

— your map to —
SUCCESSFUL CAMPUS
RECRUITMENT

This year, 3.7 million students graduated and are about to enter
the national workforce.

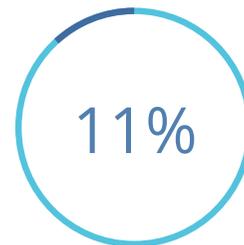
How will you engage the best talent of tomorrow?

Why Campus Recruiting Matters?



Of employers' new hires for
full-time, entry-level positions
were graduates in 2015

NACE



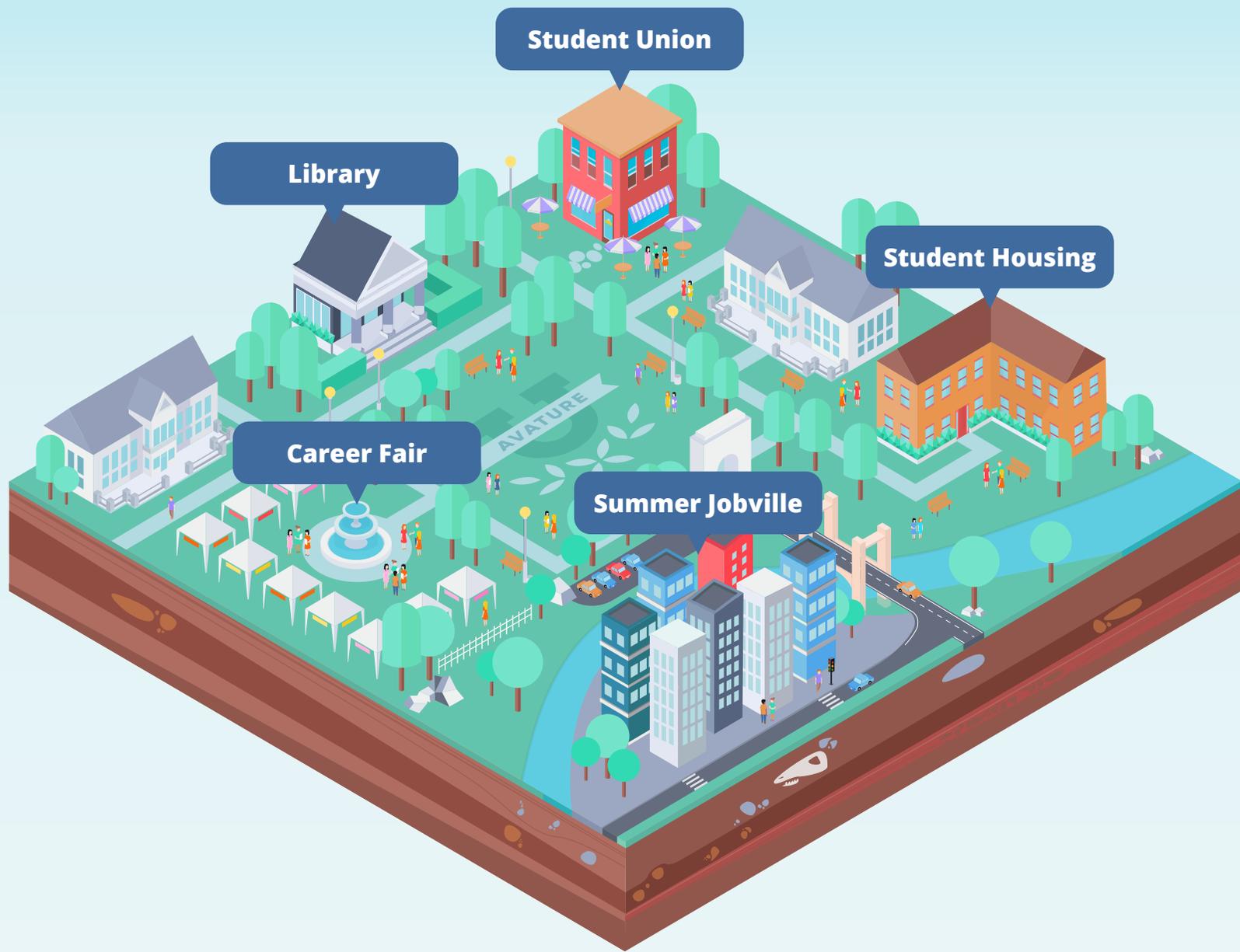
Of organizations have
increased the number of
graduate hiring in 2016

NACE



Of campus hires remain with an
organization after five years

Bersin Deloitte





STUDENT HOUSING

When should you start engaging with college talent?

70%

Of new grads have looked at the job market before choosing a major.

Accenture



Freshmen and sophomores start looking for jobs in the summer, juniors in early fall, seniors during winter holiday break, and graduate students start looking in early spring.

AfterCollege 2016

78%

Of seniors have a job lined up by graduation, 88% of seniors have had at least two job offers by graduation.

AfterCollege 2016

Tips & Tricks



Know Your Audience

Engage students at the time of the year when they're actively seeking jobs.



Think Digital

Head online and learn about your demographic on the platforms they use most — Facebook groups, alumni blogs, online discussion forums, Twitter, YouTube, subject/society pages, and LinkedIn.



Go Mobile

Make sure your platform is ready to capture students where they spend most of their day — on their phones.

Want to learn more? [Request a Demo](#)



CAREER FAIR

Are you maximizing your career fair?

Recruiters attend an average of 31 career fairs per year and as an industry spend \$9 billion on planning, traveling, and sponsoring.

NACE

75%

Of employers do onsite campus interviews, and 59.9% of all new graduate hires attended one.

NACE

63%

While employers recruit 63% of new entry level hires through campus activities (NACE), 92% of them believe their lack of on-campus brand awareness is holding them back.

AfterCollege 2014

88.4%

Of students attend career fairs, but only 62% rate them as very effective. *Why?*

NACE



8.5%

"They're too crowded and I can't talk to the companies I'm interested in"

AfterCollege 2014



19.1%

"There's too much going on and it's hard to stay focused"

AfterCollege 2014



11%

"The company representatives are rude or uninterested in me"

AfterCollege 2014

Tips & Tricks



Think Ahead

Invite students for short on-site interviews or "get-to-know-you" sessions in advance using customized invitations and branded landing pages with interview-scheduling tools.



Go Paperless

Use the Campus Mobile App at events to capture student data and resumes on-the go online or offline.



Avoid Long Lines

Demonstrate to students that you value their time by giving them the option to text to apply.



Leverage Event Management Tools

Manage invitations, logistics, venue information, reminders, costs and event marketing all in one platform.

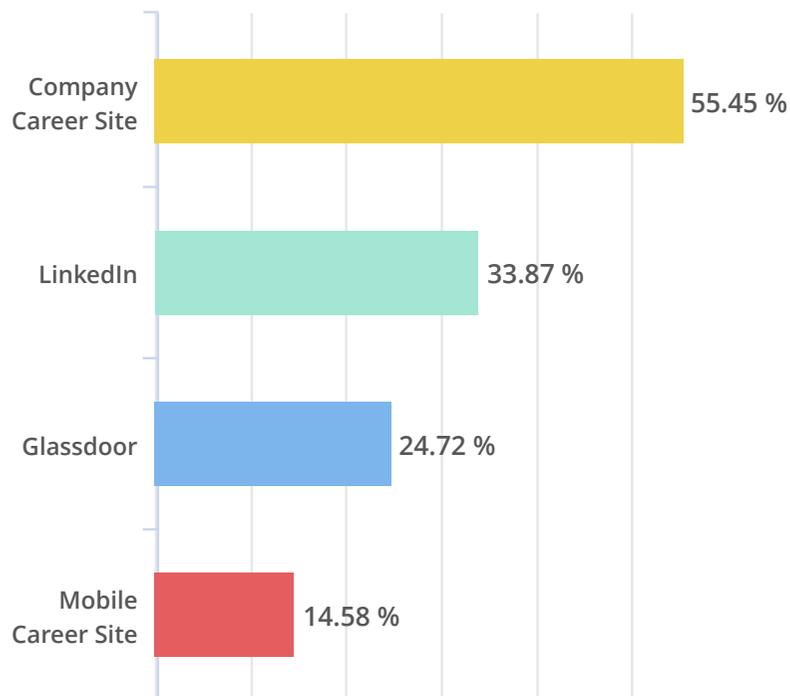
Want to learn more? [Request a Demo](#)



LIBRARY

When students research your organization, what do they find?

How do students research career opportunities?



Tips & Tricks



Leverage Your Brand

Build audience-specific content that inspires graduates and makes a positive first impression.



Maximize Your Career Site

Offer a window into what it's like to work at your organization, from culture to available job openings and beyond.



Tell Your Story with Landing Pages

Dig into themes without building entire new career sites to target specific audiences, ie. internships, events, certain majors.



Make It Mobile

Optimize all web content so that it's easily accessible on the go.

Want to learn more? [Request a Demo](#)



STUDENT UNION

Are you leveraging social media in the most effective way possible?

84%

Of employers do onsite campus interviews, and 59.9% of all new graduate hires attended one.

NACE

82%

Of organizations use social media for recruiting passive job candidates, 77% for increasing employer brand and recognition, and 71% for targeting candidates with specific set of skills/major.

SHRM

73%

Of 18- to 34-year-olds found their last job through a social network.

Aberdeen Group 2015

Tips & Tricks



Go Social

Use social media to promote events, microsites and targeted information.



Build Networks

Connect students with alumni employed by your organization.



Embed for Engagement

Easily capture candidates by embedding your career site on social media pages.



Cultivate the Right Content

Create student-friendly, mobile-optimized, and branded content ripe for the sharing.

Want to learn more? [Request a Demo](#)



SUMMER JOBVILLE

Are you giving young talent the opportunity to experience your company culture firsthand?

72%

Of students take part in an internship.
Accenture 2016

82%

Of employers say main objective of hiring interns is for long term recruitment purposes.
NACE

72.7%
of interns are offered a job
NACE

85.2%
of interns accept a job offer, which is above
pre-recession levels
NACE

61.9%
of interns are converted to full time hires —
the highest in 13 years
NACE

Tips & Tricks



Looking for interns?

Start early — employers begin recruiting interns eight months before their start date; for co-ops, this window is six months.

NACE



Offer Feedback

Give interns performance reviews and feedback — this will give them a better idea of the expectations and culture of the company.



Stay in Touch

Nurture talent for later opportunities by regularly checking in with silver medalists and previous interns.

Want to learn more? [Request a Demo](#)

Want to learn more?

[Request a Demo](#)

Avature
Get Engaged to Talent