



The Ultimate University Recruiting Guide

For Technical Recruiters

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Most university recruiters recruit from top schools but great developers come from all universities. We spoke with dozens of the most cutting-edge technology companies and recruiters who have dedicated their entire lives around campus recruiting to create a few strategies for effective year-round university recruiting.

1. Create a Campus Ambassador Program

One proven, effective way to supplement university recruiting is through a Campus Ambassador Program. The top tech companies, including Google, Microsoft and Apple, all have unique programs in which they find a core group of passionate students. These student campus ambassadors organically spread the word about your company in exchange for valuable leadership opportunities, public speaking practice and experience in marketing, event planning or social media. Here are a couple tactical examples of how the best companies are executing:

Free Perks

Offer a few free perks exclusively for brand ambassadors. Google started a “Google Pizza Program,” which allowed ambassadors to offer free pizza to students during computer science exam time. Similarly, Apple sends campus ambassadors free, new hardware to play with before everyone else. Chipotle pays ambassadors in burritos.

Events

Branded events on campus (outside of career fairs) can be powerful for college students. Hootsuite, a social media marketing company, hosts networking events with free swag, and valuable tips on social media marketing.

Partner With CS Clubs

As a tech recruiter, your best bet is to zero in on the most passionate computer science and programming students on campus. Many of these folks are reachable through on-campus clubs, like Computer Science Club, ACM and IEEE university chapters. CS clubs also host several hackathon events throughout the year. Sponsoring an event can increase your visibility and brand awareness.



2. Think Outside the Box

The average budget for university recruiting is around \$500,000. The number can go as high as millions for companies who invest in travel costs, elite higher-education programs, event sponsorships and other in-person recruiting efforts.

By hosting an online hackathon, you can attract tens of thousands of students from every corner of the world in one day at a fraction of the cost of laborious in-person events. Since today's tools offer automated coding challenges, you can get a list of the top performers in one day. The best part is that it costs a sliver of the average university recruiting budget for most companies, which means both companies with recruiting power-houses and small, scrappy startups can leverage this innovative way to recruit students.

More bang for buck

In-person recruiting



Average budget



Avg. time
to interview



Avg. students
reached



Brand engagement
time per student

Online hackathon



Average budget



Avg. time
to interview



Avg. students
reached



Brand engagement
time per student



3. Invest in Time to Create Interesting Challenges

Most traditional university recruiters ask run-of-the-mill questions. Here's a list of some that recruiters told us they use:

- What technologies have you studied that apply to targeted areas of business development within the Information Communication Technology industry?
- How familiar are you with the kind of work we do here?
- How has your coursework prepared you for this job?

If these sound familiar, it's time for a change.

All of these questions can be answered more accurately by way of [algorithm coding challenges](#). By incorporating your tailored technologies, work and brand into your challenge, you can automatically surface the most passionate programmers by shifting away from a resume model to an online coding challenge model.

Today there are infinite resources on the web to help you choose strong fundamental computer science coding challenges to replace resume screenings. You can work with your engineering team to formulate the best test. Each of these tests is also scored automatically, so as a recruiter, you can pass along candidates who "passed" the score that your engineering team set. To save engineering time, you can also choose from a library of coding challenges as well. The best fundamental coding challenges will test for intelligence and critical thinking.

Want to learn more?

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www.HackerRank.com

USA:
+1-415-900-4023

India:
+91-888-081-1222

UK:
+44-208-004-0258

hello@hackerrank.com
www.hackerrank.com