

Current Campus Recruitment Trends: Students Benchmark Best Practices

Mary Scott | Scott Resource Group



Overview

- ❖ Current Campus Recruitment Trends Research:
 - Project background, methodology, fielding sites
 - Participant profile
- ❖ Deep-dives:
 - Interview and Offer Decision Timelines
 - Recruitment Technology Tools
 - Video Interviewing
- ❖ Scott's Current Campus Recruitment Trends BGO

About Scott Resource Group

- ❖ Fully independent consulting practice: Customized, targeted and primary client projects
- ❖ Background:
 - Recruiter by trade and at heart [university admissions and corporate IT]
 - Director of Staffing at Aetna Life & Casualty; MBA in Finance and Marketing [UConn – Go Huskies!]
 - Solo practitioner: Execute/analyze all client engagements, research and focus groups – No third parties
- ❖ Representative group projects:
 - Career Center Partnerships:
 - Interview and Offer Decision Timelines (2016)
 - Virtual Recruitment Tools (2017)
 - CURRENT: Career Fairs and Information Sessions/On-Campus Recruitment Events (Proprietary to sponsors)
 - Employer-sponsored student research projects:
 - Current Campus Recruitment Trends (1Q/2017)
 - Competing for Campus Tech Talent (4Q/2017)
 - Revisiting Recruitment High Touch/High Tech (1Q/2018)
 - CURRENT: Impact of the Internship Experience – Revisited (Public domain/Release date: January 2019)
 - UPCOMING: Campus Brand – Makers and Breakers (Sponsorship open until January 12, 2019)

Survey Project Background

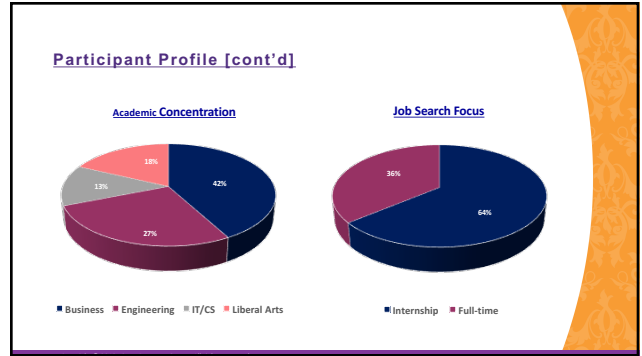
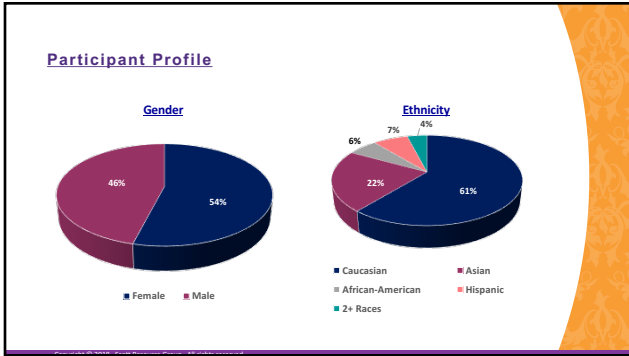
- ❖ Consortium of sponsoring employers: Eaton, EY, KPMG, Macy's
- ❖ Sponsors suggested specific areas of inquiry
- ❖ Conducted March 15 – April 14, 2017
- ❖ Fielding sites selected by consortium members:
 - 19 universities participated
 - Students opted in from a Career Center announcement

Fielding Sites

Boston College	University of:
Brigham Young University	California – Berkeley
Emory University	Georgia
Indiana University	Illinois – Urbana/Champaign
New York University	Maryland – College Park
Penn State University	Michigan – Ann Arbor
Purdue University	Pennsylvania
Syracuse University	Wisconsin – Madison
Texas A&M University	Virginia Tech
The Ohio State University	Washington University

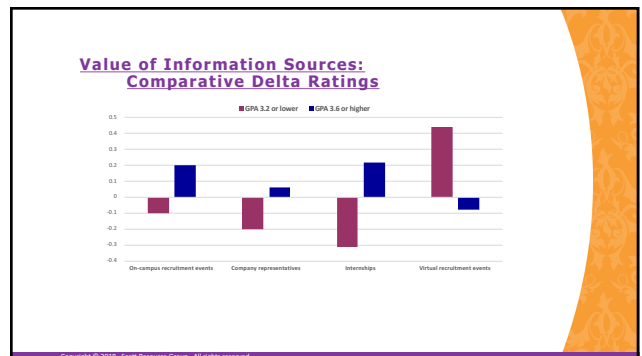
Survey Sample Size Information

- ❖ Participant population: 511
- ❖ "Rule of 30"; Typical sampling populations
- ❖ Survey methodology: Heavy qualitative focus
- ❖ Longitudinal consistency in SRG findings across studies and cohorts for over 20 years
- ❖ Findings validated *for targeted student profile*



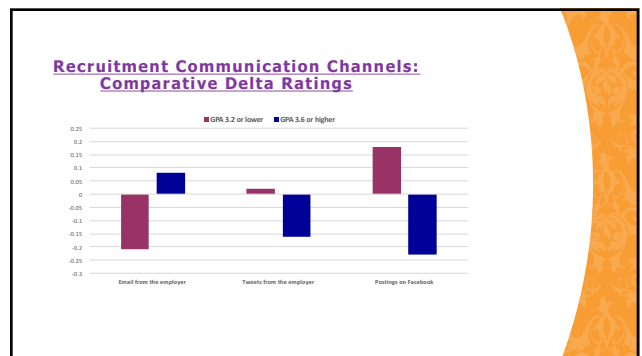
Force Rank: Value of Information Sources

	ALL	Business	Engineering	IT/CS	Liberal Arts
On-campus recruitment events	1	1	2	2	4
Company representatives	2	2	4	4	3
Previous internships	3	4	3	3	2
Career fairs	4	5	1	1	7
Recent hires	5	3	5	5	5
Company websites	6	6	6	6	6
Self-directed online research	7	7	7	7	1
Career center resources	8	8	8	8	8
Social media	9	9	10	9	9
Virtual events	10	10	9	10	10



Force Rank: Recruitment Communication Channels

	ALL	Business	Engineering	IT/CS	Liberal Arts
Email from the employer	1	1	1	1	1
Career center website posts	2	2	2	3	2
Employer website posts	3	4	3	4	3
Career Services e-newsletter	4	3	5	5	4
Campus bulletin board posters	5	6	4	2	6
Text messages to my cellphone	6	5	6	8	5
Campus newspaper ads	7	8	7	6	8
Postings on Facebook	8	7	8	7	7
Tweets from the employer	9	9	10	9	9
YouTube video content	10	10	9	10	10



Job Search: Use of Social Media

Approximately how many employers' **Facebook** careers page have you accessed for job search purposes?

	Business	Engineering	IT/CS	Liberal Arts
None	62%	64%	66%	68%
1 – 5	30%	33%	26%	28%
6 – 10	4%	-	2%	2%
11 – 25	3%	1%	2%	1%
> 25	1%	2%	4%	1%

Job Search: Use of Social Media

Approximately how many **LinkedIn** connections do you have?

	Business	Engineering	IT/CS	Liberal Arts
None	7%	10%	11%	30%
1 – 50	16%	33%	8%	26%
51 – 100	19%	16%	27%	12%
101 – 500	47%	34%	45%	28%
> 500	11%	7%	9%	4%

Job Search: Use of Social Media

Approximately how many employers do you follow on **Twitter** for job search purposes?

	Business	Engineering	IT/CS	Liberal Arts
None	80%	91%	87%	89%
1 – 5	16%	8%	10%	10%
6 – 10	4%	1%	2%	1%
11 – 25	-	-	-	-
> 25	-	-	1%	-

Job Search: Use of Social Media

Approximately how many employers do you follow on **Instagram** for job search purposes?

	Business	Engineering	IT/CS	Liberal Arts
None	78%	89%	92%	86%
1 – 5	16%	8%	8%	10%
6 – 10	4%	3%	-	2%
11 – 25	1%	-	-	2%
> 25	1%	-	-	-

Job Search: Use of Mobile Devices

During the job search, the device I use most frequently to **access employers' information** is:

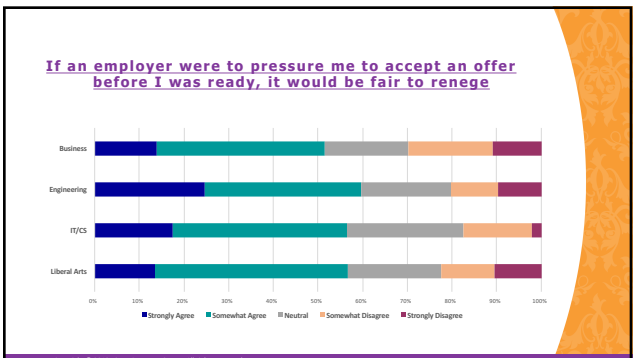
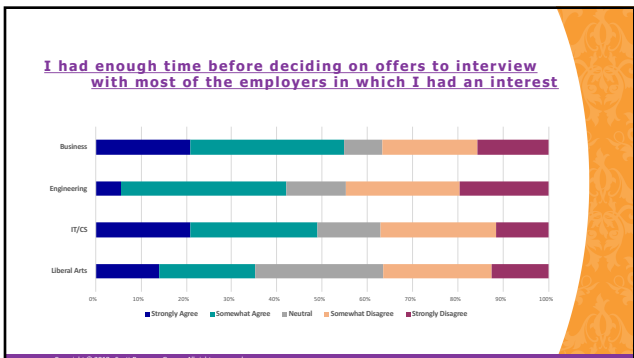
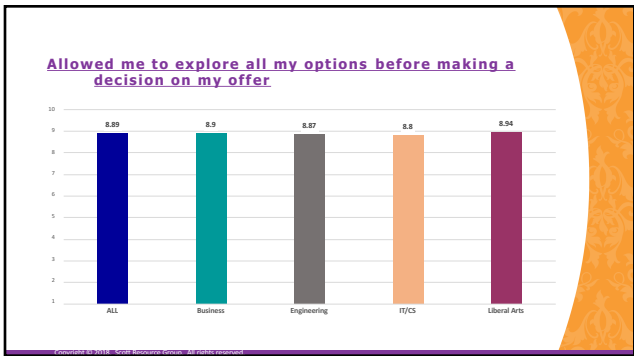
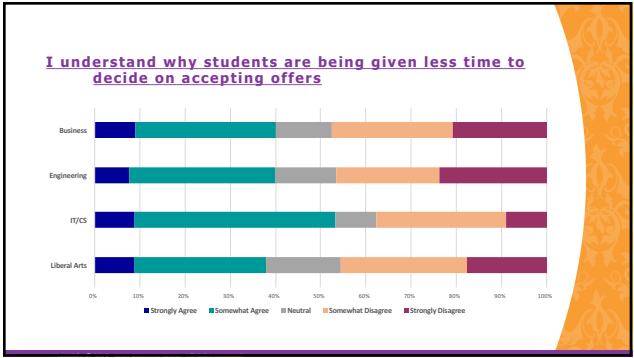
	Business	Engineering	IT/CS	Liberal Arts
Laptop	91%	84%	81%	94%
Smartphone	9%	13%	8%	6%
Tablet	-	2%	3%	-
Other	-	1%	8%	-

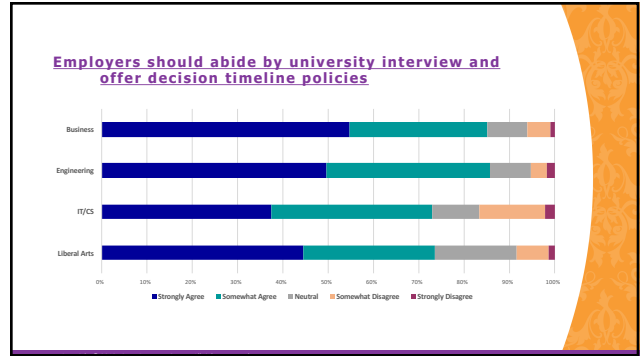
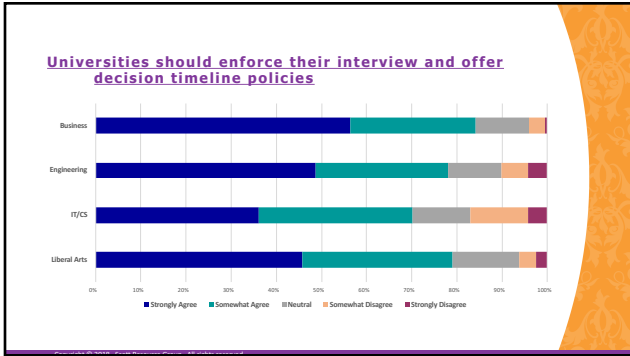
Job Search: Use of Mobile Devices

During the job search, the device I use most frequently to **fill out an online application** is:

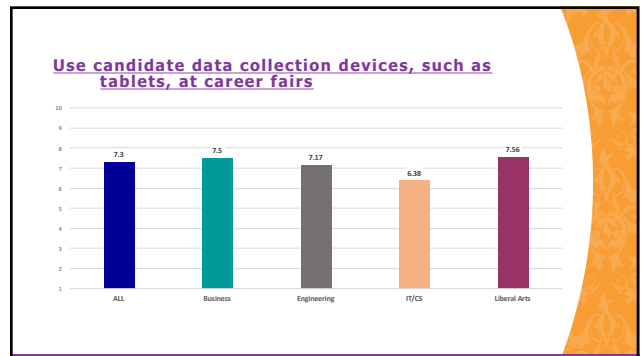
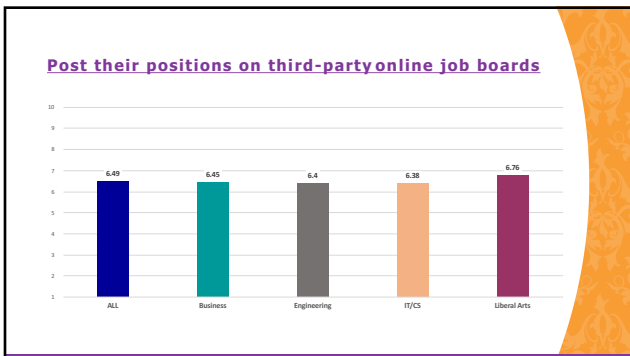
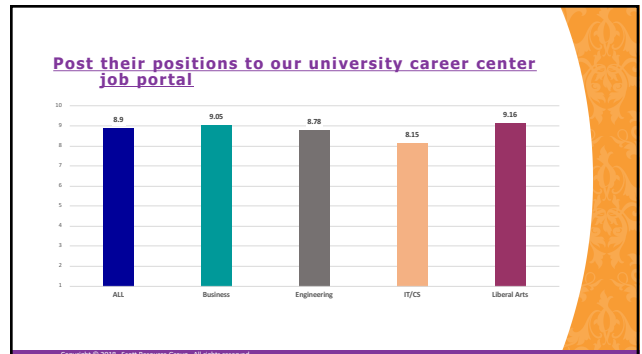
	Business	Engineering	IT/CS	Liberal Arts
Laptop	98%	98%	88%	99%
Smartphone	1%	-	2%	1%
Tablet	1%	-	2%	-
Other	-	2%	8%	-

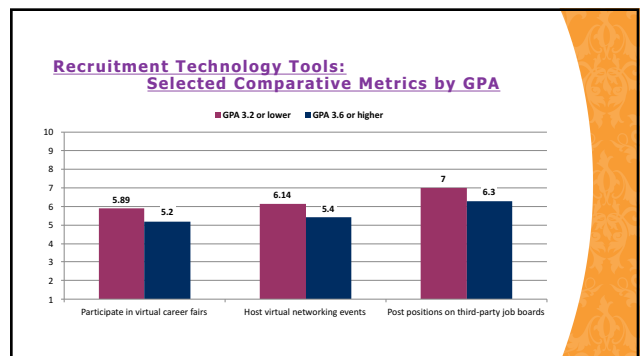
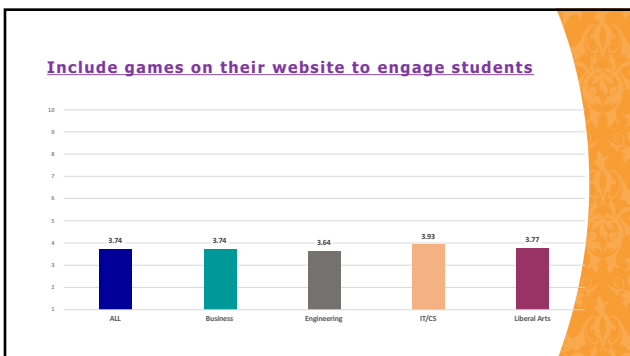
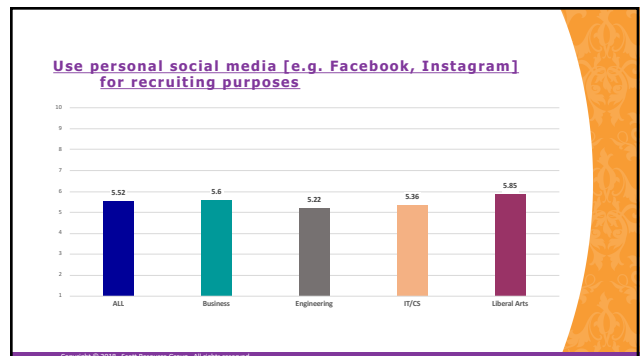
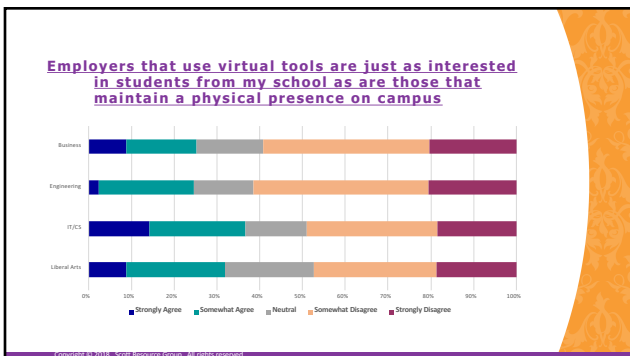
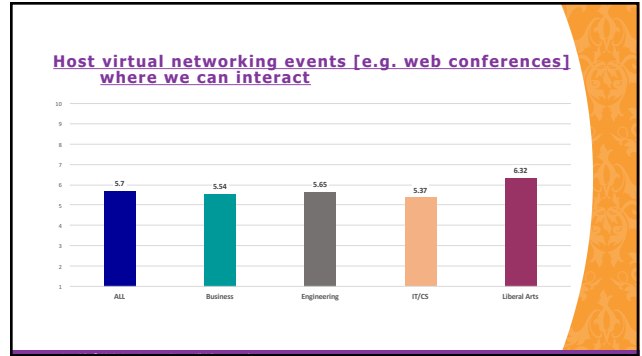
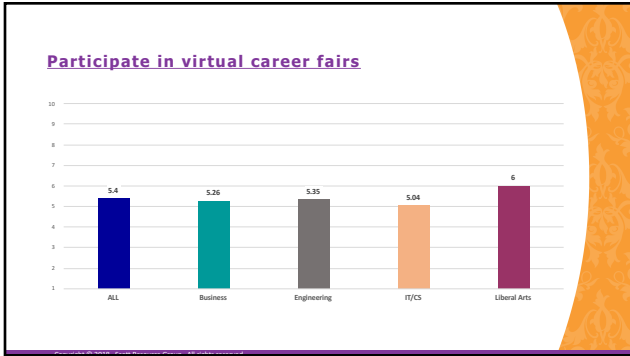
Current Practice Assessment: Interview and Offer Decision Timelines





**Current Practice Assessment:
Recruitment Technology Tools**



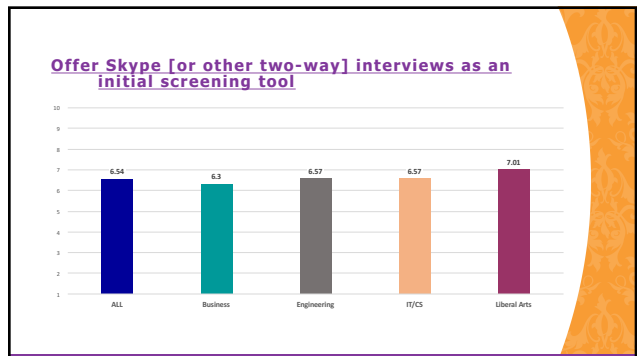
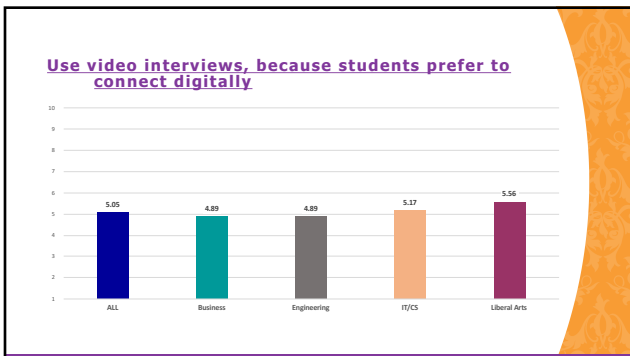
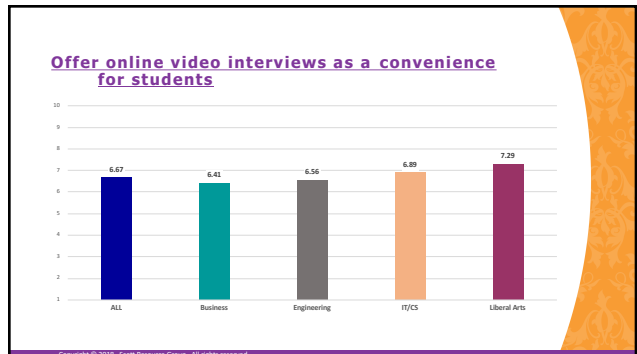
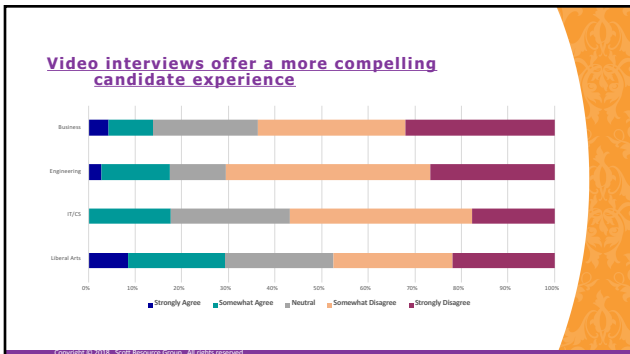


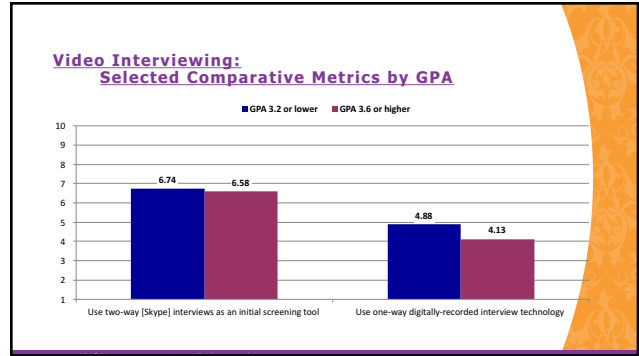
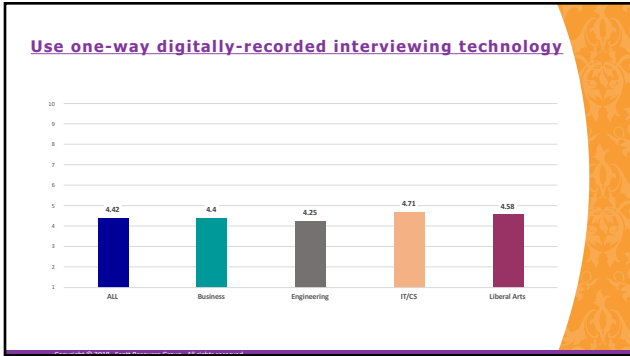
Current Practice Assessment: Video Interviewing

Job Search: Use of Mobile Devices

During the job search, the device I use most frequently for **video interviewing** is:

	Business	Engineering	IT/CS	Liberal Arts
Laptop	96%	88%	94%	93%
Smartphone	2%	5%	2%	2%
Tablet	1%	2%	-	1%
Other	1%	5%	4%	4%

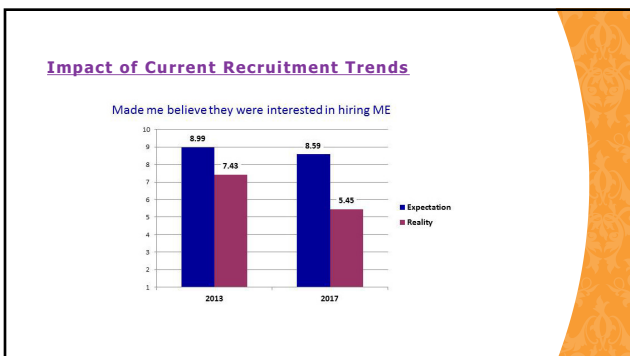




Takeaways

Value of Information Sources: Year-over-Year Data

	2017	2016	2014	2008	2002
On-campus recruitment events/information sessions	1	2	1	3	2
Company representatives	2	5	3	1	1
Previous internships	3	1	2	2	4
Career fairs	4	4	NA	NA	NA
Recent hires	5	3	5	4	3
Company websites	6	6	6	5	5
Self-directed online research	7	8	NA	NA	NA
Career Center resources	8	7	NA	NA	NA
Social media	9	9	8	8	NA
Virtual events	10	10	9	10	NA
Other			Video content Online chats Blogs/Podcasts	Video content Online chats Blogs/Podcasts	Brochures Job boards Ads Videos CD-ROMs



Nuggets from The Conventional Wisdom...

- "Everyone knows students hate career fairs."
- "Every college recruiter knows that social media is a golden means for reaching today's college students and recent graduates when recruiting top talent."
- "There won't be any need for college recruiting in five years – Everything will be done over Facebook."
- "Employers and Career Services need to be on social media and smartphones – not traditional job boards and emails."
- "They love using the technologies they're comfortable with - like mobile and video - to remove the hassles from their job search and make interviews a lot more fun."
- "Hispanics, African-Americans and women are the heaviest users of mobile technology... So when you think about diversity recruiting, mobile is key."

Scott's 2018 BGO: Blinding Glimpse of the Obvious

*It ain't what you don't know that
gets you into trouble.
It's what you do know that just ain't so.*

- The Big Short [and/or Mark Twain]

Check out my Op-Ed in the November 2018 NACE Journal and online [www.naceweb.org]:

"Lies, Damned Lies - and Data!"

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