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Acquiring and retaining talent is crucial to an organization's success. College Recruiting can provide additional strategic benefits to your recruitment plan. It can help your organization manage its talent as well as promote your brand message on campus.

A university recruitment program is not determined by the size of the company. Every company - large or small - should examine their recruiting opportunities as a way to attract the best and brightest.

The goal of this manual is to walk you through how you can create a College Recruiting program that can transform your recruitment efforts and brand your company effectively. These are some of the ways to brand yourself to our Student and Alumni talent:

- Creating a pipeline of interns and entry level hires to help your company grow
- Choosing and selecting the best talent more quickly than traditional recruitment
- Saving time and effort in advertisement, screening, and selection
Step 1: Identify Business Needs

The first step in creating a College Recruiting program should be to identify the company’s recruitment needs and implement a long term strategy. These are some of the questions you should ask yourself...

- How many positions are or will be open?
- What are the must haves such as qualifications and/or requirements for this position? (Job Description)
- What kind of experience is required for this position?
- Is your organization hiring a specific major? Or all majors?
- Given the specifics of the positions, will you need to hire a full time, part-time, seasonal or intern?
Step 2: Identify Key Stakeholders & Decision Makers

Leadership buy-in is crucial for the program to work, they need to believe and understand the value of creating a College Recruiting program...without leadership buy-in the program will not be successful.

- Dannon Monroe, Director of Talent Acquisition at American Traveler and 12 year veteran in University Recruitment.

Senior leaders are the ones setting recruitment goals for the year and they make sure that the right budget is allocated to meet the needs of the organization.

- Janet Wincko, Senior Vice President of Human Resources at City Furniture. This has made their college recruitment program a success for the past 15 years.
Are you a small company with an HR Department of one staff member? Or a large company that has many devoted HR professionals to the task of recruiting?

Regardless of company size you need to make sure that you are sending the right people to campus.

Who in your team will be the person connecting with the University?

Aligning the right people from your organization to be the liaison between your company and the University is very crucial.

Are you sending someone enthusiastic about working at your organization who can answer questions and represent your brand to students and alumni?

Try to send employees that can speak to students about what it is like to work for your company. Consider employees who are alumni from that respective university who can attend recruiting events and represent your company on campus.
Lack of financial support can lead to program failure. Although posting your company's open positions may often be free of charge, it is important to understand other factors that can contribute to your recruiting success such as:

- Event Registration Fees
- Travel Expenses
- Marketing & Advertising
- Giveaways
- Internship Programs
- Sponsorships
- Technology

According to NACE's 2016 Recruiting Benchmarks Survey conducted from May 24, 2016 to August 31, 2016, recruiting trips incurred about 26.4% of a College Recruiting program making this the largest expense associated with on-campus recruitment. Followed by 23.7% of the budget for internship/co-op programs.
Step 3: Develop a Strategy

CHOOSE TARGET SCHOOLS

The success of your program will often depend on recruiting from the right College or University. You need to identify which school best fits your needs. In order for you to identify which campus will give you the best return on your investment and provide you with the best talent pool to fit your organization's needs, you must take a few things into consideration:

- The programs/degrees the school offers that can tie into your current or future job openings.
- Know the geographical area of the schools and consider starting local.
- School Population: if you are interested in having a diverse pool of applicants, consider schools who are known for their diversity.
- Review schools where your current employees have attended or currently attend.
- Research the school's Career Services Department and identify a point of contact.
  - Centralized Model: One Single University
  - Decentralized Model: All Majors
REASONS FOR SELECTING A TARGET SCHOOL

According to the National Association of Colleges and Employers (NACE) - "the first step in the process for any employer/recruiter is to select the schools from which potential recruits will be examined. How is a school chosen to be a recruiting target? The number for choosing a school as a target institution is the academic majors offered at the school."

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<th>2 Votes</th>
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<td>Accreditation of school</td>
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<td>Helpfulness of career services staff</td>
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College Recruiting is more than just attending Career Fair. In order to make it strategic and have long lasting results, the company must invest and develop a long-term relationship with the institution.

**CULTIVATE A STRONG ON-CAMPUS RELATIONSHIP**

- **Connect with Career Services**
- **Get Info Beyond Career Fair**
- **Connect with Student Organizations**
- **Attend Networking Events**
- **Offer In-Class Presentations**
- **Connect with Faculty**
- **Table in High Traffic Areas on Campus**
- **Host Information Sessions**

**Invest in Brand Ambassadors**
Brand ambassadors are an extension of you. They will help you maintain a presence on campus when you cannot be there. These can be recruited students or employees.
Maintaining your brand strategy on campus has no start or end dates; you must cultivate it throughout the year. While Spring and Fall are peak recruiting times, you must know how to stay top-of-mind with college students, communicating your company's culture year round will help you preserve your brand even when you are not at the schools.

It is crucial that you participate in non-recruiting events happening at the schools where you are interested in recruiting from. Here are a few points to consider for your employer branding:

- **Keep company website and job descriptions current and up to date.**

- **Relevant/timely collateral that appeals to students.**

- **Identify alumni from each target school in your current workforce. Make sure they are involved and available to attend campus events.**

- **Consider creating videos or images with content featuring alumni on social media and tag the school, class years, or the Career Services Department.**

- **Follow-up with students/alumni that aren't selected for an opportunity; they may be a good fit for another one.**

- **Participate in relevant panel sessions on campus.**
Step 4: ROI of College Recruiting

The first year of your college recruiting program will probably be the most difficult year, but it will provide you with baseline metrics that will help you improve as you move forward with the program. Maintaining constant communication with your college contacts will help you receive feedback as to how your program is impacting the college community, they can help you with improving your ROI.

“Having a constant presence at the schools yielded positive results my first year of being on campus...”

- Adelvia "Addie" Gomez, Regional Recruitment Manager at City Year Miami

As of January 2017 when Addie first started, Florida International University (one of her target schools) ranked #7 in the national ranking for City Year. With her constant participation at FIU recruitment events, she was able to yield 80 submitted applications by August 2017, making FIU the #1 school in their national ranks.

Ultimately, you will measure your ROI based on the number of student hires that each college will produce. It is important to keep in mind how much of your branding efforts yield future hires for the organization. Janet Wincko, Senior Vice President of Human Resources for City Furniture, states that senior leaders in the organization assigned their recruitment goals. Therefore, if a target is not met at a particular school, they will go back and analyze their interactions with that school for that period and reassess either the goal or the school.
Step 5: How Can FIU Career & Talent Development Help You?

If you are seeking the next generation of diverse, talented, and Worlds Ahead leaders, then you have come to the right place! Florida International University (FIU) is home to over 56,000 students and over 250,000 alumni in the South Florida area. FIU is ranked #1 in the nation in awarding bachelor's and master's degrees to Hispanic students, and is ranked #10 among the largest public universities in the United States.

The FIU Career & Talent Development department offers your company a myriad of ways to engage on campus, recruit, and hire FIU students and alumni for your full-time and part-time jobs and internship opportunities. Our team is happy to provide a strategic recruitment plan to meet your individual hiring needs including:

- On-Campus Interviewing
- Free Job Postings
- Signature Events

All these resources are here to introduce you to our most valued resource: our students and alumni.
The Career & Talent Development department at Florida International University is committed to developing and delivering innovative career readiness programming for students and alumni, while engaging employers and stakeholders to foster mutually beneficial relationships that address the needs of an ever-changing and diverse workforce.

OUR MISSION

The Career & Talent Development department at Florida International University will be known as a nationally recognized department that provides students and alumni with Worlds Ahead career readiness programs and resources to identify, secure, and manage successful careers.

OUR VISION
Services We Offer

POST A JOB OR INTERNSHIP

The FIU Career & Talent Development department has partnered with Handshake - a modern career development platform - where you can post your jobs and internships free of charge. Here are some of the benefits of Handshake:

- Helps over 200,000 top employers easily find, recruit, and hire the best college talent across the country
- Access to over 8,000,000 students and young alumni from 400 top universities
- Multi-school Job Posting
  With just a few clicks, you can post your job across dozens of schools
- Powerful Applicant Filtering
  Narrow down potential hires to the best fit through our advanced filter options
- On Campus Recruitment & Career Fair Management
  Schedule on-campus interviews, register for upcoming career fairs, or set up your own events

Connect with us at https://fiu.joinhandshake.com!
Engaging on campus with the FIU community is a great way to begin building your company's brand recognition.

I preferably enjoy events where we collaborate with a powerhouse organization on campus that will help build attendance and create a space to engage students and introduce them to our organization's vision and mission.

- Michael Woodward Jr., Recruitment Manager at Teach for America
WAYS TO GET INVOLVED

On Campus Interviews
We offer in-house interview rooms for Employers to meet with students and alumni

Recruitment Events:
Career Fair - Fall & Spring
Internship Fair - Fall & Spring
Internship Week - Spring

Management Leadership Development Networking Event - Spring
Highlight of employers who have management-in-training programs embedded into their company culture. Includes a panel and networking session.

Resume Fest - Fall & Spring
An all-day interactive event where students and alumni are given the opportunity to interact with employers and have their resumes and cover letters professionally critiqued.

Recruitment Programs:

Employer Spotlight
Employers are given the opportunity to speak with our staff about their company, including team culture, available positions, and the type of students and alumni they are seeking.

Information Sessions
Employers are given the opportunity to educate our students and alumni about their organization's work environment, culture, interview process, and career paths.
WAYS TO GET INVOLVED

Panther Prowls
Students are given an opportunity to see what working at your company would be like through interactive activities that will provide them with insight into your company culture.

Panther Shadows
A one-day structured program designed to connect FIU students and alumni to Host Sites to observe and learn about professional roles related to the majors and industries of their interest.

Employer Institute
Employers will get access to the most up-to-date information about our services to assist with the development of a more inclusive recruitment plan, and to interact with our professional staff.

Professional Development Workshops
Employers have the opportunity to co-host and share their knowledge on any career related topic either on campus or virtually. You can then discuss your company and recruitment needs with students.

This is just a glimpse of the many ways we can help you brand your company to our FIU students, alumni, and community.
Contact Us
FIU CAREER & TALENT DEVELOPMENT

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FOLLOW US ON OUR SOCIALS!

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Miami, FL 33174
(305) 348-1281

Biscayne Bay Campus
3000 N.E. 151st Street, WUC 255
North Miami, FL 33181
(305) 919-5770

career.fiu.edu