

Many technical and professional organizations meet around the country at least once a year. Many of these groups run a placement service for their members, and some may charge a fee to recruit at these meetings. This source represents a way to attract applicants with specialized skills or professional credentials. Also, some meetings are an opportunity to attract underrepresented groups.

Organizational Recruiting Sources

External organizations form a third major category of potential recruiting sources. These connections tend to be more formal than social networks, and so they tend not to provide some of the relational advantages of individual contact. However, external organizations are more likely to provide access to a large number of potential applicants. Organizational recruiting sources can also help narrow down the applicant pool by providing formal screening services.

Colleges and Placement Offices

Colleges are a source of people with specialized skills for professional positions. Most colleges have a placement office or officer who is in charge of ensuring that a match is made between the employer's interests and the graduating student's interests. Research has shown that campus recruiting efforts are seen as more informative and credible than organization websites or electronic bulletin boards.⁵⁴ In fact, recruiting experts found that members of the tech-savvy millennial generation are reluctant to use social networking and other Internet job search tools, and that they prefer campus career placement offices to find jobs.⁵⁵

In most cases, the placement office is the point of contact with colleges. It should be noted, however, that not all students use the services of the placement office. Students sometimes avoid placement offices because they believe they will be competing against the very best students and will be unlikely to receive a job offer. Additional points of contact for students at colleges include professors, department heads, professional fraternities, honor societies, recognition societies, and national professional societies. Organizations sometimes overlook small colleges as a recruitment source because the small number of students does not make it seem worth the effort to visit. In order to present a larger number of students to choose from, some small colleges have banded together in consortia. For example, the Oregon Liberal Arts Placement Consortium provides a centralized recruitment source for nine small public and private colleges and universities. It is essential that appropriate colleges and universities be selected for a visit.

A difficult choice for the employer is deciding which colleges and universities to target for recruiting efforts. Some organizations focus their efforts on schools with the best return on investment and invest in those programs more heavily. Other organizations, especially large ones with relatively high turnover, find they need to cast a much broader net. In the end, the decision of breadth versus depth