

## Highlights from Saunders Students on Co-op

### What do you do?

I am a member of the Talent Sourcing and Diversity team at Wegmans Food Markets Inc. My largest projects, besides providing additional support as needed for the Talent Sourcing and Diversity team, are college recruitment strategy and social media strategy. For college recruitment, I am in charge of benchmarking best practices around college recruitment and partnering with Divisional Staffing Coordinators and Branding Specialist to develop division specific recruitment plan. I also update recruitment materials, research and identify new sourcing options to reach college students. For social media recruitment, I do a research on various social media options and identify best practices within the industry. I also partner with Branding Specialist and Marketing to identify key messages and content plan for social media.

### What is great about your co-op?

This position has enabled me to learn more about the corporate recruitment world and the process it usually takes for companies like Wegmans to attract, select and hire talents. Before this co-op, I have never thought nor considered talent sourcing to be a career path that I can pursue. Now, I know that it is possible!

### Why Saunders/RIT?

Being an international student, I did not have the opportunity to visit any school before I made the final decision. However, the hospitality and the help I received from Saunders advisors and RIT staff surprised me. So far, it has proven to be the right choice for me. I am lucky to be here and it has been a wonderful experience.

### New Media Marketing Class of 2016

**Co-op Company:** Wegmans Food Markets Inc.

**Co-op Position:** Talent Sourcing and Diversity Intern



Mila Le

"My goal for this coming year of 2016 is to found a Marketing/New Media Marketing Mentorship program for Saunders students. That is what I hope to achieve before my graduation."



*Wegmans Food Markets, Inc. is a family-owned U.S. regional supermarket chain headquartered in Gates, New York, near Rochester. Wegmans was ranked #7 on the "100 Best Companies to Work For" by FORTUNE magazine in 2015.*

Find This Student On LinkedIn: <https://www.linkedin.com/in/hiremilale>

### DAY ONE | career ready

- Strong industry connections, offering real world experiences in and outside of the classroom
- Among the world's oldest and largest cooperative educational programs
- 94% placement rates, or higher

### DAY ONE | enterprising mindset

- Pioneering Biz 1-2 program
- #1 student innovation center, Venture Creations Incubator, and over 200 clubs to join
- Ranked #21 nationally for entrepreneurship

### DAY ONE | stand out

- Over 80 minors available at all 9 RIT colleges
- Nationally recognized programs in engineering, technology, arts, and design
- Students develop unique personal brands that employers seek

### DAY ONE | connected

- Small class sizes, 100% taught by faculty
- Low student to faculty ratios, and highly accessible faculty
- Plugged into over 110,000 RIT alumni and large university resources