to find (e.g. multiple offices, divisions, roles, etc.)
  - what you seek in candidates (e.g. who you are looking to hire)
  - a day in the life of...
  - that clarifies application process
- Honesty – no false hopes

## 4. Students expectations

### As a recruiter, you:

- Are seeking the right candidate profile
- Want the best students
- Want solid organizational fit
- Want to portray the right image
- Want to minimize on-campus recruitment costs and risks

### Our students:

- Want to know all options
- Want the best job for them
- Look for 'fit'
- Are time-stressed
- Are often skeptical about messages (Example: When told to apply through the company's Website; often sounds like a very bureaucratic process, explain the process)
- Make fast judgments

## 5. Job Offers

- Give candidates a minimum one-week deadline to respond to a job offer
- Undue pressure often results in candidates making premature decisions, often not in their or your best interest
- Notify a student in writing of the major elements of a job offer, this will avoid misunderstandings
- Never encourage a candidate to renege on a previously accepted job offer from another company
- If you must withdraw an offer made to a candidate for any reason, you should notify us as soon as possible
- Provide feedback to candidates, let them know where you stand in the selection process
- Compensation data available at [www.hec.ca/sgc/en/employers/](http://www.hec.ca/sgc/en/employers/)

## To contact us

- Mailing address and business hours: [www.hec.ca/sgc/en/contact.html](http://www.hec.ca/sgc/en/contact.html)
- Access Map: [www.hec.ca/en/generalinfo/access.html](http://www.hec.ca/en/generalinfo/access.html)