

IOWA STATE UNIVERSITY

Engineering Career Services

Effective Campus Recruiting Strategies

Have an Early Talent Identification & Engagement Effort

Establish a long-term connection to talent through early exposure to your company. We coach our students on the importance of professional networking and how networks take time to develop. Similarly, the employers that are most successful in identifying and recruiting talent that aligns well with their needs have taken the time to network with students and build professional relationships over several years. Even when not interested in hiring underclassmen, giving them attention at the career fair and other networking events will help you when recruiting them in the future.

Develop Name Recognition on Campus

Name recognition is often very important in recruiting. Students tend to gravitate towards employers that they have heard about. All of the recruiting strategies on this page will help with name recognition on campus and a few others include:

- Regularly participating in career fairs.
- Supporting student organizations.
- Participating in capstone design projects and other educational efforts.
- Encouraging interns to submit workplace photos for ECS presentations & website use. (Photos need to show the intern(s) doing something in the workplace, but product and logo placement is acceptable.)
- Funding scholarships and/or building projects/equipment acquisitions.

Have a Quality Internship Program

Providing a quality internship will not only result in a higher full-time conversion rate, but it also generates dialogue on campus. Interns often discuss their experiences with classmates and positive experiences drives additional interest in a company. Interns report feeling most connected to an employer when they:

- Were supervised/mentored by an individual that showed genuine interest in their personal growth and development.
- Were assigned tasks that aligned with their interests and allowed them to develop engineering skills.
- Worked in an encouraging and supportive environment.
- Had a feeling of accomplishment and understood their contribution to the company's goals.

Interview on Campus

Students typically have very busy schedules, and it is often difficult for them to take a full day off to attend an interview. Make it easy for them by conducting on-campus interviews. Engineering Career Services offers a suite of private interview rooms available to employers at no cost. Name recognition is increased because students pay extra attention to employers/positions related to on-campus recruiting.

Develop a Strong, Long-Term Relationship with the College

It is the goal of Engineering Career Services to develop relationships that keep employers coming back to ISU in strong and difficult economic times. Employers that have developed strong, long-term partnerships with the College are the ones that will get attention from students and faculty/staff when competition is strong. Their brands are regularly visible to students throughout the College year after year. In addition to recruiting and student development activities already mentioned, some of the ways to build a relationship with college of engineering include:

- Supporting STEM and other K-12 activities aimed at generating interest in engineering.
- Conducting research with the College of Engineering.
- Serving on an advisory council (requires an invitation).
- Providing philanthropic support