



College Recruitment Trends: Attracting the Millennial Generation

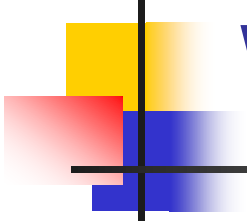
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Areas of Discussion

- Multi-generations in the workplace
- Changing dynamics among high school students – feeding the pipeline
- Evolving recruitment strategies

Multi-generations in the Workplace





Understanding Generations

- Matures generation (1925 – 1945)
 - Presently are 63 – 83 years of age
- Baby-boom generation (1946 – 1964)
 - Presently are 44 – 62 years of age
- Generation X (1965 – 1979)
 - Presently are between 29 – 43 years of age
- Millennial generation (1980 – ???)
 - Presently are 28 years of age or younger

Generational Characteristics

Matures



Baby-boom



Generation X



Millennial



Generations Working Together

- Matures generation
 - Quality
 - Cash-oriented, savers, don't waste
 - Longevity in position
- Baby-boom generation
 - Strong work ethic
 - Teamwork
 - Loyalty
- Generation X
 - Super motivated
 - Respect production over tenure
 - Want control over their time
- Millennial generation
 - Constant/open communication
 - Personal fulfillment
 - Positive reinforcement and multiple mentors

83

18

Millennial Generation

- Sheltered & protected childhood
- ~50% have 2 parent families
- 15% are multiracial
- 1 in 10 has a non citizen parent
- Technically advanced
 - Blogs, Podcasts, IM
 - Multi-task at 1 ½ times faster
- Adultolescents
 - 11% of adults (25-34) live with their parents



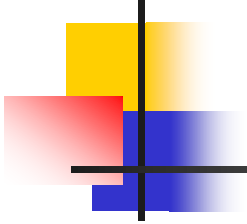


Helicopter Parents

AKA: Baby Boomers &
Generation X'ers

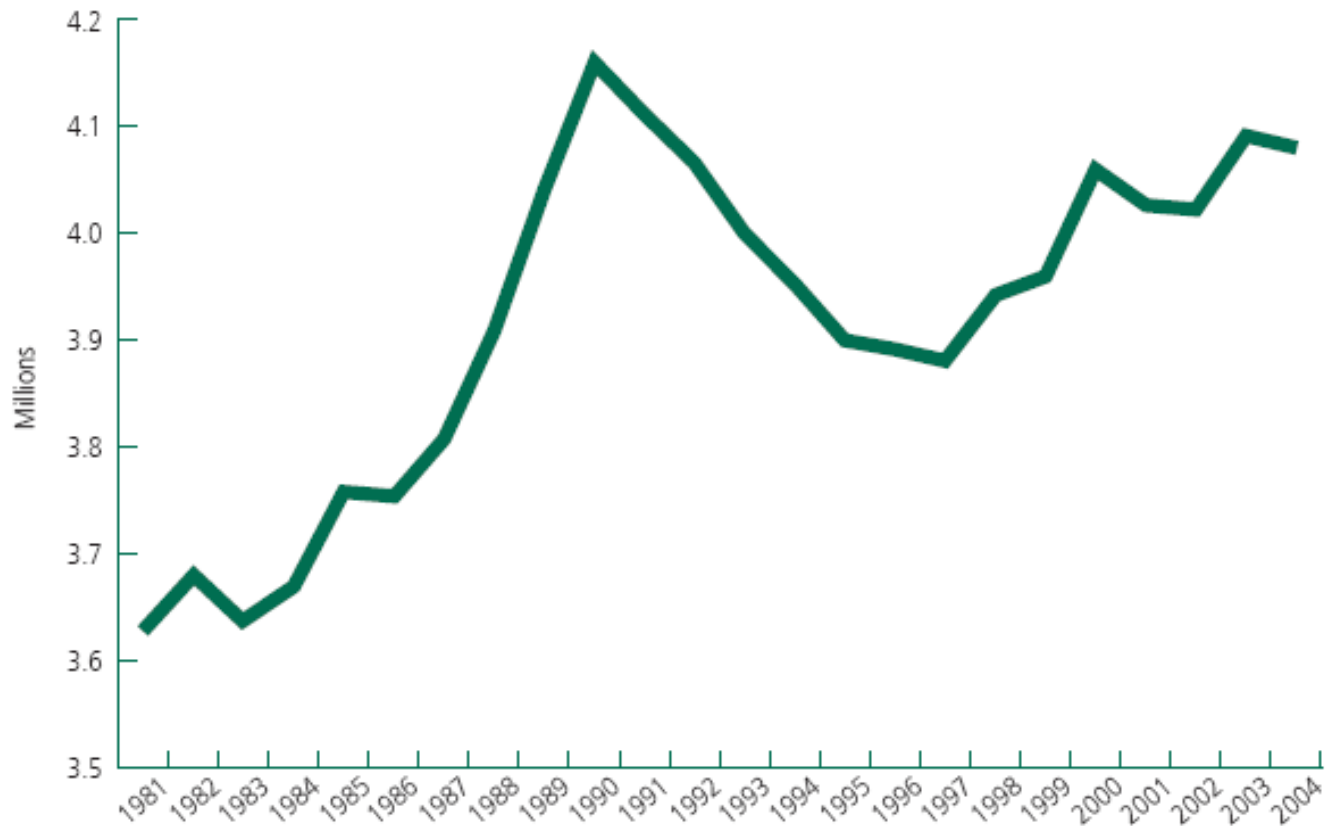
- Changing perception of college
 - Bachelor's degree is now a requirement, not a luxury – and sometimes not enough!
 - Tuition costs have more than doubled since 1967
 - Viewed as a gateway to a better life
- High parental involvement
 - Telephone communication
 - Institutional & discipline decisions
 - Employment decisions – or one year hiatus
 - Consumerism mentality (ROI)
- Employers utilizing parental involvement
 - Extend invitations to plant trips
 - Invitations to speak with hiring manager
 - Copies of offer letter

Changing Dynamics Among High School Students



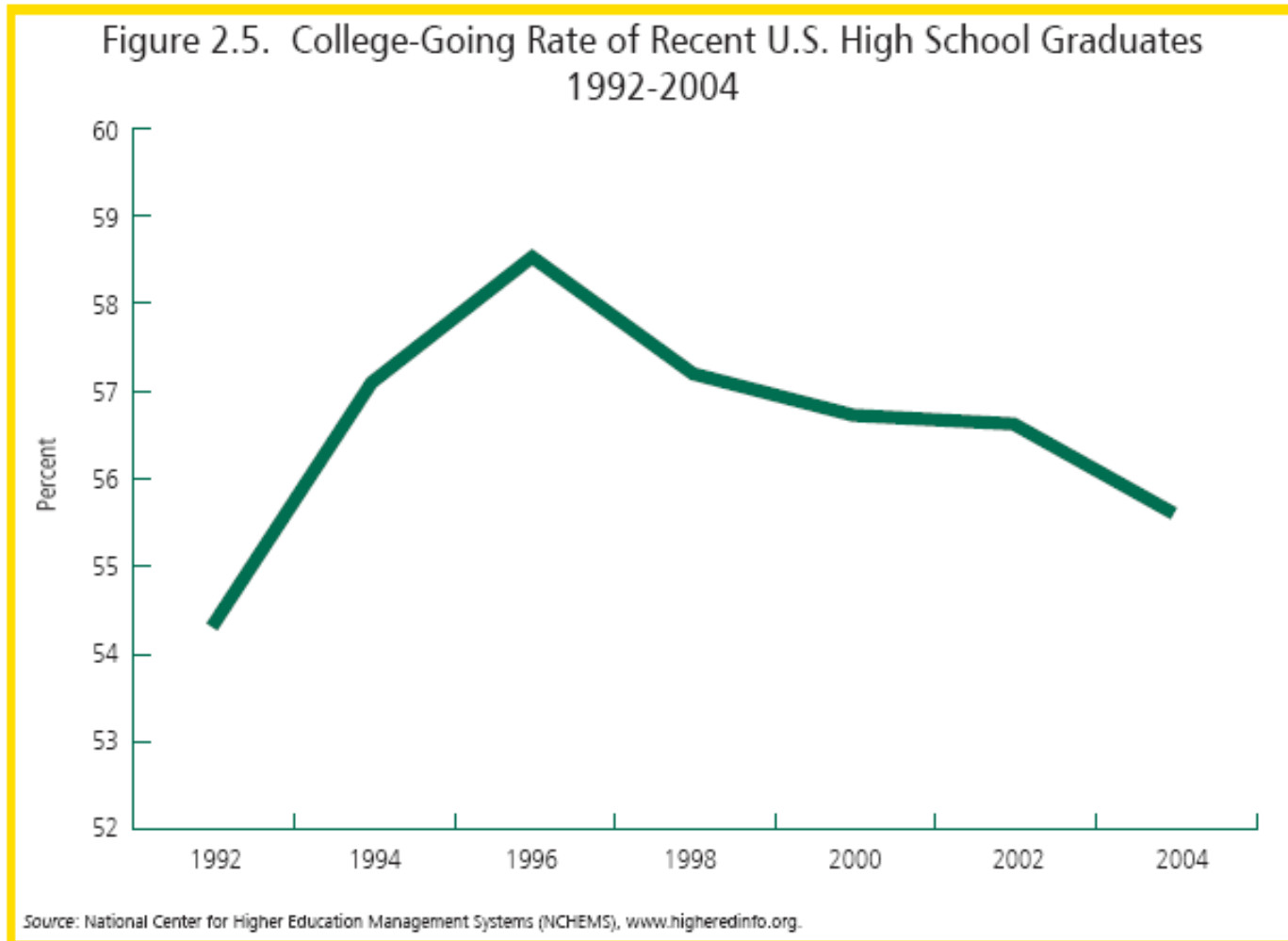
United States Birth Rates

Figure 2.1. Births in the U.S., 1981-2004



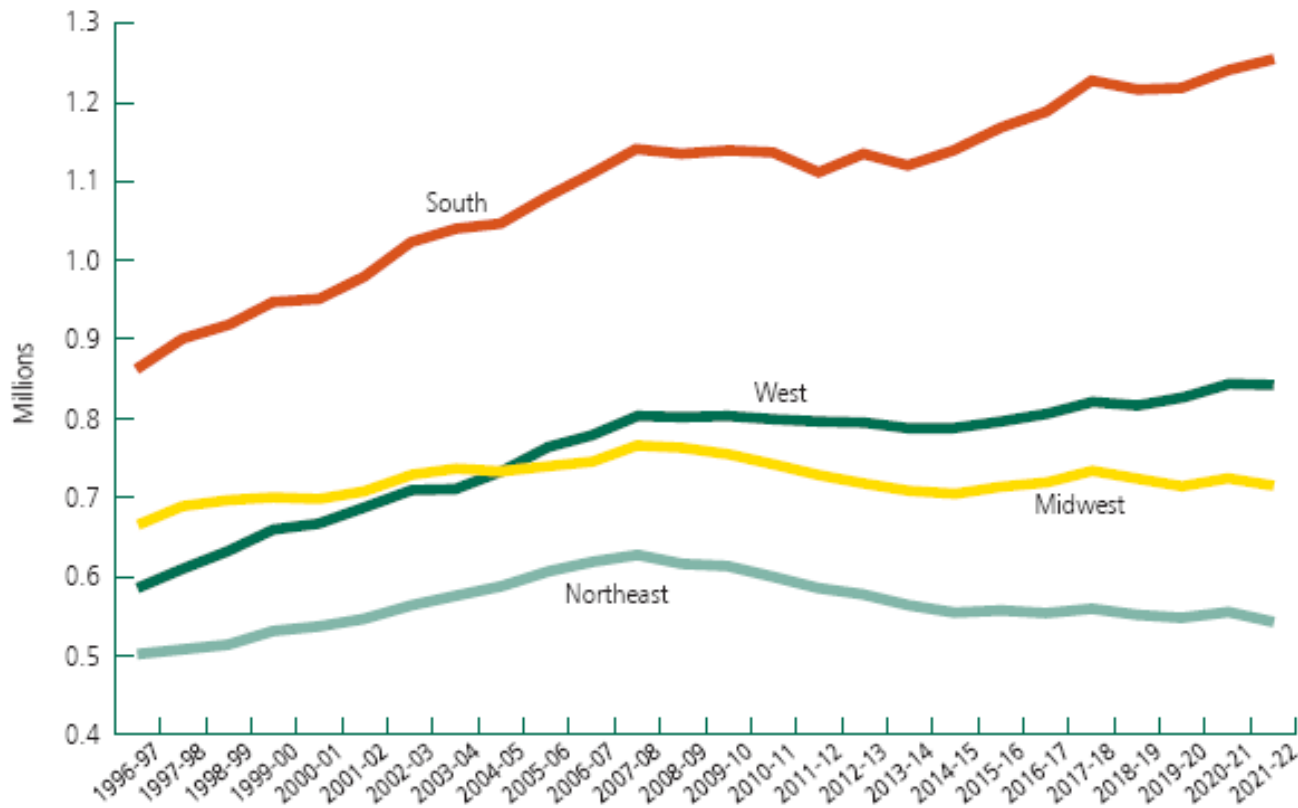
Source: National Center for Health Statistics, Centers for Disease Control and Prevention.

U.S. High School Graduates Going to College 1992 - 2004



Shifting High School Populations by Region

Figure 2.7. Public and Nonpublic High School Graduates by Region
1996-97 to 2004-05 (Estimated), 2005-06 to 2021-22 (Projected)



Note: Nonpublic school graduates are projected beginning with the 2003-04 academic year.

Female Enrollments Exceed 57% of All College Students

UNDERGRADUATE ENROLLMENT: Total undergraduate enrollment in degree-granting 2- and 4-year postsecondary institutions, by sex, with projections: Fall 1970–2015



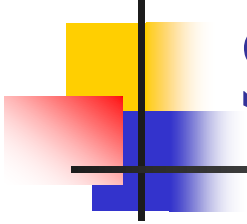
SOURCE: NCES, The Condition of Education 2006, pg. 36

Student Market Trends: Summary



- Declining percentage of high school graduates pursuing higher education directly out of high school
- Increasing number of freshman choosing to start at a community college
- Continued growth in the college student gender gap
- Increasing diversity and financial need of future high school graduates

Evolving Recruitment Strategies





National Trends

- Filling the full-time pipeline
 - ~30% of FT hires were previous co-ops & interns
- High demand & low supply
 - Most sought after: business, engineering, technology
 - ~50% of graduate degrees in U.S. were to international students
- Employment opportunities in science & engineering will increase ~70% faster than all other occupations
- U.S. HS students rank 24th in the world in math literacy



High Tech vs. High Touch

- Average employer visited 26 campuses
- 41% of employers required candidates to complete an online application
- Almost 50% of employers used a social networking site to gauge candidates or anticipated in doing so
- Employers are outsourcing portions of HR tasks
 - Extending job offers
 - Behavioral / psychological testing



Pre and Post September 11

- Pre 9/11
 - Students' market
 - Multiple offers, signing bonuses
- Post 9/11
 - Employers' market
 - Multiple candidates, no signing bonuses
- Now
 - Student market
 - Equal opportunity for both and room for negotiation
 - Recession coming?



External Marketing

- Must first know your audiences
 - Customers
 - Team members
 - Partners
- Image on campus
 - People, processes, partnerships
 - Brochure, company logo, website are supplementary & supportive
 - “Employer Days”



Effective Marketing

- Constant Communication
 - Electronic
 - In-person
 - Follow-up
- Campus Presence
 - Career center
 - Departments
 - Student organizations
 - Professional societies
 - Diversity & minority



Getting Engaged on Campus

- Night to Network
- STAT
- Chancellor's Leadership Academy
- Project Lead the Way
- Co-op & intern programs: student ambassadors
- Sr. Seminar classes
- Research projects
- Advisory boards
- Student materials
- PRO days & opening week
- Transfer orientation
- Student leadership banquets
- Chancellor's Corporate Development Council
- Supporting university initiatives for recruitment: summer camps, etc.



Internal Marketing

- SWOT analysis?
- Have you personally tried to apply?
- Tools & resources for success?
- Recruitment training program?
- Consistency across departments?
- Process for communication to candidates?
- Turn around time between interview & offer?
- New employee focus group/survey?
- Feeding the pipeline?
- Benefits?



Conclusion

Thank you!