

# Insight.

## Checklist: How to Hire & Retain the Best & Brightest New Grads

The Social Security Administration reports that baby boomers are retiring at a rate of 10,000 per day. 10,000!

As competition for sought-after skills increases and the unemployment rate remains low, more employers are looking to hire college graduates. In fact, according to a CareerBuilder survey, 80 percent of employers plan to hire new grads this year, up from 74 percent in 2017.

To attract and retain the best and brightest, it's important to understand what grads really want in a job. Without a plan in place, you'll risk losing top talent to your competitors. Use this checklist to fine-tune your strategy:

### How to Attract New Grads

New grads offer innovative ideas and fresh perspectives. Your recruiting efforts should mirror this innovation.

- **Make sure your application process is quick and painless.** According to CareerBuilder, 60 percent of job seekers quit in the middle of completing online job applications because of the length or complexity.
- **Be prepared to make decisions quickly.** Consider this: many of today's new grads have never lived in a world without the internet. Instant gratification is an expectation.
- **Market your company, not just the job.** Share the growth, innovation, and excitement that your organization has to offer. (Be careful not to oversell. Be honest – or you'll lose them later.)
- **Be prepared to elevate starting salaries.** Salary expectations are higher than you may realize – and employers are meeting them.
- **Create an attractive job offer.** Your top candidate is likely entertaining multiple offers. Make sure your salary and benefits package is enticing.

### How New Grads Add Value

- Fresh, new perspectives
- Energy and enthusiasm
- Long-term potential
- Specialized skill sets

### New Grad Salaries

\$50,390

Average starting salary for new grads with a bachelor's degree

Pay varies by industry and location. Across 10 major US cities, the average starting salaries are:

- San Francisco \$63,995
- New York \$60,972
- Boston \$59,460
- Los Angeles \$56,386
- Chicago \$55,177
- Philadelphia \$54,169
- Minneapolis \$53,766
- Denver \$53,010
- Dallas \$50,743
- Atlanta \$49,584

Source: Survey by consulting firm Korn Ferry

## How to Retain New Grads

Your job doesn't end once your new hire accepts your offer – in fact, it just begins!

- **Implement an onboarding program** to get new hires up and running quickly. (Remember: new grads often require lengthier onboarding, but investing your time and resources will have big pay-off!)
- **Take advantage of tech skills.** New grads may know more than their managers. Use this to your advantage – provide new grads with opportunities to use and share this knowledge.
- **Create a career development plan.** Employees are more likely to stay if they have a long-term vision of their role within the company. Provide a defined career path so they understand what it will take to progress through the company.
- **Give back to your community.** Help employees see how their work positively impacts the team, department, organization, and society at large. Make work meaningful.
- **Invest in your company culture.** Create an environment where your employees want to be – and stay.

College students are showing incredible skill and agility as they enter a competitive labor market. Now it's time for employers to show they're capable of adapting. Fortunately, you can rely on Hunter Hamilton to keep a pulse on the market and provide the resources you need to successfully compete.

“There is no magic formula for great company culture. The key is just to treat your staff how you would like to be treated.”

– Richard Branson

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## About Digital People

For over 25 years, Digital People has partnered with businesses to strengthen creative, interactive, and marketing teams. As former marketers, our recruiters know the ropes. We will connect you with the experienced talent you need to reach dream-team status.