About the Certificate –

This 5-module certificate equips talent acquisition professionals, hiring managers, campus program leads, and HR leaders with a solid foundation on which to build and execute their early talent strategy.

Facilitators -

The program is delivered by award winning professionals with deep subject matter expertise in campus recruitment strategy, early career talent management, and employer branding.

Program Learning Outcomes –

As a participant in the certificate program, you will learn to:

- Determine an early careers talent acquisition strategy
- Build business case for hiring and retaining student and new grad talent
- Optimize best practices for branding, sourcing, and success metrics
- Leverage technology to support the recruitment process
- Design, build, implement and enhance an early careers program to help your organization to attract, engage and retain a diverse talent pool for critical roles

Mode of Delivery –

Each module is one hour in length (from 12:00 – 1:00 pm Eastern), delivered virtually via Zoom, and are recorded for you to reference and reinforce your learning.

There are three cohorts each year of the Early Career Recruiter Certificate program – Fall, Winter, and Spring. Participants can register for the full suite of modules or individual modules in each cohort. **All 5 modules must be completed to be eligible for the certificate.**

Please refer to the CACEE website for dates of the next cohort(s) and pricing.

Modules and Key Objectives –

Module # 1 - The Fundamentals of Campus Recruitment
- Fundamentals of campus recruitment – timelines and types of recruitment
- Connecting to the CACEE Competencies
- Building the case for a Campus Program and early talent strategy
- Conducting a resource and gap analysis

Module # 2 – Building your Employee Value Proposition (EVP) and Early Talent Attraction
- How to build and use your employee value proposition (EVP)
- Promoting your employer brand to stand out on campus
- Budgeting to engage with students on campus
- Attracting a diverse candidate pool

Module # 3 - Target Schools, Timelines, Unconscious Bias, and Compensation
- Understanding which schools to target and the timelines to recruit on-campus
- Employing students on work permits
- Eliminating bias from your campus recruiting process
- Evaluating compensation for early career roles

Module # 4 - Candidate Engagement and On-Boarding
- Candidate engagement between offer and onboarding
- Building and maximizing your onboarding experience
- Benefits of virtual, in-person and blended onboarding
- Leverage technology to support onboarding

Module # 5 -Candidate Experience and Experiential Learning in Early Talent Programs
- Post-onboarding candidate experience
- Managing your brand
- Setting and managing expectations
- Integrating experiential learning in your early talent programs

Questions and Registration –

Please reach out to events@cacee.com with any questions about the Early Career Recruiter Certificate Program.

Registration is available for all and individual modules in each cohort of the program. Please consult the CACEE website for additional details.