

10 Secrets to Recruiting the **Brightest** Recent Grads



A Strategic Guide for Talent Acquisition Professionals

Introduction

Recent college graduates are flooding the job market. This year alone, 36% of the workforce in the United States will be made up of Millennials. By 2022, that number will rise to 46%*. Simply put, recent grads are the future of every organization. To keep businesses healthy and thriving, it is now essential to recruit top talent out of this generational pool.

Not sure how? We're letting you in on the
10 secrets to recruiting the brightest grads.



By 2016, over
22M students
will be enrolled in U.S.
degree-granting
institutions or universities**

Sources: *University of North Carolina, Kenan-Flagler Business School and the YEC Survey, 2012; **National Center for Education Statistic Projections

Grads vs. Millennials



Millennials:

A term used by demographers to describe any individual born between 1980 and 1994. Millennials are known for their love of technology, ability to multi-task and their desire for instant gratification and recognition.

Grads:

Any student who has graduated college within the past year. Recent grads boast a bachelor's degree and are typically between 22 and 27 years old.



1 Say Goodbye to Career Fairs

Recruiting in the school gym is yesterday's news.

Rather than wait in endless lines to spend a few precious minutes with busy recruiters, Millennials are looking elsewhere for information about best career opportunities.

65%

of Millennials

say they hear about companies through friends or job boards.*

Yet, 98% of companies still believe on-campus fairs are still the best way to brand themselves with students.



*Source: NACE Survey, 2013

2. Recruit with Your Best

Grads are hard to impress. Leverage employees who are the best representation of your brand and your overall mission. Recent grads want to hear about much more than the job description—they want to understand the goal of the organization and the people behind it.

Hire employees who are passionate and excited to share their time with young professionals. Remember, they're interviewing you just as much as you're interviewing them.

64%

of Millennials would rather make \$40K a year at a job they love, than \$100K a year at a job they think is boring.*

*Source: The Columbus Dispatch, Study Conducted by the Intelligence Group, 2014



3 Build Brand Ambassadors

Every employee represents your brand and is a potential brand ambassador. Encourage your employees to post reviews on Glassdoor, upload photos and interact with potential candidates.

Remind your recruiters that interviews are a two-way street. Recent grads may be frantic to impress prospective employers, but employers must also convince grads that their organization is the best place for them to launch their career. Utilize photos and videos on social media and your Glassdoor profile to showcase an inside look at your culture, your people and your office.

46%

of Glassdoor members are reading reviews when they have just started their job search and have not yet spoken with a company recruiter or hiring manager.

*Source: Glassdoor Member Survey, September 2013



4. Recognize Potential

At 22 years old, grads don't have it all figured out (as much as they think they do). Limiting your candidate pool by specific requisites, such as major or GPA, will prevent you from finding top talent.

Previous internship experience does not mean an individual is married to that specific career path. **Be open to training a grad who exhibits an outstanding work ethic and phenomenal potential.** These recent grads are often more valuable than students that boast unbeatable GPAs and certain work-related experiences – because of adaptability and eagerness to learn.



On average,
each corporate job
opening attracts

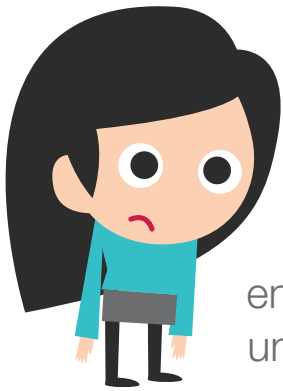
250
resumes

Of these candidates, **four to six** will be called for an interview and **only one will be offered the job.***



*Source: ERE Survey, 2013

5. Respond to Every Candidate



The worst feeling for recent grads is thinking they are just another number. As recent grads scour their networks for potential connections and opportunities, don't forget how it felt when you started out. Responding to all candidate applications ensures positive sentiments about your organization, even if you are unable to advance candidates any further in your hiring process.

Be a company that maintains a top-tier reputation, especially among a generation that is notorious for spreading information through word of mouth and online review sites. Responding to candidates is a simple task that pays dividends.

71%

of consumers

who experience a quick and effective brand response on social media are likely to recommend that brand to others, compared to just 19% of customers who do not receive a response.

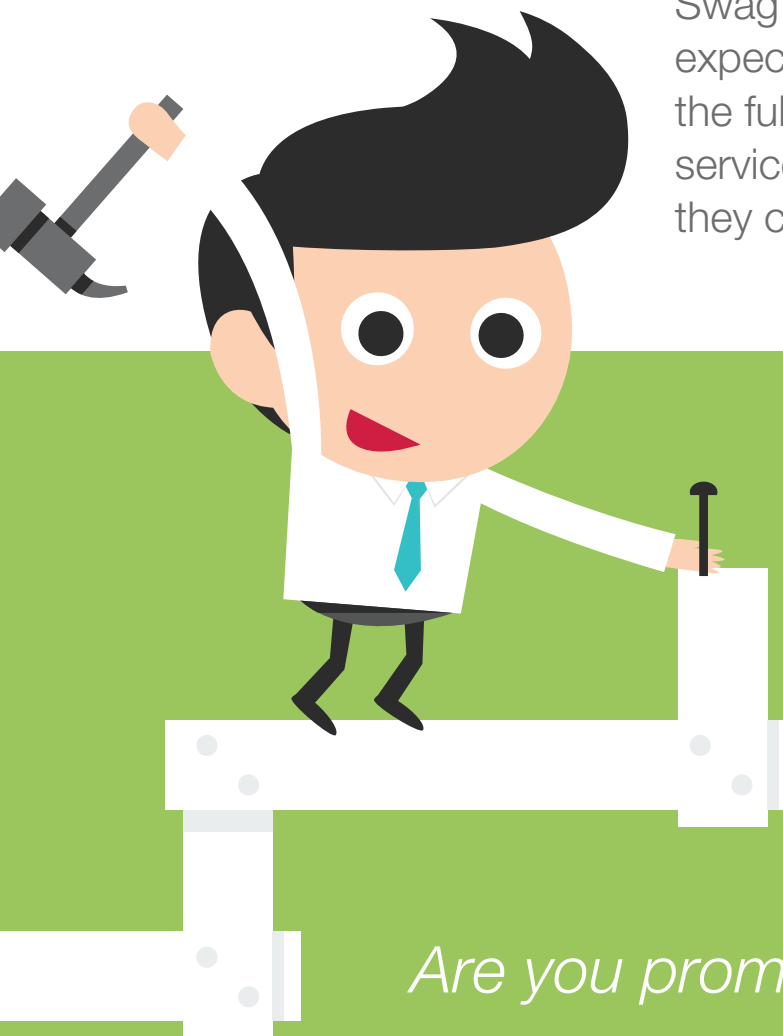


*Source: NM Incite's State of Social Customer Service, December 2012

6. Promise More Than Swag

Benefits don't have to break the bank. Try "free" options such as unlimited PTO, flexible hours or company-wide huddles. **Create an environment that encourages both personal and professional success.**

Swag may get grads' attention, but don't expect them to be sold so easily. Grads want the full package. They want a product or service they can stand behind and a culture they connect with.



60%

of Millennials consider the most attractive perk to be growth opportunities.*

Are you promoting your grads?

*Source: Glassdoor Survey, 2013

7 Waste No Time

If you find an impressive candidate, don't wait too long to get them into the office. A lengthy hiring process signals inefficiency in the organization and a red flag in the mind of a recent grad. Communicate that you are eager for new hires to hit the ground running.

Remember that recent grads are juggling numerous activities in their daily lives. An unpredictable hiring process is a no-go. Don't lead on candidates for months. Be decisive. Don't waste your time recruiting them and risk losing them to competition.



After one year,
employers retain
about 75% of their
new college hires
who have internship
experience with any employer.*

*Source: NACE Survey, 2013



Embrace Transparency in the Workplace

Be honest about a position's shortcomings and challenges from the get-go. Encourage grads to check your Glassdoor reviews and to ask questions accordingly. Have multiple team members interview a candidate: grads get a better understanding of the work, and employees can make a group decision about whether the grad is the right fit.

Don't beat around the bush or over-embellish an entry-level position. Be forthcoming in your job descriptions, mission and culture. Embracing transparency will allow your organization to recruit grads who will be successful in their new roles.

61%

of employees
say new job realities differ
from expectations set during
the interview process.*

*Source: Glassdoor Survey, 2013



9.

Sell the Work/Life Balance

Recruit grads that have done their homework researching your company and brand. These are the individuals who not only want the job, but also want to be a part of your company culture for years to come.

A great reputation or an impressive job title will only go so far. *Attract and retain recent grads by building a life for them, not just selling them on a job description.* Recent grads are eager to find a job that supports work/life balance and an organization that gives them a sense of community.

75%

of Millennials

look for a people and culture fit with employers.*



The job itself matters, but isn't enough to keep recent grads happy.

*Source: NACE Survey, 2013

10. Foster Career Development

Grads may have an idea of what they want, but for many choosing a career path is daunting. Allow grads to explore other departments and to work with individuals across multiple disciplines. Grads may change jobs, but that doesn't mean they have to change companies.

While Millennials may be job hoppers, don't believe they don't want to find a permanent home. Highlight training and development programs, and encourage grads to find work they are truly passionate about.

46%

of Millennials left their last job due to lack of career growth.*



Create an environment that inspires learning and development among grads.

*Source: Glassdoor Survey, 2013

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2X

the quality

3X

the influence

30%

lower cost-per-hire

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