

No one should have hired me out of college, but...

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...they did, and the sun still rose the next morning. Someone took a chance on polishing me. In fact, hiring young, untried but fresh and eager talent can make your office shine brighter.

How to craft a successful college-recruitment strategy:

1. **Build brand recognition on campus.** Plant your brand's seeds early: Target local colleges and ones with programs matching your hiring needs. Attend job fairs and special events like Engineering Day. Build a recruitment pipeline through key professors who can recommend upcoming graduates. Offer resources, such as free seminars. Don't forget some memorable swag! Nothing pleases more than your company name on a bag of M&M's (it's true!).
2. **Form relationships through internships.** Meaningful internships give your company first crack at a rising talent pool. The undergrads who loved your amazing brand strategy (and swag) are eager to learn and can be the foundation for a new hire down the road.
3. **Leverage your company's outreach.** You've got their attention—now grow it. Create a career website that caters to students and includes alumni testimonials. Don't skimp on college-relevant posts to your blog and social media. Keep posts fresh! Repeat posts are so 2021! It is important to seek advice from your target audience to hone your outreach campaigns.
4. **Embrace new ideas and rough edges.** You're hiring unrefined talent, so listen to their fresh perspectives and forgive their imperfections. Put in the effort to boost them—after all, we were young grads once, too.

These college-recruitment strategies can help you find the diamonds in the rough. With a little polish, this raw talent will help your office gleam! Get out the sunglasses!