

THE ULTIMATE COLLEGE RECRUITMENT CHECKLIST

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GET EXECUTIVE BUY-IN:

USE CASE STUDIES

Show relevant case studies to illustrate college recruitment program successes. Highlight key findings and tie the results in to your college recruitment program proposal.

PROVE THE ROI

Cite raw data and research related to college recruitment programs. Include cost-per-hire, time-to-hire, and other KPIs to help demonstrate the outcomes and impact of a college recruitment program.

EMPHASIZE THE VALUE BEYOND NUMBERS

Demonstrate the positive impact and benefits of hiring college graduates. Be specific and focus on the unique skills and traits this demographic can add to your team.

BUILD A STRATEGY:

AUDIT YOUR CURRENT STRATEGY

Assess your current college recruitment program. Ask yourself what is and isn't working and what you need to incorporate in your new strategy.

IDENTIFY YOUR PERFECT JOB CANDIDATES

Identify how many positions you're looking to fill and who you're looking to hire. Outline your ideal candidate's level of experience and education as well as location and any other important factors.

WRITE POSITION DESCRIPTIONS

Write job advertisements that entice candidates to take action. Emphasize why an individual should apply for the job and highlight what makes your company a unique and fun place to work, learn, and grow in their career. [\[Learn More\]](#)

BUILD A STRATEGY (CONTINUED):

CREATE A TIMELINE

Map out a timeline for attracting and hiring the best qualified candidates. Include plans for conducting outreach as well as advertising channels, posting periods, placement goals, and resources. Assign team members to specific tasks to meet deadlines.

REACH OUT TO COLLEGES AND TRADE SCHOOLS

Register to exhibit at a college job fair. Remember to look beyond colleges and universities for IT training schools and community colleges to uncover high-potential talent. Most college job fairs occur in the winter and spring.

PREPARE HANDOUTS

Create materials that reflect your brand's personality and showcase your open positions. Fun giveaways and swag will attract people to your exhibit at a job fair. Keep in mind timelines for designing, printing, and shipping materials.

DEVELOP A COMMUNICATION PLAN

Compile a document of key messages about your company and the open positions to share with your team. Include a list of frequently asked questions and answers for reference. Develop communications to promote your exhibit at a job fair and create templates for your team to use to follow-up with potential candidates via email, telephone, and social media.

REPORT YOUR RESULTS

Analyze and report on the outcomes and impact of your recruitment efforts. Cite data, interpret results, present key learnings, and outline actionable steps for your team to take to improve.

LEVERAGE TECHNOLOGY:

AUTOMATE YOUR ADVERTISING

Select a recruitment advertising platform that automates and manages the entire job advertising process. Save time and money with a platform that manages large volumes of job ads and spend across multiple sources simultaneously. [\[Learn More\]](#)

TARGET YOUR PERFECT JOB CANDIDATES

Use programmatic technology to target your perfect job candidates on the right sites at the right time. With programmatic technology, algorithms tap into historical data based on different attributes, from job type and location to experience, education level, and skills to create the best targeted ad for every job. This eliminates the hassle, cost, and guesswork with posting a job on multiple sites individually. [\[Learn More\]](#)

LEVERAGE TECHNOLOGY (CONTINUED):

GET THE MOST FOR YOUR MONEY

Make sure your recruitment technology uses predictive data and intelligent algorithms to automatically manage your spend and cost-per-click rates per job and per site across all your open jobs. This will get you the best ROI and leave you with money in the bank. [\[Learn More\]](#)

STREAMLINE YOUR PROCESSES

Choose recruitment technology that monitors and optimizes your job ad campaigns for you. This will save you time by streamlining your processes and will help you prioritize your staffing resources. [\[Learn More\]](#)

SHOW YOUR IMPACT

Track and understand the measurable impact of your college recruitment program. With the right programmatic technology, you can track the effectiveness of your recruitment efforts and show your impact using ROI-focused results. [\[Learn More\]](#)

IMPROVE YOUR CANDIDATE EXPERIENCE

Review your company's entire candidate experience at each stage of the hiring process. Make it easy for candidates to apply for your jobs and communicate with recruiters. [\[Learn More\]](#)

BOOST YOUR PRODUCTIVITY:

FOCUS

- | | | | |
|----|--|----|--|
| 1 | Silence your phone | 15 | Listen to ambient music |
| 2 | Black out background browser tabs/
notifications | 16 | Meditate |
| 3 | Mute your Gmail with "Inbox Pause" | 17 | Look at photos of nature or cute animals |
| 4 | Clean your desk | 18 | Quit meetings, or keep them to 15 min |
| 5 | Write distraction down for later | 19 | Delegate! |
| 6 | Save articles & videos in Pocket | 20 | Track where your time goes |
| 7 | Take regular breaks | 21 | Simplify your inbox with Unroll.me |
| 8 | Work in varied environments: coffee shops, parks, etc. | 22 | Quit Facebook (partially) |
| 9 | Sit by a window | 23 | Automate tedious tasks |
| 10 | Smell something pleasant, like lemons or lavender | 24 | Batch similar tasks |
| 11 | Set the thermostat for 70-77 degrees | 25 | Try a dictation app |
| 12 | Go for a walk | 26 | Cut bad habits with a "Stop Doing" list |
| 13 | Get plenty of sleep, exercise and healthy food | 27 | Quit multitasking |
| 14 | Buy plants | | |

BOOST YOUR PRODUCTIVITY (CONTINUED):

PRIORITIZE

- 28 Sort tasks by “Must, Should & Want” every day
- 29 Write 3 “most important” tasks on a Post-It
- 30 Do your #1 most important task first
- 31 Don’t check your email until you’ve worked for 2 hours
- 32 “Will this task help me reach a goal?” No = cut it!
- 33 “Can this only be done by me? Is it important” Two No’s = cut it!
- 34 Write tomorrow’s to-do list tonight
- 35 Use Stephen Covey’s prioritization matrix
- 36 Do creative work first
- 37 “Does this get me closer to my goal? Does it matter to my boss? Does it make money? Does it make my life easier? Does it have to be done today?” Sort to-do’s based on number of Yeses

GET MOTIVATED

- 38 Break big tasks into bite-sized pieces
- 39 Work on a big task for just 5 minutes
- 40 “Eat the frog.”
- 41 Start a StickK.com personal contract
- 42 If it takes less than 2 minutes, do it now
- 43 Find your biological prime time
- 44 Make progress visible & celebrate small wins
- 45 “Don’t break the chain”
- 46 Bribe yourself with a reward
- 47 Strike a power pose
- 48 Keep a “Done” list
- 49 Eat chocolate
- 50 Smile & be happy

GET STARTED:

College graduates are one of the workforce’s most underrated assets. They command lower salaries on average, bring energy, a new perspective, and diversity to a company. Many have learned unique skills in college and as a result, are tech-savvy and innovative. They also understand the driving motivators of the Millennial and Generation Z demographics, which is especially important in industries like sales, marketing, tech, and media.

Recruiting recent college graduates is a critical component to any talent acquisition strategy, and having the right technology can save you time, money, and a potential headache. To help you accomplish all of the above and more, consider investing in a programmatic recruitment advertising solution that automates the entire job ad process and targets the right candidates at the right place at the right time. The right programmatic recruitment advertising solution will save you from wasting your time on deciding where to place a job ad, managing your budget across multiple sites, tracking your performance, and measuring your ROI.

Ready to ramp up your recruiting with a programmatic job advertising solution? [Meet pandolQ](#) - the most advanced and cost-effective programmatic job advertising solution built on big data, AI, and proprietary campaign algorithms. pandolQ automates and optimizes every step of the job advertising process to deliver maximum performance, insights, and ROI from your recruitment spend.

MEET PANDOLQ