

# Campus Recruitment Strategy Audit

		Score	Priority
		Scale: 1 to 10	High, Med, Low
1.	<b>Executive Level Support</b>		
	- Senior leadership understands and communicates its value		
2.	<b>Strategic Recruitment Plan</b>		
	- Mission, goals, objectives		
	- Business case for organizational support		
3.	<b>Annual Recruitment Goals</b>		
	- Consistent, appropriate to plan		
	- Coordinated across organization (centralized)		
4.	<b>Well-constructed Positions</b>		
	- Attractive to target candidates		
	- Development focus		
5.	<b>On-Boarding Strategy</b>		
	- Begins immediately after job acceptance		
	- Maintains communications through to start date		
	- Systematic, timely		
	- Engages recent hires; connects new hires across the organization		
6.	<b>Key Schools</b>		
	- Business case for selection		
	- Continuously monitored		
	- Multi-levels (A schools, B schools, etc.)		
	- Deep, continuous relationship		
	- Philanthropy and research funding aligned with target schools		
7.	<b>Internship and/or Co-op Programs Optimized</b>		
	- Positive work experiences		
	- Interns / co-ops do valuable work		
	- Participants form full-time hiring pool		
8.	<b>Target Candidates Are Clearly Identified</b>		
	- Quality of hire measured		
	- Key competencies understood		
	- Objective hiring process		
9.	<b>The Right People on the Team</b>		
	- Lead, strategists, front-line team		
	- Hiring managers, other internal partners		
	- Recent hires		
	- Campus ambassadors		
10.	<b>Flawless, Consistent &amp; Repeatable Process</b>		
	- Appropriate measures/metrics in place		
	- Metrics reviewed and responded to		
11.	<b>Talent Pool Development</b>		
	- Building brand/relations beyond immediate hiring need		
	- Ability to communicate/interact with future candidates		

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<b>12. Business Units, Recruiters &amp; Campus Teams Measured &amp; Accountable</b> <ul style="list-style-type: none"> <li>- Appropriate measures/metrics in place</li> <li>- Metrics reviewed and responded to</li> </ul>		
<b>13. Program Efficiency/Measures</b> <ul style="list-style-type: none"> <li>- Cost per hire</li> <li>- Time to hire</li> <li>- Advertising spending</li> <li>- Strategic sponsorships</li> </ul>		
<b>14. Appropriate Investment/Resources</b> <ul style="list-style-type: none"> <li>- Budget and staff resources regularly reviewed</li> </ul>		
<b>15. Internal Communications &amp; Reporting</b> <ul style="list-style-type: none"> <li>- Business case understood</li> <li>- Everyone on board, supportive</li> <li>- Measures, benchmarks communicated/reported</li> </ul>		
<b>16. Technology/Information Systems</b> <ul style="list-style-type: none"> <li>- Effective use of Applicant Tracking System</li> <li>- Comprehensive website</li> <li>- Positive online applicant experience</li> <li>- Balanced high-tech/high touch approach</li> </ul>		
<b>17. Employment Brand</b> <ul style="list-style-type: none"> <li>- Employee Value Proposition clearly conveyed</li> <li>- Data/research-based</li> <li>- Consistent and relevant to target candidates</li> </ul>		
<b>18. Marketing &amp; Advertising</b> <ul style="list-style-type: none"> <li>- Marketing mix measured and monitored</li> <li>- Effective sponsorships</li> <li>- Social media strategy updated regulary</li> </ul>		
<b>19. Diversity Program Integrated</b> <ul style="list-style-type: none"> <li>- Connected with organizational diversity team/initiatives</li> </ul>		
<b>20. New Hire Training &amp; Development</b> <ul style="list-style-type: none"> <li>- Well planned and leveraged in attraction/recruitment</li> </ul>		
<b>21. Investment in New Hire Manager Development</b> <ul style="list-style-type: none"> <li>- New hire management treated as critical to success</li> </ul>		
<b>22. Understanding the Marketplace</b> <ul style="list-style-type: none"> <li>- Keeping abreast of current research, trends, and best practices</li> </ul>		
<b>23. Candidate Communications</b> <ul style="list-style-type: none"> <li>- Detailed information about the process available</li> <li>- Continuous communications through recruiting process</li> <li>- Communications after offer and acceptance through to start date</li> </ul>		
<b>24. Resources Aligned</b> <ul style="list-style-type: none"> <li>- Philanthropy and research funding aligned with target schools</li> </ul>		
<b>25. Holistic Approach</b> <ul style="list-style-type: none"> <li>- Long-term view of campus hiring and new hire success</li> </ul>		