

# — your map to — SUCCESSFUL CAMPUS RECRUITMENT

About 4 million college students were expected to graduate  
in the 2020 to 2021 school year.

*Think Impact, College Graduate Statistics, 2022*

How will you engage the best talent of tomorrow?

56%

Of respondents indicate that they will  
increase their college hire numbers and  
an additional 41% will maintain them.

*NACE, Job Outlook 2022 Spring Update, 2022*

32%

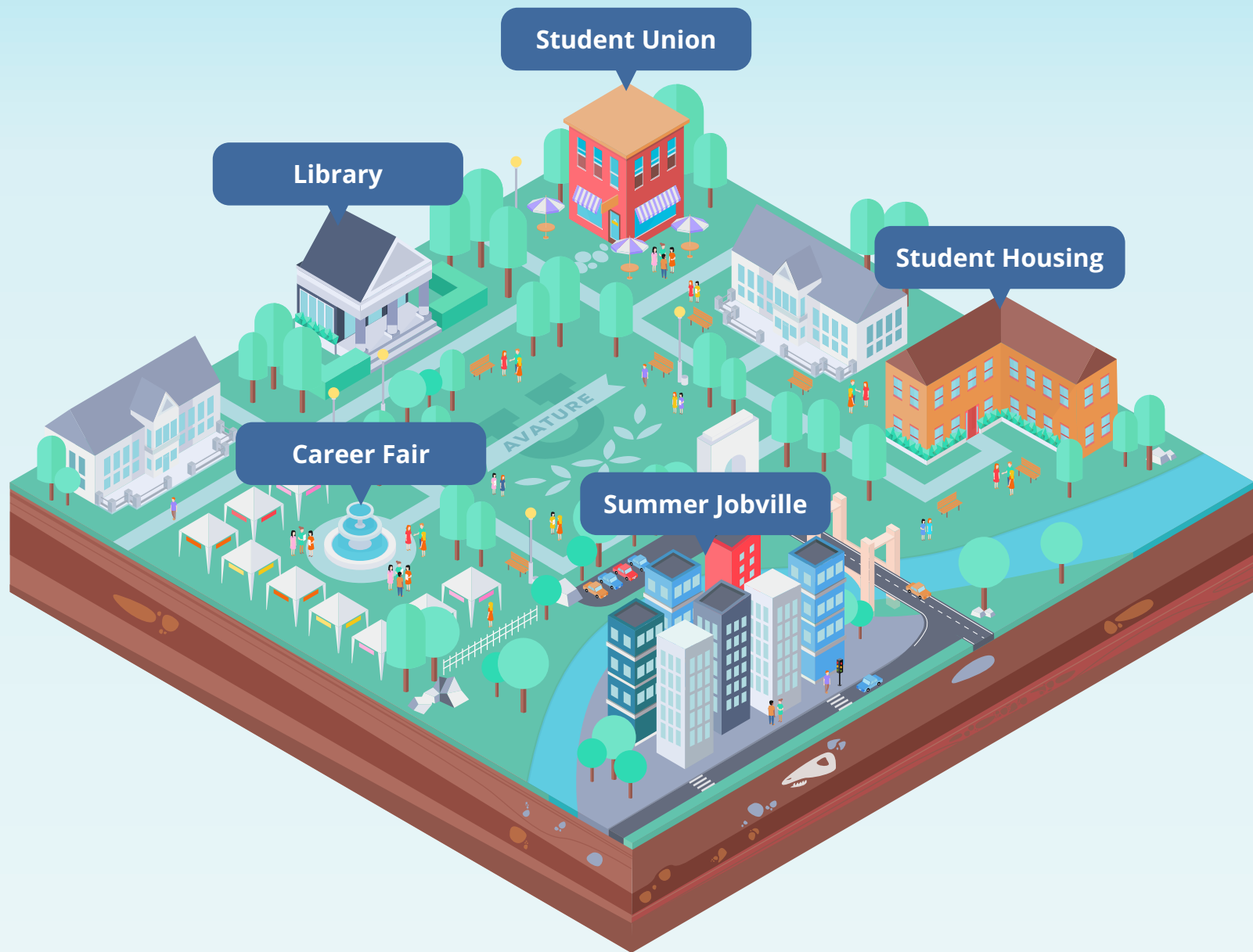
More new college graduates will be  
hired from the Class of 2022 than were  
hired from the Class of 2021.

*NACE, Job Outlook 2022 Spring Update, 2022*

5  
Years

is the median tenure for college  
graduates.

*Bureau of Labor Statistics,  
Employee Tenure, 2020*





## STUDENT HOUSING

# When should you start engaging with college talent?

88%

Of graduates considered job availability before selecting a major.  
*Accenture, Gen Z Rising, 2017*



Students want to hear from employers year-round, with job search activity more concentrated in the summer and early fall.  
*AfterCollege, Student Insight Survey, 2020*

31%

Of seniors had a job lined up by graduation. Despite COVID-19, seniors who had internships under their belt had better job prospects upon graduation.  
*AfterCollege, Student Insight Survey, 2020*

## Tips & Tricks



### Know Your Audience

Increase your engagement efforts with students mostly at the time of the year when they're actively seeking jobs, but attempt to remain front of mind the rest of the time with periodic communications.



### Think Digital

Head online and learn about your demographic on the platforms they use most — Facebook, Instagram, TikTok, Twitter, YouTube, groups, alumni blogs, online discussion forums, subject/society pages and LinkedIn.



### Go Mobile

Make sure your platform is ready to capture students where they spend most of their day — on their phones, and integrates seamlessly with their preferred social media.



## CAREER FAIR

# Are you maximizing your career fair?

77%

Of schools hosted in-person career fairs; 37% hosted virtual fairs; and 16% hosted hybrid fairs.

*NACE, Career Services Benchmark Survey Report, 2020-21*

69%

Of employers used on-campus interviews and 52% is the percentage of hires that result from those interviews, representing an increase since the 2019 report.

*NACE, Recruiting Benchmarks Survey Report, 2021*

87%

Of employers used job listings on corporate websites and 78% of employers used on-campus recruiting methods to recruit from the Class of 2020.

*NACE, Recruiting Benchmarks Survey Report, 2021*

8%

More students were interviewed on-campus.

*NACE, Career Services Benchmark Survey Report, 2020-21*

## What are the main obstacles job seekers encounter in career fairs?



34%

"The companies I am interested in do not attend."

*AfterCollege, Student Insight Survey, 2020*



30%

"They are scheduled during class time, and I often cannot attend."

*AfterCollege, Student Insight Survey, 2020*



27%

"They're so crowded I can't talk to the companies I'm interested in."

*AfterCollege, Student Insight Survey, 2020*

88%

Of responding employers indicated they have formal diversity recruiting efforts in place, reaching its highest percent to date.  
*NACE, 2021 Recruiting Benchmarks Survey, 2021*

In an attempt to expand the candidate pool and produce more diversity in their new hires, employers are eliminating the GPA cutoff as GPA is seen by many as a barrier to employment without it being a valid indicator of a candidate's ability to do the job.

*NACE, Job Outlook 2021 Spring Update, 2021*

## Tips & Tricks



### Think Ahead

Invite students for short on-site interviews or "get-to-know you" sessions in advance using customized invitations and branded landing pages with interview-scheduling tools. Since students value information sessions, consider hosting these as well as part of your university recruiting strategy to gain more exposure on campus.



### Go Paperless

Use the Campus Mobile App at events to capture student data and resumes on-the-go online or offline.



### Avoid Long Lines

Demonstrate to students that you value their time by giving them the option to text to apply or scan a QR code to register.



### Leverage Event Management Tools

Manage invitations, logistics, venue information, reminders, costs and event marketing all in one platform.



### Embrace the Hybrid Trend

A combination of in-person and virtual events can give you the possibility to reach a greater audience of qualified candidates while reducing some of the logistics costs.



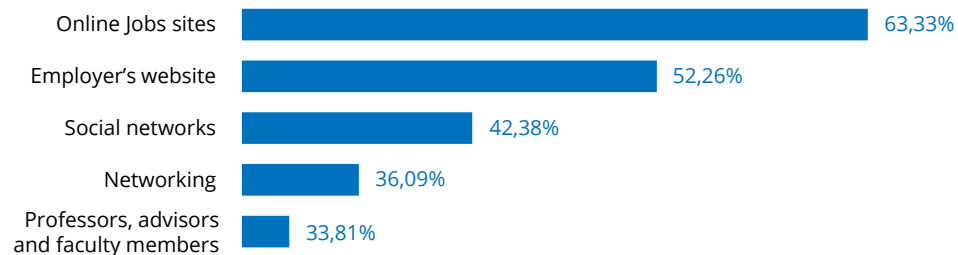
## LIBRARY

# When students research your organization, what do they find?

## How do students research career opportunities?

Job sites and employer websites are among the best way to find opportunities, followed by social media, networking and talking to professors.

*AfterCollege, Student Insight Survey, 2020*



*Other sources include: Recruiter, employment contractors or agencies (32.62%); Friends (32.50%); School career fairs (29.88%); On-campus information sessions/interviews (27.38%); Family members (21.90%); Career centers (21.67%); Virtual career fairs (12.98%); Other (2.86%).*

## What Matters to Job Seekers

The most important factors in considering a position after salary are work-life balance, career advancement and benefits. The ability to work from home ranked highly with students and grads, especially since COVID-19.

*AfterCollege, Student Insight Survey, 2020*

## Tips & Tricks



### Leverage Your Brand

Build audience-specific content that inspires graduates and makes a positive first impression.



### Go Viral

Showcase your employer brand through employee experiences on your corporate site and social media. Campus talent and young graduates want to work for employers that have a strong culture and brand.



### Maximize Your Career Site

Offer a window into what it's like to work at your organization, from culture to available job openings and beyond.



### Make It Mobile

Optimize all web content so that it's easily accessible on the go.



## STUDENT UNION

# Are you leveraging social media in the most effective way possible?

68% | Of Millennials

54% | Of Gen-Xers

48% | Of Boomers

indicated they visit an employer's social media profiles specifically to evaluate the employer's brand.

A strong employer brand can reduce the cost per hire by as much as 50% and a negative reputation can cost a company as much as 10% more per hire.

*Glassdoor, Statistical Reference Guide for Recruiters, 2021*

Job search activity on social media is limited to a few top sites including LinkedIn, school specific networks, Facebook and YouTube.

*AfterCollege, Student Insight Survey, 2020*

## Tips & Tricks



### Go Social

Use social media to promote events, microsites and targeted information.



### Build Networks

Connect students with alumni employed by your organization through ambassadors programs. To further expand your reach on campus, create relationships with the faculty and academic departments who influence the students you're trying to attract.



### Embed for Engagement

Easily capture candidates by embedding your career site on social media pages. Because students use job boards to apply for jobs and research opportunities, consider including your jobs on your website and on job boards.



### Cultivate the Right Content

Create student-friendly, mobile-optimized, and branded content ripe for the sharing.



## SUMMER JOBVILLE

# Are you giving young talent the opportunity to experience your company culture firsthand?

59%

Of senior students took part in at least one internship and the majority of these were paid.

*AfterCollege, Student Insight Survey, 2020*

When choosing between two otherwise equally qualified candidates, employers deem having an internship with its organization or within its industry to be the most influential factors.

*NACE, Job Outlook 2022 Spring Update, 2022*

As regards offers extended, employers extended an average of 47% job offers to new college graduates, who accepted 74% of those offers, an increase since 2019.

*NACE, Recruiting Benchmarks Survey Report, 2021*

90%

Of employers report that they will be hiring for both full-time and intern/co-op positions in Fall 2022. Their hiring expectations are:

- **between 4% and 6%** will hire for full-time positions only.
- **between 7% and 10%** will hire for intern/Co-op positions only.
- **between 84% and 90%** will hire for both full-time and intern/co-op positions.

*NACE, Job Outlook 2022 Spring Update, 2022*

## Tips & Tricks



### Looking for interns?

Start early — employers begin the recruitment process for interns eight and a half months prior to the start date and seven months prior for co-ops.

*NACE, Internship & Co-op Survey Report, 2021*



### Offer Feedback

Give interns performance reviews and feedback — this will give them a better idea of the expectations and culture of the company.



### Stay in Touch

Nurture talent for later opportunities by regularly checking in with silver medalists and previous interns.

# Revamp your campus recruiting technology and engage the talent of tomorrow

The future of your organization depends on attracting the best of tomorrow's talent today. If you want to gain a strategic advantage on campus, then you need a robust technology that manages multiple recruiting initiatives, from internships to graduate training programs and more. Actively attract, engage and nurture early talent from shoulder tap through first day with Avature Campus & Events.



# Want to learn more?

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