

# Thinking Ahead: Engaging the Future Generations

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# Campus Reach

Engage · Inspire · Launch

## College

- Direct College Hires
- MBA Interns
- College Interns

## High School

- Summer Camp
- High School Interns

## Additional Programs

- Campus Resource Kit
- School Donations and Hands-On Learning
- Building Aviation Knowledge and Cradle to Grave Recruiting

# College, by the Numbers

- 378 Interns representing 116 schools from 37 states were selected for the 2016 internships. (Combined Spring, Summer, and Fall.)
- 8 MBA Interns were selected for Departments with headcount approved in 2017.
- 73 Hires (including Analysts, Software Engineers, and Data Scientists) from 2014-2016 with a retention rate of 98.7%.



# College

- Have Fun, Get Paid
- Career Development
- Freedom To Travel
- Work on Real Projects



# High School, by the Numbers

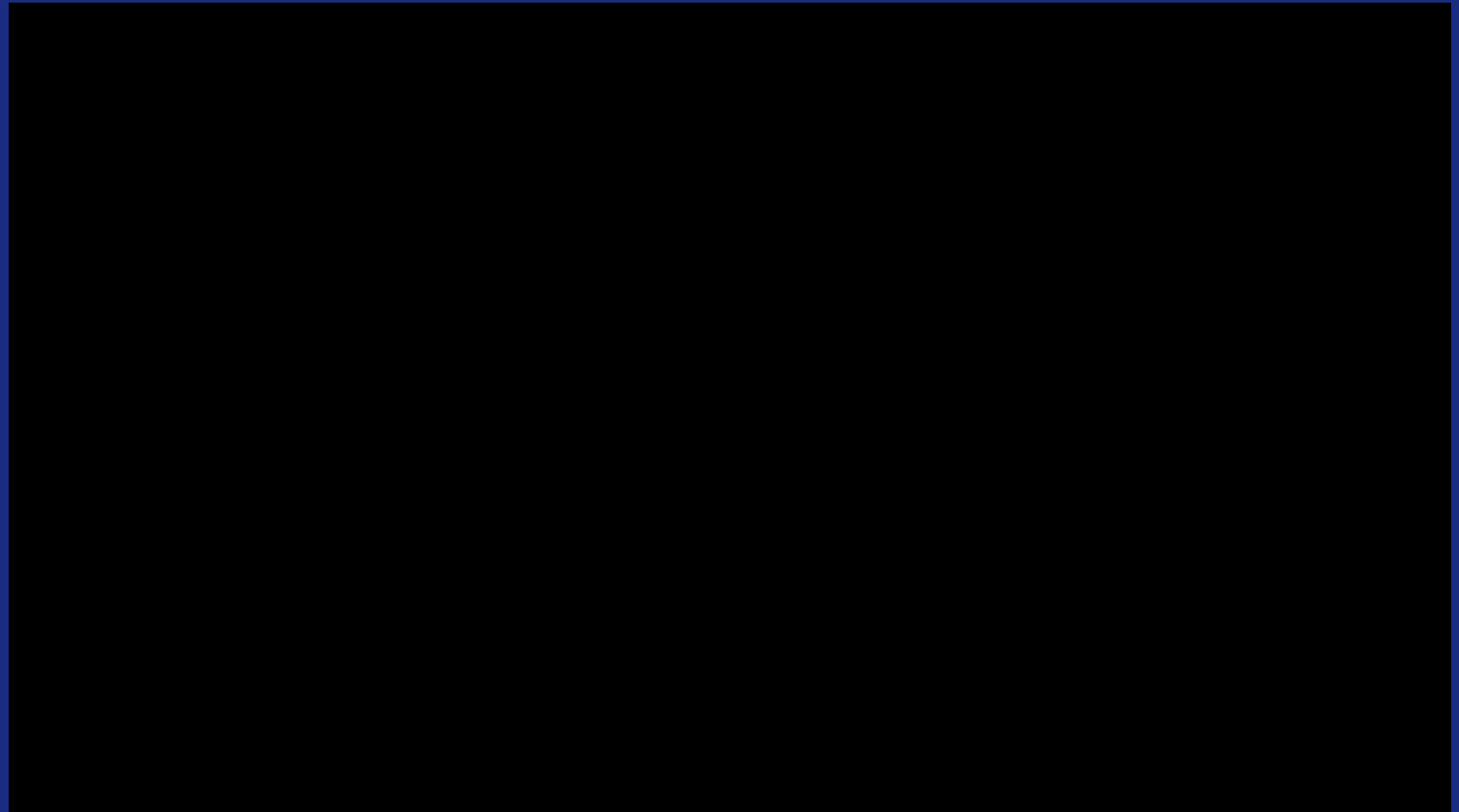
- 140 High School Students participated in the 2nd annual High School Summer Camp at Southwest Headquarters in June 2016.
- 10 High School Students were selected from 77 applicants who interviewed for our 1st High School Internship Program.



# Summer Camp

## Goals:

- Introduce students to the “world of work” at Southwest Airlines.
- Encourage and inspire students towards opportunities/careers based on their interests.



# Getting Even Younger

## Empowering Employees to Engage Students

- Developing a Campus Resource Kit
  - Education by age, games, presentations, and videos for public use.
  - FAQ and training for any employee to be a Brand Ambassador.
- School Donations and Hands-On Learning
  - Partnerships with schools to teach classes and provide unique learning activities.
- Building Aviation Knowledge and Cradle to Grave Recruiting



# Questions?



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