

# SMALL CAMPUS PROGRAM. SMALLER CAMPUS TEAM. HUGE IMPACT.

DECEMBER 2020

Oakridge, Vancouver, Canada (rendering)



Jennifer Husband | QuadReal  
#quadrealcampus



Small but mighty!

# QuadReal's Campus Recruitment

- Internship Program Size is considered small to mid size (30-60 per term)
- Two Programs | Corporate & Operations (newly launching)
- 1.5 Team Members driving the program
  - QuadReal is 5 years old and the Campus Program is 3 years old
  - Going virtual .. What is the impact and how?
  - Kept our promise to students



# Virtual Onboarding/Orientation/Wrap Up

*For us at QuadReal virtual onboarding & orientation was completely new*



Virtual Global Orientation



Intern Buddy / Mentor Program



Broader Knowledge Share



Extras Extras!



*Keeping our commitment to students was our priority.*

# Orientation

## Welcome Information & Virtual Orientation

### Getting everyone ready ...

- Manager Prep Call
- Send Welcome Packages (mail & email)
- Schedules .. Make all the schedules
- Provide a full calendar
- Onboarding Information 'posters' ... WFH tips and pointers
- IT Support / setting up laptops / trouble shooting
- Involve the business in orientation

### Sharepoint Site ...

- Provide a 'one stop shop' for everyone
- Update regularly with pictures, events

### Intern Lookbook ...

- Headshots and a short write up sets the stage for the incoming interns!

### Virtual Office Tours

Day 1 (Monday)   QuadReal Intern Orientation - Virtual (Vancouver)		
9:00 AM	<ul style="list-style-type: none"> <li>• Agenda</li> <li>• Introductions</li> <li>• Review the Day</li> </ul>	Jennifer Husband   Campus Program Manager
9:30 AM	QuadReal 101	Dax Sardinha   Director, Talent Acquisition
10:00 AM	Communications Overview	Hannah Wanlin   Communications Specialist
10:15 AM	HR Overview <ul style="list-style-type: none"> <li>• InTouch (Resources)</li> <li>• WorkDay</li> <li>• Working from Home</li> </ul>	Michelle Lyons   HR Coordinator
10:45 AM – 11AM	Break	Break
11:00 AM	Vancouver: IT Set-Up & Onboarding	Dino & Team   IT Team
12:00 PM	Lunch Break	
1:00 PM	1:1 Meetings with Managers	Intern & Manager
1:30 PM	1:1 Meet n' Greets with Team Members	Intern & Team
3:30 PM	First Day Wrap-Up	Jennifer Husband   Campus Program Manager

Monday	Tuesday	Wednesday	Thursday	Friday
27	28	29	30	1
<b>Welcome Interns 4</b> QuadReal 101/Employee Essentials & IT Onboarding (3.3hrs)  <i>Interns 1:1 w/ Manager (1hr)</i> <i>Interns 1:1 w/Team Members (15min per person)</i>	G'morning Interns (Group Call) 30min  <i>Interns touchbase w/Manager (30min)</i>	G'morning Interns (Group Call) 30min  <b>Wk1 Intern Speaker Series (1hr)</b>	1:1 Touchpoints w/ Campus (15mins each)  <i>Interns touchbase w/Manager (15min)</i>	G'morning Interns & How's the first week (Group call) 1hr  <i>Intern &amp; Manager/Team Virtual Happy Hour</i>
<b>Wkly Intern WFH Challenge 9</b> Weekly Intern Group Touchpoint (30min)  <i>Intern &amp; Manager Connect (30min)</i>	<b>12</b> Wk1 IM Resl Intern Speaker Series 1hr  <i>Wk1 IM Resl Intern Speaker Series 1hr</i>	<b>13</b> Weekly WFH Email Tip  <i>Intern &amp; Manager Connect (30min)</i>	<b>14</b> <b>Wk2 Intern Speaker Series (1hr)</b>  <i>Intern &amp; Manager Connect (15min)</i>	<b>15</b>  <i>Intern &amp; Manager/Team Virtual Happy Hour</i>
<b>Victoria Day 18</b>	<b>19</b> Wkly Intern WFH Challenge <i>Intern &amp; Manager Connect (30min)</i>  Wk2 IM Resl Intern Speaker Series 1hr	<b>20</b> Weekly WFH Email Tip  <i>Wk2 IM Resl Intern Speaker Series 1hr</i>	<b>21</b> <b>Wk3 Intern Speaker Series (1hr)</b>  <i>Intern &amp; Manager Connect (15min)</i>	<b>22</b>  <i>Intern &amp; Manager/Team Virtual Happy Hour</i>
<b>Wkly Intern WFH Challenge 25</b> Weekly Intern Group Touchpoint (30min)  <i>Intern &amp; Manager Connect (30min)</i>	<b>26</b> Wk3 IM Resl Intern Speaker Series 1hr  <i>Wk3 IM Resl Intern Speaker Series 1hr</i>	<b>27</b> Weekly WFH Email Tip  <i>Intern &amp; Manager Connect (15min)</i>	<b>28</b> <b>Wk4 Intern Speaker Series (1hr)</b>  <i>Intern &amp; Manager Connect (15min)</i>	<b>29</b> <b>Intern Group Virtual Happy Hour (1hr)</b>  <i>Intern &amp; Manager/Team Virtual Happy Hour</i>

# Intern Buddy / Mentor Program

## Helping create connections around the virtual 'water cooler'

### Pair 'returning' interns with 'new' interns (or recently converted intern to full time hire)

- ❖ Returning interns can help new interns navigate the virtual office environment
- ❖ Create connections they otherwise may not have fostered
- ❖ Comfort in peer to peer connections
- ❖ Ability to ask questions, share networks, tips & pointers

### Provide Outline & Expectations

- ❖ 15 to 30 minute chats bi weekly / set reoccurring meeting times so they don't get overlooked
- ❖ Provide guidance for the chats
  - ❖ Pre set questions around internship goals, career aspirations
  - ❖ General chats
  - ❖ Sharing networks, introducing them to those you know



Making sure interns aren't siloed.

# Building Internal Opportunities

## Corporate Speaker Series (1x week)

- ✓ Leaders from different areas of the business present
- ✓ Former Intern Panel
- ✓ Being able to see outside their own teams and how the business works as a whole

## Fireside Chat Series (1x week)

- ✓ Informal and more conversational based
- ✓ Different speakers of all levels engaging in career related conversation
- ✓ Two speakers per chat / different but similar areas of the business

## What is in it for the Interns?

- ✓ Increase their internal networks / easier to break the virtual coffee chat ice
- ✓ Opportunity to moderate and run a meeting (develop skills)
- ✓ Learn about the whole of the organization and how all teams work together



*This is a means to help the Interns virtually connect and learn*

Time to shine!

# Intern Case Competition

**Interns just want an opportunity to shine and showcase their skills and abilities!**

## Intern Case Competition

In partnership with business partners, develop relevant and applicable cases that provide interns the opportunity to put their skills to the test (just like in a University setting)

Takes the whole organization to make it work

- ✓ Two different cases / meets the needs of all interns
- ✓ Create a bank of cases to use in future
- ✓ First round judging panel (creators of the case, partners who are close with interns)
- ✓ Final Round Judges (include Executive Leadership)
- ✓ Social Media buzz .. win-win for intern and organization
- ✓ Coaches / Mentors



Try to find the personal connection ...

## Intern Work From Home Challenges (IWFHC)

This is like the Amazing Race of the Workplace or the Office Scavenger Hunt ... but completed at home!

- ✓ Intern Scavenger Hunt | create the tasks, picture proof
- ✓ IWFHC | What does your at home workspace set up look like?
- ✓ IWFHC | Take a selfie and on a piece of paper have 3 words to represent your experience thus far
- ✓ When you send out packages or goodies – ask them to take a picture and share it
- ✓ Get their Hiring Managers/Teams involved ... flip the script and ask the team to use 3 words to describe their interns and share

### Make it fun!

- ✓ Take the pictures and put them in collages and share with the hiring managers and the greater Intern group
- ✓ It will cause a chain reaction
- ✓ Make it relevant and fun
- ✓ Be sure to document it all!



## Partnerships. Internal & External.

# Student Clubs & Groups

Being a small brand it's helpful to have student clubs and networks to help build you up & diversify!

### Student Clubs

#### Industry Related

- Partnerships with industry specific student clubs can be beneficial as you are engaging with like minded students and can provide resources for events/panels etc

#### Non-Industry Related

- Broaden your 'net' and expand to other relevant students that have other skills/attributes you are looking for
- Expanding student networks and creating an opportunity to speak to career pathing

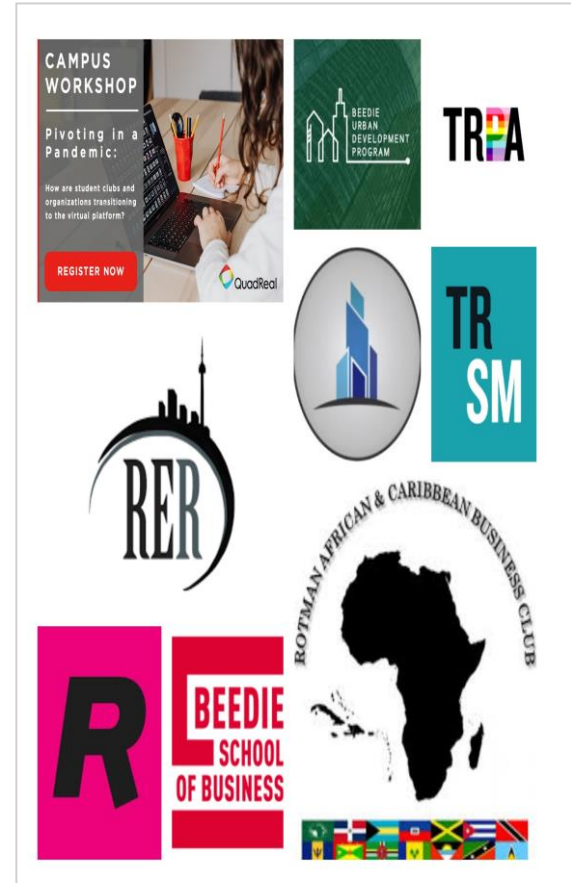
#### Diversity & Inclusion Student Groups

- With resources being limited but the ask being there – take the time to get to know the clubs that have a focus on diversity & inclusion

### Why?

#### Exposure & Networks

- Student Clubs can help you with participating in their events as well as your own (marketing, RSVP)
- Free advertising / sharing internship postings / events
- Networks. Networks. Networks



## Campus Connections

# Campus Career Centers .. Don't forget them.

### **Campus Career Centers**

- ✓ Even though we are virtual our Career Centre Reps still have the greatest connection with students
- ✓ Resource to get tips and pointers on what is working virtually, what is not .. how can we make it work

### **Career Center Advisors & Students**

- ✓ Campus Career Centers know their students. They in turn know you.
- ✓ Last minute opportunities. They've got you!
- ✓ Social Media Tags ... the reshares are real.

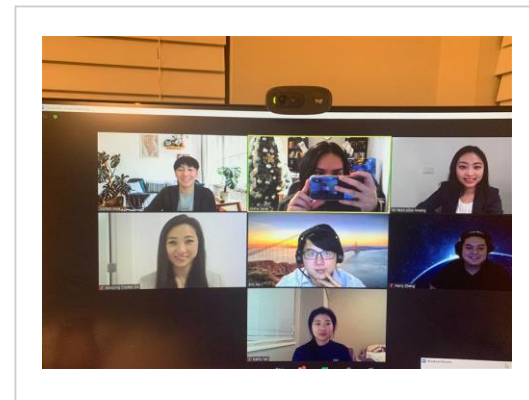
### **Events**

- ✓ Even if you can't sponsor clubs & groups – Career Centers still can suggest to clubs to invite your organization to participate
- ✓ You can invite them to your events / guest speakers

All the help!

# Virtual Campus Ambassadors

- With an increase in events the need for representation is even greater!
- Ask outgoing Interns to be Ambassadors to attend events, sit on panels and have virtual coffee chats
- Campus Ambassadors are also great to involve in your program by inviting them in for Q&A panels and mentor case competitions teams
- Returning Interns are also great Ambassadors to have connect with interested students



Add another hashtag | #QuadRealCampusAmbassador

A screenshot of the CACE ACSEE website interface. The page features a search bar and filter options at the top. Below this, there is a list of speakers for an event titled "Essential Skills in the Era of COVID-19". The speakers listed include Eman Alali, Jessica Foest, Tami Kalra, and Trevor Buttrum. Each speaker entry includes their name, role, and a "Learn More" link. The interface also shows a "Student Panel" section with details about the panel and its participants.

What is your #hashtag?

# Social Media Presence & Videos

## Social Media

### When you are small you need your social reach to be B-I-G

- This is your platform to have a voice with students
- Share all about your program. Create the intrigue. Make students want to be part of your program.
- Use Social to share in the successes of your interns (ie: Case Competition Winners, Full Time Contracts)

### Create the personal connection with videos

- Find out who is the who in communications. Partner with them to be involved in videos. Coordinate for Intern videos

## Checklist:

- ✓ Make your social approach relatable
- ✓ Use the networks which the students are using
- ✓ Make your posts shareable ... make it so they will want to repost and comment
- ✓ Tagging .. Tag everyone that is relevant in order to get more exposure
- ✓ Don't get too 'Corporate Communications' like when developing your social content, think of your audience

#quadrealcampus... how it has grown



## Virtual Recognition

# Internship Wrap Up .. What's next?

### Conversion

- How to retain our talent in a small to mid size organization .. Future talent pipeline
- Conditional Offers of Employment (it happens!)
- Internship Extensions
- 15% conversion

### QuadReal Alumni ... you are part of the family now!

- ✓ QR Alumni Newsletter
- ✓ Talent Network
- ✓ Campus Ambassador

### Virtual Wrap Up

- It's even more essential that the internship experience is 'wrapped up' even if virtual
- Host a gathering with Hiring Managers & Interns to share in the experience
- CEO invite



# SUMMARY

- Small but mighty
- Orientation. Make it personal. Be organized.
- Networks. Mentors. Knowledge share.
- Student Group sponsorships opportunities and events
- Be the secondary voice for your interns
- Let the Campus Ambassadors speak for you
- Social Media is key
- Be their person



# THANK YOU!

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QuadReal

EXCELLENCE LIVES HERE