



# **RECRUITING**

## **Recruit Students Right!**

**Recruiting Students – Going beyond the Job Fairs**

### **1) Reach out to professors**

**Utilize the Alumni department**

### **2) Find the Career Services Department**

**Career Fairs**

**Lunch-n-Learn: 45min presentation over lunch**

**Tabling on campus or in a specific program building**

**Guest speaking in classes**

**-Go into non-hospitality classes. Showcase the business not just the industry.**

**-Expect to have to engage them.**

**-Share part of your industry story: how did you get to where you are?**

### **3) Utilize job posting boards such as Handshake (college specific) and LinkedIn**

### **4) Best Practices**

**Send someone who is relatable**

**Students apply to places where they make a connection**

**Engage with students during events**

**Business casual dress code is more approachable on a college campus for career fairs, lunch and learn, and tabling.**

**Be honest with the students about the position, opportunities, and what they will most likely experience with your company**

**Timing – Recruit early especially for seasonal positions**



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### **Internships/Work Study/Work Experience**

#### **1) Terminology**

##### **Internship**

###### **Internship for Credit**

- Formal program via the university
- Paid

###### **Internship for Experience**

- Not for credit
- Paid

##### **Work Study/Work Requirement/Work Experience**

**Many programs require paid work hours in the industry**

**Paid experience in a professional setting**

**Volunteer experiences are valuable**

#### **2) Making the most of the experience**

**“Not just a job” – Formalize the experience**

**Incorporate training and development**

**Mentorship programs**

**Opportunities to cross-train**

**Have a plan and speak with the student about that plan before the start of the job**

**Set up evaluations and exit interviews**

**Remember that students may be taking classes, talk with them about their schedule**

**Great opportunity to grow company culture and create a pipeline for long-term employment**

**This can be career building opportunities for the company**

##### **Compensation**

**Fair wage – Not Free Labor**

**Consider location and housing opportunities**

**Consider limited benefits**