

## RECRUITMENT TOOLKIT WORKSHEET

*Courtesy of Jeff Brzozowski, The Travelers Companies, and  
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**Goal:** Identify areas of opportunity to leverage career services more effectively to improve recruiting outcomes.

Area of Focus	Yes	No	Action Items or Suggested Opportunities for Improvement
<p><b>Are my hiring goals and targets well defined when I am on campus recruiting?</b></p> <p>Full time vs. intern</p>			
<p><b>Do I have my target student audience well defined?</b></p> <p>Full time vs. intern focus; enrollments/grads; demographics; class level being targeted for internships</p>			
<p><b>Have I consulted career services on how to best reach that student audience?</b></p>			
<p><b>Do I fully understand how career services functions on my target campus?</b></p>			
<p><b>Do I have a plan or strategy on timing of when to recruit on campus?</b></p> <p>Fall vs. spring or both</p>			
<p><b>Is my campus engagement plan in partnership or with input from career services?</b></p>			
<p><b>Do I apply creative ways of leveraging existing methods of reaching students?</b></p> <p>Career fairs, info sessions, on-campus interviews; branding events</p>			
<p><b>Do I host annual or bi-annual meetings with my career center partners to discuss successes and opportunities for improvement?</b></p>			

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Recruitment Toolkit Worksheet, continued

Area of Focus	Yes	No	Action Items or Suggested Opportunities for Improvement
<b>Have I invited my career center partners and other key players into my local facility or business operation for a tour and review of business goals, environment, and culture?</b>			
<b>Do I leverage my partners beyond the career center effectively?</b>  Academic contacts; student clubs and organizations; student services offices (military /veterans; students with disabilities)			
<b>Have I considered funding academic support in terms of scholarships or book awards to further reach into the university?</b>			
<b>Am I able to speak to the corporate culture of my firm and the differentiating factors that separate my organization from others in the same field?</b>			
<b>Do I understand the various business functions within my organization and can speak to potential opportunities within each area with students?</b>			
<b>Do I have appropriate and effective marketing materials that will appeal to student audiences?</b>			
<b>Do I have full organization support and resources (budget, people, materials) to commit to on-campus recruitment?</b>			
<b>Is my organization effective at onboarding, training, mentoring, and developing new college grads?</b>			
<b>Is our internship program effective at engaging students and being leveraged for conversion opportunities to FT employment?</b>			