

University relations and campus hiring.

Build an early career talent program.



Founded as a small ophthalmic shop in Fort Worth, Texas in 1945, Alcon is the global leader in eye care and the second largest division of Novartis. Its mission is to provide innovative products that help people see better. Operating in 74 countries and serving patients in over 140 countries, Alcon employs more than 19,000 associates around the world.

The company believes strongly in bringing early career talent into the organization through a dedicated university relations program - administered in conjunction with Recruitment Process Outsourcing (RPO) provider Korn Ferry - that includes internships, co-ops and capstone project opportunities. The program launched in February 2016, a few months after the launch of the RPO partnership.

Driven by a lack of strategic planning around university relations, the team was quick to develop a more compelling employer brand geared towards early career talent that would be the backbone of interactions with career services teams and the students themselves. Without a unified approach to campus recruiting, the team also began a process of centralizing operations and worked diligently to secure buy-in from business leaders to support their efforts.

Leveraging the experience of the Korn Ferry team members, Alcon developed a campus recruiting process that utilized an ATS tool and a CRM to grow the scope of candidate pools and drive quality of candidate. They then implemented video interviewing tools to facilitate interaction between recruiters, hiring managers, and candidates, improving the experience for all.

The team built relationships with core universities, attended career fairs, delivered in-class presentations and info sessions, and maintained frequent contact with faculty and professors to increase candidate flow, always with an eye towards ensuring diverse candidate slates. They also sought to increase awareness through social media. Through targeted posts and events, the team reached more than 5,000 followers, a 400% increase since the beginning of the RPO partnership.

In just a few months, the team increased the summer intern applicant pool by 48% year over year, netting 19,250 candidates for summer 2017 and working out to an average of 113 applicants per intern role.

The team had attended 45 career fairs in eight states, and their efforts to convey the Alcon story in a compelling way and get the business excited about this younger generation of talent paid off. **The program hosted 170 interns from 42 different schools across all functions of the business in the US that year, a quarter of whom went on to accept full-time positions.**

About Korn Ferry

Korn Ferry is a global organizational consulting firm. We help clients synchronize strategy and talent to drive superior performance. We work with organizations to design their structures, roles, and responsibilities. We help them hire the right people to bring their strategy to life. And we advise them on how to reward, develop, and motivate their people.