

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

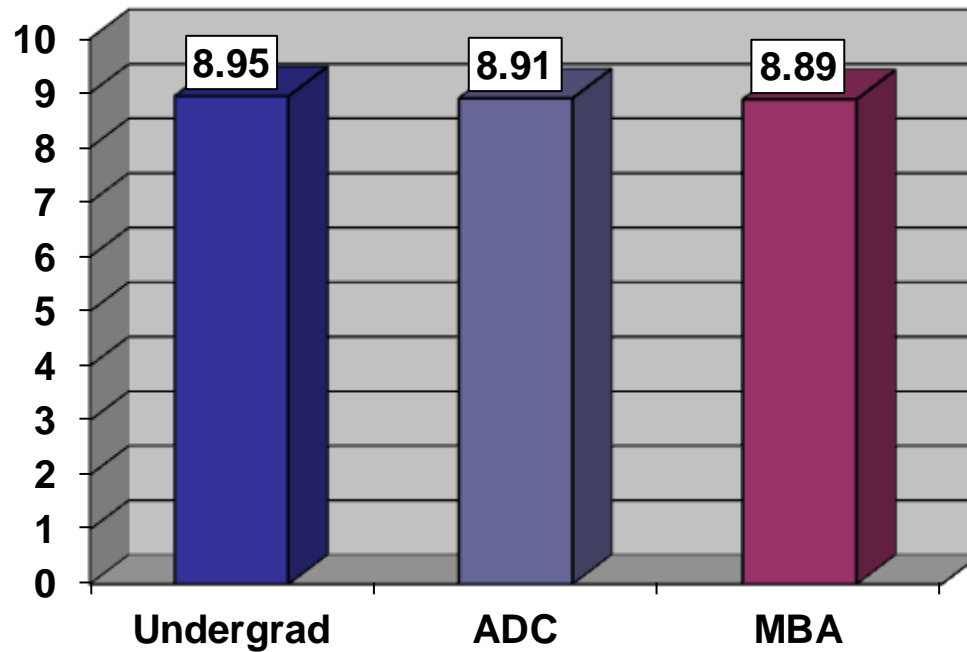
- ❖ Participants rated 30 brand elements according to their impact on employer desirability, where:
 - 8 – 10 = strong agreement
 - 4 – 7 = neutral
 - 1 – 3 = strong disagreement

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

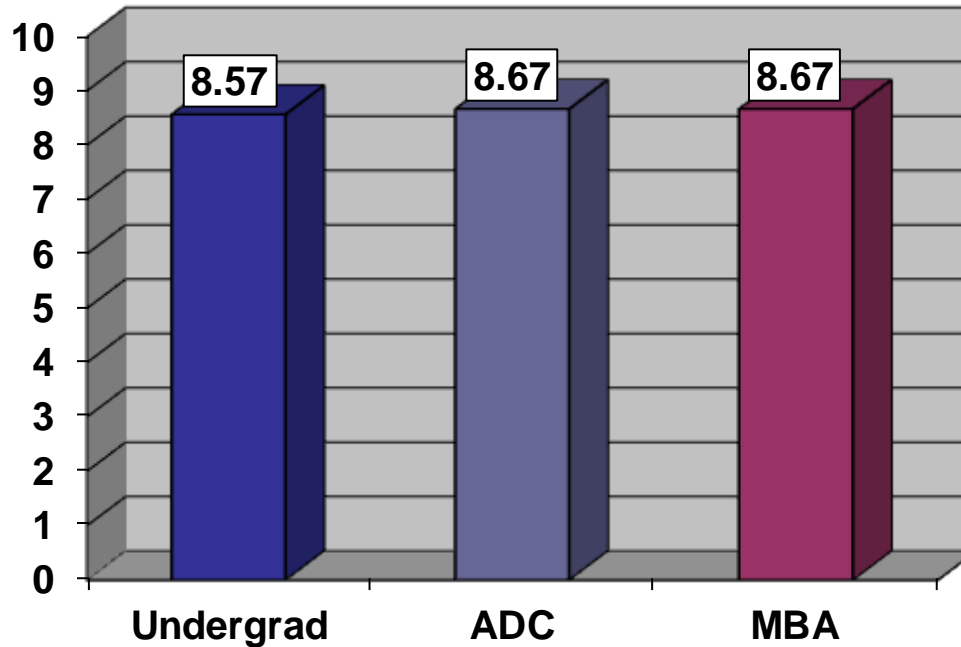
- ❖ Strong similarity among all three degree level cohorts

- ❖ Focus group commentary clearly demonstrated the influence of peers and alumni on employers' campus brand

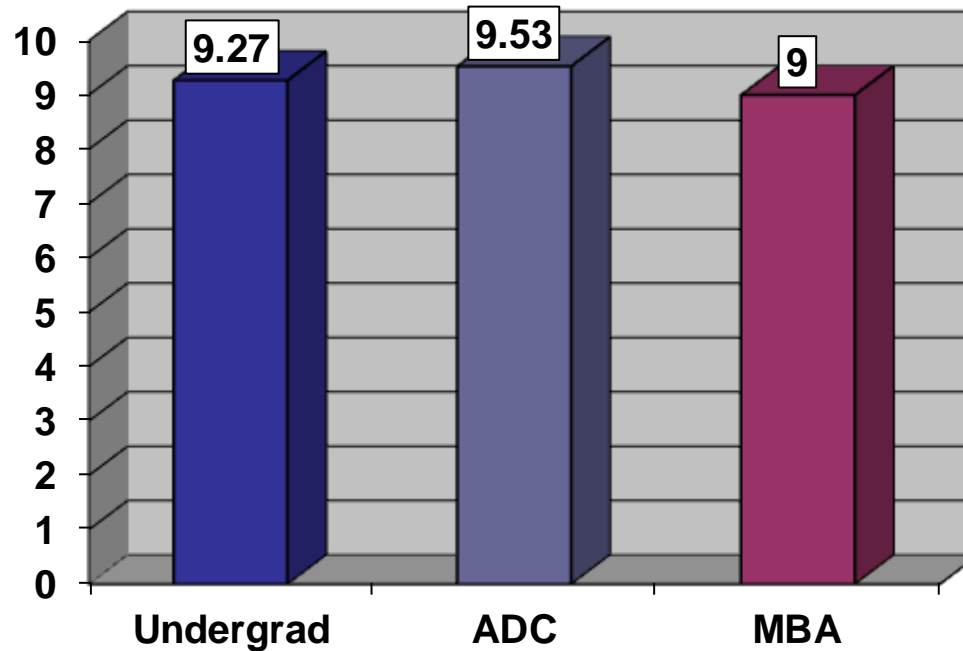
Strong reputation as a good place to work



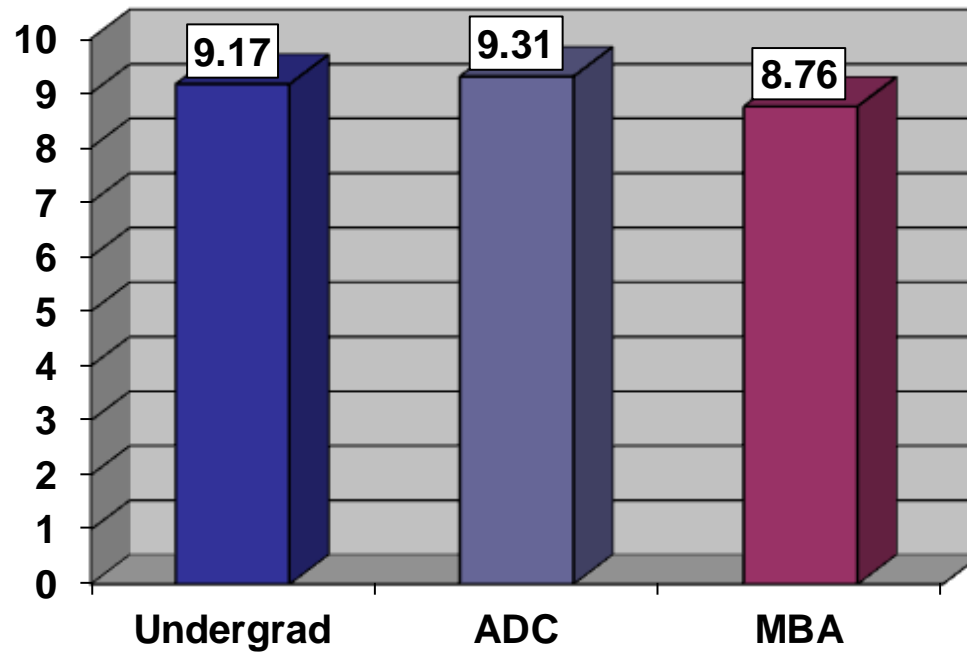
Highly recommended by former interns and/or graduates of my school



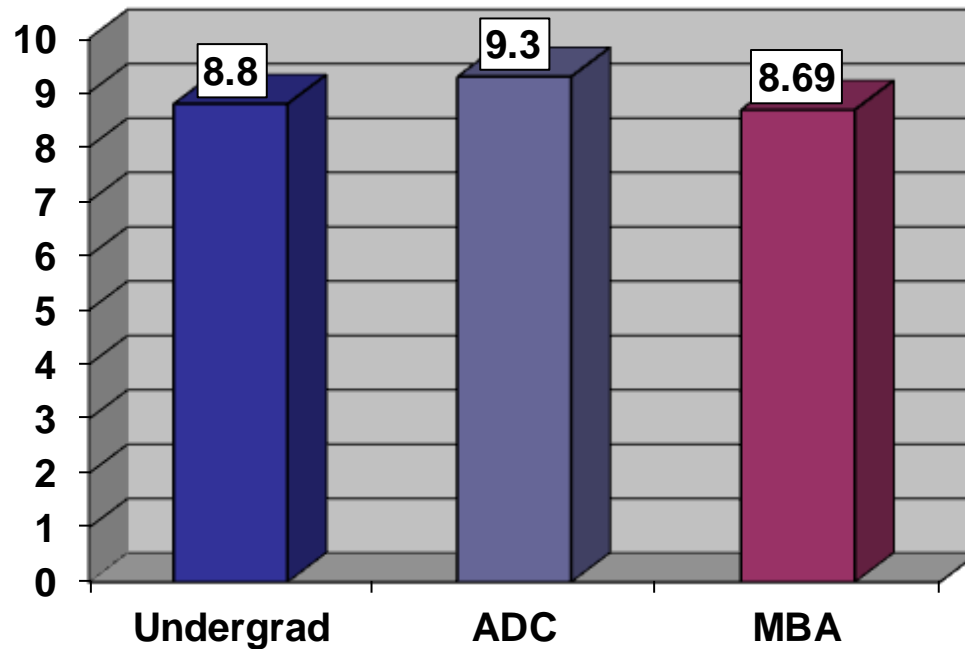
Treats employees with dignity and respect



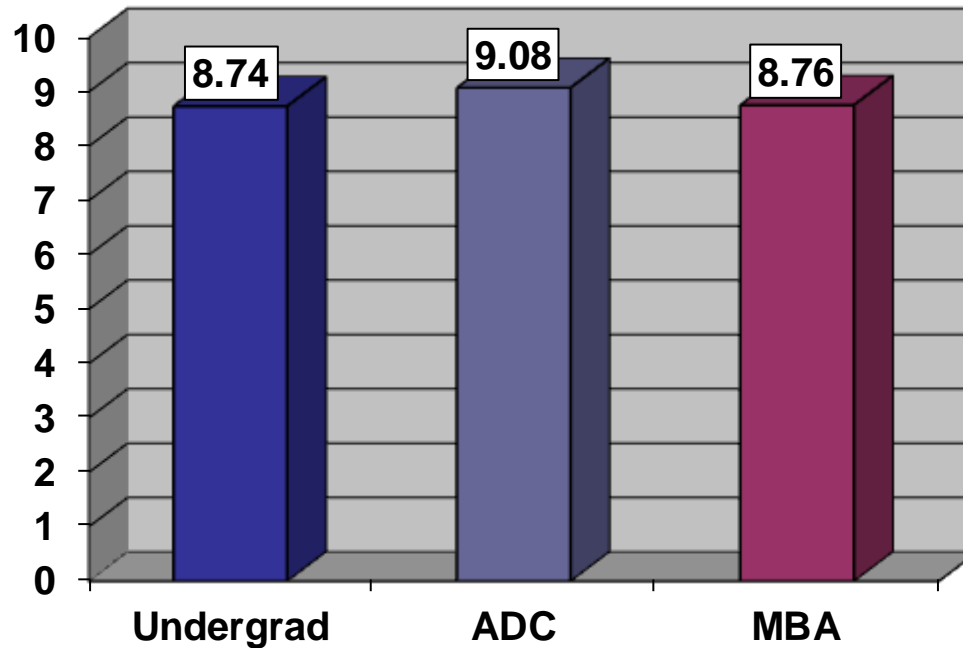
Enjoyable work environment



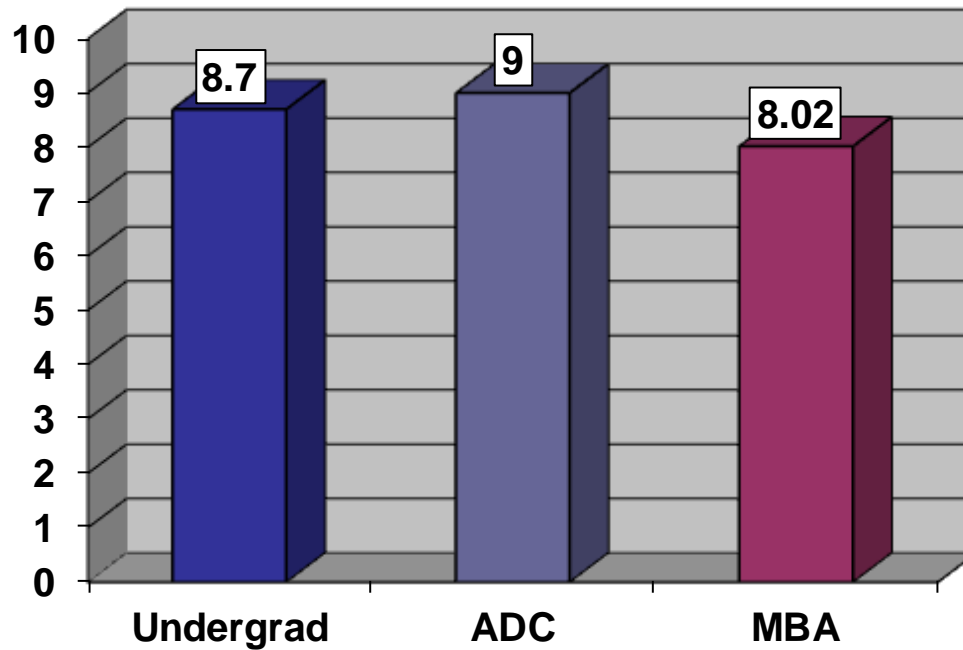
Values the contributions of bright, energetic employees



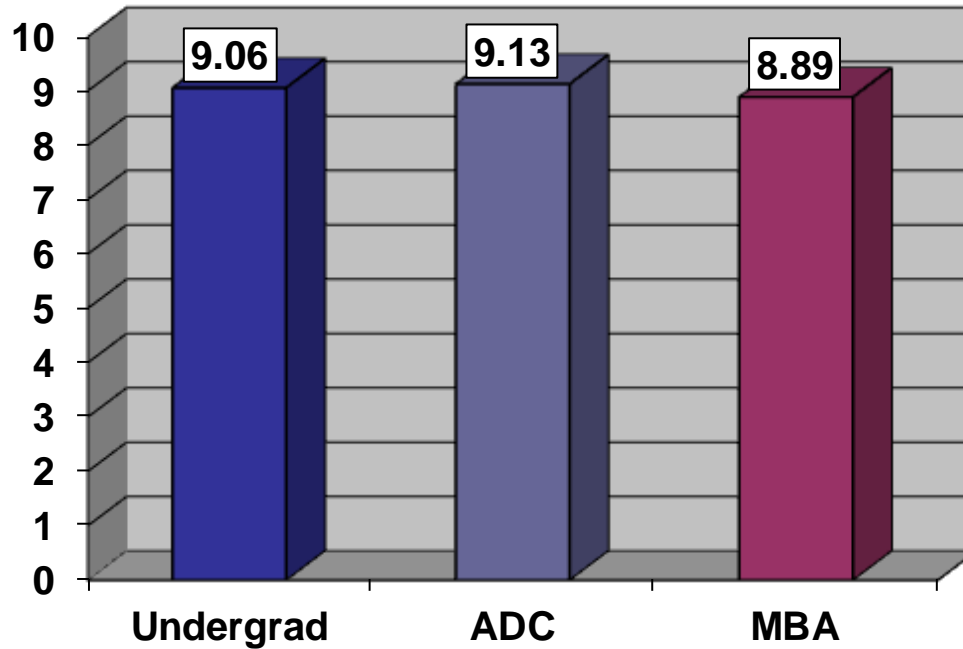
Culture that appeals to me



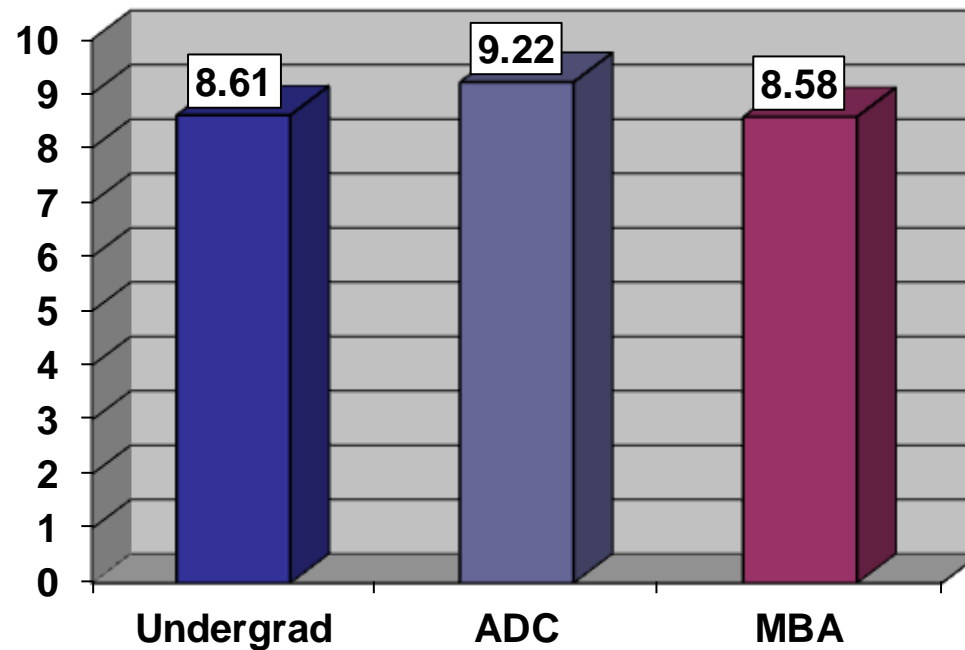
Values work/life balance



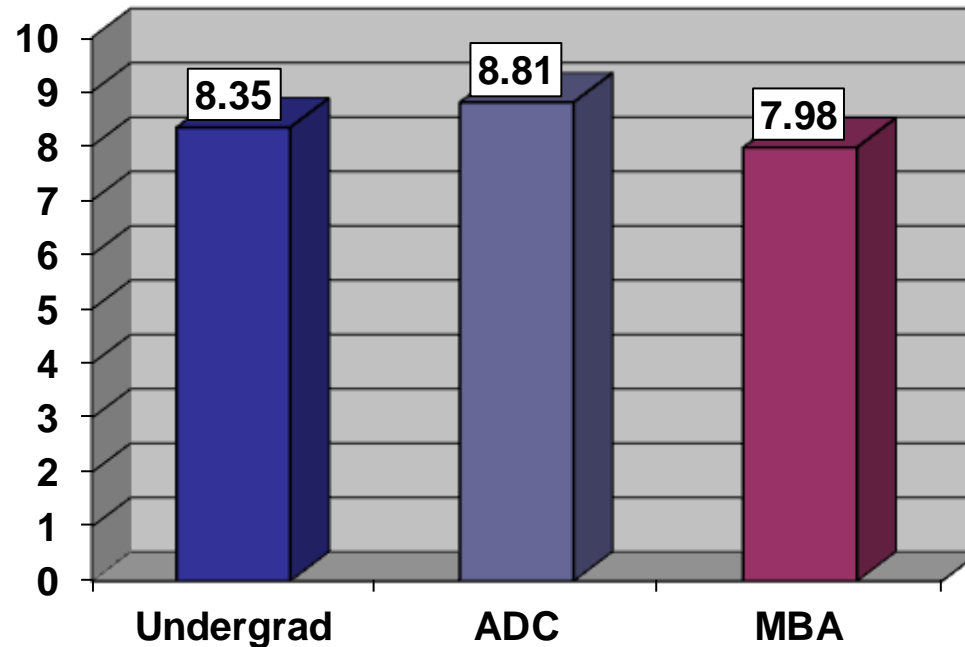
Committed to employee development



Provides opportunities to do work that matters



Offers employees the opportunity to make a difference



The Essence of Campus Recruitment Brand...

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.

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