

*to change an organization*

## COLLEGE RELATIONS AND METHODS OF RECRUITING

The present method of conducting a coordinated nationwide college recruiting campaign has given satisfactory results and is a great improvement over the independent method which was in operation in earlier years. This method should be continued and improved. The system of placing the responsibility on the Associated Company representative of conducting the recruiting campaign in his territory and under his chairmanship, has worked most satisfactorily. Their activities have covered not only the actual recruiting campaign in the spring of the year, but the broader field of college relations and contacts have been carried on quite generally throughout the whole calendar year. Among these activities are: offering temporary summer employment to faculty members and undergraduates; having company representatives present the Bell System problem in addresses before student bodies; the conduct of specific courses in the art of communication at several institutions; the early distribution of literature to the colleges; the arranging of visits by faculty members and students to points of interest in the telephone business; advising with faculty members on electrical engineering curricula and course content; and, in general, constantly keeping before the institutions and their student bodies the desirability of employment in the Bell System.

The active campaign has usually been organized by sending well trained scouts, usually graduates of the institution concerned, in advance of the recruiting delegation to pave the way