

# JUST ONE THING

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**Company/Organization:** Hypertherm/ HOPE Foundation

**Type of Organization:** For profit

**Number of Employees:** 1300

**Category:** Workplace

**Challenge or Opportunity:** Nationwide companies focus on recruiting diverse talent and engaging with students is a great way to do that. But it's hard for students to know about all the opportunities, especially those that are not college bound.

**Approach or Solution:** We have been very open to engaging with students through video, on zoom and in person. We have created videos of Associates telling their story about how they ended up in their jobs and what they do. We also have held Q&A panels in person or at career fairs. Lastly we created an in house high school internship program for credit.

**Impact:** We have hired new talent who we met through these various career exploration opportunities.