

Webinar on “Recruiting Fresh Talent”

11th November, 2014



Preview

- ✦ Creating Brand Ambassadors for Campus Hiring (through summer interns, alumni networks etc.)
- ✦ Engage Gen Y on Campus Recruitment Drives
- ✦ Retaining Campus Recruits
- ✦ Current Trends and Best practices in Campus Hiring

Presenter

Meena Jagtiani, Aditya Birla Group

Meena has been with the Aditya Birla Group for over a decade as the Chief People Officer (CPO) – Textiles, Acrylic Fibre & Overseas Spinning Business and the Group Head – Talent Staffing. As CPO, she led the HR Function for 3 Businesses across 5 countries and 10 manufacturing locations. In her role as Group Head – Talent Staffing she was responsible for senior level hiring and on-boarding, creating recruitment policies, processes, audits etc. for the entire Group. She was also responsible for managing the Group's Employer Brand, defining and rolling out the Employee Value Proposition as well as the Group's Leadership Programs across leading Business Schools in the country.



An MBA in Marketing from Symbiosis Institute of Business Management, Pune; Meena has over 26 years of experience in diverse sectors and companies – NIIT, CMC Ltd., Korn/Ferry and IBM Daksh.

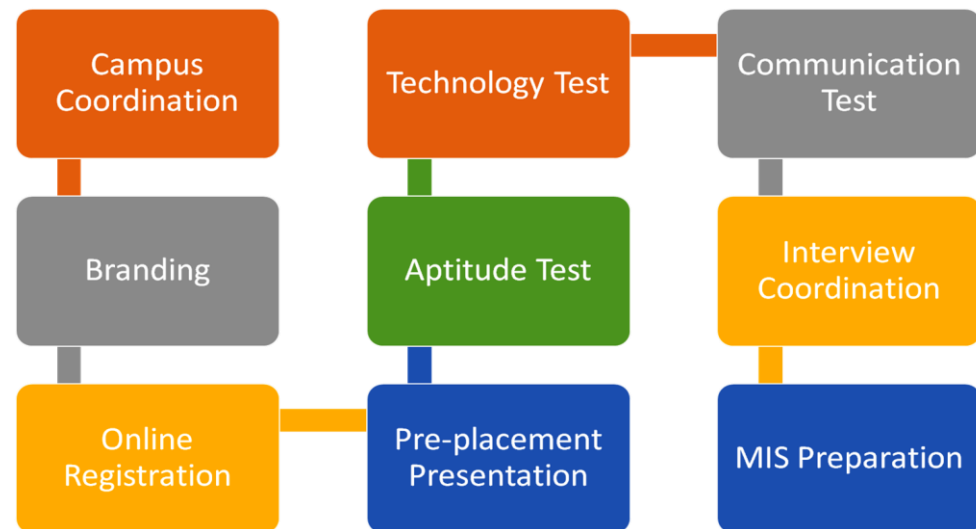
Roadmap

- ✚ Campus Recruitment
- ✚ Target Audience
- ✚ Employer & Job Branding
- ✚ Benefits of Campus Recruitment
- ✚ Challenges
- ✚ Best Practices



Campus Recruitment is

- ✚ 40% Planning
- ✚ 50% Logistics Management
- ✚ 10% Heartbreaks



Campus Recruitment - Key Elements



Planning your
Campus
Hiring Program 

Campus Identification & Selection

A & B Ranking

Campus Recruitment Calendar Planning

Branding

Employer Branding

Job Branding

Logistics Planning

Campus-promo Events

Campus Recruitment Activities

Campus Interviewing & Offer Management

Campus Selection

✚ Why do we need to do this?

- Our unique needs
- Growing number of Institutes
- Limited resources – need for optimization
- Makes planning easier

Campus Selection - Criteria

- # Student selection process/ grades/quality
- # Program quality and national ranking
- # Faculty (faculty teaching awards, research citations)
- # Number of students in target years within target programs
- # Diversity mix (availability of candidates from different demographic groups)
- # Employer branding opportunities
- # Availability of internship programs and opportunities to collaborate
- # Track record of Alumni
- # Organization's experience

A & B Institutes – Strategy

'A' List- In-depth campaign

- On campus branding events
- Faculty & Student club partnerships
- Job Postings
- Onsite Process

'B' List – Peripheral campaign

- Job Postings
- Remote Process

Branding

 Understanding your Audience

 Employer Branding

 Role Branding

Campus Trends

- ✚ Flexible programs
- ✚ Multiple Specializations/Hybrids
- ✚ Co op model Vs Internship model (hybrids)
- ✚ Higher Faculty involvement
- ✚ Student Clubs
- ✚ Privacy Policies

Gen Ys



- ✚ **Life Defining Events:** Social Media, digital technology, Y2K, corporate downsizing/outsourcing, business dis-honesty, 9/11, school violence
- ✚ **Attitudes & Values:** Confidence, diversity, optimism, dedication, civic conscious
- ✚ **Characteristics:** Techno-crazy, collective action, pack mentality, innovative, highly independent, demanding, get bored easily

Gen Ys – Work Related Characteristics

- ✚ Clarity of Purpose
- ✚ Higher emphasis on work – life balance
 - Flexi hours, working off-site
- ✚ Focus on CSR projects
- ✚ Fun & relaxed working atmosphere
- ✚ Emphasis on skills development over job security
- ✚ Easy access to resources



Developing Your Employer Brand

✚ Establishing your Company 'Image'

- Who are your top leaders and their impact?
- What kind of impact does your company have on society/environment/technology or business?
- What kind of press do you get?

✚ Communicating your 'EVP'

- Your organisation culture
- Your people practices
- Your benefits



Strategies for Promoting Your Employer Brand

- ✦ Dedicated student recruitment webpage
- ✦ Employer info-sessions
- ✦ Job/Career fairs
- ✦ Presence at campus wide events
- ✦ Sponsorships/participation at student clubs/association events
- ✦ Presence in campus newsletters
- ✦ Presence on youth websites (Facebook, Youtube etc.)
- ✦ Campus ambassadors



Developing your Role Brand

+ Communicating your role 'image'

- Position of the role in the job value chain
- Day to day experiences (typical day in the life of.....)
- Required skills, competencies & attitude
- Learning opportunities
- Growth opportunities (rational connection between entry level positions and senior positions)

Promoting your Role Brand

- # Co op, internships & summer jobs
- # Job postings (multiple listing opportunities)
- # Employer Info-sessions
- # Research/teaching partnerships with the faculty
- # On-campus competitions
- # Plant/site visits
- # Supporting design/research projects
- # Campus Ambassadors

Developing Campus Ambassadors

+ Alumni – Best Ambassadors

- Senior Leaders lead the initiative on Campus
- Mid level share their stories
- Juniors share their experience in the first year and provide insights into the best fit students

+ Interns who are current students - share their experiences

+ Faculty Members - Market your organisation as well as recommend the best students

+ Recruiter - Core



Business Benefits - Short term

- + Lower salary costs
- + Continuous learners
- + Agile , high multitasking ability
- + Comfortable with Analytics
- + Willingness to Travel
- + Comfortable with technology, Internet and social media
- + New , diverse ideas & high levels of innovation
- + Team players, better communicators
- + No need to unlearn – faster productivity & better performance on the job
- + Energy and enthusiasm - Willing to take high-risk assignments
- + Professor contacts & Access to research.
- + An opportunity for a tryout

Business Benefits - Long-Term

- ✚ A global perspective
- ✚ Youth market benefits
- ✚ Long-term assets. You might only get one shot at them —Competitive Advantage
- ✚ Essential for building the leadership pipeline
- ✚ An opportunity to influence curriculum
- ✚ Now is the perfect time



Challenges

- # Multiplicity of schools & programs
- # Administrative challenges
- # Identifying key contacts/multiple contacts
- # Fixed time cycles & competing cycles
- # Limited branding & Student interface opportunities
- # Onboarding & organizational socialization challenges



Retention – 3 S Model

Speed

- Pace is critical
- Communicate & respond to them fast
- Provide enhanced career growth
- Instant gratification - rewards

Satisfaction

- Keep all commitments made
- Best Managers to work with
- Stretch assignments
- Attractive Compensation & retention plans
- Social Projects
- Job & Personal satisfaction

Shine to Engage

- Stellar Onboarding experience (including first year)
- Opportunities to engage with top leaders
- Buddy & Mentor Programs
- Public & individual Recognition
- Dedicated team to manage their interests

Best Practices

- ✚ Understand student's Dream Job Characteristics & Interests
- ✚ Clear Articulation of your requirements – current & future
- ✚ Differentiating Your Organization
- ✚ Selecting Recruiters
- ✚ Preparing Interviewers
- ✚ Office Visits
- ✚ Pre joining Connect
- ✚ Onboarding & First Year Engagement

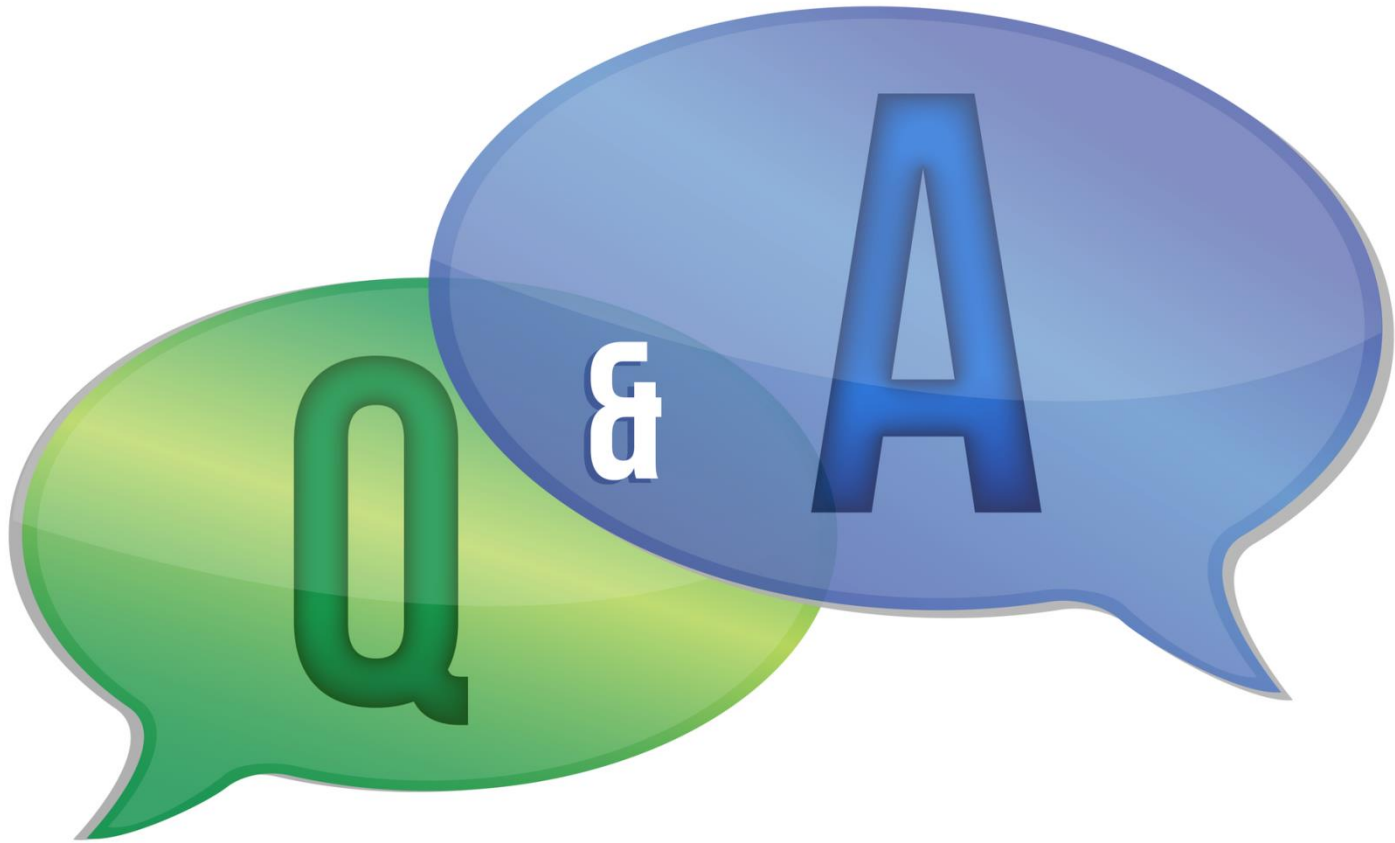
How to Win “the War for Freshers”

- # Develop a College Referral Program
- # Develop a Remote Recruiting capability
- # Communicate using the Mobile Platform
- # Adopt more Scientific Screening
- # Market Research will allow you to fully understand your target
- # Videos for Employer Branding and Recruiting
- # Start Recruiting early in their Academic careers
- # Become Metric driven



**“Campus recruiting is a WAR
won ONE student at a time”**

Jack Beighley
Deolitte Consulting





Join us for SHRM's Workshop on **Developing Effective Coaching Skills** – one of the most needed skills for HR Professionals today

City	Dates
Mumbai	20-21 November
Delhi - NCR	27–28 November

Key Takeaways

- Build a foundation of Coaching Techniques

- Create an open flexible Coaching Relationship

- Understanding how to bridge Coaching requirements to Business Performance

Receive a 10% discount on the workshop using the promo code **SHRMINAR** when you register.

For more details visit: www.shrmindia.org or call us on 1800-103-2198

THANK
YOU!

