



ON-CAMPUS EMPLOYER BRANDING TRAINING

Session Description:

This session is for organizations that look to use new graduates (either four-year or two-year) to fill potential positions within their organization. Geared toward small and medium sized organizations, this course will give suggestions as to how these groups compete with larger organizations with bigger budgets. Learn new tactics that are working and how to make the most of the traditional methods of on-campus recruiting.

Participant Audience:

This program is for human resource professionals, recruiters and managers/owners of small to medium sized organizations. Depending on delivery, audience size may vary.

Ideal /Suggested Format:

This program can be delivered in a variety of formats, such as a face-to-face session, webinar session or as one component of a larger overall conference or event. In a face-to-face session, a more personalized approach including a consultation on current status would be completed.

Key Learning Objectives:

This program will help small to medium sized organizations understand how to better interact with college and university staff to achieve a positive brand on campus. The key objectives of this course include:

- Evaluating your current brand on campus and strategizing for the future
- Developing recruiting material and job descriptions that will be noticed by students on campus
- How to determine which schools to visit and then how to connect with the right people on campus
- Traditional and unique ideas for gaining exposure on campus
- Making the most of a career fair
- Typical timelines and best practices for on campus recruiting
- Proper follow-up and interaction with candidates

Associated Fees:

Depending on the delivery method, associated costs for this training vary. On-site delivery would require a brief preparation fee, facilitation time as well as travel costs for the trainer/presenter. If delivered online, session fees include a minimal preparation fee, facilitation time as well as online technology fee.

Please ask your AgCareers.com account manager for a personalized proposal and pricing for this training option.