



HEC MONTRÉAL

Career
Management
Services

KEY STRATEGIES FOR OPTIMIZING YOUR ON- CAMPUS INITIATIVES

November 22nd, 2021



A strong performance on campus will help you engage and stand out within the HEC student community and hopefully find the right candidate for you.

Here are some best practices:

- Host a meeting or attend one of our events to promote your career opportunities within your organization;
- Offer scholarships and corporate donations in your name;
- Get actively involved with student associations' events, such as competitions, and miscellaneous campus activities.
- Develop long-term relationships with [the Career Management Services](#) representative for early access to exclusive events. Be the first to know! Contact us at talent@hec.ca.



1. Date selection and logistics

- Consider the students' schedule and constraints by consulting with the Career Management Services team (i.e., schedule, location, etc.) at talent@hec.ca;
- Express your annual needs clearly to the Career Management Services team;
- On-campus opportunities are limited. Please book early;
- Be sure to identify your target audience;
- Provide us with the appropriate information to promote your event to the properly targeted audience;
- Provide us with the appropriate information related to your job openings in advance (Resume, etc.);
- Post your internships, supervised projects, integration projects or job offers on our portal [My Career](#) at least 10 days before your on-campus initiative.

2. Establish a strong brand image - position your company

Remember that your positioning and interactions influence your company's image:

- Students make important decisions based on their interactions with your representatives and the company's culture. Get prepared when engaging on-campus!
- Don't hold a pre-recruitment meeting if you don't have a job available. Opt for networking events;
- Clearly explain to students the purpose of your presence on campus.

3. On-campus presence

- If you've hired an HEC Montreal graduate, bring them along! Students love to relate;
- An executive (preferably someone who can connect with students) that is comfortable answering some tough questions and can talk about the tasks and responsibilities;
- Bring at least one person from the human resources department and one operation manager.



4. Content and presentation

- Duration: plan approximately 20-40 minutes for a presentation on your company and your job/internship opportunities and a second part for questions or networking period
- Break down your presentation (i.e. audiovisual, quiz, multiple speakers, exercises, interactions, tips for performing well, tips for preparing, etc.)
- Provide relevant online documentation:
 - Simple PDF links, no handouts;
 - Information on how to apply;
 - Avoid general promotional material about the company, the more specific the better;
 - Vary the content of your presentation during your multiple on-campus appearances.
- Content: good facilitation techniques are essential
 - Bring your culture to life!
 - Be transparent: don't give false hopes;
 - A clear and precise message is essential (i.e., the purpose of your presentation)
 - New and/or hard-to-find information (i.e., multiple offices, divisions, roles, etc.)
 - What are you looking for in a candidate (i.e., what kind of employee do you want?)
 - Clearly state the positions to be filled to stimulate students' interest - the number of attendees directly depends on your openings
 - The selection process and important dates



5. The expectations of our student community

- They want to know all career options;
- They are looking for a job that matches their profile;
- They want to learn!
- They are seeking to find a work environment that is compatible with their interests, values and abilities;
- They are motivated by challenges and responsibilities!
- Want to network.

6. Offer and acceptance for internships, supervised projects, integration projects and jobs

- Allow at least one week for a student to decide on an offer;
- Excessive pressure can often lead to a premature decision that is not, in most cases, in their best interest nor yours
- Please advise a student in writing of the important elements of a job offer to avoid misunderstandings;
- Never encourage a student to default on a job offer with another employer or from HEC Montreal;
- If, for any reason, you need to withdraw a job offer already made to a student, contact us as soon as possible at talent@hec.ca;
- Inform candidates of the status of their application during the selection process.