



IMPLEMENTING A SUCCESSFUL CAMPUS RECRUITMENT PROGRAM

HIGHLIGHTS

In one year:

- 40 campus events
- 150 campus-related hires

CUSTOMER

A multinational, publicly held corporation headquartered in New York City, ranked one of the largest independent software companies in the world reporting a \$4.4B in revenue for 2014.

SITUATION

Despite attending campus hiring fairs and related events, our customer struggled to attract and engage new talent. When they were successful in connecting with potential candidates, they often lost them due to their lack of bandwidth to maintain communications.

CHALLENGE

Our customer was not able to clearly convey their business-to-business company structure and presence in corporate America to college students, who would turn to more familiar company names.

The customer tasked us with developing and running a focused campus recruitment program that included brand awareness and an innovative, impactful diversity strategy.

OUTCOME

Today, AGS successfully supports hiring roles via the campus program, across all customer business units including Mainframe Development, SaaS Development, Mobile, Big Data, Sales, Services and Support, as well as Corporate Functions (Legal, Marketing, IT, Finance, Business Operations) and a Montessori Child Development Center.

And we continue to strengthen our customer's brand awareness on campus year round with current and former intern ambassadors at target schools. The customer has realized efficiency and cost savings from our approach of targeting fewer schools with greater intensity, developing and maintaining partnerships across our customer's multiple businesses to bridge communications and relationships between key campus faculty and student contacts. Establishing these relationships and efforts on campus has allowed AGS to create synergies across customer business units, to make the most of our efforts, time, dollars, and brand.

INNOVATION

AGS' campus recruiting team partners with our customer's leadership to uncover top talent at select colleges and universities by understanding the needs of the business and how to connect with students who hold the talent required for their positions. After creating a list of target schools based on factors such as location, majors, and the presence of ethnic and gender diversity, AGS campus recruiters focus on building relationships and reinforcing the brand to ensure presence and recognition. They also track student interest level. AGS campus recruiters partner with campus career centers and join relevant student interest and diversity groups while customer business leaders are encouraged to connect directly with professors and engage classes of students.

AGS' model for engaging candidates on campuses includes hiring for associate level and intern positions. Intern positions are engaged with the intent to convert those individuals to full-time

associates upon graduation. Typically, interns are hired in their junior year and, in addition to gaining professional experience, the interns add value as brand ambassadors to our program as they share their experience on campus the following year. Interns and associates are hired in groups to streamline training into classes and match with graduation and semester schedules.

In addition to handling the scheduling, payment, and coordination of on-campus events, AGS attends all campus hiring events and assists with job descriptions, collateral, and giveaways that explain, strengthen, and promote our customer's brand. Documents are prepared to give students an idea of what the company does, what the job requires, what it entails on a day-to-day basis, and what to expect throughout the hiring process.

The team implemented an innovative on-demand interviewing technology which enables students to video record their responses to pre-identified questions on-the-spot to later share with hiring managers. On-demand interviewing was piloted for marketing and presales candidates and has been well received by hiring managers.

This is particularly helpful for our customer's presales candidates who, looking to join a group responsible for product demonstrations, were able to demonstrate their presence in front of an audience—an essential attribute of their desired position.

AGS leverages technology and social media to drive student traffic to on-campus events and job postings as well as allow students to interact with hiring managers. Our campus recruiters engage students by allowing them to submit their information on iPads or sign up for text message updates at campus events. They also frequently post to Facebook, Instagram, and Twitter to build brand equity within the online talent community, and maintain contact with potential candidates in addition to emails and phone calls.

The campus recruiting team's ongoing responsibilities also include:

- Collecting and reviewing student resumes
- Conducting initial phone screens
- Producing write-ups before presenting to customer hiring managers
- Scheduling in-person interviews for selected candidates
- Facilitating candidate debriefs and the offer process
- Advising our customer on competitive compensation plans, new hire orientation, and job responsibilities



ABOUT ALLEGIS GLOBAL SOLUTIONS

Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focused solutions that make a difference for businesses worldwide.

