

WHAT COLLEGE STUDENTS WANT . . .

Best Practices for Connections and Recruitment
Among College/University Students

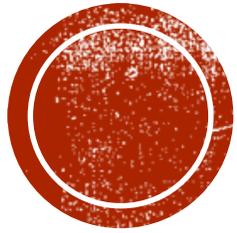


Joycelin Raho, Campus Minister
Saint Anselm College, Manchester NH

WHERE ARE THEY?

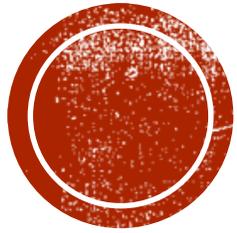


- 21% of college students in the U.S. volunteer (dropping from 26% in 2003)
Corp. for National Community Service
- Average amount of money borrowed by undergraduates for student loans has increased by more than 50 % over the last twenty years.
National Center for Educational Statistics
- College students are much more inclined to do a weeklong service trip than regular weekly service.
- Young adults are less likely to volunteer today than they were 15 years ago, even though they express the most interest in community engagement in a half-century.



WHAT ARE THEY LOOKING FOR?

TOP PICKS:

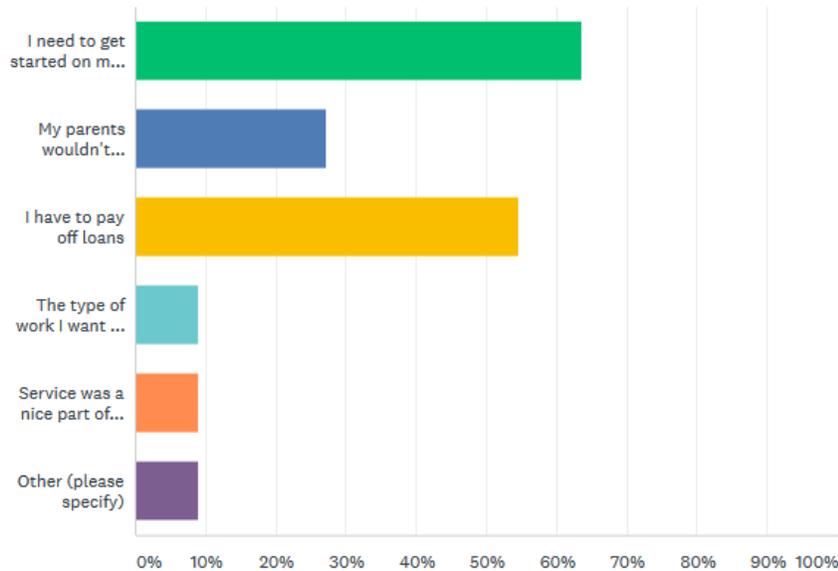


- An opportunity to do direct service while also gaining marketable skills based on major/career goals.
- Programs that provide financial assistance with loans or graduate school opportunities.
- Something wildly different and radically social justice/service based that they (believe they) will probably never get to do again.



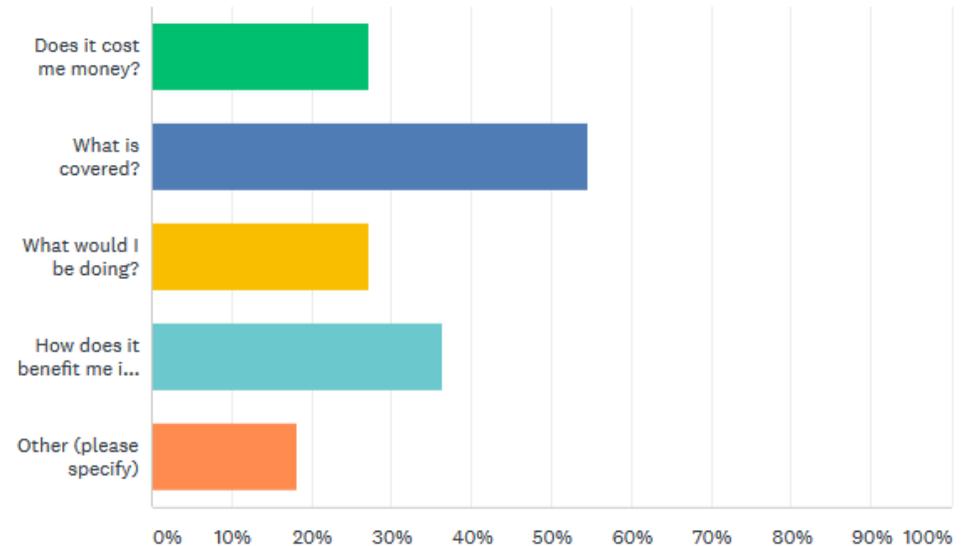
COLLEGE HANGUPS...

What would inhibit you from doing a year of service?



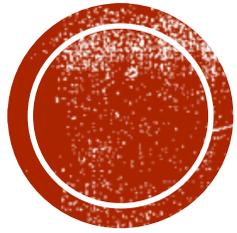
ANSWER CHOICES	RESPONSES
▼ I need to get started on my career immediately	63.64%
▼ My parents wouldn't approve (due to loans, finances, its a "year off" etc...)	27.27%
▼ I have to pay off loans	54.55%
▼ The type of work I want to do doesn't apply to a year of service	9.09%
▼ Service was a nice part of college, but not something I want to commit a year to	9.09%
▼ Other (please specify) Responses	9.09%

What are your biggest questions about a year of service



ANSWER CHOICES	RESPONSES
▼ Does it cost me money?	27.27%
▼ What is covered?	54.55%
▼ What would I be doing?	27.27%
▼ How does it benefit me in my future career/grad school?	36.36%
▼ Other (please specify) Responses	18.18%

“WHAT HAS BEEN DIFFICULT OR INHIBITED YOU FROM SEARCHING FOR A PROGRAM?”



“It's almost as if there are too many options...feel overwhelmed. Need to know what specifically distinguishes a program.” – Madi, '20

“Narrowing down the different service opportunities” – Wesley '19

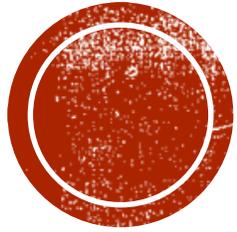
“It has been difficult to find programs because I don't know what to search for, and I feel that the results never show what I am interested in.” – Sarah '20

“Looking to learn the specifics and logistics of programs. I hear a lot about the service and what it was like to live in community, but it is also necessary for me to learn about the financial realities before making this decision.” – Liz, '19

REFLECT:

- What aspects of your program makes it unique?
- How do you promote that through outreach/media/web?

PASSIVE OUTREACH...

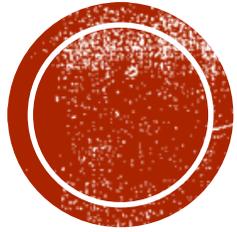


- Easy to navigate website – First page speaks volumes
- Students want details! (job description, current volunteer stories, etc)
- Active social media presence – pictures pictures pictures (college student interns in nearby area)
- Blogs
- Focus on your network (university relationships, sister schools, etc..) Who is your ideal candidate and who can help you find them?

GROUP DISCUSS:

- What online tools have worked for you?
- What about your website seems to work well that you'd like to share?

ACTIVE OUTREACH...



Face Time (career fairs, classrooms, campus ministry, community service centers...)

Alternative Break Opportunities

Major/Discipline specific Advertising (Print and Web)

PARTNER SHARE:

- What frustrations have you run into in recruiting?
- What “outside the box” methods have you found to be helpful with recruiting?

CAMPUS CONNECTIONS . . .

Campus Ministry

Speaking at/after mass or campus ministry program/event

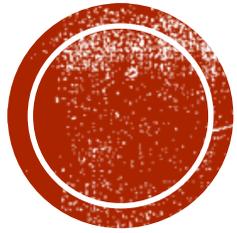
Student Engagement/Service Learning Centers

Career Development

Explanation of benefits for year of service

Alumni

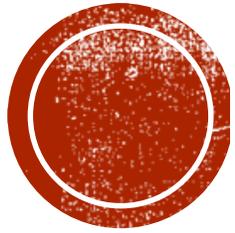
Department Specific Professors



PARTNER SHARE:

- What campus connections do you utilize and how?
- What is most successful? What has been most challenging?
- How do you utilize your alumni in recruitment efforts?

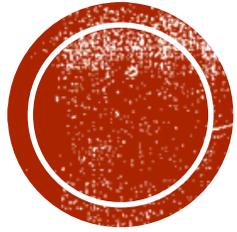
ADVICE FROM THE COLLEGE STUDENTS...



- *More incentives, loan forgiveness/free Masters seem to be the most "attractive" but if not an option, what's your stipend or other perks?.*
- *Give me something that I can walk away with and remember you. A pen is great, but a prayer card or a quote that brings me back to the mission of the program is what is going to help me discern.*
- *At the fair, don't give me a sales pitch. Ask me about me and what I'm interested in THEN relate back to me how your program would be a good fit.*
- *Make programs easy to access and user friendly, some questions, site details and contacts are hard to find online.*

TAKEAWAYS . . .

- KNOW YOUR NETWORK
- FIND “YOUR THING”
- BE SPECIFIC
- MAKE THEM FEEL KNOWN



QUESTIONS?