



Minnesota Bankers Association

## Bank Employee Recruitment Tips and Tools

In late 2018, the MBA surveyed HR directors of member banks on recruitment of candidates for open positions and their interest in internships. Of those responding, 41 percent said it was difficult or extremely difficult to fill open positions with qualified candidates. An additional 57 percent said that it was somewhat difficult.

To respond to these needs, the MBA has developed these tips and tools to support Minnesota banks in their efforts to find good candidates for open positions.

### High School/Entry Level Roles

Banks have had success filling entry level roles with part-time/job share positions for high school students. Here's what you can do to explore this option:

1. Contact your local high school principals to inform them of open positions (summer and after school/break help).
2. Develop relationships with high school counselors and business instructors about bank opportunities and open positions.
3. Ask to speak at 'Career Day,' if they have one, or ask if you can come in to talk during a class about careers in banking (not just entry level, but all levels).
4. For entry level agriculture banking roles, contact your local FFA program to get involved. Make contacts with those leaders (at local school or the county if not at located at school) regarding jobs in the ag banking field.
5. Contact local DECA teachers, National Honor Society leaders, etc. in your high schools to see if they have any students who might be interested in the banking field or open positions. Or, ask to speak to any of the groups to discuss open positions or careers in the banking industry.
6. Support school functions to get the bank name out there. Become known at the school, so people recognize you and hopefully want to work with/for you.
7. Offer scholarships for college.

**ALWAYS RECRUIT:** Just because there might not be an opening now, there may be down the road, and this is a potential future applicant pool you're trying to recruit. Not only are you recruiting for the present, but also the future. So, continuously educate high schoolers on the industry and jobs within the bank that may lead them back to their home community someday.

Business/Finance Programs for Students:

- Academy of Finance (St. Paul high school program)
- MNCAPS – Prior Lake-Savage Schools
- DECA Programs
- BPA (Business Professionals of America)

### Recruitment of College Students

Making inroads at the college level is one of your best opportunities to find and recruit talent for your bank. Here's what you can do to explore this option:

1. Contact your nearest technical/community college or university and connect with their business department leaders.
2. Schedule annual meetings to discuss roles in the bank to make sure instructors are up to date on banking issues/trends.

3. Create an internship program (Click here for an excellent resource guide on internships).
4. Contact local college or university instructors/deans to post positions or discuss open positions with their students.
5. Schedule information session with business professor to speak during a class.
6. Ask to host a pizza 'lunch and learn' for a class.
7. Find out when local college/university job fairs are scheduled and reserve a booth to attend (look on their websites in June to see when you need to reserve a booth).
  - Come prepared with information about the bank.
  - Bring trinkets/treats.
  - Have more than one person present to discuss careers.
8. Place open position want ads on their college career website.
9. Ask to sponsor events at college/university.
10. Contact teacher in direct area for position seeking (marketing, IT, etc.).
11. Work with a DECA leader to promote industry.
12. Offer scholarships for college – provide scholarship to qualified internship candidates.
13. Schedule on-site campus interviews for open positions.

## **Minnesota and Neighboring Four Year Programs Focused on Banking**

### **Four year Programs**

- Fort Hayes State University (Kansas)
- Marquette University
- University of North Dakota

### **Recruitment links**

- Post internships to colleges in MNSCU system
- Post job openings to colleges in MNSCU system
- Assistance finding workers from MN DEED
- Goodwill Easter Seals Banking Program (Twin Cities Metro)

## **General Recruiting**

Other key strategies to consider include:

- Placing your job posting ads on the MBA's Career Corner.
- Attend local career fairs.
- Offer job shadow day/week through local high school business class. Prepare a panel of employees at the bank to talk about what they do, how they got to where they are today, and what they like about their jobs. Give away something – kids like a take-away.
- Hand out business cards. When you see someone doing great at their job, hand out your business card and tell them what you do and what you're looking for. They may not be interested, but they may know someone else who might be.
- Develop an employee referral program at your bank.