

*The Employer's Guide to:*

# Implementing a Brilliant Company Branding Campaign on Campus

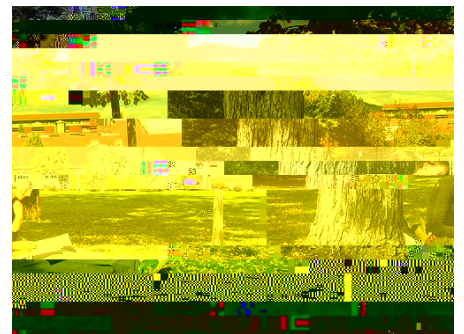


## I. KEYS TO BUILDING A SUBSTANTIAL REPUTATION ON CAMPUS

The primary reason that companies keep up a strong branding campaign, even in the most arduous of economic times are:

Smart employers know that to obtain the best, you have to project the image of being the best at what you do.

Just as companies select their list of schools to recruit from, college students and graduates are also selecting their top list of



## II. L





### III. IMPLEMENTING THE CAMPUS BRANDING CAMPAIGN

#### A. Career Fairs: Are You Really Taking Advantage of All Opportunities

The Audience. College career fairs can be filled with students, new grads, and alumni. But they are also filled with other working professionals from your industry, professionals that can normally be categorized into different groups. These groups are not only a recruiting consideration when participating in a career fair, but can also present other opportunities for your company. The questions to consider prior to attendance are: 1) who are you recruiting, 2) who are you selling to, and 3) what message are you sending to which groups?

- o Potential employees - The beauty of college career fairs is that they are normally filled with a variety of candidates: 1) students for internships, 2) graduates for full-time postings, 3) graduate students for research opportunities, and 4) alumni for experienced positions.

- o Current and potential customers, vendors, and competitors – Many exhibitors view these events as only marketing opportunities to attract new employees. What they may forget is that other exhibitors can belong to the

the overall branding of your company. A large percentage of individuals who are at the booths are not just from Human Resources, but can be Department Heads, Engineers, Division Directors, and yes... even Company Presidents. Always ask the university Career Center to view a copy of the event program guide prior to your attendance so that you can best plan your Career Day strategy.

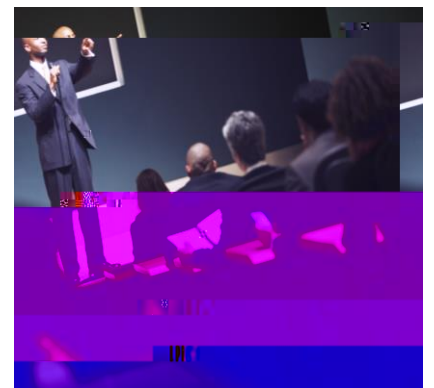
- o Other attendees can include faculty, college staff, and student organization representatives. Is your team prepared to answer questions from these groups?

Are your recruiters being trained in the right message? Do they have all the information they need to make a great impression? Do they know what information is advertised about the company before the event? Train, inform and evaluate your recruiters.

OOPS... DID I MISS AN IMPORTANT OPPORTUNITY?

What if you are not recruiting for

Resume Collection. Some companies can collect resumes, others cannot. No matter your situation, the information on a resume can be a huge asset for an inexpensive college relations program. These names and email addresses enable you to personally thank the candidates for stopping by your booth at Career Day; allow you to send a personalized invitation to your information session; or give you the opportunity to inform the attendees of other on-campus events that you will be hosting/sponsoring. |



## Preparing for the Event

- Stage the campus with materials, signs and displays (both outside & inside the room).
- As with all campus events, make sure that your recruiters are promoting the right message. Train, inform and evaluate your recruiters.

## Other Considerations

- Ask campuses which times are best and if there are any competitors scheduled the same day.
- Lunches – eating or meeting? Have a faculty luncheon if there is time.
- Don't cancel interviews... this sends a very bad message. However, if there is no other choice, do it the right way. Work with your Career Center on alternatives (phone interviews, new dates, etc.) if you have to cancel interviews.

## C. Professional Job Searching Seminars

Colleges are always looking for companies to present to students on a topic that relate either to job searching techniques, tips for success on the job site, or tools for professional success after graduation. Unlike information sessions, lunch and learns, or classroom presentations, the job search seminars are the perfect way for recruiters and Human Resources to interact with students, while gaining low or no cost exposure on campus.

By no means does this activity replace the other types of presentations, but it can certainly enhance all your recruiting efforts. If this activity does not make sense because of a geographical limitation, ask the college about tips that can be posted on boards, in professional development materials, or on websites.

## D. Classroom Speakers

As listed in the aforementioned survey results, students love to learn about the technical and scientific breakthroughs that are made in their

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#### IV. EVALUATING THE PROGRAM

- A. The metrics methodology of how you measure the program's success is going to depend on your stated goal and which activities were implemented. However, the recap should demonstrate the value of the campus to the company's management. Investigate practical and successful ways to communicate the tangible and intangible benefits and value that this campaign is bringing to the company.