

How To Pick The Right People Campus Recruitment Program

The Campus interview is a highly specialized situation. Students are increasingly prepared through "coaching" sessions, competition for top students is increasing, the costs of bringing students back for full on-site interviews are enormous, and EEO and ADA guidelines are stricter. There is increasing pressure to make the campus interview more predictive, persuasive and legal. Swan Consultants, has developed a version of the **How To Pick The Right People** Selection Interview Workshop that focuses on the unique circumstances of the campus interview.

Those who conduct campus interviews are faced with a unique set of challenges: to gain as much relevant, crucial data as possible in a short span of time, to balance the need to evaluate with the need to "sell" their organization to top candidates, and to generate useful and meaningful write-ups.

The **Campus Recruitment Program** represents the most advanced hiring methods available today, applied to the unique challenges of the Campus interview. This highly focused and organized program is presented by skilled professionals and has been demonstrated to immediately improve campus interviewing skills. Participants will leave the workshop with the tools to make better judgments on campus.

Meet The 30-Minute Challenge

With an organized, systematic approach, campus interviews can uncover crucial, in-depth information and present your organization's opportunities persuasively.

What You'll Learn

- Organize your approach to get the most of 30-minutes with a student
- Quick ways to develop an atmosphere that promotes candor and get below the surface
- Guide and direct the discussion along a smooth track
- Probe for accuracy and test for truthfulness
- Use powerful and persuasive techniques to "sell" your organization to candidates
- Take notes that will be meaningful after you leave campus
- Conduct a legal as well as complete and thorough interview, following ADA and EEO guidelines

Program Formats

The **Campus Recruitment Program** is available as a tailored in-house workshop presented by us or in a packaged version using your own instructors.

Two Day Program

Our most popular format is the full standard two-day program. It is designed to provide the greatest opportunity for skill mastery. It follows an orderly, logical and building block process of incremental practice followed by integrative practice. On the first day, each topic is presented and discussed in detail, and each individual skill is practiced separately. In the morning of the second day, each participant has the opportunity to integrate all the individual skills by conducting a complete interview and observing two others. This integrative practice is invaluable in helping participants internalize and perfect their interview, and they can immediately put the skills and tools to use. The afternoon of the second day covers decision making strategies, documentation and legal issues.

One Day Program

Of course, there may be times when your managers are available only for one day, or your budget is especially limited, so we have developed an intense skill building one day version of our campus recruitment program. No topics are omitted, but are covered more briefly, and most individual skill practice exercises are preserved. The integrative practice is omitted of necessity, yet participants get the essential tools and skills they need.

The Briefing Session

For clients that want to give a recruiting team or a group of Senior Managers a quick summary and overview of the issues, the Briefing Session is an option. The minimum length is two hours, and in a three hour format we can include the opportunity to try out the recommended campus interview structure that participants seem to value and use on campus. This is not offered as a full skill building session but rather as an intense summary of the essential issues of the campus recruitment process.

The Packaged Program

If you would like to use your own trainers to conduct the Campus Recruitment Program, our Trainer Certification Program is available. Your trainers first participate in a Campus Recruitment Program conducted by Swan Consultants. Following this, they receive practice and instruction in the delivery of the Swan program, and practice conducting units of the program with direct feedback by Swan staff. The program is tailored to incorporate your forms and policies. We then supply all the materials necessary for your trainers to successfully present the program.

Custom Tailored Programs Without the Cost of Customizing

You should want a program directly tied to your Campus Recruitment system, rather than a generic "off the shelf " program. Each program we deliver is tailored to meet the needs of the organization without the cost of creating a "customized" program. We integrate your policies, procedures and campus evaluation forms into the program.

If you would like guidance in modifying or creating effective campus recruitment forms, we would be happy to help you design a form that meets your organization's needs and is consistent with proven methodologies. This need not be an overly complex or time consuming task.

Why Should Your Organization Be Interested In Campus Recruitment Training

- ◆ **Reduced turnover**
- ◆ **Training investment not wasted on students who leave or are terminated early**
- ◆ **Ease in reaching a decision because of well defined job requirements**
- ◆ **Increased morale and productivity in work teams due to well matched new hires**
- ◆ **Costly unnecessary EEO/ADA complaints easily avoided**
- ◆ **Professional interviews which reflect well on your organization**
- ◆ **Increased percentage of new hires who perform up to expectations or standards**

These and other benefits translate directly into a saving of dollars and increased productivity.

Training Can Make A Difference

Campus Recruitment interviewing is not an exact science, but studies demonstrate that improved accuracy in the selection process is possible if managers are trained to do it properly. The **Campus Recruitment** Program uses this research and teaches concrete skills necessary to improving hiring accuracy.

Who Will Benefit From The How To Pick The Right People Workshop

The primary group to consider are those managers who conduct campus recruitment interviews as one aspect of their responsibilities. Often these individuals are asked to interview on campus, yet have little or no training to do it effectively. It is also important to note that EEO/ADA regulations apply to all interviews, even those done on campus.

The second group to consider are Human Resource Professionals whose responsibility includes campus interviewing. This would include staff in both the employment and college recruitment functions. It is important to provide the newer professionals with training and to refresh and support the skills of those more experienced. Managers who have been designated as campus liaisons or representatives will also find the program helpful.

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