



Hire the Best Gen Ys: On Campus Recruitment

In this issue

The need to brand your organization on campus

How to create a strong on campus presence

Communicating a consistent message

Tips for communicating with students

n-gen Products & Services

Upcoming Events

September 29, 2008
Women's Leadership Forum
 Vancouver, BC

October 7, 2008
Recreational Vehicle Dealers Association of Alberta
 Jasper, AB

October 21, 2008
Canadian Society of Customs Brokers – Annual Conference
 Vancouver, BC

October 27-29, 2008
SHRM Diversity Conference
 Atlanta, GA

November 7, 2008
Certified General Accounts of Ontario – Annual Conference
 Toronto, ON

The need to brand your organization on campus

It's that time of year again – on-campus recruitment fairs are heating up and the race is on to attract the best students to your booth and excite them about opportunities to work with your organization. Despite a slowdown in some industries and regions, many of our clients are still eager to ensure a strong presence on campus to maintain a steady supply of labour and increase their ability to pick the best candidates. Establishing a strong brand on campus with Gen Ys is critical for a couple of reasons:

- ❖ Gen Ys are loyal to their 'pack' –they seek employment opportunities where they already have friends working or have been referred by a friend
- ❖ Gen Ys share everything – the perception of your organization as either a desirable or non-desirable place to work will be shared among students' networks. If your organization has a negative perception, your ability to recruit on campus can be significantly impacted
- ❖ Gen Ys seek work that has meaning – your ability to communicate how their work will make a meaningful contribution at a team, departmental, organizational or community level is important in attracting this cohort to your organization

Ensuring you have a brand presence on campus will reinforce your commitment to attracting top talent and can foster a relationship with students that may not be ready to apply for positions right now, but can consider employment with you in the future. By fostering two way dialogue during career fairs, your organization and the potential candidate can evaluate if there is an opportunity for a win-win relationship. In addition, research shows that a well managed employee brand promise will increase the commitment / engagement of new hires by 29% (Corporate Executive Board, 2006), thus increasing performance and productivity of those you bring into your organization.

How to create a strong on campus presence

Creating a strong presence on campus requires a commitment from HR, line managers and employees alike. Everyone who comes into contact with students must be prepared to communicate positive messages about your organization that will motivate and excite potential candidates. To engage Gen Y students, you should:

- ❖ Select employees who will be ambassadors on campus for your organization. A range of ages, disciplines and experience levels should participate in career fairs. Have alumni from each school participate
- ❖ Ensure that representatives for key roles / functional areas are present so that students can interact with people who are doing the same type of work they will be applying for
- ❖ Create a consistent look for your on campus recruitment teams by providing branded clothing that is casual, yet professional
- ❖ Provide a desirable 'give away' – food, portable electronics, gift cards, branded USP keys, music downloads, reusable water bottles

Quick Links

[n-gen People Performance Inc.](#)

[Events Calendar](#)

[Book, Research & News](#)

[Canadian Management Centre](#)

Our New Team Members:

Beth Younder – Facilitator

Nancy Regan – Facilitator

Dawn Sutherland – Facilitator
(Bilingual)

Andrew Sinclair – Project coordinator

WE HAVE MOVED

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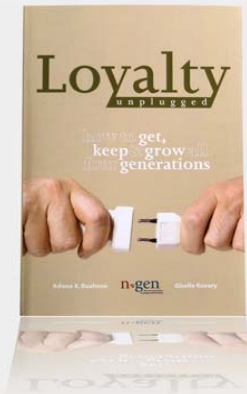
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n-gen's book *Loyalty Unplugged: How to Get, Keep & Grow All Four Generations* tackles the why, what, and how-to, by layering on a generational perspective to all people practice areas.

To purchase a copy visit our website www.ngenperformance.com or SHRM Bookstore www.shrm.org or Books for Business in Toronto.

Communicating a consistent message

Since Gen Ys from different campuses will talk about what they think about your organization to their friends, it is important that all recruitment team members communicate a consistent message. Seven core attributes have been identified (Corporate Executive Board, Feb. 2007) as driving attraction and engagement across all major talent segments, and should be included in your on campus messaging where appropriate:

1. Compensation
2. Organizational stability
3. Development opportunities
4. Future career opportunities
5. Respect
6. Manager quality
7. Collegial work environment

An effective way to ensure a consistent approach is to conduct a workshop where your recruitment teams identify key messages they will communicate. Everyone should be clear on how to communicate your organization's mission, values and competencies. The emphasis should be placed on how your organization aligns with Gen Ys values of corporate social responsibility, innovation and creativity, collaborative work teams and top-down bottom up problem solving. Ask recruitment teams to list anticipated student questions and create a fact sheet with responses to FAQs that your 'ambassadors' can use as a reference tool.

Tips for communicating with students

- ❖ Draw people in by smiling and engaging them in conversation
- ❖ Ask open ended questions such as 'what program are you in?'
- ❖ Be prepared – know what you want to say and how to say it
- ❖ Actively listen
- ❖ Discuss the skills and competencies required to be successful in your organization
- ❖ Communicate how the candidate can contribute to the success of your team / department / organization
- ❖ Allow candidates to ask questions and 'peek behind the curtain'
- ❖ Be honest about your workplace culture
- ❖ Provide a timeline for next steps

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- ❖ **Keynote presentations, workshops & development solutions** to train leaders, managers and team members on increasing performance of a multigenerational workforce
- ❖ **Train-the-Trainer program** – a training package that internal facilitators can use to train internal managers on how to manage and lead a multigenerational workforce.
- ❖ **Organizational engagement survey** that measures how well your organization and leaders demonstrate transparency, responsiveness, partnering
- ❖ **E-learning course** to raise awareness of generational identities, and how to effectively collaborate as a team
- ❖ **Employee branding** – a consulting package that identifies, builds and creates key messages to get the right people, at the right time for the right positions