

Embracing Change

EMPOWERING FUTURE LEADERS
WITH EFFECTIVE COLLEGE RECRUITMENT STRATEGIES



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AGENDA



***NATIONAL
AND LOCAL
EMPLOYMENT
TRENDS***



***TIPS FOR
RECRUITMENT
AND BRANDING
ON CAMPUS***

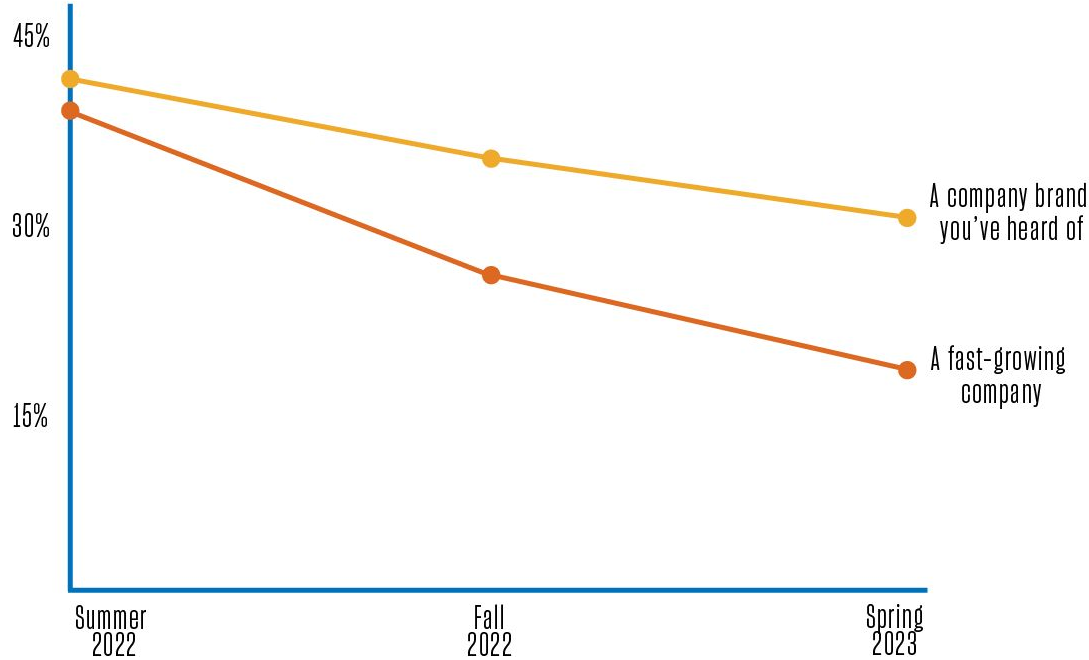


***HOW TO
EMPOWER
FUTURE
LEADERS***

WHAT

***DOES NATIONAL DATA SAY
ABOUT CURRENT TRENDS?***

FACTORS 2023 GRADS SAY MAKE THEM MORE LIKELY TO APPLY FOR A JOB



Handshake

This class is looking for a
***STABLE JOB
THAT PAYS WELL***

and are willing to flex company
brand, growth rate and remote
work options to get it

This class is **CASTING A WIDER NET** in multiple areas



ARE APPLYING
TO MORE JOBS

Class of 2023: Average of 14 Applications



ARE OPENING
THEIR JOB SEARCH
TO MORE INDUSTRIES

Government: ↑104% · Non-profit: ↑44% · Retail: ↑40%



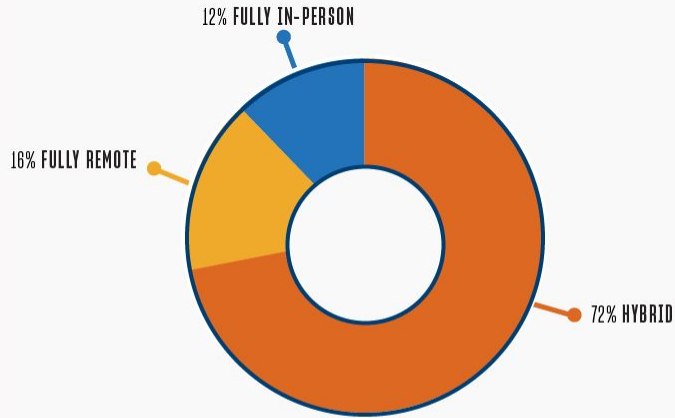
ARE WILLING TO MOVE
TO A NEW CITY FOR THE
RIGHT OPPORTUNITY

Chicago: ↑20% · Dallas: ↑15% · Atlanta: ↑12%

7 OUT OF 10

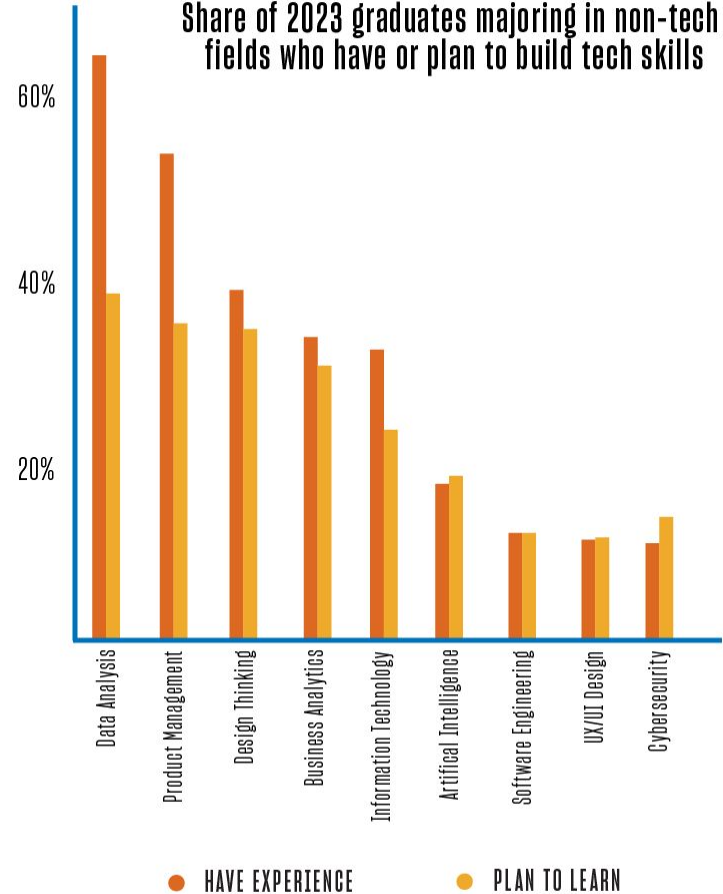
GRADUATES SAY THEY HAVE THE SKILLS THEY NEED TO GET THE JOBS THEY'D LIKE

The ideal work arrangement according to Class of 2023 graduates



Handshake

Share of 2023 graduates majoring in non-tech fields who have or plan to build tech skills



**GEN Z IS
LOOKING FOR
POTENTIAL
EMPLOYERS
THAT RESPECT
DIVERSITY**

The NSHSS Survey results show top 10 values and employment preferences for 2023 graduates.



- 1 Fair treatment of all employees
- 2 Quality of life and employer flexibility
- 3 Corporate social responsibility
- 4 Location
- 5 Reputation
- 6 Diversity of staff
- 7 Diversity of managers and senior leaders
- 8 Presence of women in leadership roles
- 9 Environmental impact
- 10 Presence of people from different races in leadership

“

For my first job, I would like to have at least some in-person exposure so I can make connections, ask questions, and learn about the industry.

LIFE SCIENCES STUDENT

“

I think relationships do more than anything else to advance your career. If you're working fully remote, it would be harder to grow in your field.

HUMANITIES & LANGUAGE STUDENT



FAITH OSEI-TUTU



The workplace culture, at L’Oreal, is so warm and welcoming. They treat interns as if you are an employee. The first day, I was given my project and I was given the resources to complete it. Then, at the end of the summer, they offered me a full-time Rotational Management Training position! To actually go to New York this summer, to experience the internship at L’Oreal, helped me to know that this is the job I do want to pursue.

WHAT

***DOES USD DATA SAY
ABOUT CURRENT TRENDS?***



OF 2022 GRADUATES REPORTED
THAT OPPORTUNITIES TO
MAKE A DIFFERENCE
IN THE WORLD ARE IMPORTANT
WHEN SELECTING A CAREER



OF 2022 GRADUATES REPORTED
THAT OPPORTUNITIES TO
FEEL PASSIONATE
ABOUT THEIR WORK ARE IMPORTANT
WHEN SELECTING A CAREER



OF 2022 GRADUATES REPORTED
THAT THEY RECEIVED THEIR
FIRST JOB OFFER
BEFORE GRADUATING
(44% WITH MORE THAN 1 OFFER)

CLASS
OF 2022

TOREROS IN THE REAL WORLD
CAREER DEVELOPMENT CENTER



SCAN ME

TIPS

***FOR RECRUITMENT
AND BRANDING ON CAMPUS***

HOW

**TO MAXIMIZE TALENT ACQUISITION AND
BRAND VISIBILITY WITH COLLEGE STUDENTS**

Handshake

 T.E.A.M.

**TORERO
TREKS**

**CAREER
FAIRS**

CONNECT





OF UNDERGRADUATES
GET A JOB BEFORE
THEY GRADUATE



OF UNDERGRADUATES
HAVE THEIR RESUME
UPLOADED ON HANDSHAKE



OF UNDERGRADUATES
HAVE PUBLIC PROFILES
ON HANDSHAKE

***MARCH AND SEPTEMBER ARE PEAK APPLICATION
MONTHS FOR USD STUDENTS ON HANDSHAKE***

LEVELS

OF CONNECTION



HANDSHAKE

Utilize this free resource to post job listings, search for students and find events

SHOW UP

Participate in Career Fairs, Networking Events, Mixers, and Resume Reviews



RELATIONSHIPS

Connect with the Career Center, Faculty, Clubs and Mentorship Programs

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Employers and recruiters should focus on their relationships with schools, not just the outcomes in the number of students who apply and accept positions with them. Strong relationships can lead to sustainable recruiting and a strong brand on campus.



NATIONAL ASSOCIATION OF COLLEGE AND EMPLOYERS (NACE)

EFFECTIVE STRATEGIES TO EMPOWER FUTURE LEADERS

1. MAKE YOUR MISSION KNOWN

2. LEAD WITH DE&I INITIATIVES

3. HIGHLIGHT GROWTH OPPORTUNITIES

4. DIFFERENTIATE YOUR ORGANIZATION

5. BE CLEAR ON THE PROCESS



Benefits Of Embracing Change

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With rapid evolution of the education landscape and understanding Gen Z students are unique in their preferences and expectations, here are the *benefits of embracing change*:

a. Increased Relevance:

- Importance of staying updated with current trends.
- Examples: Data-informed decision making on strategic planning (FDS, NACE, MPACE, etc)

b. Enhanced Engagement:

- Innovative recruitment strategies grab the attention of Gen Z.

Power of Change Management

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Systematic approach to change management in college recruitment:

- Planning: Importance of strategic planning to guide changes.
- Communication: Clear and effective communication to all stakeholders.
- Evaluation: The need for ongoing assessment and adjustment.

Benefits of Effective Change Management In College Recruitments:

a. Improved Efficiency => Streamlined processes can save time and resources.

b. Enhanced Gen Z Appeal => Well-managed change aligns recruitment efforts with Gen Z preferences

“Change is inevitable, progress is optional”

CONNECT WITH CDEV



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**EMPLOYER
INTEREST FORM**

<https://www.sandiego.edu/careers/employers/>



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