Employers’ Campus Recruitment Brand

Key Findings Extract
This set of slides is an extract from conference presentations based on the findings of SRG’s student research project

Employers’ Campus Recruitment Brand: Influencers, Differentiators and Impact

The complete presentation PowerPoint is available on request and the full Report of Findings may be purchased.

Please see the final slide for details.
Project Background

- **Sponsors:** EY; Fidelity Investments; General Mills; Macy’s; Raytheon; Schlumberger

- **Undergraduate, technical advanced degree [ADC] and MBA cohorts for comparative analysis**

- **Campus focus groups; Online survey instrument**

- **Conducted January 31 – March 16, 2013**

- **Fielding sites selected by consortium members:**
  - 18 national universities
  - 6 graduate schools of business
Survey Fielding Sites

- **National Universities [Undergrads and ADCs]:**
  Cornell, Georgia Tech, Indiana, MIT, Northeastern, Ohio State, Penn State, Purdue, Stanford, Syracuse, Texas A&M, Virginia Tech and the Universities of California [Berkeley and Los Angeles], Illinois, Michigan, Texas and Wisconsin

- **Business Schools [MBAs]:**
  Duke [Fuqua], Indiana [Kelley], Northwestern [Kellogg], Notre Dame [Mendoza], Universities of Michigan [Ross], and Texas [McCombs]
Key Findings Overview

- Participants rated 30 brand elements according to their impact on employer desirability, where:
  - 8 – 10 = strong agreement
  - 4 – 7 = neutral
  - 1 – 3 = strong disagreement

- Students most highly valued factors mapped to:
  - Company Culture
  - Work Environment
  - Job Content

- Strong similarity among all three degree level cohorts

- Focus group commentary clearly demonstrated the influence of peers and alumni on employers’ campus brand
Strong reputation as a good place to work

- Undergrad: 8.95
- ADC: 8.91
- MBA: 8.89
Highly recommended by former interns and/or graduates of my school

- Undergrad: 8.57
- ADC: 8.67
- MBA: 8.67
Treats employees with dignity and respect

Bar chart showing:
- Undergrad: 9.27
- ADC: 9.53
- MBA: 9
Enjoyable work environment

<table>
<thead>
<tr>
<th></th>
<th>Undergrad</th>
<th>ADC</th>
<th>MBA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score</td>
<td>9.17</td>
<td>9.31</td>
<td>8.76</td>
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Values the contributions of bright, energetic employees

- Undergrad: 8.8
- ADC: 9.3
- MBA: 8.69
Culture that appeals to me

- Undergrad: 8.74
- ADC: 9.08
- MBA: 8.76
Values work/life balance

- Undergrad: 8.7
- ADC: 9
- MBA: 8.02
Committed to employee development

- Undergrad: 9.06
- ADC: 9.13
- MBA: 8.89
Provides opportunities to do work that matters

- Undergrad: 8.61
- ADC: 9.22
- MBA: 8.58
Offers employees the opportunity to make a difference
The campus grapevine – what students tell each other, based on their own experiences – *is far more powerful* in shaping an employer’s brand than what the organization says about itself.
University Relations and Recruitment
Consulting | Research | Analytics

www.ScottResourceGroup.com

Full presentation slide deck will be forwarded on request
Complete research Report of Findings [202 pp.] available for purchase [$99]
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