

RECRUITMENT STRATEGIES

● College Student/Graduate Engagement

Recruiting civil engineering students requires a multifaceted approach that combines industry engagement, direct outreach, and leveraging the right recruitment channels. It also means connecting students sooner, as today's college students are more career-minded than ever.

As early as freshman year, students are considering their full-time employment options and accepting job offers. To remain competitive, the earlier firms can start recruiting top talent, the better.

- Attend and sponsor career fairs at universities and industry-specific events to access a pool of potential candidates directly. **These fairs offer a chance to meet and engage with students who are actively seeking job opportunities**, allowing you to present your company as an employer of choice. Your table should clearly display what your company does and what internship opportunities you currently have open at your firm.
- Engage as a mentor or case study in semester-long capstone projects, with regular touchpoints with a group of students. **The students gain practical experience, they may help you solve a company problem or test out new theories and it serves as a recruitment opportunity... win, win, win!**
- When recruiting college students, partner with university career centers to post job openings. Handshake is a common networking and recruiting platform adopted by most Indiana colleges. This allows companies to connect directly with upcoming graduates and early-career professionals who are looking for their first job in the industry.
- In a global job market, **companies must make the case not only for their place of employment and their industry, but their location/state as a competitive place to live and work** (see "Why Indiana" page).
- Partner with universities to host or join networking events that connect with students in informal settings to build relationships. **University career centers can help design custom events tailored to your industry, from dinners to virtual career fairs.**
- Use internships (high school and college students) as a recruitment tool to identify and nurture potential full-time hires. **Internships allow you to evaluate candidates' skills and fit within the company**, creating a pipeline of well-prepared future employees.
- Build a relationship with your local university faculty and offer engineering focused expertise and training for the engineering department staff. **As faculty and staff get to know your firm, they will serve as natural referrals for their students looking to access industry experiences.**



RECRUITMENT STRATEGIES

● Recruitment Channels and Marketing

In today's competitive job market, leveraging various recruitment channels and maintaining a strong company brand are crucial for attracting and retaining top talent. Young professionals are particularly inspired by companies with strong values and a clear commitment to their goals. More than ever, firms must meet their future workforce "where they are" with a message and brand that resonates with the aspirations of young talent.

- Utilize job boards like Indeed and LinkedIn alongside industry-specific platforms such as [ASCE Career Connections](#) or the [ACEC Career Center](#). These platforms provide access to a broad and targeted audience, **enhancing your chances of finding qualified candidates from a broad yet targeted audience.**
- **Use social media platforms like Instagram to reach a broader audience,** or encourage a "social media take over" day where emerging professionals customize the day's content that resonates with their generation. Share engaging content that highlights your company culture, current projects, and career opportunities to attract potential candidates who may not be actively searching on traditional job boards.
- Leverage your current employees to identify potential candidates. Implement a structured referral program with incentives to **capitalize on your employees' existing networks, which can lead to high-quality hires who are a good cultural fit.** Publicly recognize employees who refer successful candidates help promote a culture of teamwork and collaboration for potential new hires.
- Highlight your strong and positive company culture through your website, social media, and employee testimonials. **Emphasize initiatives that support work-life balance, professional development, and employee well-being** to attract candidates who value these aspects in their workplace.
- Create content that demonstrates your company's thought leadership in the civil engineering field. Blog posts, white papers, and case studies can attract top talent by showcasing your company's expertise and innovative projects. **Share stories of current employees, their career paths, and their achievements within the company. In doing so, be sure to highlight diversity and diverse talent.** These efforts humanize your company and provides prospective candidates with relatable examples of career progression, making your company more attractive to top talent.

