**Campus Recruiting Strategies**

**Connecting with different students & their majors**

One of the critical skills of being a great recruiter is being able to connect with different types of recruits and show them how your opportunity can help them get where they want to go (beyond the financial benefits of the job). When recruiting through colleges, whether it be current students or graduating seniors, you need to know how your opportunity can benefit someone going into business, medical, law, teaching, engineering, etc..

For example…

Business: This is the easy one. To be great at business you need to learn how to effectively communicate with people, how to overcome adversity, willingly put yourself in tough situations, and most importantly SELL! Prod with questions like “What type of business do you want to go into? Financial? Entrepreneur? Marketing?”... a financial advisor not only knows how to navigate the markets and invest, but they also need to sell themselves & their strategies to potential clients in order to get a book of business.

Medical field: Doctors need to learn how to sell & communicate all the time. First of all, everyone applies to med school with the same experience… some minor level internship for a hospital where they’re primarily doing admin work anyway. In order to get into med school, they have to stand out. It benefits them to diversify their experience in order to stand out, and they will also need to know how to sell themselves & their experience to get into med school. Beyond that, if a doctor wants to run their own practice (which most do), they will still need to learn how to sell themselves & what they do in order to get patients.

Law: Being a lawyer is just another form of sales. Not only do they need to sell a judge and jury on a case, but they also need to sell themselves to potential clients in order to get their business.

The more you can relate to them & what they want to do, the more they will see your opportunity as a vehicle for them to get where they want to go.

**On Campus Recruiting Strategies**

Gather a team of “active advertisers” to go to campus with you someday. If your culture is strong, they may just want to go with you to help find recruits. You can also incentivise it by giving them credit for recruits you end up signing, utilizing drawings for prizes for every day they go, or tie it into fighting for management/advancement opportunities.

**Shoulder Tapping/Clipboarding**

This is the easiest & most straight forward strategy. You don’t need any supporting materials or documents… just energy & work ethic.

Simply find the highest foot traffic spots on campus, and go out with a team (or yourself) and find the kids that look sharp. Walk up to them with energy and simply ask “Hey are you looking for work/a summer job?” REGARDLESS OF WHETHER OR NOT THEY SAY YES OR NO be ready with a 5 second pitch with bullet points on the job and ask if they’d be down to give you their phone number so you can call them with more information later that day.

Example: “Hey would you happen to be looking for work?” “Our average rep made $25k last summer, its incredible resume experience, and we offer scholarship + internship opportunities!”

If they react positively, simply ask for their phone number and tell them you’ll give them a call later that day. DO NOT wait a few days to call… they will likely forget about the interaction and the more time goes by the less likely you will be to reach them.

BONUS TIP: Carry a clipboard with you. When you carry a clipboard, it makes you look more official and people will be more receptive to you walking up and asking them a question.

**Whiteboarding**

All you’ll need is a pack of expo markers and an easy URL such as Phoenixstudentwork.com or incorporate the schools mascot into the name where people can apply with some simple information.

Most college campuses leave their classrooms unlocked. This is most efficient to go early in the morning around 6:30-7am. Map out a route on campus so you can hit all the major schools and go write your URL in the upper corner of the whiteboard. As a bonus you can add a few bullet points below it such as “Great pay, resume experience”. Then draw an outline around it or some squiggly lines so that its clearly separated from the rest of the whiteboard and teachers are less likely to erase it. The key is to write it small so it doesn’t take up too much room but not so small that students can’t read it from the back of the class.

**Carding/Flyering**

Carding or flyering can be an effective strategy to get the word out to as many people as possible. This is also done at the highest foot traffic spots on campus. If done correctly, each person can get out a few hundred cards in an hour. Our goal was to typically get out 1,000 cards in a few hours between 2-4 people.

Print business card size promotional material that has a QR code or easy link where people can apply. The most important thing is to KEEP IT SIMPLE. On the link, have a very brief description of the job and ask for name, phone number, email, and maybe something like their major or how they heard about the job (with options like business card, whiteboard, email, social media, etc.).

When passing out cards, the biggest key is to make it FUN. Go out with tons of energy and hand it to people while saying things like “Hey did you get one!?” or “Have you gotten yours yet!?”.

Be confident and walk up to everyone as if its expected that they are going to take it. If there’s a group of 3-4 people, target 1 person and hand them 3-4 cards so they can give it to their friends.

**Chalking**

If someone on your team is a bit more artistic, have them go to places on campus and chalk the ground with your URL. It can be as simple as “Looking for summer work? Great pay and fantastic resume experience! Apply here: (Your URL)”... or just have a URL that promotes student work and put that. People are usually curious enough that a few will check it out and apply.

**Career centers/Campus relations**

Find out who runs the career center at each school. It is in their best interest to find students jobs. If they get in your corner, they can set you up for career fairs or even send an email blast to every student at the school with some information on the job and a URL to apply.

Find out who is in charge, bring them coffee or donuts and try to get a conversation. Maybe deliver gift baskets for holidays or show up a few times to try and get a meeting. When you meet with them, be ready to explain the opportunity and have examples of students who have benefitted from the job. Diversify your examples with students who have leveraged the experience to land their dream job, become financially free as a student, or achieved big goals. Ideally you have a few examples from that school and you can name drop, but if you can’t just use examples of your current reps (or even other people’s reps) to showcase the opportunity and show what it can do for them.

**Career fairs & Tabling**

If you can get into a career fair or table in a high foot traffic spot, there is a huge opportunity for people to inquire about the job. The biggest key is MAKE YOUR TABLE FUN. Once again, high energy is what will separate you. Most career fairs & tables are filled with boring recruiters. You can stand out by having fun activities like cornhole or a mini basketball hoop where they can win prizes. A wheel they can spin to win candy or drawings in a bigger prize will bring attention. Whatever you have, you want there to be energy at your table that attracts people to come check it out. Maybe you have a QR code they can scan in exchange for information so they can win a gift card. Have your team walking around bringing people in asking things like “Have you spun the wheel yet!?”. Then when they spin the wheel or scan a QR code, thats where you start a recruiting conversation. You can ask what their major is and use the section at the top to show them how this can be their vehicle. “Oh perfect! We work with tons of \_\_\_ majors because \_\_\_”

Bonus tip: If you can’t get a table at the career fair you can stand outside the career fair with cards or a clipboard and use the above strategies as people are walking out. Every student walking out of a career fair is looking for work!