



# 10 STEPS TO STRENGTHEN YOUR POSTSECONDARY PIPELINE

## 1 Enhance your employer brand.

The internet is the first place college students and career advisors go to learn about your company and the jobs available. Leverage your company website, Instagram, TikTok, etc. to **show what it's like to work at your company**. Note, few students use LinkedIn — meet them where they are.

### Self-Assessment Questions:

- What story are your website, job sites, and social platforms telling people about your brand? Silence tells a story too.
- Is any of your messaging directly targeted to students?
- Where are you promoting employment and internship opportunities?

## 3 Know your workforce.

The degrees comprising your workforce may be broader than you expect. Before you begin targeting your recruiting efforts, **know which majors align with your jobs** and which employees can act as brand ambassadors on campus.

### Self-Assessment Questions:

- Which majors are represented among your current employees?
- Which majors align with your current job openings and succession planning needs?
- Who among your current employees can act as brand ambassadors on campuses?

## 2 Be proactive.

Don't wait until students are nearing graduation to begin recruiting. Begin your marketing strategy as early as welcome week and attend **multiple events throughout the year** to maintain relationships. For some in-demand degrees, students know where they will work as early as junior year.

### Self-Assessment Questions:

- When and how often are you on different campuses?
- When and how often is your brand getting in front of students?
- Do you have a strategic communication plan for connecting with students?

## 4 Utilize career centers.

Institutions have a career center with the same purpose as yours — help students get jobs. **Establish and maintain relationships** with the center teams, using them to inform your recruitment strategy. The center is the best place to start to get in front of students.

### Self-Assessment Questions:

- Which education institutions do you have relationships with?
- How are you maintaining and investing in relationships with career centers?
- How can you support the career centers for mutual benefit?

## 5 Leverage your alumni.

Students respond best when you speak their language, which varies from institution to institution. **Alumni are the best way to gain trust** and show students what they can do with their degree. Many alumni are connected with faculty, which is crucial for you to get your employer brand in front of a class or recruit a class to tour your facility.

### Self-Assessment Questions:

- Where have your employees earned their degrees?
- Do you know what is unique about the student body at each school with whom you partner?
- How can you leverage your employees to put your company's best foot forward at their alma mater?

## 7 Evaluate job descriptions.

Evaluate each job description from the perspective of a college student. Clearly articulate what you're looking for and what you offer **in their language, addressing their values and priorities.**

### Self-Assessment Questions:

- Do they need a degree, certifications, or previous experience?
- Do you provide flexible scheduling around classes?
- Did you include compensation, tuition reimbursement/benefits, or development resources available?

## 9 Be transparent.

No one likes being ghosted and college students are in an especially vulnerable position when it comes to finding a job. **Be respectful and transparent** with their status as an applicant. Communicate when they are not selected to continue in the process. Failure to do so can be detrimental to your brand.

### Self-Assessment Questions:

- How often do you communicate with applicants?
- When do you communicate an applicant is not moving forward in the process?
- Do you provide feedback to students as to why they are or are not moving forward in the process?

## 6 Diversify engagement tactics.

What works on one campus, may not work on another. Beyond attending career fairs, speaking to classes, or hosting tables on campus, consider providing internships, site tours, or job shadows. Work with faculty to **enhance project-based learning**, which is a way for students to solve real-world scenarios while showcasing your brand.

### Self-Assessment Questions:

- How do you engage with students, career centers and faculty today?
- Are you connected to faculty in areas of study to whom you could provide relevant projects or learning scenarios?
- How can you add variety to your engagement tactics?

## 8 Streamline the application process.

Your process leaves an impression. Make it easy for students to apply. Limit the questions asked and **review your process for any redundancies.** Don't ask candidates to do more work than necessary, like repeating their work history after uploading a resume.

### Self-Assessment Questions:

- How long does it take for a student to complete and submit your application?
- Are there any redundancies in your process?
- Does your application ask questions that should be included in an interview setting instead?

## 10 Hire an intern.

Internship programs bring fresh perspectives, establish rapport with potential new hires, and provide current employees with opportunities to mentor. **Interns display better retention** rates than non-interns, even when they work for other companies. Internships also introduce students to new industries and companies.

### Self-Assessment Questions:

- Do you offer internships through colleges and universities?
- How does your internship provide unique and valuable experiences for students to build skills for their career?
- What percentage of your interns become full-time employees?

