

## Recruitment Best Practices – MCAA Members

*Student chapter recruitment is typically at a peak the first few weeks of fall when students return to campus. However, recruiting these students into our industry is a constant and ever-evolving cycle. The work isn't finished in September after a student decides to join a chapter. MCAA members each have an opportunity to have an impact throughout the entire school year!*

*Enhancing year-long recruitment strategies to further the support that students feel from the MCAA membership can be the ultimate decision maker for their post-graduation plans. To many of these students, that choice isn't simply about a job. They are searching for a community of professionals where they feel welcome and useful. Post-graduation, these new members are typically the most enthusiastic and loyal employees around and want to give back to the programs that helped them find their path. There's no better time to start connecting the dots for a Great Future with MCAA than while they're still in school.*

### Create Facetime Opportunities

- Attend organizational fairs and bring alumni with you to further highlight the real-world connections.
- Visit campus to educate them about your company, the industry, and share MCAA benefits at meetings.
  - Guest lecturing or Lunch and Learns are the perfect opportunity to teach something technical.
- Arrange jobsite visits and shop tours. Show off the exciting projects you're working on and the new technology you're using. Real world experience is more relatable than reading it out of a textbook.
- The more facetime you have, the easier it will be when it's time to hire for internships or upon graduation. Students will shine during interviews if they are already comfortable with you and your company.

### Side by Side with Your Local Association

Execs hear both the University side and contractor side.

- Stay in close contact so you hear about upcoming events to interact with students.
- Check in with your local association for students who are looking to be hired. You don't have to wait for a career fair to connect.
- Consider offering a local scholarship, named for your company or in the memory of an employee. These can either go directly through the University or some local associations hold banquets or events where scholarships and awards are distributed directly to the student recipients.

### Raffles & Swag – Who Doesn't Love Free Stuff?

- Handing out company swag to students is as good as having a bunch of billboards walking around a campus. It helps you promote your company, and it helps students see that there are MCAA members in their area looking to hire.
- Step up and participate in any raffles or swag boxes that your local association is putting together. A broader mechanical presence makes for a larger hiring pool all around.

### Competition Support

- If you have the capacity, getting involved with your local student chapter to answer technical questions or help the team get their groove with the student competition is a gateway to facetime. Per the competition rules, this is not cheating and the networking that occurs during competition meetings is invaluable.
- Offer your board room as a meeting space. Stock the fridge with soft drinks, provide snacks or pizza.



## Fundraising Support

- Participation in social events with the students can double dip as a fundraiser and networking opportunity.
- Offer your expertise during the planning stages with budgets, contract reading and how to manage a team.

## Community Service

- Already have an established service project within your company? Invite students to participate.
- Partner with your student chapter to create you're their own annual project. Networking can happen anywhere, why not do something good for your community while you're at it.

## Communications & Publications

- Include the student chapter events with your interns in your social posts. Their success is your success.
- Highlight internships internally and externally. Request a photo and short write-up of your interns' summer experience to show off the impact of your team members with the interns. Even the smallest of interactions can leave a big impact on their journey to select mechanical.

## Keep Up On MCAA Opportunities

- Attend local and national events to show your support and get your company name out there.
  - The GreatFutures Forum (and Job Fair) is always in the Fall.
  - MCAA's Annual Convention (and Job Fair) is typically in March.
- Students are also frequently at additional MCAA conferences throughout the year. Check the rosters prior to attending and offer a warm welcome whenever your paths cross.

## Play the Long Game

- There's not much more rewarding than seeing a student chapter member come full-circle and land with an MCAA member company.
- Even if they choose to go somewhere else for their first job out of school, keep the door open and check-in on them every once in a while on LinkedIn. Two, three, or five years down the road when searching for the next step in their career they will think back to their fond memories of MCAA and you'll be the first person they reach out to for mechanical employment.

