

# 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

Stage	What to share	How to share	
Get to know the organization	<ul style="list-style-type: none"><li>- Mission &amp; values</li><li>- Growth Plans</li><li>- Diversity representation</li><li>- Organization Structure</li><li>- Clients/customers</li><li>- Locations</li><li>- Employer Benefits</li><li>- Recruiter contacts</li></ul>	<b>Share in advance:</b> <ul style="list-style-type: none"><li>- Web content</li><li>- Videos</li><li>- Virtual office tours</li><li>- .pdfs</li><li>- Presentations</li><li>- Other reference materials</li></ul>	
Get to know the role	<ul style="list-style-type: none"><li>- Required skills</li><li>- Responsibilities and tasks</li><li>- Definition of success</li><li>- Impact on stakeholders</li></ul>	<b>Share in advance:</b> <ul style="list-style-type: none"><li>- Video Deep dives into roles</li><li>- Hiring Manager contacts</li></ul>	<b>Consider these event formats:</b> <ul style="list-style-type: none"><li>- Coffee chats</li><li>- Q&amp;A sessions</li><li>- Cross functional panels</li></ul>
Get to know each other	<ul style="list-style-type: none"><li>- How employees succeed</li><li>- Examples of activating organizational values</li><li>- Employee Resource Groups</li><li>- DEI initiatives and goals</li></ul>	<b>Share in advance:</b> <ul style="list-style-type: none"><li>- Alumni contacts</li><li>- Affinity group/ERG contacts</li></ul>	<b>Consider these event formats:</b> <ul style="list-style-type: none"><li>- Small group networking</li><li>- Senior leadership fireside chat</li></ul>
Get to know how to get hired	<ul style="list-style-type: none"><li>- Ideal candidate profile requirements: skills, work authorization, etc.</li><li>- Application process</li><li>- Interview format</li><li>- Evaluation criteria</li></ul>	<b>Share in advance:</b> <ul style="list-style-type: none"><li>- Prep materials</li><li>- Recruiter contacts</li></ul>	<b>Consider these event formats:</b> <ul style="list-style-type: none"><li>- Case interview workshops</li><li>- IPrepSOM sessions</li></ul>