



Why have a college recruiting program?

If your organization finds itself asking questions like “Why can’t we find more talented people?” or “Where should we go to recruit great candidates?”, you should consider creating a college recruiting program.

When done properly, a solid university relations strategy serves as a self-sustaining engine for your talent pipeline and will directly address many of your concerns related to finding the best and brightest candidates for your company.

Below are four reasons to start a college recruiting program.

1. Internships are a great “try before you buy” program

- Have you ever had buyer’s remorse after hiring a candidate you thought was stellar? It happens to the best of us. With an intern program, you can hire students or recent grads for a defined period of time to evaluate their skills, work ethic, attitude, and many other attributes crucial to success in your company before making a hiring decision.
- Conversely, internship programs are also a great way for students to determine if the company is an ideal post-graduation destination for them. Therefore, it’s critical for employers to make a great impression on star interns.

2. College students can be a great pipeline for hard-to-fill roles

- If your company requires niche knowledge to thrive, you know it’s a big-time challenge to recruit and hire these highly-skilled professionals mid-career.
- A college recruiting program can target universities whose majors closely align with your organization’s knowledge and skill priorities.
- As an example, if you typically need to hire several candidates per year with a knowledge of metallurgy, you can easily find universities with great materials science and metallurgy programs and target recruiting efforts toward students in those majors.

3. Entry-level development programs attract top-tier talent

- A great tool to attract and retain game-changing talent is the entry-level development program, sometimes known as a rotational program.
- These programs require structure and planning, but when executed properly, you’ll expose highly-talented hires to a variety of functions in your company and help them define career interests, build relationships with leaders across the company, and deepen their relational ties to your organization.
- Upon completion of the development program, these hires can be placed into open and critical roles in your business, meeting your needs and giving the new hire a great challenge.



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4. It's a great way to replace retiring talent

- Many companies, large and small, are losing experienced employees to retirement as the Baby Boomers age out of the workforce. A college recruiting program will greatly enhance your workforce planning efforts and solve some of your "brain drain" challenges by reinforcing your workforce on an annual basis.

If you would like to learn more about how to build a best-in-class college recruiting program, contact us at clarkharvey@arrowheadtalentsolutions.com or 330.316.0867.



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