

The logo for 'yello' is written in a lowercase, blue, sans-serif font. The background of the entire page is composed of large, overlapping geometric shapes in shades of blue, dark grey, red, and white. In the lower-left portion, there is a faded, semi-transparent image of three people in an office setting: a man with grey hair and a beard, a woman, and another person, all looking at a document or laptop.

yello

FROM INTERN TO EMPLOYEE: HOW TO INVEST IN NEXT GEN TALENT



FROM INTERN TO EMPLOYEE: HOW TO INVEST IN NEXT GEN TALENT



Consider your internship program an investment in your company's next generation of talent. To increase the odds of your all-star interns becoming full-time employees, hire well and continue to groom them into valuable full-time talent. An internship program is the gateway to the largest and often most enthusiastic future employees. Whether your company is a Fortune 500 or a high-growth start-up, internship programs can provide fresh perspectives, robust talent pipelines and are a great way to improve recruitment marketing efforts.

This guide will help you stand out to interns as a top place to work, reduce new candidate sourcing time and cut back on recruiting costs. Read on to learn how to:

- Create a long-term intern hiring strategy
- Create a structured internship experience
- Stay top of mind with college students
- Leverage campus recruiting software



CREATE A LONG-TERM INTERN HIRING STRATEGY

Investing in a long-term internship strategy sets the foundation for hiring the best potential full-time fits for your organization. Hiring these well-vetted candidates who have already earned your trust, respect and understanding can help your company reap significant organizational goals. Incorporate these strategies into your intern program to attract the best talent, hire the best interns and develop your future employees.



ENGAGE EARLY

It's likely you have met promising freshman and sophomore candidates at career fairs who weren't yet qualified for an internship with your company. Keep these prospects engaged by providing them with valuable content to navigate their job search, including sending them city-specific benefits of your headquarters, updates on your company's latest achievements, job interview advice and studying tips.



BE SELECTIVE

Conduct a rigorous interview process, the same as you would a full-time employee. View this stage as an investment in your business and look for attributes beyond their resume and experience, such as a willingness to learn, initiative shown throughout the interview process and campus-based leadership positions.



ENSURE A CULTURAL FIT

During your intern recruitment efforts, attract candidates by highlighting your company's mission and values, rather than focusing on tangible benefits, such as pay or free company swag. Ask how candidates will align with those objectives, to gain an understanding of cultural compatibility.



CREATE AN INTERN-SPECIFIC REFERRAL PROGRAM

Encourage interns - past and current - to refer their friends and classmates. Future intern candidates are more likely to trust their friends' experiences and reviews.



HIGHLIGHT TYPICAL CAREER PATHS

Instead of solely listing a position's job responsibilities, outline potential career paths with your company. Entry-level candidates are looking to forge their own careers, so make career development part of the conversation from the start. Highlight how your organization can help them grow professionally and establish a career track.

CREATE A STRUCTURED INTERNSHIP EXPERIENCE



For any new hire, the first few weeks at a company can be daunting. In addition to the learning curve of a new position, there is an adjustment period to company processes and new co-workers. This period of time can be especially intimidating for interns. The pressure is on for your company to make the experience as seamless as possible, to ensure interns want to work for you full-time, post-internship. Establish up-front, clear expectations and success metrics, to make interns feel valued and that there is a path to career success with your organization.

FIRST IMPRESSIONS COUNT

Prepare an orientation that provides interns with an overview of company policies, department functions and facilities. Set up their phones, email addresses and password logins prior to their arrival, and create a welcoming workstation. Introduce interns to other employees, to help them feel part of the company. This is an opportunity for the company to make a great first impression; don't let your internship program appear to be an afterthought.



BUILD AN EFFECTIVE ONBOARDING PROGRAM

A structured onboarding program will ensure interns are prepared for success in their roles. If possible, start onboarding prior to day one. Send information such as company acronyms, an intern handbook and other administrative forms to offer a sense of familiarity prior to starting. Hold a kick-off meeting where senior level employees speak to the culture and expectations.



ASSESS EXPERIENCE OFTEN

Avoid simply handing off interns to their hiring managers at the start of their internship. Schedule regular check-ins during the internship duration, and provide guidance needed to succeed in both their current role and future endeavors. Create surveys to assess the effectiveness of the orientation and onboarding process. Respond to all intern questions or concerns promptly.



CREATE MEASURABLE RESULTS

Work with your company's hiring managers to ensure interns are tasked with real projects that will generate results. Leverage interns' motivation, new ideas and willingness to learn, and task them with projects that could benefit from a fresh perspective. When each intern begins, work with him or her to set specific goals, and create a tactical accomplishment plan. When the internship period is completed, both the interns and your organization will have achieved measurable results.



EXPAND BEYOND THE OFFICE

Create a communication plan that goes beyond work-related communication. If your interns are new to the city, serve as a resource to help them acclimate to their new homes. Provide them with insight on local housing resources, transportation tips, city navigation advice, weekend events and anything else that will make their transition into a professional setting as seamless as possible.



ENCOURAGE TRAINING AND DEVELOPMENT

Collaborate with HR team members to create or leverage existing internal training and mentorship programs. Work with department heads to allow interns to shadow different groups, to better understand the organization. Create a mentorship program that pairs senior leaders with interns, to assist with career development.



CONDUCT EXIT INTERVIEWS

Make exit interviews a standard part of the internship program. Just as you conduct exit interviews with full-time employees, gather feedback on every intern's experience with your company and their interest in returning in a full-time capacity.





STAY TOP OF MIND WITH STUDENTS

If your interns still have a few years of school left before graduation, continue to engage with them after they have completed their formal internship. Employ these tactics to maximize your campus recruiting investment and to keep your company top of mind when current college students begin searching for full-time positions.



CREATE CONTENT THAT FEATURES RECENT GRADS

Feature current entry-level employees, and former interns who were hired full-time, in recruitment content so interns can see what a full-time position looks like at your company. Create social media images, blog posts and videos to share your new hires' quotes and insight on studying tips, job searching advice or career experience with your company.



NETWORK ONE-ON-ONE

Schedule in-person, casual meetings with past, top-performing interns. Keep in touch by periodically meeting for coffee or lunch, to stay informed on their career prospects and goals.



KEEP AN ONGOING DIALOGUE

Engage with students in your pipeline regularly (at least once per quarter) to stay top of mind. Establish email communication that may include study tips, industry updates, interview etiquette advice and even a good luck note during exam time.



SEAL THE DEAL EARLIER

If you find a candidate you can't risk losing, make an offer early. Extend offers to top performing interns during their sophomore and junior years. It gives the interns a light at the end of the tunnel and allows them to cater their education to the position, while giving you access to the best talent.



CREATE SHAREABLE ONLINE CONTENT

Share compelling content on your industry, culture, job searching advice, company awards and accolades. The more compelling the content, the more excited interns will be to share it with their networks, and be proud of their internship with your organization.



ENGAGE DIRECTLY ON SOCIAL MEDIA

Engage directly with top student prospects. Wish them good luck prior to exams or tag them when sharing industry thought leadership pieces, to stay top of mind.

LEVERAGE CAMPUS RECRUITING SOFTWARE

If creating a robust internship hiring strategy seems daunting, campus recruiting software can lessen the burden for recruiting teams. Yello Campus Recruiting software can help talent acquisition teams attract, hire and retain the best interns by creating the systems, checks and balances, and accountability necessary to determine ROI.

REDUCE INFORMATION TURNOVER

Eliminate loss of candidate momentum, due to department turnover. Campus recruiting software will capture all candidate data in one location, to reduce the loss of information associated with internal turnover.

FACILITATE STREAMLINED PLANNING

Capture everything you need to know about a particular campus and create a central event repository. This will allow you to spend less time coordinating logistical aspects of campus recruiting events at a particular university, year-in and year-out.

AUTOMATE CANDIDATE COMMUNICATION

Use campus recruiting software to automate email campaigns with your university talent pipeline. Facilitate constant candidate communication to stay top of mind with potential interns, so you have an engaged group of promising candidates when there are positions that need to be filled.

ACCURATELY MEASURING SUCCESS

Understand trends and improve campus-based recruiting ROI using event metrics and detailed reports. Access to these metrics will help your company decide on an annual basis which career fairs provide the top candidates for your organization.

Are you ready to invest in your company's next generation of talent? Find out how campus recruiting software can help your organization attract top talent, hire the best interns and develop your future employees.

<http://go.yello.co/request-demo>