

CAMPUS RECRUITMENT STRATEGY AUDIT

		Score Scale: 1 to 10	Priority Level Low, Med, High
1.	Executive Level Support <ul style="list-style-type: none"> Senior leadership understands and communicates its value Process in place to encourage support across organization 	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
2.	Strategic Recruitment Plan <ul style="list-style-type: none"> Mission, goals, objectives established and agreed to Business case established for organizational support 	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
3.	Annual Recruitment Goals <ul style="list-style-type: none"> Consistent and appropriate to plan Coordinated across organization; wholly or partially centralized 	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
4.	Well-Constructed Positions <ul style="list-style-type: none"> Attractive to target candidates Development and advancement plans in place 	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
5.	On-Boarding Strategy <ul style="list-style-type: none"> Begins immediately upon job acceptance Maintains communications through to start date Engages recent hires; connects new hires across the organization 	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
6.	Key Target Schools <ul style="list-style-type: none"> Clear business case for selection; continuously monitored Multi-levels (A schools, B schools, etc.) Deep, continuous relationship 	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
7.	Internship and/or Co-Op Programs Optimized <ul style="list-style-type: none"> Positive work experiences Interns/co-ops do valuable work Participants form full-time talent pool 	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H

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8.	Target Candidates are Clearly Identified <ul style="list-style-type: none"> Quality of hire measured Key competencies understood Objective hiring process developed 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
9.	The Right People on the Team <ul style="list-style-type: none"> Lead, strategists, front-line team Hiring managers, other internal partners Recent hires and campus ambassadors 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
10.	Flawless, Consistent & Repeatable Process <ul style="list-style-type: none"> Appropriate measures/metrics in place Metrics reviewed and responded to “Weak links” eliminated 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
11.	Talent Pool Development <ul style="list-style-type: none"> Building brand/relations beyond immediate hiring need Ability to communicate/interact with future candidates Some activities focused on earlier years of study 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
12.	Recruiters & Campus Teams Measured & Accountable <ul style="list-style-type: none"> Appropriate measures/metrics in place Metrics reviewed and responded to 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
13.	Program Efficiency/Measures <ul style="list-style-type: none"> Cost per hire and time to hire Advertising/marketing spending 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
14.	Appropriate Investment/Resources <ul style="list-style-type: none"> Budget and staff resources regularly reviewed Benchmarking against comparable competitors 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H

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15.	Internal Communications & Reporting <ul style="list-style-type: none"> • Campus strategy clearly communicated • Measures, benchmarks communicated/reported 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
16.	Technology/Information Systems <ul style="list-style-type: none"> • Effective use of Applicant Tracking System • Comprehensive campus-specific website • Continuous improvement to online applicant experience • Balanced high-tech/high-touch approach 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
17.	Employment Brand <ul style="list-style-type: none"> • Employee Value Proposition clearly conveyed • Consistent and relevant to target candidates • Data/research-based and current 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
18.	Marketing and Advertising <ul style="list-style-type: none"> • Marketing mix measured and monitored • Effective sponsorships in place • Social media strategy reviewed and updated regularly 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
19.	Diversity Program Integrated <ul style="list-style-type: none"> • Connected with organizational diversity team/initiatives • Recruitment and selection process designed to remove bias 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
20.	New Hire Training & Development <ul style="list-style-type: none"> • Well planned and appropriate to level of candidates • Leveraged in attraction and recruitment 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H
21.	Investment in New Hire Manager Development <ul style="list-style-type: none"> • Managers of new hires trained to understand young candidates • Processes in place to support new hires' success 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> H

CAMPUS RECRUITMENT STRATEGY AUDIT – CONTINUED

		Score Scale: 1 to 10	Priority Level Low, Med, High
22.	Campus Activities Optimized <ul style="list-style-type: none"> Regular evaluation of alignment between strategy and activities (events, fairs, info sessions, etc.) Ongoing assessment of new opportunities 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> L M H
23.	Understanding the Marketplace <ul style="list-style-type: none"> Keeping abreast of current research, trends and best practices Regular connection with network of employers and schools 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> L M H
24.	Candidate Communications <ul style="list-style-type: none"> Detailed information about the process available Continuous communications throughout recruiting process Communications after offer and acceptance through to start date 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> L M H
25.	Campus Investment & Resources Aligned <ul style="list-style-type: none"> Philanthropy and research funding aligned with target schools Community outreach focused on target schools 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> L M H
26.	Holistic Approach <ul style="list-style-type: none"> Long-term view of campus hiring and new hire success Consistent effort and engagement through economic cycles 	 1 2 3 4 5 6 7 8 9 10	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> L M H

Weakest Links

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Immediate Next Steps

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