Webinar | August 16th 1PM CT

From the Dorm Room to the Boardroom:

Powerful Strategies for Recruiting and Engaging the Next Generation

Elaine Davidson
Founder & CEO, Beacon Lane Consulting

Andre Boulais
VP, Recruiting & Sourcing Solutions

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VP, Recruiting and Sourcing Solutions

As a Global Talent Acquisition executive, Andre's spent the last decade building and executing talent programs across companies ranging from high growth start-ups to Fortune 500 companies. He's regarded as one of the top 15 Sources to follow on Twitter and is one of the most read writers for SHRM averaging over 10,000+ views per blog.

As Vice President of Recruiting and Sourcing Solutions, Andre partners with C-Suite HR leaders from Fortune 500 companies to create and drive unique global talent acquisition and employer branding initiatives. Some examples are DEI, Building Talent Pools, University/Event Recruiting, Veteran Recruiting and Employee Referral Programs.

Elaine Davidson

Founder & CEO of Beacon Lane Consulting

Beacon Lane works in both the private and public sectors, designing and implementing recruiting strategies and processes that significantly improve hiring outcomes. Beacon Lane's Sourcing On Demand solution gives clients a proven competitive advantage, saving time and money while building pipelines and hiring best-fit talent.

Elaine's motto is that there is no recruiting function too messy or complex for Beacon Lane. She loves untangling and reconstructing recruitment functions from the inside out and helping recruiting leaders shine.

In addition to speaking and being a content writer on all things Talent Acquisition, Elaine is a champion for women in HR.

BEACON LANE
CONSULTING

SilkRoad
TECHNOLOGY

Does your company have a dedicated campus recruiting program?

1. Yes

52.5%

2. No

25.0%

3. No but we should

22.5%

AGENDA

Introductions

Market insights
- State of the current workforce
- State of the future workforce

World class campus recruiting program/overview

Early in Career sourcing and engagement program

Q&A

Market Insights

In the past few months we've met with over 50 TA leaders to discuss the State of Talent Acquisition.

Here's what we heard...

Their biggest pain points...

1. "We're not attracting or hiring enough talent pools to replace our retiring workforce."

2. "The talent pools we're targeting don't know who we are."

3. "Our recruiting teams are understaffed and overworked!"

Their biggest wins...

1. "We're seeing improved brand recognition by attracting talent pools across multiple channels (social, SMS, email and more)."

2. "We've has success leveraging data insights to proactively source talent in new areas."

3. "We've uncovered hidden talent pools from our previous campus recruiting programs."

The Critical Demand for Early-in-Career Talent is Just Beginning...

Table 1. Business, management, and sales
Occupations projected to have the most openings each year, on average, 2020–30

Occupation	Occupational openings, projected 2020–30 annual average	Median annual wage, 2020	Degree typically required for entry
General and operations managers	229,600	$103,650	Bachelor's
Accountants and auditors	135,000	73,560	Bachelor's
Management analysts	99,400	87,660	Bachelor's
Market research analysts and marketing specialists	96,000	65,810	Bachelor's
Human resources specialists	>=73,400	63,490	Bachelor's
Financial managers	64,200	134,180	Bachelor's
Medical and health services managers	51,800	104,280	Bachelor's
Securities, commodities, and financial services sales agents	42,500	64,770	Bachelor's
Computer and information systems managers	42,400	151,150	Bachelor's
Financial and investment analysts, financial risk specialists, and financial specialists, all other	41,000	83,660	Bachelor's

Note: Work experience in a related occupation is typically required for general and operations managers; management analysts; financial managers; medical and health services managers; and computer and information systems managers. On-the-job training is typically required for securities, commodities, and financial services sales agents.
Source: U.S. Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections.

Table 2. Computer and engineering
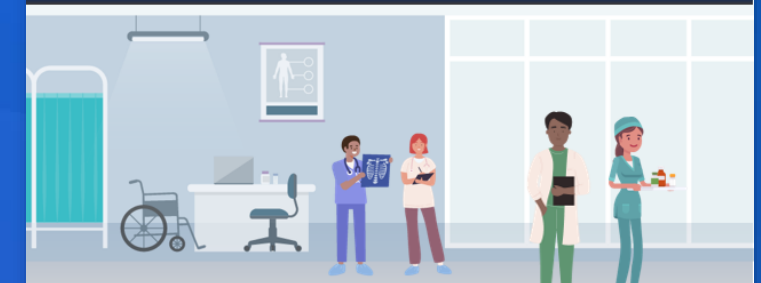Occupations projected to have the most openings each year, on average, 2020–30

Occupation	Occupational openings, projected 2020–30 annual average	Median annual wage, 2020	Degree typically required for entry
Software developers and software quality assurance analysts and testers	189,200	$110,140	Bachelor's
Computer systems analysts	47,500	93,730	Bachelor's
Civil engineers	25,000	88,570	Bachelor's
Network and computer systems administrators	24,900	84,810	Bachelor's
Industrial engineers	23,300	88,950	Bachelor's
Mechanical engineers	20,200	90,160	Bachelor's
Web developers and digital interface designers	17,900	77,200	Bachelor's
Information security analysts	16,300	103,590	Bachelor's
Computer network support specialists	15,500	65,450	Associate's
Database administrators and architects	13,900	98,860	Bachelor's

Note: Work experience in a related occupation is typically required for information security analysts.
Source: U.S. Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections.

Table 4. Healthcare
Occupations projected to have the most openings each year, on average, 2020–30

Occupation	Occupational openings, projected 2020–30 annual average	Median annual wage, 2020	Degree typically required for entry
Registered nurses	194,500	$75,330	Bachelor's
Nurse practitioners	26,000	111,680	Master's
Clinical laboratory technologists and technicians	25,900	54,180	Bachelor's
Physicians and surgeons	22,700	>=208,000	Doctoral or professional
Radiologic technologists and technicians	17,400	61,900	Associate's
Physical therapist assistants	16,400	59,770	Associate's
Physical therapists	15,600	91,010	Doctoral or professional
Dental hygienists	15,600	77,090	Associate's
Speech-language pathologists	15,200	80,480	Master's
Physician assistants	12,200	115,390	Master's

Note: An internship or residency is typically required for physicians and surgeons and speech-language pathologists.
Source: U.S. Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections.

Link to full bls.gov data here

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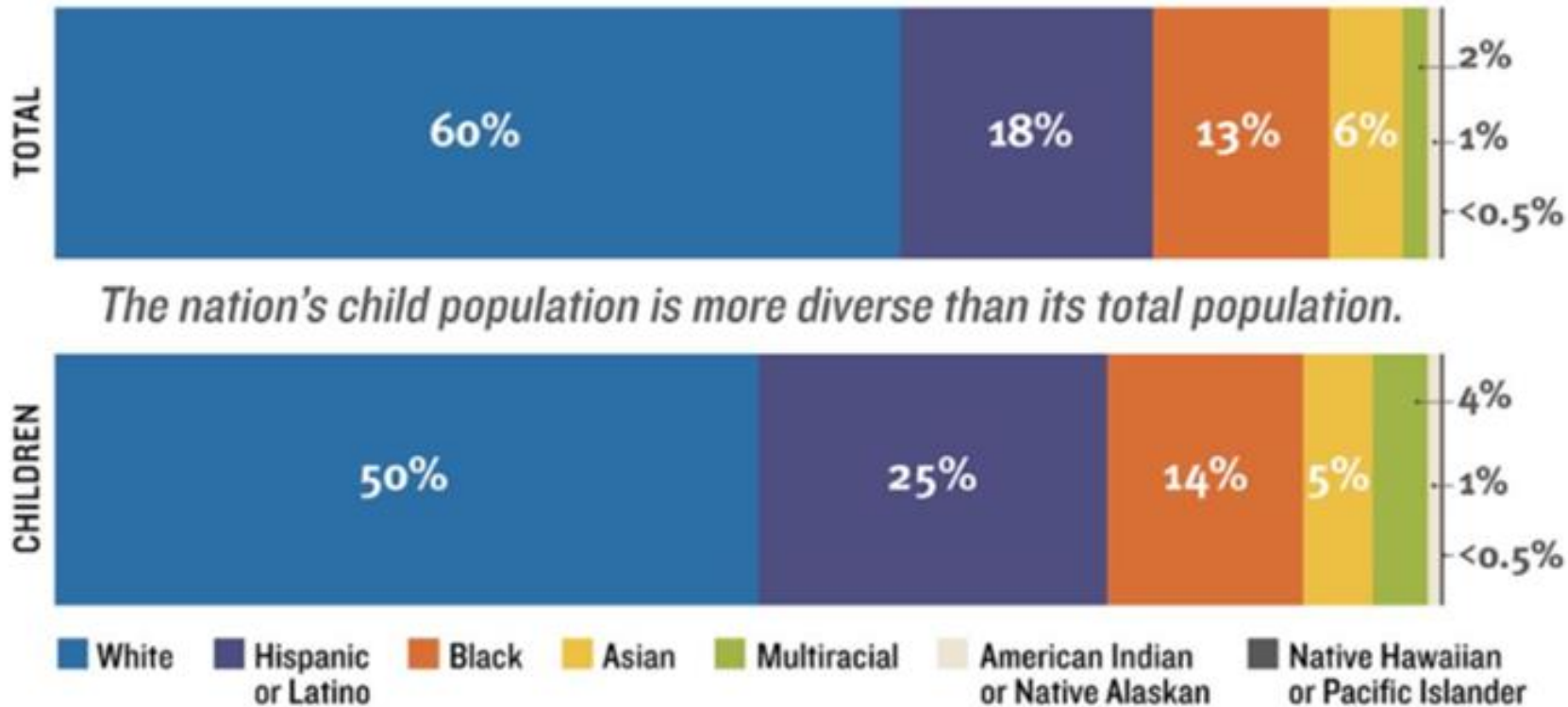
Source: U.S. Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections.

By The Numbers

58.3 percent for Blacks, 60.7 percent for Whites, 61.6 percent for Asians, 62.9 percent for individuals of Two or More **Races**, and 63.2 percent for Hispanics.

U.S. POPULATION BY RACE AND ETHNICITY in 2018

TOTAL

60%	18%	13%	6%	2%

1%

<0.5%

The nation's child population is more diverse than its total population.

CHILDREN

50%	25%	14%	5%	4%

1%

<0.5%

- White
- Hispanic or Latino
- Black
- Asian
- Multiracial
- American Indian or Native Alaskan
- Native Hawaiian or Pacific Islander

Source: US DOL/BLS

Key Statistic

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Leverage Applicants and Current Employees from HBCUs

"Alabama A&M University" OR "Alabama State University" OR "Albany State University" OR "Alcorn State University" OR "Allen University" OR "American Association of University Women" OR "American Baptist College" OR "Arkansas Baptist College" OR "Barber-Scotia College" OR "Benedict College" OR "Bethune-Cookman University" OR "Bluefield State College" OR "Bowie State University" OR "Carlow College" OR "Central State University" OR "Chatham University" OR "Cheyney University of Pennsylvania" OR "Claflin University" OR "Clark Atlanta University" OR "College of Agriculture Science and Education" OR "College of Saint Mary" OR "Concordia College" OR "Coppin State University" OR "Cummings College" OR "Delaware State University" OR "Dillard University" OR "Edward Waters College" OR "Elizabeth City State University" OR "Emmanuel College" OR "Fayetteville State University" OR "Fisk University" OR "Florida A&M University" OR "Florida Memorial University" OR "Fort Valley State University" OR "Grambling State University" OR "Hampton University" OR "Harris–Stowe State University" OR "Hood College" OR "Howard University" OR "Huston–Tillotson University" OR "J. F. Drake State Technical College" OR "Jackson State University" OR "Jarvis Christian College" OR "Johnson C. Smith University" OR "Kentucky State University" OR "Knoxville College" OR "Lane College" OR "Langston University" OR "LeMoyne-Owen College" OR "Lincoln University" OR "Livingstone College" OR "Meharry Medical College" OR "Mico University College" OR "Miles College" OR "Mississippi Valley State University" OR "Morehouse College" OR "Morgan State University" OR "Morris Brown College" OR "Morris College" OR "Mount Mary College" OR "Norfolk State University" OR "North Carolina Agricultural & Technical State University" OR "North Carolina Central University" OR "Northern Caribbean University" OR "Notre Dame College of Ohio" OR "Oakwood University" OR "Paine College" OR "Paul Quinn College" OR "Peace College" OR "Philander Smith College" OR "Pine Manor College" OR "Prairie View A&M University" OR "Rust College" OR "Savannah State University" OR "Selma University" OR "Shaw University" OR "South Carolina State University" OR "Southern University and A&M College" OR "Southern University at New Orleans" OR "Southwestern Christian College" OR "Spelman College" OR "St. Augustine's University" OR "St. Mary's College" OR "St. Philip's College" OR "Stern College" OR "Stillman College" OR "Talladega College" OR "Tennessee State University" OR "Texas College" OR "Texas Southern University" OR "The University of West Indies" OR "Tougaloo College" OR "Trinity College" OR "Trinity Washington University" OR "Tuskegee University" OR "University of Arkansas at Pine Bluff" OR "University of Maryland Eastern Shore" OR "University of Technology, Jamaica" OR "University of the Commonwealth Caribbean" OR "University of the District of Columbia" OR "Virginia State University" OR "Virginia Union University" OR "Virginia University of Lynchburg" OR "Voorhees College" OR "Wells College" OR "Wesleyan College" OR "West Virginia State University" OR "Wilberforce University" OR "Wiley College" OR "William Woods University" OR "Winston-Salem State University" OR "Xavier University of Louisiana" OR "Aaniiih Nakoda College" OR

Key Artifact

The Next Generation of Talent is Coming

Top Tips for Building a Professional Brand Early in Your Career:

1. **Create a LinkedIn Profile**
   - Add a professional photo, summary
   - Highlight your experience
     - Don't have experience?
       - Clubs, Sports, Extra-Curriculars

2. **Grow your professional connections by connecting:**
   - Family Friends
   - Teachers
   - Leaders of internships
   - Leaders at companies you admire

3. **Land a LinkedIn recommendation post-internship**
   - Direct supervisor
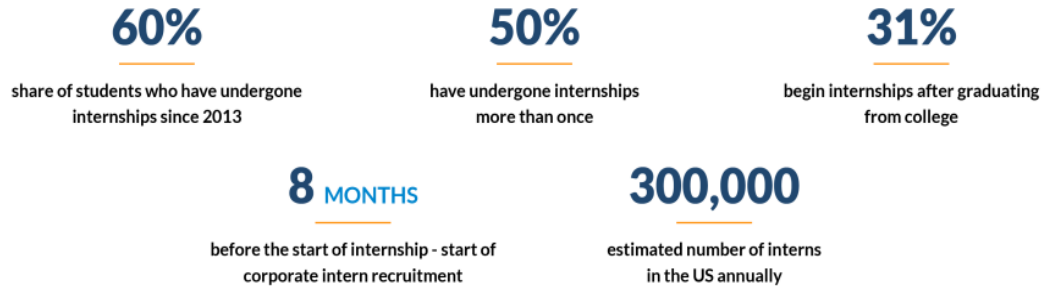   - Head of Department

World-Class Campus Recruiting

3 Internship Statistics You Should Know

1 Internship Statistics at a Glance

Sources: Chegg, National Association of Colleges and Employers, Fast Company

60%
share of students who have undergone internships since 2013

50%
have undergone internships more than once

31%
begin internships after graduating from college

8 MONTHS
before the start of internship - start of corporate intern recruitment

300,000
estimated number of interns in the US annually

2 Multiple Internship Completion Rates

Source: Chegg

27%
completed 2 internships

13%
completed 3 internships

2%
completed 6 or more internships

3 Which organizations historically hire interns?

Sources: PwC, Chegg

share of interns offered jobs by PwC	90.0%
US Congress employees who previously interned	89.4%
recent Facebook workers	80.2%
all the Big Four accounting firms (PwC, Deloitte, KPMG, and EY)	80.0%
Google workers	78.3%
IBM workers	70.1%

0%   25%   50%   75%   100%
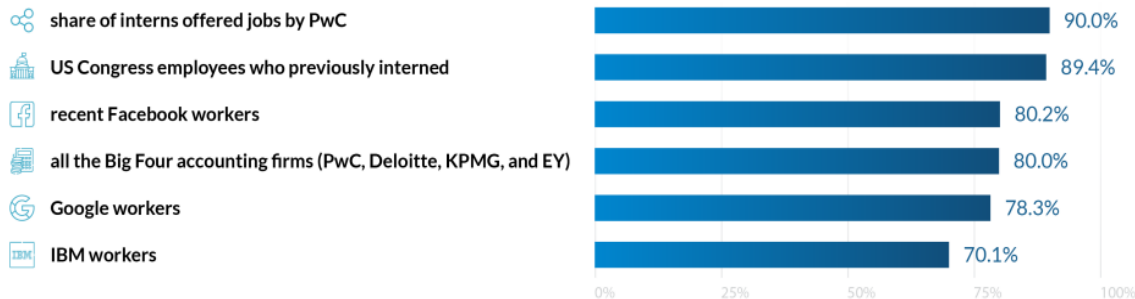
Figure 1: *Companies with Dedicated Early Talent/Campus Recruiting Programs*

3% Don't Know

58% Yes

39% No
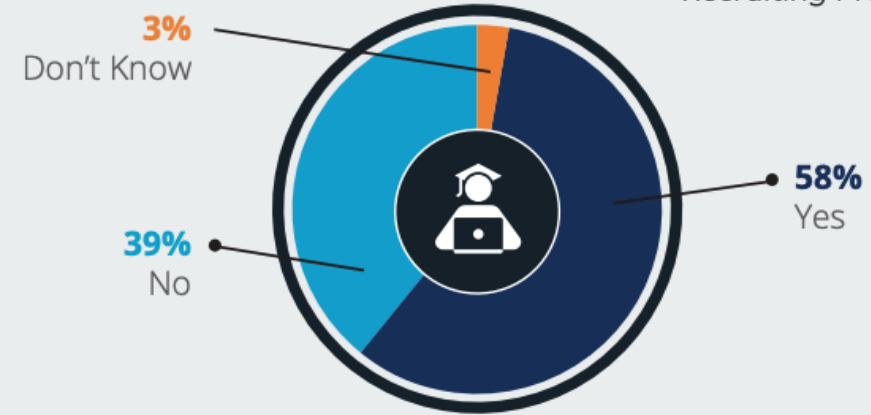
Figure 2: *Investment in Campus Recruiting*

65%
of companies are **increasing investment in technology**

57%
of companies are **increasing the number of events in 2022**

55%
of companies are **increasing the number of early talent hires**

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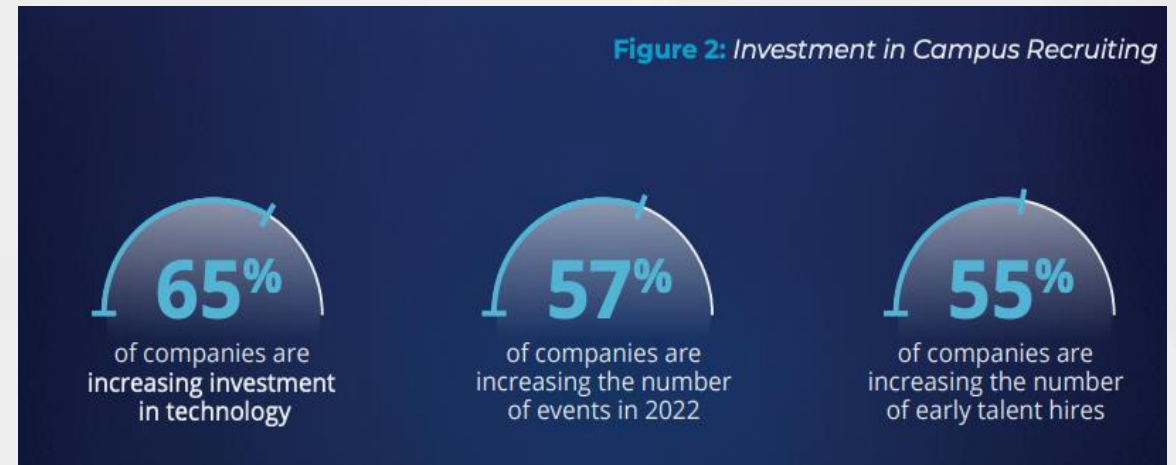
Describe your company's campus recruitment schedule:

1. We recruit in the spring

4.3%

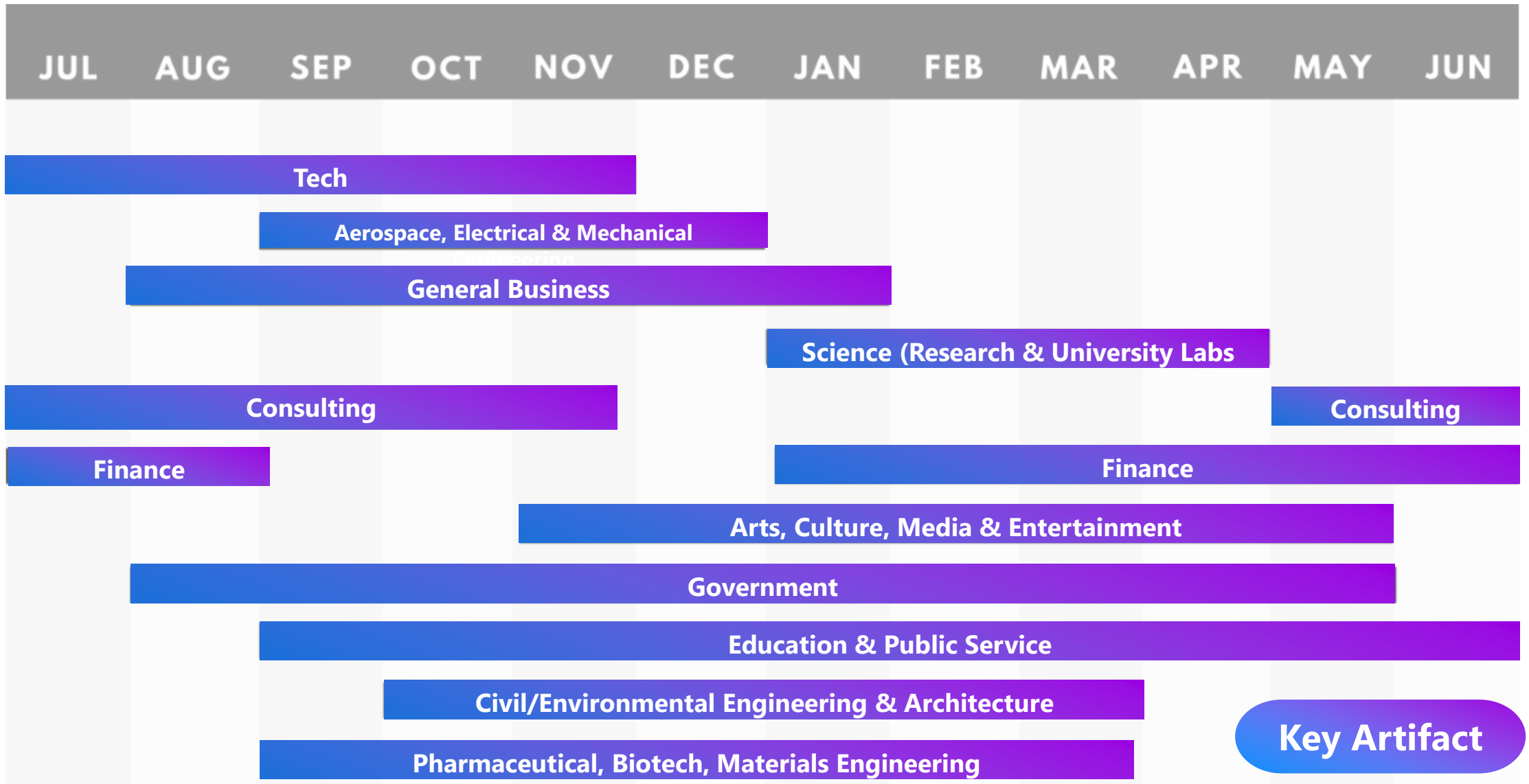### 2. We recruit in the fall

8.7%

3. We recruit in the fall/spring

30.4%

4. We recruit in year round

47.8%

### 5. We don't currently recruit on campus

8.7%

Continuous Proactive 12-month Campus Recruiting Plan

Fall

- 30 Days Before Fall Fair – Send Email/SMS Campaign
- Organize talent pool by schools and years
- Compile list of all attendees
- Two weeks after fall follow up with all attendees reminding them to apply
- Quarterly check-in email campaigns with all early in career students
- Happy holidays, share success stories, and reminder to upload resume

Summer

- 30 Days Before Summer Fair – Send Email/SMS Campaign
- Organize talent pool by schools and years
- Compile list of all attendees
- Two weeks after fall follow up with all attendees reminding them to apply
- Quarterly check-in email campaigns with all early in career students
- Welcome back for those that are still students we look forward to being on campus these dates
- How was your summer are you ready to start you job search for those who graduated
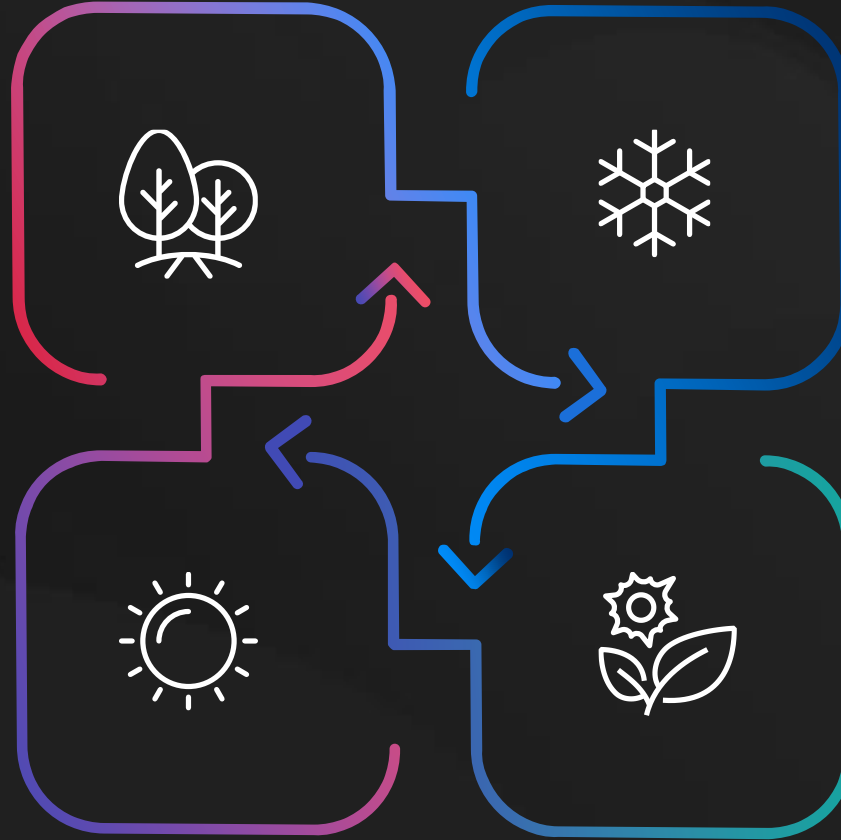
Winter

- 30 Days Before Winter Fair – Send Email/SMS Campaign
- Organize talent pool by schools and years
- Compile list of all attendees
- Two weeks after fall follow up with all attendees reminding them to apply
- Quarterly check-in email campaigns with all early in career students
- Have a safe spring break , spotlight position, and reminder to upload resume

Spring

- 30 Days Before Spring Fair – Send Email/SMS Campaign
- Organize talent pool by schools and years
- Compile list of all attendees
- Two weeks after fall follow up with all attendees reminding them to apply
- Quarterly check-in email campaigns with all early in career students
- Are you ready for summer , spotlight position, and reminder to upload resume

Key Artifact

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Campus Recruiting Candidate Engagement Campaigns:
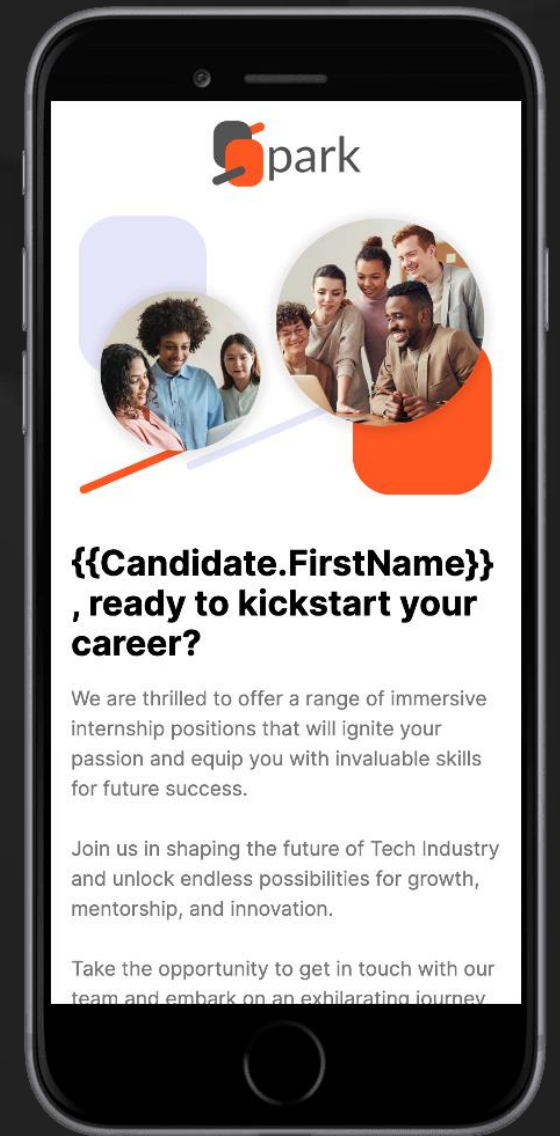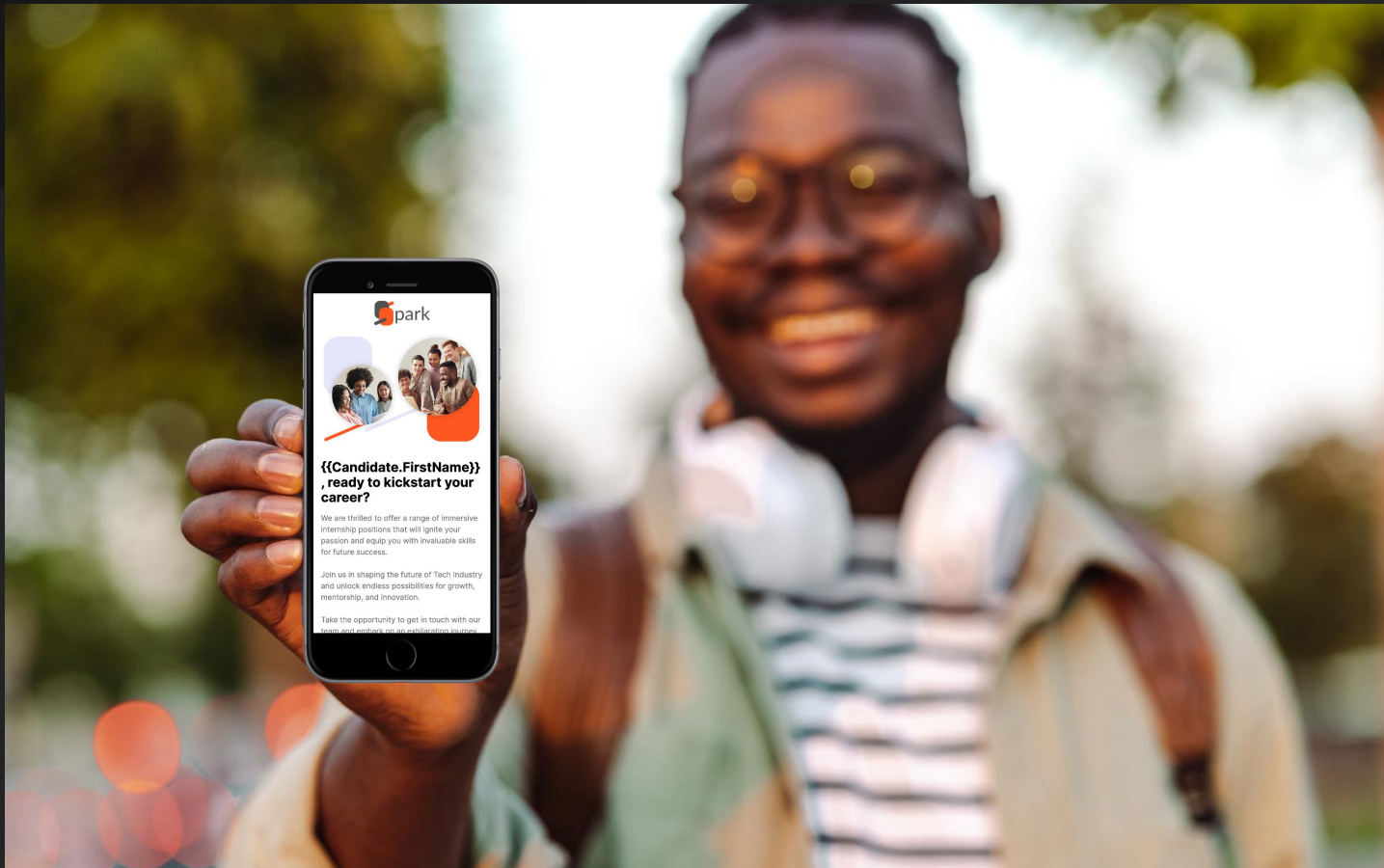
Winning On Campus

PLAN
embrace a 3-year outlook

1. **Early identification** strategy
2. Success **metrics**; **scorecard**
3. **Quality** of Hire
4. **Schools**: priority, secondary and non-visit
5. **Relationships** with schools (champions)
6. **Student-attractive social media** strategy
7. Student facing **employer brand**
   a. Programs vs Positions
   b. Career Trajectory

EXECUTE
Source; build your pipeline; hire best-fit talent

1. **Educate:** career fairs, info sessions
2. Student **Ambassador** Program
3. **Early Identification** programs
4. Omnipresent with **social media**
5. **Talent communities**
6. **Communication**
7. Exposure - **rotational program**
8. **Mobile friendly** "everything"
9. **Events**
10. **Alumni** engagement

Key Artifact

Early in Career

Campus Recruiting is one of the first employer brand experiences

This is one of the most important areas of campus recruiting. Companies were able to showcase their employer brand differently in person. Campus recruiting teams found creative ways through storytelling and connections to build excitement for their companies — even for less recognizable brands. Virtual events present new challenges for showcasing the brand and keeping students interested.

The top two actions that companies are taking to deliver on these goals involve technology. Eighty-one percent (81%) of companies stated that they are digitally sourcing candidates and hosting virtual events to achieve these goals.

81%

of companies stated that they are digitally sourcing candidates and hosting virtual events to achieve these goals.

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POLL QUESTION:

How would you describe your company's early in career plan?

1. We don't have a defined program but we hire early in career talent

36.8%

2. We have a campus recruiting program but it's not clearly defined

26.3%

3. It's a substantial feeder pool (10% or more annual hires) into our workforce

36.8%

POLL QUESTION:

Do you have a targeted re-engagement program for previous internship applicants from 3-5 years ago?
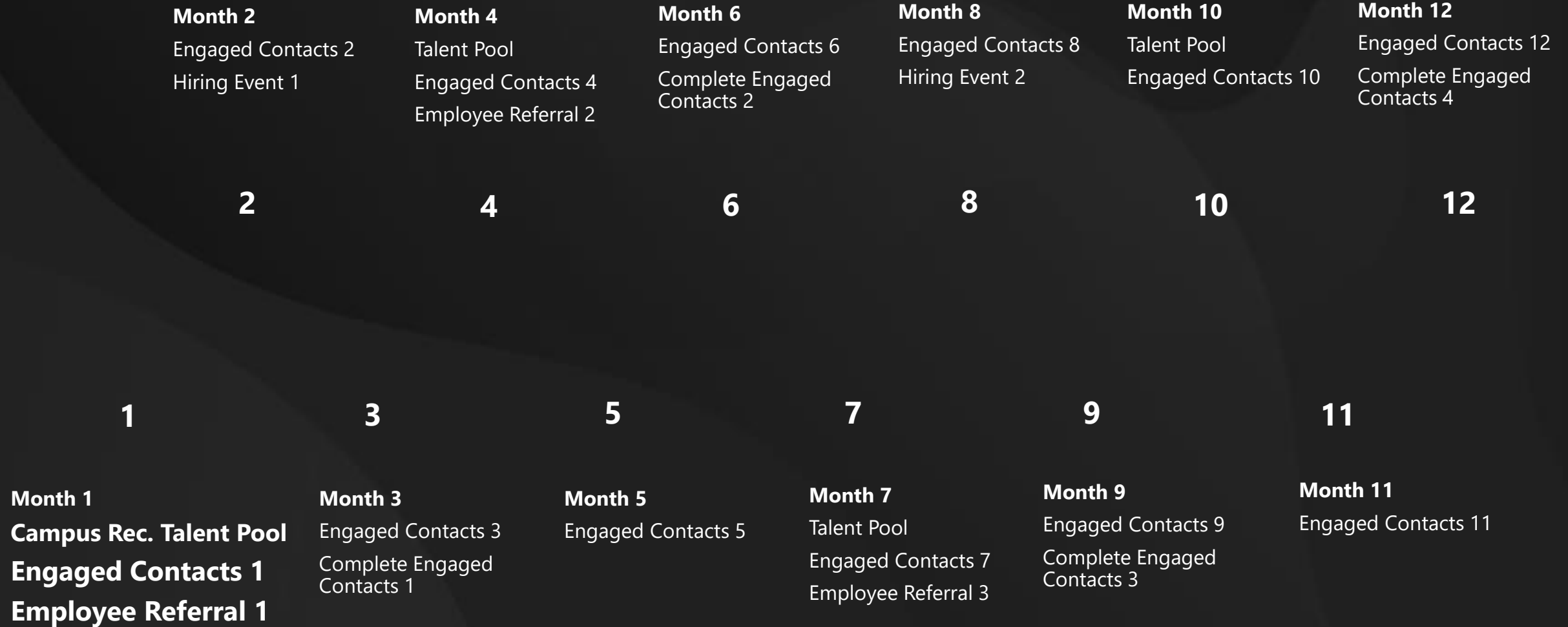
1. Yes
19.2%

2. No
61.5%

3. I'm stealing this idea to secure my promotion...
19.2%

Graduate from Campus Recruiting to a
World-Class Early-in-Career Sourcing and Hiring Program.

Key Artifact

Month 2
Engaged Contacts 2
Hiring Event 1

Month 4
Talent Pool
Engaged Contacts 4
Employee Referral 2

Month 6
Engaged Contacts 6
Complete Engaged
Contacts 2

Month 8
Engaged Contacts 8
Hiring Event 2

Month 10
Talent Pool
Engaged Contacts 10

Month 12
Engaged Contacts 12
Complete Engaged
Contacts 4

2   **4**   **6**   **8**   **10**   **12**

1   **3**   **5**   **7**   **9**   **11**

Month 1
Campus Rec. Talent Pool
Engaged Contacts 1
Employee Referral 1

Month 3
Engaged Contacts 3
Complete Engaged
Contacts 1

Month 5
Engaged Contacts 5

Month 7
Talent Pool
Engaged Contacts 7
Employee Referral 3

Month 9
Engaged Contacts 9
Complete Engaged
Contacts 3

Month 11
Engaged Contacts 11

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Early in Career Event Engagement Campaign

9 | RECRUITMENT EVENTS

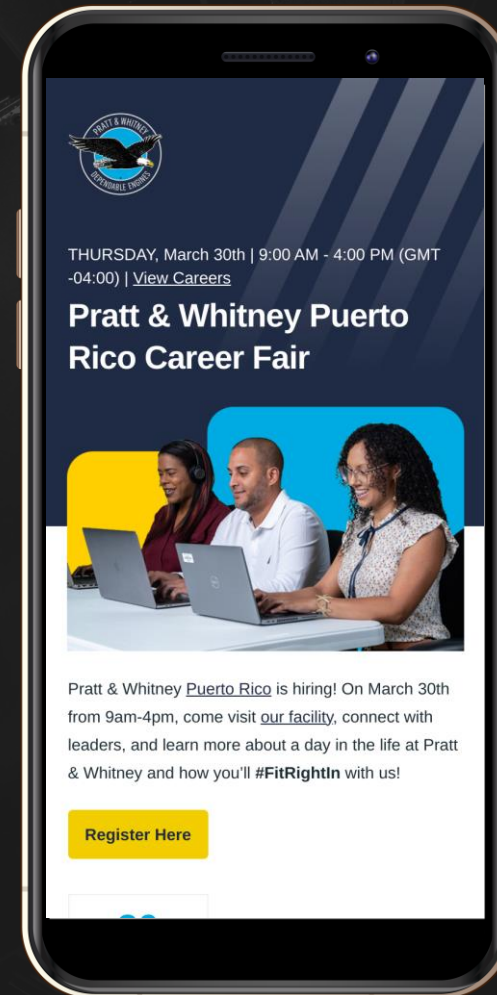**75%** | OFFER ACCEPTANCE

53 | HIRES

"SilkRoad helps us leverage our brand to attract and retain the best talent available around the world."

THURSDAY, March 30th | 9:00 AM - 4:00 PM (GMT -04:00) | View Careers

Pratt & Whitney Puerto Rico Career Fair

Pratt & Whitney Puerto Rico is hiring! On March 30th from 9am-4pm, come visit our facility, connect with leaders, and learn more about a day in the life at Pratt & Whitney and how you'll **#FitRightIn** with us!

Register Here

3 Tips for Engaging Early-in-Career Talent

1. Multi-channel engagement
   - SMS
   - Social
   - Email

2. Be consistent

3. Be authentic

The 4-Pillar Solution

There are universal truths to building a best-in-class recruiting function, one that takes hiring from transactional to transformational

Recruiting Excellence Pillar		Campus	Experienced	Defined As
1	Candidate Experience	✓	✓	• Early Id Programs, continuous engagement, thought leadership, talent communities, whole person interest
2	Employer Brand	✓	✓	• Social presence across all platforms, story telling, benefits, community, L&D, CSR, mobility, career pathing
3	Strategic Sourcing & Selection	✓	✓	• School prioritization, ambassador program, partner champions, quality of hire, dedicated sourcers, competency based interviewing
4	Operational Excellence	✓	✓	• WFP, standardized process, transparency, data & metrics driven, change education, communications, HM preparedness, team structure; tech stack

QUESTIONS?

FIRSTNAME.LASTNAME@SILKROAD.COM

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Save the Date

Tuesday, October 17th, 2023
10a CST – 4p CST
Virtual

THANK YOU!