



## HISPANIC SCHOLARSHIP FUND CAREER CENTER



**HSF can help you achieve your diversity recruiting goals.**

### **ABOUT THE HISPANIC SCHOLARSHIP FUND**

The Hispanic Scholarship Fund (HSF) is the nation's largest and most respected not-for-profit, education organization in the Hispanic community. Founded in 1975, HSF's vision is to strengthen the country by advancing college education among Hispanic Americans.

HSF employs a rigorous process in selecting and awarding its college scholarships to the country's top Hispanic students. HSF provides the Latino community more college scholarships and educational outreach support than any other organization in the country.

Once they graduate, HSF continues to offer assistance through our national Career Center, connecting premiere Hispanic candidates to top employers, networking opportunities and other career-oriented services.

### **CONNECTING COMPANIES TO THE MOST TALENTED HISPANIC GRADUATES**

HSF scholarships are extremely competitive and awardees are selected on criteria such as leadership, personal achievement and academic excellence. After graduation, HSF alumni continue to excel, proving themselves in their professional lives as well. Here's a snapshot of our scholars and their post-graduate success:

- Applicants must be Hispanic and either US citizens or legal permanent residents
- Applicants must maintain a minimum 3.0 GPA to be considered (avg is 3.6)
- Out of this group, only 1 out of 4 candidates is selected. For some of our more competitive scholarships, we select only 1 out of 10
- 90% of HSF alumni were working five years after graduation and 38% were considering a job change
- Two-thirds of HSF alumni are engaged in volunteer community work and 83% vote
- 43% of HSF alumni seek graduate degrees

HSF selects and awards approximately 4,000 scholars each year and has built up a database of over 35,000 of these Hispanic college graduates, from some of the most prestigious universities in the US.

### **RECRUITING HSF ALUMNI USING CAREER CENTER SERVICES**

Through our Career Center services, HSF is able to connect diversity-minded employers with our premier alumni database of the country's best and brightest Latinos. The challenge for many organizations seeking diverse applicants is in cutting through the recruiting noise. The highest caliber college-educated diversity candidates are courted from many sides, and getting your message and opportunities into their hands is often the biggest barrier to successful hiring. HSF uses its special relationship with our students and alumni to ensure that your message gets their attention.



## RECRUITMENT CAMPAIGN TO HSF ALUMNI AND STUDENT COMMUNITIES

A recruitment campaign consists of three key elements. The different communications methods build upon each other, and your company's mindshare within the HSF community is kept at a high level. **Just provide us your job descriptions and we do the rest.**

### 1) Continuous Career Center Listings

We post your open positions on the Career Center job board, an online venue where the HSF community comes to hunt for jobs, network with each other and seek career advice.

- Multiple listings on the Career Center continuously during the campaign.
- HSF works with you to ensure that listings are written to maximize response from the Latino community.
- Unlimited resume search on the Career Center database.

### 2) Targeted Outreach

HSF mines its student and graduate databases using criteria you set. We then connect you to our community, directly contacting these candidates with your targeted message and opportunities.

- HSF introduces your organization and opportunities via email, direct mail and telephone.
- Contact is personalized to the recipient and HSF crafts communications to appeal to the targeted candidates.
- To maximize response, candidates are contacted multiple times.

### 3) Advertising to the HSF Community

Your company and opportunities are advertised to the community in two different locations.

- Job listings are included in the HSF Community e-newsletter, reaching over 60,000 Hispanic students and graduates.
- A Featured Employer advertisement and profile for your company is posted on the Career Center during the campaign. Banner ad includes corporate logo, message and click-through to information about your company's diversity efforts, careers, organization, etc.

HSF works closely with you to track campaign success, applicants and hires from our student and alumni community. New hires will be solicited to provide a testimonial on their hiring success with your company and the Career Center, which is then fed back to the community. This process builds a very positive image for your company and stimulates even more applications.

- HSF handles all aspects of the campaign for you – including job postings, data mining, telephoning, emailing, mailing, candidate inquiries, banner ads, etc.

To discuss your recruiting goals and how HSF can help you achieve them, please contact John Schmucker at (415) 808-2374 or at [j schmucker@hsf.net](mailto:j schmucker@hsf.net). To learn more about the HSF Career Center, visit [www.hsfcareercenter.net](http://www.hsfcareercenter.net)