







Step-by-Step Plan to **REACH** More Students for Your Next Hire


RAISE brand awareness

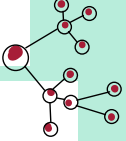
- 1** Create company profile with mission statement and differentiators 
- 2** Post career advice, employee testimonials and day-in-the-life-of stories 
- 3** Schedule company events, coffee hours and info sessions on campus
- 4** Promote employment brand via GradLeaders, email, social media and website 

EDUCATE students about opportunities




- 5** Define your ideal employees, values and company culture 
- 6** Write job description with skills and education requirements 
- 7** Market typical roles and potential career paths to students
- 8** Post current job openings to multiple campuses including non-core schools 

ATTRACT interested job seekers

- 9** Search for students based on skills, education and career preferences 
- 10** Send personalized messages to right-fit students

- 11** Explain why your company, role, and location is ideal 
- 12** Invite students to connect virtually and in-person on campus
- 13** Attend career fairs and talk to right-fit students
- 14** Push students to applicant tracking system (ATS)

CHOOSE right-fit employees

- 15** Utilize aptitudes, skills and personality assessments 
- 16** Send and review pre-recorded virtual interviews
- 17** Conduct live 1-on-1 interviews with remaining candidates 
- 18** Select first-choice student as #1 candidate
- 19** Perform necessary background checks 

HIRE students

- 20** Review labor market compensation data 
- 21** Extend competitive job offer to student
- 22** Mark as "hired" and review ROI reporting
- 23** Onboard new employee 
- 24** Schedule first-day-on-the-job introductions