Targeted recruitment based on mega trends and personal involvement

Jacob Søby Bang
MA, Head of Communications
LIFE – the Faculty of Life Sciences
University of Copenhagen

ICA
Zagreb
Croatia
Agenda

What should we do in order to be perceived and experienced as attractive to the young generation?

1) The target group
2) The decision-making process
3) A strategic approach to recruiting students
The target group

Who are they?

The young people born between 1987 and 1997. That is the people who are between 13 and 23 today.

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10) The Net Gen want the latest
The decision-making process related to choosing an education is complex.

- To influence the network surrounding the young people, we need to target the Baby Boomer generation through newspapers, TV and radio.
- To target the Net Gen themselves, we have to use all other kind of media – especially we have to involve...
Examples of a strategic approach to recruiting students

A) We are coordinating messages, integrating our communications and are trying to live out our motto: Bring Your Ideas to LIFE

B) We are addressing several stages of “readiness” within our target groups
- Increase their interest
- Provide them with information
- Make them change attitude
- Make them act

C) We are working strategically with four phases:
- Pre-recruitment
- Recruitment
- Retention
- Confirmation
Thank you very much ...

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