



# University Recruitment/Relations **SELF-AUDIT TOOL**

The *University Recruitment/Relations Self-Audit Tool* can be used to assess your company's program against the "best practice" elements of a comprehensive, world-class program.

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How satisfied are you with your University Recruitment/Relations effectiveness?

4 – Very satisfied   3 – Satisfied   2 – Somewhat dissatisfied   1 – Dissatisfied   0 – Not applicable

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## **Strategic**

- \_\_\_\_\_ Relationships, systems and timing between University Relations/Recruitment, Business Planning, and HR Forecasting.
- \_\_\_\_\_ Analysis driven process for targeting best-matched campuses to meet hiring goals.
- \_\_\_\_\_ Qualitative match between corporate requirements and targeted university curricula, resources, faculty, co-op/internships, academic competitiveness, GPA deciles, regional/national rankings, etc.
- \_\_\_\_\_ Training/Development initiatives including "kick off" meetings.
- \_\_\_\_\_ Partnerships/alliances with deans, faculty and academic departments leveraged for recruitment outcomes.
- \_\_\_\_\_ Knowledge of best practices and benchmarks relative to competition.
- \_\_\_\_\_ Internship and/or Co-op program with defined objectives for contributing to business bottom line and identifying, training, and converting to full-time hires.
- \_\_\_\_\_ **TOTAL - Strategic**

## **Internal Structures and Administrative Operations**

- \_\_\_\_\_ Alignment, balance and training of recruiting teams-- optimizing strengths of line, staff and executives.
- \_\_\_\_\_ Systems in place for accurate, timely communications (letter, e-mail, telephone, personal) with candidates throughout the recruitment process—pre-recruitment through campus visits, secondary interviews, travel arrangements and offer negotiation.
- \_\_\_\_\_ Support personnel, technologies and paper systems for all campus events, processes and partnerships.
- \_\_\_\_\_ Campus interview/event scheduling with sensitivity to athletic, academic, social, and extra-curricular activities and conflicting dates.
- \_\_\_\_\_ Effective use of electronic technology, tools, and methods to enhance recruiting.
- \_\_\_\_\_ Communication systems for decision-making between corporate and field/divisions.
- \_\_\_\_\_ Key campus executives and team leaders with incentives for performance outcomes.
- \_\_\_\_\_ Program for on-going communications with high performing interns who need to be converted to full-time hires - metrics to measure success.
- \_\_\_\_\_ **TOTAL - Internal Structures and Administrative Operations**

## Marketing/Branding

- \_\_\_\_\_ Marketing materials including position descriptions, recruiting brochures, direct mail pieces, binders, literature, videos, CD-ROM, etc.
- \_\_\_\_\_ Corporate web site including speed, function, graphics, content, university relations/recruitment applications.
- \_\_\_\_\_ Special events customized for each targeted school where corporate and product brands are positioned and leveraged toward successful recruitment outcomes.
- \_\_\_\_\_ Campus enrichment strategies including personal marketing and contacts by executives/managers integrated with campus interviews, student associations, honor societies, conferences/fairs as well as faculty/staff relationships.
- \_\_\_\_\_ Customized marketing strategies for individual targeted schools.
- \_\_\_\_\_ **TOTAL – Marketing/Branding**

## Diversity

- \_\_\_\_\_ Metrics, empirical data and/or internal anecdotes for gauging the impact of diversity on business success.
- \_\_\_\_\_ Successful Partnerships with HBCUs, HACUs and Native American (Tribal) colleges/universities.
- \_\_\_\_\_ In-depth relationships with campus diversity organizations, honor societies, student leaders, faculty advisors, and program deans/administrators.
- \_\_\_\_\_ Planned, corporate-backed participation in the national diversity conferences e.g. SHPE, NSBE, SWE, NSHMBAA, NBMBAA, and Consortium for Graduate Study in Management---including pre-recruitment, on-site events, on-site recruiting/interviewing systems, and post-conference follow-up.
- \_\_\_\_\_ Internal organization, programs (e.g. mentoring, training, education) and systems to increase human resources and "line" management effectiveness in diversity recruitment and retention.
- \_\_\_\_\_ Established and distributed Corporate Diversity Policy that endorses work-force diversity as a core business value.
- \_\_\_\_\_ Appointed Director or Vice President of Corporate Diversity reporting to senior management who has a demonstrated success record i.e. a company "star."
- \_\_\_\_\_ Established career development program to enhance company's ability to retain high potential diversity professionals.
- \_\_\_\_\_ **TOTAL - Diversity**

## Hiring Outcomes

- \_\_\_\_\_ Success from campus pre-selection interview schedules.
- \_\_\_\_\_ Success from open sign-up campus interview schedules.
- \_\_\_\_\_ Success from career/job fairs and professional association recruitment.
- \_\_\_\_\_ Success through creative, non-conventional, outsourced strategies.
- \_\_\_\_\_ Success in meeting diversity and/or multicultural hiring goals.
- \_\_\_\_\_ Success in cooperative education, internships or summer positions.
- \_\_\_\_\_ Success from regional and national recruitment conferences.
- \_\_\_\_\_ **TOTAL – Hiring Outcomes**

## **Benchmarks/Metrics for Competitive Advantage**

- \_\_\_\_\_ Assessment of cost and time advantage of college recruitment over other strategies.
- \_\_\_\_\_ Interview-to-hire ratios and offer-to-acceptance ratios compared to industry/marketplace standards.
- \_\_\_\_\_ Cost-per-hire relative to other methods and external competitors.
- \_\_\_\_\_ Campus yield ratios at target schools.
- \_\_\_\_\_ Recruitment conference/event yield metrics over costs of other strategies.
- \_\_\_\_\_ Measurements for impact of college recruits on business/performance and tracking of career success.
- \_\_\_\_\_ **TOTAL – Benchmarks/Metrics**

## **Total & Applications**

<b>Strategic</b>	_____
<b>Internal Structures and Administrative Operations</b>	_____
<b>Marketing/Branding</b>	_____
<b>Hiring Outcomes</b>	_____
<b>Benchmarks/Metrics</b>	_____
<b><i>TOTAL SCORE</i></b>	_____

### **SCORES**

<b>164-143</b>	Best Practice, World Class Program
<b>142-100</b>	Suggest Exploration of Potential Enhancements and New Ideas in Targeted Areas
<b>99-60</b>	Suggest Examination of Change and Renovated Strategy with Internal HR Group
<b>59-below</b>	Suggest Consideration of Corporate-wide Team to Examine Performance, Strategies and Objectives