

USC Viterbi

School of Engineering



BEST PRACTICES FOR ON-CAMPUS RECRUITMENT SUCCESS

VITERBI CAREER CONNECTIONS

VITERBI SCHOOL OF ENGINEERING

University of Southern California

Strategy and Best Practices for Successful On-Campus Recruitment

Resources are limited, whether it be time, money or man-power. Get the most out of your recruitment efforts to attract top performing University of Southern California (USC) Viterbi students and graduates through strategic engagement opportunities.

Purpose

Think outside the career fair and campus job board! This guide is intended to help generate ideas and share best practices for on-campus recruiting, specifically at the Viterbi School of Engineering at USC. Participate in flagship events and partner with Viterbi Career Connections to realize innovative strategies for student engagement, recruitment, and candidate retention throughout the hiring process.

What is the Foundation for OCR Best Practices?

There are five key elements that make up the foundation of OCR best practices. Whether you have already established your brand on campus or are recruiting from Viterbi for the first time, it is designed to get you the maximum return on your recruitment investment. Engaging in Viterbi Career Connections programming, creating multiple campus partnerships, aligning your recruitment philosophy with academic experiences and students career interests, continuous student engagement, and creating a positive candidate experience are vital. For each area, key stakeholders and questions to consider will be defined.



VITERBI CAREER CONNECTIONS PROGRAMMING



CAMPUS PARTNERSHIPS



ACADEMIC AND CAREER ALIGNMENT



STUDENT ENGAGEMENT



CANDIDATE EXPERIENCE



STUDENT ENGAGEMENT & CAREER CONNECTIONS PROGRAMS

Introduction

KEY STAKEHOLDERS:

SECC

The Viterbi Career Connections (VCC) Office offers a variety of platforms in which to engage students and/or help you create a network of stakeholders across campus departments. These platforms include: Viterbi Career Gateway, workshops, Trojan Talks, company days, tabling, event sponsor opportunities, networking events, fairs, student luncheons and more. Take advantage of standing programs or work with our staff to create a new engagement opportunity. Whether it is a hackathon, case study or mascot competition, we are open to new and innovative program creation with our partners!

Questions

- Are you taking advantage of the programs offered by VCC? Are they effective methods of connecting you with top talent?
- Have you discussed your campus branding strategy with VCC staff?
- Have you partnered with your marketing department and VCC staff to brainstorm creative recruiting events that can be implemented on campus?
- Are you only using the “post and pray” method of on-campus recruitment, where you post a position on Gateway and hope to attract top candidates?
- Do you regularly attend fairs and networking events?
- Have you utilized your connection with VCC staff to garner introductions to key stakeholders in other campus departments?
- Do you utilize feedback on best practices when deciding what events to participate in, what day/time to present information sessions and developing marketing materials?
- Are you part of the Executive Ally Program?

Application

Communicate

- Maintain consistent communication with VCC staff regarding your hiring cycles, opportunities, branding and company culture. This allows VCC to keep your company in our forethoughts when meeting with students and recommending employment opportunities.
- Consult with VCC when developing company recruitment initiatives to attract top students.
- Discuss program and event planning with VCC to secure a prime day/time for your event.
- If you are not sure what department or student organization to connect with, VCC can offer suggestions and make introductions.

Plan & Market

- Thoughtfully plan your engagements with Viterbi students in advance to allow plenty of time to market your opportunity to students.
- With so many jobs posted on [Gateway](#), the job portal specific to engineering students, and [ConnectSC](#), the job portal hosted through the main Career Center, it is easy for students to overlook company position announcements. Partner with the VCC to create a marketing campaign around your positions to drive students to your opportunities.

Participate

- Deepen your relationship with the VCC by participating in flagship events and activities.
- Becoming an Executive Ally to get priority OCR dates, prime booth locations at fairs, and garner invites to exclusive events. For more information on the Executive Ally Program, contact Maggie Cutler at maggiecu@usc.edu.



CAMPUS PARTNERSHIPS

Introduction

The most successful hiring practices stem from robust campus branding. This means, not only is it a great idea to partner with the VCC for your hiring needs, but to reach out to the broader USC campus community to establish partnerships. Much like a salesperson must create a relationship with a client before “closing the deal,” you too must establish relationships with the USC community to attract top talent.

KEY STAKEHOLDERS:

Students, VCC, Career Center, Clubs and Organizations, Center for Engineering Diversity (CED), Women in Engineering, Office of International Services, Graduate & Professional Programs (GAPP), USC Alumni Association, and STEM Educational Outreach Programs

Questions

- Have you established your brand on campus? Do all the stakeholders understand your mission, vision, culture and employment opportunities?
- How many times per year do you engage with campus?
- Does your branding strategy attract the type of candidates you are trying to attract?
- How do you effectively manage all campus partnerships and relationships?
- How do you manage the number and frequency of touch points on campus?
- Do you track where your top candidates are sourced from? (I.e. departments, referrals, organization presentations, events, etc.)
- How familiar are stakeholders with your opportunities and hiring practices? Would it be worthwhile to invite stakeholders to your location for a site visit?
- How do you utilize existing relationships to create new ones?

Application

Build Relationships & Brand

- Campus branding takes time and is not established after one visit or one semester. Create buy-in from key stakeholders so that they not only know your brand but endorse it regularly.
- Utilize your alumni-employees to engage students/alumni who have similar profiles and understand campus culture.
- Connect with university departments to participate in panel or networking events and get involved with service learning projects, case studies or research projects.

Collaborate

- Develop candidate profiles. Partner with stakeholders for tips and advice on the types of programs to get involved with to reach students with your targeted profile.

Participate

- Participate in (or sponsor!) programs across departments to increase your reach and branding on campus. Make your company a household name.
- Set calendar reminders for annual events or activities in which you are involved to establish consistent touch points. Attending recurring events will set student expectations of when and how often you will be on campus.

Measure ROI

- Track your best candidate referral sources in order to make data informed decisions on where your time and/or sponsorship dollars are best spent.
- Report findings to stakeholders to refine your strategies and participate in information sharing.



ACADEMIC & CAREER ALIGNMENT

Introduction

By understanding Viterbi students' areas of study and career goals, you can serve as a hub for industry information and career path insight. Align yourself with students' thought processes to encourage students to think about how they can use their education and experiences to contribute to the field or industry through working for your company.

KEY STAKEHOLDERS:

Clubs and Orgs, VCC,
Career Center

Questions

- Does your company opportunity align with the skillsets that Viterbi students are gaining from classes, clubs and experiential learning? Do Viterbi students have the right qualifications?
- How is your company strategically targeting specific majors or academic schools when promoting opportunities?
- Is your company translating how skillsets gained in a major can be utilized in specific career paths within your organization?
- Have you built a relationship with key Viterbi staff?
- Have you positioned your company to serve as a source of industry information and knowledge?
- Are you aware of the ways in which you can partner with Viterbi on capstone projects or sponsoring research?
- Are you involved with key academic programs and events (i.e. The Viterbi Senior Design Expo, Freshmen Academy, E-Week, etc.)?

Application

Train

- Host a workshop to inform/train Viterbi students about areas of opportunity or skill gaps you see from current applicants or interviewees.
- Donate your excess/used equipment to Viterbi labs in order for students to learn on them and become well-versed with industry tools.
- Find common areas in which to partner with Viterbi, whether it be on research projects, case studies or service learning.

Connect

- Review the learning outcomes for Viterbi majors, research areas to familiarize yourself with the curriculum, and identify key skillsets being taught.
- Communicate consistently with Viterbi staff to find ways to get involved in research areas or develop in partnership opportunities.
- Connect with Viterbi clubs and student organizations that align with recruiting needs and company culture.



STUDENT ENGAGEMENT

Introduction

Competition for top talent is fierce. Consult with key Viterbi stakeholders to learn about what makes our community unique and how to engage best with students. Root your organization within Viterbi's insitutional culture though multiple engagements and participation in events. This effort will create internal branding among the Viterbi community and generate a pipeline of talented students and alumni interested in working for your company.

KEY STAKEHOLDERS:

Students, VCC, Career Center, Clubs and Organizations, Viterbi Presidents Council, Center for Engineering Diversity (CED), Women in Engineering, Office of International Services, Graduate & Professional Programs (GAPP), USC Alumni Association, STEM Educational Outreach Programs

Questions

- Do you make it a point to understand the Viterbi campus culture?
- Are you bringing your best talent to campus to find Viterbi best talent?
- Have you identified your target audience?
- Are company representatives providing consistent messaging about the brand?
- What is your strategy to engage with students/alumni?
- How often do you have a physical presence on campus?
- Do you create opportunities for students/alumni to engage with you on multiple platforms (virtual and in-person)?
- Have you identified and collaborated with key Viterbi student organizations?
- Do you offer student treks to your site?
- If you have a product/service, do you allow students to interact with/experience it?
- How do you generate ongoing campus awareness and branding?
- Do you leverage your marketing department to create materials that are relevant to Viterbi students?

Application

Align

- Get to know our campus culture and the diverse backgrounds that make up our student body. With the unique makeup of the Viterbi student body, your approach may need modification to be relevant.
- Prepare your company recruiters in advance of a campus visit with specific talking points about culture, career path and opportunities to ensure consistency from visit to visit.
- Tap into the knowledge base of your key company stakeholders to identify target majors, student groups, and campus networks.

Be Present

- Make it a point to have a physical presence on campus at least once per semester or per hiring cycle.
- Create a schedule of touchpoints, including career fairs, Trojan Talks, on-campus interviews, club meetings, etc.
- Virtually connect with students and alumni through Facebook, LinkedIn, Twitter, Instagram, etc.
- Reach out to student organizations to host an event or workshop during one of their regularly scheduled meetings.
- If you have a product or service, create a demo day for students to experience your product or service.
- Host a workshop about key professional development topics that are important to your organization. This serves as a branding and candidate prepping opportunity.
- Get involved in activities hosted by student-centered departments on campus (Viterbi Impact Program, Klein Institute for Undergraduate Engineering Life (KIUEL), USC Volunteer Center, Women in Engineering, etc.)



CANDIDATE EXPERIENCE

Introduction

Create value in your company's hiring process by utilizing the candidate's experience as a branding opportunity as well as a platform for bringing new talent into your organization. With online company reviews becoming part of the candidate's research into your organization, give reviewers a reason to give your organization 5 stars.

KEY STAKEHOLDERS:

Students, Current Employees, VCC

Questions

- Does your company's hiring practices comply with EEO and FLSA requirements?
- Are your company's hiring practices transparent?
- Do you collaborate with key company stakeholders to identify the right talent and cultural fit?
- Have you used alumni-employees to gain insights into candidate sourcing strategies at Viterbi?
- How are you building your brand into the interview process?
- How are you training/prepping your interviewers prior to the interview process? Are you training interviewers to articulate the brand, culture and opportunity in a consistent fashion?
- Do you give candidates the opportunity to share non-traditional success stories?
- What is your candidate follow-up strategy?

Application

Cultivate Culture

- Use campus stakeholders and alumni-employees to acquire candidates who are the best fit for the culture and position you are hiring.
- Provide training for interviewers on interview strategies and techniques.
- Utilize feedback from candidates regarding the interview experience and implement reasonable suggestions.

Outreach

- Create a marketing strategy with input from your company's key stakeholders to attract candidates; simply posting on Gateway may get overlooked.
- Communicate frequently with candidates throughout the process and acknowledge receipt of their resume.
- Regularly inform candidates of their status in the hiring process and/or an anticipated timeline of the next steps.
- Top candidates field multiple offers; be sure your organization communicates promptly if you would like to schedule an interview or offer a position.
- Provide feedback to candidates regarding interview performance to create a learning experience and/or further prepare them for the next round of interviews.

WHERE DO YOU START?

Viterbi Career Connections (VCC)

<https://viterbicareers.usc.edu>

213.740.9677

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ADDITIONAL CONTACTS

USC Campus Career Center Contacts

<https://careers.usc.edu/about/school-based-services>

HELPFUL LINKS

Viterbi Affiliated Student Organizations

<http://viterbiundergrad.usc.edu/student-organizations/>

Viterbi Executive Ally Program

<http://viterbiundergrad.usc.edu/student-organizations/>

USC Student Facts

<http://about.usc.edu/facts/>

USC Campus Career Events

<https://careers.usc.edu/about/school-based-services>

USC Daily Trojan

<http://www.dailytrojan.com/ads/>