



RICE UNIVERSITY  
Center for Career  
Development

# KEY TAKEAWAYS: RECRUIT RICE 101

## BUILD YOUR BRAND & UNDERSTAND CAMPUS CULTURE

With an undergraduate enrollment of about 4,800 students, it's important to understand that your recruiting strategy at Rice will look differently than your strategy for larger schools, and your events will have fewer students. It often takes time for employers new to campus recruiting to build a brand and talent pipeline from our campus. Building relationships with the Center for Career Development and student groups is recommended for situating your company as a top choice for Rice students.

## ENGAGE WITH CLUBS & ORGANIZATIONS

Rice is home to more than 400 student clubs. While the Center for Career Development shares your opportunities and events with these organizations, students at Rice are eager to connect directly with employers. Creating connections with industry-focused clubs can be a valuable resource for identifying early talent in your industry, and connecting with diversity-focused organizations can help you reach a variety of students. You can search student clubs on [OwlNest](#).

## CONNECT STRATEGICALLY & GENUINELY

Rice students have many opportunities to connect with employers, so consider creating engagement opportunities that will make your company stand out. Host action-oriented programming so students get to know your company beyond what they can find online. Our students are seeking challenging work that makes an impact, and they want to hear what they will be working on from you. Consider dynamic programming such as alumni panels, case competitions, and simulations.

## FOCUS ON THE SKILLS

Rice students, regardless of major, have unique skill sets that can advance your organization. Focusing on key skills rather than major qualifications in your recruiting will increase your prospective candidate pool. Capture students' attention in your outreach and job postings with descriptive language that allow students to picture themselves working for your company.

## LEVERAGE RICE ALUMNI

Rice has an active, welcoming community, and hearing about a Rice alum's experience at your company can help a student picture their path with your organization. If possible, we always recommend engaging Rice alumni in your organization to assist in your campus recruiting efforts. The companies with the strongest Rice talent pipelines consistently bring alumni back to campus to talk about their great experiences working there.