



# Recruitment

## Description

Recruitment is a crucial part of any organization. It is essential to know how to reach students who could potentially be applicants as well as assess and select those who are best suited to each position, especially when it comes to sustainability efforts. You will need to prepare in advance and create a well thought-out recruitment plan. This guide discusses various methods and tips for hiring both executives and general members, including planning, promotions and assessments.

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# Acknowledgements

This guide was created with the help of knowledge and experience obtained from:

- Maxime Lakat
  - McGill University, Bachelor of Commerce 2021, Major in Managing for Sustainability
  - Co-President, Desautels Sustainability Network
  - Director, Re\_Generation
- Alicia Long
  - University of Toronto, Bachelor of Commerce 2022, Management & Economics
  - President, AIESEC in Toronto
  - Knowledge Sharing Coordinator, Re\_Generation

## About Re\_Generation

[Re\\_Generation](#) is a Canadian youth movement that seeks to build a regenerative, sustainable, and just economy. We aim to reimagine our schools, repurpose our careers, and remodel our companies to be aligned with regenerative principles. In particular, we provide resources for individuals to launch impact-driven careers and advocate for change within their companies and schools. We also aim to advance public policies that promote regenerative and sustainable business practices.

Our successful 'Our Future, Our Business' Manifesto campaign received the support of 65 youth organizations, 130 high-level executives, and 100 civil society organizations recognizing the need for reform in business education on sustainability. After three years of existence as the Canadian Business Youth Council for Sustainable Development, we have changed our name to Re\_Generation to become more inclusive of all youth, not just business youth.

We believe that the ideal society is a [regenerative](#) one. Regeneration to us means putting human and ecological [well-being](#) at the centre of every decision. It means restoring relationships, both within nature and within society, while helping all communities to thrive. Read more about our history and vision at our [About Us](#) page.

# Planning for Recruitment

## How to prepare for recruitment?

- Start preparing at least a month ahead of time
- Consider starting a planning document to keep track of your tasks, deadlines, people responsible, etc.
  - Example: This [google sheet](#)
- You can also use a planning/tracking software such as Asana

Note: It is important to **recruit students outside of business programs as well** (such as environmental and social sciences, political science, international development, engineering, etc.) in order to ensure that you have cross-disciplinary understanding and collaboration within your team and your initiatives!

## Recruitment Methods

### What are the most successful ways of recruiting new members?

- Instagram
  - Post on your club's official Instagram page
  - Have all of your current members share the post on their personal stories
- Facebook
  - Post on your club's official Facebook page
  - Join as many students Facebook groups on your campus as possible (e.g. University of X - Class of 20XX, Program X - Class of 20XX)
  - Have your executive team share the post in different groups and keep track of where your recruitment post has already been shared in a google sheetExample: This [google sheet](#)
- LinkedIn
  - Have your current members like, comment and share to their own network
  - Booth on campus
  - Be sure to check your school's rules for bothing on campus
- School newsletters/opportunity boards
  - This will likely require you to meet some sort of club conditions, so be sure to check and prepare ahead of time!

- Classroom announcements
  - Map out courses that are relevant to your work and note the day, time and professor of the courses in a google sheet
  - Reach out to professors and ask if you can quickly speak about your opportunity at the beginning of their class
  - Be sure to have an email template ready
  - Use your school email and put their course code in the subject line so that they will recognize it and answer you
  - Show up to the classroom early to meet them and thank them
  - Say a short 1-2 minute speech about your organization and why students should join, and share any important links
    - It's easy and free to create a short link on <https://bitly.com/>
  - Send a follow-up email to thank them - you never know if this professor could be useful in the future such as speaking at an event, so make a good impression!
- Network
  - Have your current members reach out to their friends and ask them to join!
  - Be sure to keep your members updated with the recruitment timeline and set expectations for them to share the opportunity with their network

## Recruitment Content

### What should recruitment posts look like?

- Overview of the organization
- Testimonials from past members
- Be sure to always have a clear call to action with your application form
- Idea: you can create a free landing page that has information about your organization and an imbedded application form, where the system will automatically create profiles for your applicants and safely store their data on <https://www.hubspot.com/>

## Hiring Executives as a New Club

Consider having two Co-Presidents as it will allow you to split portfolios and have more projects, or one President with one formal Vice-President or two people supporting them more informally (right and left arm). You can call for applicants through:

- Personal referrals
- Social media posts outlining your plans
- Post on your school's opportunity board/newsletter
- Referrals by your faculty's offices that work with students

## Job Description

Be sure to set expectations through a clear job description that includes:

- Portfolio outline and projects they are responsible for
- Team management responsibilities
- Time commitment per week
- Expected availability (eg. all week or just weekdays)
- Events and meetings they will need to attend throughout the year

## Executive Interviews

### List of questions to ask your interviewees:

- What are your ideas for this organization?
- How reliable are you? Illustrate through an example with your friends, and another one with former implications/projects/work
- How much initiative do you naturally take? Illustrate through times where you went above and beyond the call of duty.
- To show intellectual curiosity: What is the last topic related to sustainable business you have researched on? How did you research about it?
- What are your biggest strengths?
- Why do you care about sustainability and why do you think our organization has an important role to play about it?
- To show humility and willingness to grow: What is a weakness that you would like to work on, in the next year?
- What type of role do you usually play in teams? There is no right or wrong answer, but it is essential to ensure a good complementarity of your team. See the [DiSC framework](#) to assess the personalities of your team.
- Ask situational questions about problem solving and crisis management.

## Hiring New Members After Establishment

Once you are ready, new members can be recruited!

1. Decide with your executive team how much capacity you have to lead members and how many you would like to have in each team
2. Decide how long their commitment will be (eg. one semester or one year)
3. Create an application that fits your organizational goals and values
  - a. eg. if you require a lot of commitment, consider having a longer application
  - b. eg. if you highly value teamwork, ask about team experiences and consider getting them to do a personality test

4. Follow the suggestions above for recruitment methods and content
5. Follow the suggestions below for evaluating applicants → Interviews or Assessment Centre

## Member Interviews

List of questions to ask your interviewees:

- Tell me about yourself.
- What interests you about this club?
- Why do you care about sustainability and why do you think our organization has an important role to play about it?
- What is one of your strengths and one of your weaknesses?
- What was the biggest challenge that you have faced? And explain in detail how you conquered the challenge.
- Describe a time when you weren't given a clear direction of how to do something but you did it anyway.
- Describe your experience working in teams. If you find yourself working with a team that is not motivated, how do you keep yourself motivated and motivate others?
- If they apply for a specific position, ask questions about that portfolio.
- Are you willing to commit X hours per week to this position?
- Would you be willing to accept a position you did not apply for?

## Member Assessment Centre

### What is an assessment centre?

- This is an option to assess an applicant's abilities and enthusiasm rather than an interview
- All applicants come to the same room and rotate to different evaluation stations
- They can work in groups and rotate together
- Have your executives run different sessions
- This saves time on individual interviews for your executive team
- The assessment centre can last 2-4 hours
- Can be done on zoom with breakout rooms or in-person in a large room with multiple station areas set up
- If on zoom, have executives move around rooms to make it easier
- This also gives executives and applicants a chance to meet everyone all at once and creates a fun environment!

## What kind of assessments to have?

- Pitching the organization
- Finding the strengths and weaknesses in the group
- Finding a sustainable solution to a challenge
- Sending out a mock email to a stakeholder of the organization
- Short interview (divide the group and have multiple executives at this station to do short individual interviews)

## Resources

- Google sheets: track all of your recruitment tasks, responsibilities and deadlines
- Asana: a software to track your team's tasks and progress
- Bitly: URL shortener which makes it easier to create a call to action with an easy link
- Hubspot: landing page creation, application and applicant tracking