



2021 Hybrid University Recruiting Checklist

Are You Maximizing Your Fall Hybrid University Recruiting Strategy?

While the pandemic made sure university recruiting will never be the same, we now know one thing for certain:

Virtual recruiting works and it's here to stay.

2021 is the year of hybrid university recruiting and by incorporating virtual and in-person events, you have the ability to expand your talent pool and geographic reach, while focusing on where you will have high impact and engagement. Plus, you have an opportunity to increase accessibility and equity.

We recently co-hosted a webinar with Recruiting Daily where we tapped into the expertise of Lyft's Katelyn Amidon, Head of Early Talent Programs to explore what companies should be doing to own a successful fall recruiting season.

Katelyn shared her learnings from 2020 and how Lyft is preparing for hybrid university recruitment, and we want to share those learnings to help you and your team succeed!



Rethink your target schools to include new opportunities to find talent and expand geographic reach, focusing on where you will have high impact and engagement.



Reinvent your team's operating model; take advantage of the fact that you are not limited by time or money to teach top talent (huge opportunity!)



Determine which events (if any) are critical to attend in-person, and plan for attendance at virtual career fairs, conferences, and events.



Audit your current tools and platforms and make the case to invest, with a focus on tech that promotes and scales your efforts before any virtual or in-person event.



Analyze your current interview processes and invest in tools that can scale and automate remote interview without compromising candidate experience.



Strategize your employer brand opportunities, focusing on events, content, and social media that attracts the type of candidates you hope to hire.



Outline how you will measure, track, and report success on-campus (virtual or in-person) to future-proof your ROI analysis.



Want to take your university recruiting to the next level?

See why companies like Lyft, Roblox, and Samsung easily source, manage, and hire their most diverse intern classes.

Learn how Untapped can help you build your early-in-career talent pipeline.