

5 Business Benefits from Engaging with Students



If your company isn't actively engaging with local students, you are missing out on a significant business opportunity. The benefits are numerous.

ONE: Establish robust talent pipelines



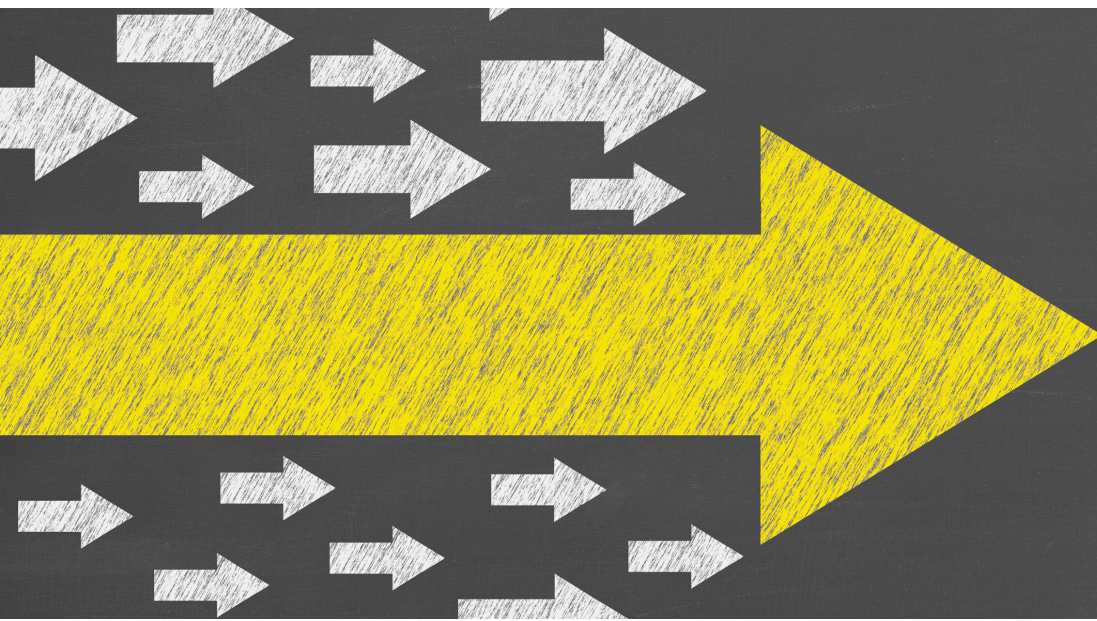
Engaging with students through efforts like field trips, job shadowing or mentorships enables you to grow your own talent pool. While there are likely career programs in schools teaching content and equipment similar to what you need, these efforts allow you to drive the curricular outcomes towards your specific demands. All of the engagement opportunities we build out foster ongoing relationships between educational programs and our industry partners. Your input will have a significant impact, influencing both what is taught and the target careers of those it's being taught to. These programs all generate interest in specific companies. Would you rather roll the dice and continue to hope people find your job openings when you post them or have dozens of students going through their education career, fired up about the opportunity to apply specifically with you in the near future?



TWO: Foster a reputation as an amazing place to work

People line up to apply for cool places to work. Engaging with students fosters the awareness that amazing things are happening in your company. Students love to share what they're excited about and will share about your company with their friends and family. This means the impact to potential candidates will exceed the actual numbers who participate, sometimes by a considerable factor. This means more applicants, more community awareness, and more prestige for your company.

Despite growing up in an era of unprecedented information access, the majority of students don't have a broad knowledge of companies in our area. Many very talented and skilled individuals want to leave our region because they don't know what exists in their own communities. Engage with students and change this dynamic so they are knocking on *your* door. We've seen it happen.



THREE: Test drive talent

If you host an internship, we're going to send you our best candidates for the learning experience. If there is up and coming talent that would be a great fit at your company, whether immediately or later on, you'll be the first to meet them. We've seen multiple students picked up by local employers for critical positions as real assets to the company. The cost-value of hosting student interns weighs heavily on the benefit of finding your next hire, who will have ties to the local community and will already be invested in studying within your industry sector.

FOUR: Foster internal leadership & **FIVE:** Increase employee retention

Multiple studies show that when businesses allow employees to brag about the cool stuff they do at work as well as the company where they do it, their individual leadership skills, job satisfaction, and retention rates go up. If you want to grow these at your company, engaging with students is an effective way to do so. Recent polls of regional industry partners indicate that company pride, retention, and leadership are common desires across sectors.

Plus, we will intentionally try to blow up the PR airwaves celebrating the cutting edge things going on with our partners. Who doesn't like some free positive publicity showing support for local kids?



**Ready to build
your student
engagement
plan?
Contact MDCP.**

We'll work together with you to develop an engagement strategy that best matches your company needs, abilities, and interests. You'll be pleased by the talent that will soon be walking through your door and by the positive effects you'll witness within your existing employees.

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