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 (OCR)

We understand that when it comes to recruiting, resources can be limited - whether it be time, money or staff. Get the most out of your recruitment efforts to attract top performing University of Southern California (USC) Viterbi engineering students and graduates through strategic engagement opportunities.

Purpose

Think beyond using only the career fair and Viterbi job board to recruit! This guide is intended to help generate ideas and share best practices for On-Campus recruiting (OCR) 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 at Viterbi for the first time, it is designed to get you the maximum return on your recruitment investment.

1. **VITERBI CAREER CONNECTIONS EVENTS**

2. **CAMPUS PARTNERSHIPS**

3. **ACADEMIC AND CAREER ALIGNMENT**

4. **STUDENT ENGAGEMENT**

5. **CANDIDATE EXPERIENCE**

USC VITERBI ADMISSION & STUDENT ENGAGEMENT (VASE) PROGRAMS

Introduction

The Viterbi Career Connections (VCC) Office offers a variety of platforms on which to engage students and/or help you create a network of stakeholders across campus departments. These platforms include: Viterbi Career Gateway, Viterbi Link, workshops, Trojan Talks, organization days, design challenges, mock interview days, office hours, mixers, tabling sessions, event sponsorship opportunities, networking events, fairs, expos, student luncheons and more. Take advantage of existing events or work with our staff to create a new engagement opportunity. Whether it is a hackathon, trivia night, case study or product demo, 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 in 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 job posting for On-Campus recruitment in hopes of attracting 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 from VCC when deciding what events to participate in, what day/time to host events and how to develop and share marketing materials?
- Is your organization a member of the Viterbi Career Connections Partner Program?

Application

Communicate

- Maintain consistent communication with VCC staff regarding your hiring cycles, opportunities, branding and organization culture. This allows us to keep your organization in our forethoughts when meeting with students.
- Consult with VCC when developing 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 uncertain which departments or student organizations to connect with, VCC can recommend suitable groups and provide you with contact information when appropriate.

Plan & Market

- Thoughtfully plan your engagements in advance to allow plenty of time to market your opportunity to students.
- Review the semester recruiting calendars distributed by VCC twice a year.
- For in-person events, we recommend you have the event approved in Viterbi Career Gateway **at least 1 week in advance,** to allow our weekly newsletter to feature the event for additional student outreach.
- 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, sponsor a planned activity, or take part in the many free engagement events VCC offers throughout the academic year
- Become a member of the VCC Partner Program to get early registration for On-Campus Recruitment (OCR) dates and garner invites to exclusive events. For more information on the VCC Partner Program, contact Maggie Cutler at maggiecu@usc.edu.

CAMPUS PARTNERSHIPS

Introduction

The most successful hiring practices stem from robust campus branding. This means that 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 should establish relationships with the USC community to attract top talent.

KEY STAKEHOLDERS:

Students, VCC, USC Career Center, Clubs and Organizations, Center for Engineering Diversity (CED), Women in Engineering, Office of International Services, VASE, 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 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 effectively manage all campus partnerships and relationships?
- How do you utilize existing relationships to create new ones?
- How many times per year to do you engage with campus?
- How do you manage the number and frequency of touch points on campus?
- Does your branding strategy attract the type of candidates you are trying to attract?
- Do you track where your top candidates are sourced from? (i.e. departments, referrals, organization presentations, events, etc.)

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 who have similar profiles and understand campus culture.
- Try to create unique engagement experiences with Viterbi students. Think outside the box when it comes to highlighting your organization. Do you have an Alumnus in a leadership position, a well-known product, or a unique rotational program? Show these features to students to build brand awareness and increase interest.
- Connect with student organizations or university departments to participate in panel or networking events, get involved with service learning projects, case studies or research projects.

Collaborate
- 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 organization 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 organization.

Questions

- Does your 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 organization strategically targeting specific majors or academic schools when promoting opportunities?
- Is your organization translating how skillsets gained in a major can be utilized in specific career paths within your organization?
- Have you positioned your organization to serve as a source of industry information and knowledge?
- Have you built a relationship with key Viterbi staff?
- 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.)?

KEY STAKEHOLDERS:

Clubs and Orgs, VCC, and USC Career Center

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 organization culture.

STUDENT ENGAGEMENT

Introduction

Competition for top Viterbi student 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 organization.

Questions

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

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.
- Review the Viterbi student profile provided on Viterbi Career Connections website (included under helpful links at the end of this guide)
- Prepare your 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 organization 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 an annual or semester schedule of touchpoints, including career expos, Trojan Talks, On-Campus interviews, club meetings, etc.
- Virtually connect with students and alumni through Viterbi Link, Facebook, LinkedIn, Twitter, Instagram, etc.
- Utilize VCC's Get Hired Newsletter to highlight your opportunities, events, or application deadlines.
- 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 organization's hiring process by utlizing the candidate's experience as a branding opportunity as well as a platform for bringing new talent into your organization. With online organization reviews becoming part of the candidate's research into your organization, give reviewers a reason to give your organization 5 stars.

Questions

- Do your organization's hiring practices comply with EEO and FLSA requirements?
- Are your organization's hiring practices transparent?
- Do you collaborate with key stakeholders to identify the right talent and cultural fit?
- Have you used alumni-employees to gain insights into candidate sourcing strategies at Viterbi? For example, a referral incentive program.
- 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?
- Do you host regular meet-ups, candidate social events, or "keep warm" celebration events for candidates who have accepted offers?

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.
- When interacting with Viterbi students, be as transparent and communicative as possible about your hiring process. Include: how long it takes to be contacted, the steps students can expect, etc.
- 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 organization's key stakeholders to attract candidates. Only posting the opportunity on the Viterbi Career Gateway job board may result in the opportunity getting 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.
- Keep communication strong throughout the academic year, even after a candidate has accepted an offer. These "keep warm" activities can be luncheons, in-person social hours, Q&A with alumni or current hires, virtual meet ups, sending organization swag to accepted hires as a gift, etc.
- Provide feedback to candidates regarding interview performance to create a learning experience and/or further prepare them for the next round of interviews. If this is not possible, send them to VCC and communicate with us what they can work on. Let us be your partner in professional development.

WHERE DO YOU START?
Viterbi Career Connections (VCC)
https://viterbicareers.usc.edu
213.740.9677

Maggie Cutler
Assistant Director of Employer Relations
maggiecu@usc.edu

ADDITIONAL CONTACTS

USC Campus Career Center Contacts
https://careers.usc.edu/about/school-based-services

HELPFUL LINKS

Viterbi Student Profile
http://profiles.asee.org/profiles/7631/screen/20?school_name=University+of+Southern+California

Viterbi Career Connections Employer Homepage
https://viterbicareers.usc.edu/employers/

Viterbi Affiliated Student Organizations
Undergraduate: http://viterbiundergrad.usc.edu/student-organizations/
Graduate: https://viterbigrad.usc.edu/student-life/student-organizations/

 Viterbi Partner Program
https://viterbicareers.usc.edu/employers/partner-program/

USC Viterbi Campus Career Events
 https://viterbicareers.usc.edu/employers/events/

USC Student Facts
http://about.usc.edu/facts/

USC Daily Trojan
http://www.dailytrojan.com/ads/