As you plan your recruiting strategy keep in mind:

Based on feedback from Yale SOM students, recruiting partners and career professionals, successful recruiting is:

- **INCLUSIVE** throughout the process - see Yale SOM Employer Guide to Diversity, Equity, and Inclusion for actionable recommendations
- **INFORMATIVE** at every step, leveraging email, web content, and flyers to make processes and contact information accessible and referable
- **INTERACTIVE** to engage with students and avoid talking at students - consider sharing presentations in advance to encourage Q&A during engagements
- **INTERPERSONAL** so both students and employers can get to know each other through breakout rooms, coffee chats, etc.

Students view recruiting as a **staged process** - they want **new information and connections** at each stage

<table>
<thead>
<tr>
<th>Stage</th>
<th>What to share</th>
<th>How to share</th>
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| Get to know the organization | - Mission & values  
- Growth Plans  
- Diversity representation  
- Organization Structure  
- Clients/customers  
- Locations  
- Employer Benefits  
- Recruiter contacts | **Share in advance:**  
- Web content  
- Videos  
- Virtual office tours  
- .pdfs  
- Presentations  
- Other reference materials |
| Get to know the role    | - Required skills  
- Responsibilities and tasks  
- Definition of success  
- Impact on stakeholders | **Share in advance:**  
- Video Deep dives into roles  
- Hiring Manager contacts |
| Get to know each other | - How employees succeed  
- Examples of activating organizational values  
- Employee Resource Groups  
- DEI initiatives and goals | **Consider these event formats:**  
- Coffee chats  
- Q&A sessions  
- Cross functional panels |
| Get to know how to get hired | - Ideal candidate profile requirements: skills, work authorization, etc.  
- Application process  
- Interview format  
- Evaluation criteria | **Share in advance:**  
- Prep materials  
- Recruiter contacts | **Consider these event formats:**  
- Case Interview workshops  
- IPrepSOM sessions |