

Nomination: 5615

Most innovative TA Program

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Tata Consultancy Services
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Most innovative TA Program
Category B01 - B59 Achievement > B58 - Most Innovative Talent Acquisition Program
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required <p>The TCS Campus Recruitment Team hires early career talent through Internships/CoOps, Apprentices and full-time positions. The team has hired over 4,300+ students from 500+ Universities since 2020 across all 50 US. States. The Campus Recruitment Team stays agile by adapting during COVID and displayed this through the creation of a flagship post offer engagement program called ALIGN (Aspire, Learn, Imagine, Grow, Network) where students had the opportunity to network with other oncoming hires, meet current TCS employees, and hear from senior management on Career advice and to get a glimpse into various Business Units in TCS. This team has reimagined a fully digital best-in-class recruitment and engagement experience for students.</p> <p>TCS has been operating in the U.S. for more than 45 years and is among the top two job creators in the IT services and consulting sectors in the US. TCS is committed to hiring the best and brightest people locally and since 2020 has added more than 16000 new employees to strengthen the workforce. Exceptional workplace practices have earned TCS multiple awards including the Top Employer Award from the Top Employer Institute for the fifth straight year and the award for Top 50 Company for Diversity from DiversityInc.</p>

b. Outline the team's or organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

Since 2020, the TCS Campus Recruitment team has hired over 4,300 full-time hires. Team has developed a unique strategy for engaging with a large number of students. Team leverages strong relationships with local universities to engage thousands of students through a variety of in-person and virtual information sessions, Ted Talks, Technology Workshops, Resume Review workshops, and diversity focused panel events. TCS also worked closely with universities to secure over 3500 students to register for its flagship programming contest CodeVita – the largest global computer programming contest and Guinness World Record Title. In addition, to prevent “virtual fatigue” and continue to adapt to a virtual environment, TCS collaborated closely with universities to design a variety of interactive and fun virtual events including Social Media “take over” days, Instagram live chats and Breaking down your offer workshops.

In addition to partnering closely with over 500 schools and hosting a variety of virtual and in-person events, TCS stayed innovative during 2020 by creating a virtual post offer engagement program called ALIGN (Aspire, Learn, Imagine, Grow, Network). With the hiring efforts turning remote, TCS created the ALIGN program to provide engaging sessions where new hires could learn more about TCS and start to meet other new hires, Alumni, and Business Teams. The program has been in effect for over one year, and in that time, over 80%of students who attended the ALIGN program joined TCS.

TCS has reimagined its early careers program by giving a truly digital best-in-class recruitment experience from sourcing to onboarding.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

As TCS hires thousands of students across the US, it stays innovative by hosting a wide variety of in-person and virtual events and by relying on strong relationships that they developed with universities. Although several employers work with schools directly to hire entry level talent, TCS is innovative by taking relationships a step further and have Memorandum of Understanding agreements with top universities. Through these partnerships, TCS is able to invest and participate in the school's Advisory Board, partner with Faculty, provide TCS experts to design projects and curriculum building on campus.

Another innovative implementation is the Post Offer Engagement Program called ALIGN (Aspire, Learn, Imagine, Grow, Network)which provides seamless touch points to students during the period from when they accept an offer to when they start. The program is a set of three virtual sessions – one where new hires network with one another, second where Alumni speak about their experience joining TCS, and a final session where senior leader speaks towards their personal career experience and information about business units at TCS. This program is unique in that it was designed from feedback from candidates and designed specify for recent college graduates to provide deeper engagement and an additional layer of communication due to lapses created by COVID-19. Since the program has been implemented, it has been widely successful and has resulted in over 80%of students joining on with TCS after attending.

Lastly, TCS has implemented it's own digital best-in-class recruitment experience for students in the recruitment journey.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

TCS Careers Website

<https://www.tcs.com/careers/?country=US&lang=EN>

TCS Early Careers Website

<https://nextstep.tcs.com/campus/?geo=VVNB#/USHome>

TCS CodeVita Website – Largest Global Computer Programming Contest for Early Career Talent

<https://www.tcscodevita.com/>

Guinness World Record recognizing TCS CodeVita - Largest Global Computer Programming Contest for Early Career Talent

<https://www.guinnessworldrecords.com/world-records/102799-largest-computer-programming-competition>

TCS Recognized by Brandon hall for Sourcing and Assessment Strategy, Onboarding, Candidate Journey and Experience.

<https://www.brandonhall.com/excellenceawards/excellence-talentacquisition.php?year=2021>

TCS Recognized as Global Top Employer for 6th Consecutive year

<https://www.tcs.com/tcs-recognized-as-global-top-employer-for-sixth-consecutive-year>

TCS Profile in Handshake

<https://app.joinhandshake.com/employers/tata-consultancy-services-17639>

TCS Profile in WaUp

<https://www.wayup.com/organizations/tata-consultancy-services-26ZAA5/>

TCS North America LinkedIn Handle

<https://www.linkedin.com/showcase/tata-consultancy-services-north-america/>

TCS Social Media Post covering Success Story of Campus Hire

https://www.linkedin.com/posts/tata-consultancy-services-north-america_jahmarry-grant-a-rutgers-university-graduate-activity-6867154336418435072-y63-

TCS Social Media Post covering ALIGN – Post Offer Program

https://www.linkedin.com/posts/tata-consultancy-services-north-america_we-look-forward-to-welcoming-our-new-campus-activity-6862118761919524866-wpHV

TCS Recognized by New Jersey Institute of Technology in Categories: Top Employer of Graduate Students and Diversity, Equity and Inclusion Programs

<https://www.njit.edu/careerservices/cds-awards-recognition>

Webpage Link

<https://www.tcs.com/careers/?country=US&lang=EN> (<https://www.tcs.com/careers/?country=US&lang=EN>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://nextstep.tcs.com/campus/?geo=VVNB#/USHome> (<https://nextstep.tcs.com/campus/?geo=VVNB#/USHome>)

Would you like to add an additional webpage link?**Supporting Document**

No File Uploaded

Would you like to add an additional supporting document?

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