Discussion Guide – IFDA Webinar
Recruiting the Future: Insight from College Students on Attracting and Retaining Talent

Synopsis
This video is to provide findings of a survey conducted for IFDA and its members that investigates career-oriented motivations of college students and their perceptions of foodservice distributors.

What this webinar explores
- College student mindset, target for managerial job path

Who this is for
- Human Resources
- Managers
- Marketing and recruiting
- Succession planning committees

Benefits:
- Unfiltered look at perceptions of the industry
- Insight into the importance of issues for college students
- Differences among various student groups, based on majors, location, and demographics

Discussion Questions

General
1. What ideas, concerns, or opportunities did the webinar spark?
2. Are there areas which
   a. Confirmed your beliefs?
   b. Surprised you?
   c. Made you question the findings?
   d. Go against your impressions?
3. Read through the quotes from the deck (or the white paper where there are more), what is one quote that stands out to you and why?

Ideal job, priorities, and confidence
1. How do you see the ideal job themes reflected in the recruitment process and opportunities for new employees?
2. Are there additional ways to support these goals?
3. What are your impressions about the respondent priorities?
4. What are ways to address this “confidence gap” in potential recruits?

Distributors: First thing that comes to mind
1. What is your reaction to this list of concepts generated by student responses?
2. What are the “first things” you want potential recruits to have come to mind?

Distributors: Awareness and Interests
1. What are your takeaways from student evaluations of their familiarity and interest in the industry?

Actions
1. What action recommendations would be valuable to your company, department or group?
2. What other actions would you recommend based on the presentation?