

Succeeding in the New Normal: Student Attitudes and Effective Virtual Recruiting

Analysis, insights, and recommendations for authentic recruiting in the virtual world

by Mary Scott



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Foreword

March of 2020 saw a sea change in the way employers would go about identifying, contacting, testing, and choosing their new employees from the universe of college graduates. COVID-19 forced virtually all companies to rethink the process of college recruiting. Polls conducted by NACE at the beginning of the summer—a time when most employers plot strategy for recruiting next year’s class—indicated that the vast majority of employers would be recruiting graduates from the Class of 2021 virtually rather than using traditional in-person techniques. Fully 93 percent of the firms responding to the poll that had decided upon a recruiting strategy would be conducting at least a portion of their recruiting operation virtually.

While the magnitude of the move to virtual recruiting is unprecedented, the experience with virtual recruiting is not de novo. The trend toward virtual recruiting has been evident for more than a decade. NACE annual recruiting benchmarks survey has detailed a steady growth in the percentage of firms using social media as a recruiting device while at the same time reporting a slow but steady decline in the percentage of firms that

choose to go on campus to recruit and interview students.¹ While this change has been taking place on the employer side, NACE’s annual student survey has chronicled a steady growth in the acceptance of social media among graduating students as a tool that is to be used in the college recruiting process.² Students in 2020 were far more comfortable being contacted by an employer on a social media platform than they were in 2010. What COVID-19 did was to accelerate the movement toward incorporating digital technologies in employers’ recruiting processes.

The experience we have with virtual recruiting, although limited, can be very instructive. The evidence we have gathered over the past decade points to a mixed level of satisfaction with virtual recruiting among employers and students. Every year we ask employers to rate the usefulness of social media as a recruiting component on a 1 to 5 scale (with 1 being not at all useful and 5 being extremely useful). Every year the average rating comes back around 3. Student respondents also indicate relatively modest satisfaction with virtual recruiting. Some elements of virtual recruiting appear to

work well, while many fall well short of being useful in the eyes of students.

Given the trend toward increased use of virtual recruiting, even prior to the pandemic, we thought it important to gain more in-depth information on which elements worked well and *why* they worked well. To do this, we needed insights that only a qualitative study based on expertly conducted interviews with a broad range of students could provide. Consequently, we asked Mary Scott to undertake the task of working with us to develop a series of probing questions around various aspects of virtual recruiting and conducting the interviews with the students. We worked together to ensure that the interviews would cover a diverse range of students located in a diverse set of educational environments. The intent was to identify those aspects of virtual recruiting that did work well so that recommendations for improving and enhancing the process could be offered.

The findings in this report detail the way students see the implementation of a variety of virtual recruiting techniques. The research covers the gamut of virtual recruiting from the use of social media to evaluations of candidates through gamification. The report provides the student perspective on the way each of these elements makes them feel about the recruiting process—their connectedness with the process and their assessment of the employer that uses the process. The results are instructive as to what works and what, to date, has not worked well about virtual recruiting. In doing this, the report provides guideposts for a more effective path forward for employers to use digital technologies in recruiting college graduates to become their employees.

— Edwin Koc, *director, research, public policy, and legislative affairs, NACE*



Introduction

Over the past two decades—maybe longer—the university recruiting profession has engaged in an ongoing debate about the yin and yang of “high touch” and “high tech” as they relate to student attraction and engagement. Although recruitment technology tools have certainly evolved over the years—CD-ROMs, blogs/podcasts, and chat rooms, among others, have all had a run—the ongoing discussion has remained a popular conference topic and grist for the occasional *NACE Journal* article.

Enter the COVID-19 pandemic, which moved virtual recruiting from a key topic of discussion to an imperative. In a world in which travel restrictions, work-from-home arrangements, quarantine directives, and other limits define the “new normal,” employers and candidates alike recognize that virtual recruiting is how they will and must engage.

That does not mean, however, that high touch is not important—or that it does not have a significant place in virtual recruiting. In fact, as this study shows, the call from candidates is for virtual experiences that are humanized, transparent, and authentic—hallmarks we often associate with high touch, but which can and should be part of the virtual experience. This project examines the attitudes and behavioral preferences among students and provides invaluable insights for employers relative to high-tech, high-touch strategies and practices for engaging candidates.

With the emergence of sophisticated candidate engagement platforms and screening tools over the recent past, employers have increased their use of digital strategies and methodologies to recruit early talent. At the same time, Gen Z has demonstrated a keen desire for authenticity as they consider



employers’ opportunities, and have consistently rated and ranked virtual recruiting platforms and tools as not delivering what they consider to be acceptable substitutes for face-to-face interaction. The pandemic created a perfect storm, with all parties relying on recruitment technology to replace how students engage with employers, from attraction to discovery to the application process itself.

Although most of the data were collected before the pandemic struck, this study recognizes that technology platforms and tools are the necessary backbone on which early talent recruiting now relies. Its findings lay out a number of insights about student preferences that employers can build upon to ensure effective strategies and practices for virtual talent acquisition. The data presented here

are derived primarily from two sources: NACE’s 2019 *Student Survey* and a campus focus group project fielded by Scott Resource Group on behalf of NACE. (See the Appendix for a list of the 14 participating institutions.)

This whitepaper comprises three sections that address the major elements of university relations and recruiting that will be impacted by the accelerated shift to digital platforms and tools: candidate attraction, candidate engagement, and the application process. Each of these three aspects of the recruitment process includes a discussion of NACE research data as it applies to the subtopic, presents findings in support of the stated conclusions, and concludes with a checklist of recommendations for employers to consider as they prepare for their virtual campaigns.

Candidate Attraction

EMPLOYER WEBSITES

One of the fundamental elements of employers' candidate attraction vehicles is their website, specifically the careers section. It is where content appears mapped to the positions students use for detailed information, and typically provides links to the job application portal. There is nothing to suggest this will not continue to be the case as recruitment shifts to virtual execution. Indeed, the value of employers' websites will most likely increase in importance, as will expectations for the robustness and accuracy of their job portals.

NACE research findings highlight the importance employers placed on their website as a branding technique; to wit, 91.9% of employers taking part in NACE's benchmarks survey agreed that they used their website as such a tool. Of significant interest, however, is that only 7.8% of these same employers considered their website as most effective as a branding technique, well behind information sessions, student organizations, and career fairs. To underscore this point, 72.6% of the students taking part in NACE's student survey indicated that they had used employers' websites during their job search—ranking the website No. 1 overall as a resource—but less than half (47.9%) considered “visiting employer websites” either very or extremely useful.

Where is the apparent disconnect? Why have students not valued their *actual* experiences with employers' websites to the degree their usage would suggest? On the one hand, students who participated in the campus focus group project were in agreement that employers' websites were indeed a valued job information source, ranking the factor No. 1 on the survey's force rank. Further evidence of this finding surfaced in their ratings



of 26 job-search tools, where “visiting employers' websites to learn about job opportunities” ranked fourth overall, and in the strong agreement range.

Students tend to value the information they access on employers' websites, including the mission and values statements. **Authentic content resonates to a far greater degree than content that appears to them to be generated by marketing departments.** In the words of one student commenting on the impact of the lack of what they consider genuine content, “all companies look the same online.”

Here is where the focus group commentary provides insight into where employer websites fall short of students' expectations. It is *not* the content that is at issue; it is the actual job portal. More on this later in the “Application Process” section, but to summarize **the major dissatisfiers specific to employers' websites were 1) frustrations with job descriptions and 2) never hearing back after applying for positions.** While these issues presented frustrations to students prior to COVID-19, one can assume that any shortfalls in this area will be amplified with more limited direct interaction.

RECOMMENDATIONS

- ✓ Recognize that most students take seriously an employer's mission and values statements—but reading the words on the website is just the first step. If “we value our employees” (or words to that effect) are set as an expectation, be sure the candidate experience reflects the same.
- ✓ To this point, the process employers use to execute their virtual recruitment strategy will be of even more significance when digital communication is the only available channel. The “promises” (students' term of choice when referencing such expectations as timelines) will assume even greater importance and serve as a differentiator among employers.
- ✓ Feature actual new hires (not stock photos) to showcase early career opportunities; credible testimonials are valued, but only if they seem authentic and not scripted.
- ✓ Assure that the corporate website “speaks to” those seeking early career positions and that job descriptions are written in language students can understand.
- ✓ Provide sufficient detail in job descriptions to enable students to not only assess their match to the requirements, but to gauge the appeal of what incumbents actually do. This was an issue with students during the project focus groups discussions and will be amplified as a satisfier—or dissatisfier—in the context of a virtual job search.

SELF-DIRECTED ONLINE RESEARCH

Second in value to focus group students as a job information source was self-directed online research.

What they generate by way of their Google searches (by filtering opportunities by academic concentration, industry, location, or more granular considerations) is a top-of-the-funnel method to identify employers to further investigate.

From that starting point, students visit specific employer websites and often use online professional networking tools to seek out alumni—along with classmates who may have interned at their curated list of possibilities.

An important differentiator surfaced in analyzing the demographics of those who most—and least—relied on self-directed research to identify job opportunities, and the distinction not only broke along academic discipline cohorts, but also maps to commentary in the focus groups. Business and engineering majors were significantly less likely to rely on self-directed research than were liberal

arts or those with “other” fields of study, e.g. agriculture, fine arts, sports management. It follows that the more heavily recruited majors find more of the types of positions they seek posted to their campus job portal, making self-directed research less of a necessity.

On a related topic, a tool that many employers consider influential is appearing on “Best Companies to Work For” lists, but neither student ratings and rankings nor focus group discussions offered much support for focusing efforts on being so designated. It would appear that being ranked as a “Best Employer” carries more weight among competing organizations than students, who place mid-range value on awards and accolades (No. 5 on the force rank of 10 employer desirability factors, No. 15 out of 26 of valued job-search tools). Students also often view such listings with misgivings about their validity, objectivity, and authenticity. What students hear from their friends and classmates about “best places to work” is far more influential because such assessments come from trusted sources.

EMPLOYER REVIEW SITES

Consistent with focus group survey rankings that showed mid-range valuing of reading student-generated employer and internship reviews, discussion commentary indicated that students access employer review sites primarily for salary information (and, to a lesser degree, for interview questions), but are well aware that employer assessments can be skewed by overly enthusiastic (as well as disgruntled) staff whose bias is easily detected and discounted. Students do not take online review sites specific to employers and their job opportunities as definitive resources. Although they will explore what has been posted online, they are skeptical about such reviews—and are generally not inclined to post comments themselves—especially of a negative nature—if they suspect they can be identified.

RECOMMENDATIONS

- ✓ Including robust content on the corporate website that provides specific information for early career job-seekers. Your content should address their expectations about how to determine their fit with the organization; your content should also and match to qualifications for positions of interest as accessing employer websites is frequently the result of self-directed online research. Focus group participant feedback—both in response to the closing survey question and in discussion about “What else would you like employers and career centers need to know about how well your job search preferences are being met?”—was loaded with examples of how employers are missing the proverbial boat in providing what students value.
- ✓ Focus resources on more student-centric and impactful strategies than lobbying for position on “Best Employers” lists, with an objective of building authenticity in communications and outreach. Awards and accolades are not nearly as influential among students as most employers assume and aren’t considered a highly trusted source of authentic information.

RECOMMENDATIONS

- ✓ Understand that, for most students, online reviews are not a credible substitute for authentic information from trusted sources.
- ✓ Recognize that the absence of onsite internships limits the ability of students to access their most valued source of “what it’s really like to work there” information; employers’ brand will no doubt be enhanced if they were able to provide a virtual summer experience during the pandemic, but such an experience may not carry the same weight as those of previous years.
- ✓ Invest in other, more personal ways to spread the word about students’ perceptions of your organization, and what it’s like to work there, e.g., include recent hires and/or alumni in virtual recruitment events.

Candidate Engagement

"MOBILE FIRST"

Much has been written about how, to appeal to today's students, employers *must* "meet them where they are." In addition to engaging with students using the tools and platforms that will be discussed in this section, this translates as websites *must* be optimized for—and online applications *must* be designed for completion using—a mobile device. This concept, dubbed "mobile first" by its proponents, is built on the premise, stated by one recent article writer as fact without any supporting evidence: "Most candidates are expecting that they can find their ideal jobs with their mobile devices."³

While it is certainly a fact that Gen Z uses mobile devices throughout the day for myriad reasons, the job-search process has not been one of them. One of the survey questions focus group participants responded to asked them to indicate the device they used most frequently at three stages of the job-search process: The results are not only conclusive but also completely align with several Scott Resource Group (SRG) research projects conducted separately.⁴

Further, discussions in each of the 14 focus groups reinforced that students use their phones in their personal lives and use a laptop for school and work. The degree to which any of these metrics shifts remains to be seen, but, given connectivity and bandwidth concerns, one can reasonably



assume that students will continue to be reliant on laptops rather than mobile devices to engage with employers for at least the short term.

RECOMMENDATIONS

- ✓ Understand that entering data on a mobile device is rife with opportunities to make mistakes, and most students take the act of completing and submitting an online application seriously and so are likely to use a laptop.
- ✓ Recognize that bandwidth may be an issue for students in attending digital events; patience and empathy will be valued recruiter behaviors.
- ✓ Optimize website content for viewing on a mobile device—but keep in mind that most students will access company information on their laptop.

VIRTUAL RECRUITMENT PLATFORMS (ONLINE CAREER FAIRS AND WEBINARS)

Long-promoted as a viable replacement for employers' physical presence on campus, virtual career fairs and webinars had not gained significant traction prior to COVID-19, neither among most organizations targeting entry-level talent, nor among students themselves.

As context, in NACE's benchmark survey—pre-COVID—employers ranked the use of virtual career fairs at No. 11 of 14 branding techniques (at 24.2% of participating organizations); less than 1% considered them to be their most effective branding technique.

From the candidates' perspective, pre-COVID, only 13.9% of graduating seniors taking part in NACE's student survey had accessed a virtual career fair as a job-search resource, ranking it last among 14 evaluated options. Moreover, of those students who had attended a virtual career fair, a scant 5.5% considered the experience to be "very" or "extremely" useful.

Further, and consistent with the NACE data, the focus group survey revealed these findings:

"During the recruitment process, the device I used most frequently..."

	TO ACCESS EMPLOYERS' INFORMATION/ OPPORTUNITIES	TO APPLY FOR A POSITION	TO PARTICIPATE IN A VIDEO INTERVIEW
Laptop	88%	97%	96%
Smartphone	10%	1%	1%
Tablet	1%	1%	1%
Other*	1%	1%	2%

* "Desktop" was the common annotation, mostly added by IT/computer science majors.

- Virtual recruitment events (career fairs, webinars) was ranked last (No. 10 out of 10) as a valued source of job information on the force rank.
- “Attending employer webinars” and “Participating in virtual career fairs” were ranked No. 20 and No. 23 of 26 factors in value, respectively.

To provide context for these findings, the focus group project examined the reasons students had “taken a pass” on attending virtual career fairs and webinars, and discussion was remarkably consistent across all 14 universities. For starters, there was a widespread lack of understanding about virtual career fairs and why students would benefit from attending them; these events, along with webinars, were perceived as being highly impersonal and not a good use of students’ time.

Those who had actually experienced a virtual recruiting event (a very small percentage of focus group participants) were, overall, not favorably impressed, for reasons ranging from lack of personal contact and connections, to technical glitches, to a lack of engaging content. Word-of-mouth from those who had taken part in a virtual recruiting event tended to support preconceived notions about their not being of value, and their two-dimensional nature was described by one focus group participant as being “authenticity challenged.”

Given this widespread lack of enthusiasm about virtual recruiting events prior to our current reality, it is clear that a concerted education effort by career centers and employers alike is needed to build a case for attending, even when traditional options aren’t available. Students will need to be convinced that attending virtual events is worth their time.

RECOMMENDATIONS

- ✓ Make sure that students understand the WIIFM (“What’s in It for Me”) of virtual career fairs and recruiting events, and set detailed expectations about how the selected platform works; providing a testing option in advance of students’ accessing the event on a “live” basis is always a good idea.
- ✓ Ensure that students can engage with employers one-on-one at virtual career fairs; the inability to do so was consistently identified as a major dissatisfier among those who had attended a virtual fair.
- ✓ Give students an opportunity to indicate that they have attended a virtual career fair and to leave a digital resume. They want to know that their visiting your booth has been “registered” in some way, and there is no better way to communicate that than to encourage their leaving a digital resume, or to provide some other means for tracking interaction that is apparent to them. Telling students to find answers to their questions online and/or to apply online, without any assurance that their attendance has been noted, is the surest way to replicate the very worst of campus career fairs in a virtual setting.
- ✓ Recognize that, despite the ability to see and interact with others using digital platforms, such engagement can lack the authenticity of face-to-face meetups. This means that instead of trying to replicate your in-person events step by step, you need to consider what to do differently in the virtual world.
- ✓ Develop, promote, and present engaging webinar content that is not available on the company website: Students expect to learn something they don’t already know (or can easily access online).
- ✓ Follow up with attendees to answer questions and encourage their interest. Personal outreach is key to offsetting any negative perceptions that virtual events may create.

SOCIAL MEDIA: FACEBOOK, TWITTER, INSTAGRAM

NACE’s benchmark survey found that 63.7% of participating employers used Facebook as a recruiting platform, with an additional 9.7% having used it in the past but no longer; the corresponding statistics for Twitter are 52.9% and 8.2%. In terms of recruiting process effectiveness, a combined 21.6% of employers rated Facebook in the “very” or “extremely” range; Twitter was rated a combined 18.7% in that regard.

Corresponding data from students taking part in NACE’s survey reported a 22% usage rate of Facebook during their job search, with just 6% considering it to be a helpful platform. Specific to Twitter, 32% of students reported that they had used the platform during their job search, with only 2% rating it as helpful. These finding

align with SRG data that document a steady decline in students’ valuing of personal social media as a recruitment channel since it was originally introduced in 2008.⁴ Personal social media, when used by employers as a recruiting tactic, is not viewed as authentic, but rather as one student commented, as “a weapon of mass attraction.”

Focus group participants ranked “Social media (Facebook, Twitter)” No. 9 of 10 valued job information sources. They rated “Using social media (Facebook, Twitter)” No. 25 of 26 evaluated factors—at an average rating of 3.36 overall (which is in the strong disagreement range). Instagram was the only factor to rate lower—at 3.14—ranking No. 26 out of 26.

The important takeaway is that students clearly differentiate between personal

social media (Facebook, Twitter) and LinkedIn (more on this follows), considering the former to be undesirable as a recruitment channel, whereas the latter is viewed as professional online networking. Exceptions to this general sentiment occur after students are hired, where personal social media platforms can serve a purpose in creating a way to connect a group, e.g. newly hired interns, but should be used sparingly, if at all, prior to that stage. Instagram, as documented in the ratings, is considered even more inappropriate as an outreach channel.

RECOMMENDATIONS

- ✓ Do an objective cost/benefits analysis of social media platform investment.
- ✓ Understand how various candidate personas assess the appropriateness of using specific personal social media platforms during the recruitment process. There are distinct differences among cohorts, e.g. communications and retail majors versus engineering and IT students.
- ✓ Despite reduced opportunities to engage with students, fight the urge to use currently popular platforms such as Snapchat and TikTok, which focus group participants described as “cringey” and “lame” when used by employers as candidate outreach channels. Using such tools does not make an employer “cool.” Quite the contrary, according to abundant focus groups commentary.

ONLINE PROFESSIONAL NETWORKING: LINKEDIN

Although all too often lumped together under the broad heading of “social media,” LinkedIn as a recruiting platform deserves a standalone assessment, as documented in the NACE’s benchmark survey report. Not only is LinkedIn used by 96.2% of surveyed employers as a recruiting platform, but it also was highest rated (and by a considerable



margin) in terms of its effectiveness as a recruiting platform, with a combined 73.8% of participant employers scoring it as “very” or “extremely” effective.

Also notable—and a distinguishing characteristic in the world of online connectivity—is that 62% of the student survey participants used LinkedIn during their job search, with 30% rating it as helpful. Related data from the focus group survey placed “Using LinkedIn to connect with employers” at No. 10 of 26 job-search practices/tools. These metrics are, however, pre-pandemic; assuming employers execute effectively, both student use and helpfulness ratings could increase.

The value of LinkedIn, from the students’ perspective, is two-fold: They can

message alumni and/or connections at employer organizations in which they have an interest as an online networking strategy; and, for those with highly desirable majors, their LinkedIn presence can attract the attention of employers who reach out to start an authentic conversation—and that can lead to a job.

Students clearly differentiate between personal social media and LinkedIn, which they consider a legitimate and potentially useful job-search platform. Of interest, the addition of the “Easy Apply” functionality had resulted in what several students assessed as employers having “too many applicants,” and a suspicion (often borne out, unfortunately) that they have entered a black hole and will never get a response, let alone an indication of interest.

RECOMMENDATIONS

- ✓ Target students of interest, and reach out in an authentic way that references *specific interest in them as a potential candidate*. Do NOT carpet-bomb students with templated “robo messages;” students promptly detect and dismiss such outreach as highly impersonal and random.
- ✓ Be aware that students are skeptical of any LinkedIn outreach that appears to be “fake.” Scam postings, including pyramid schemes, are commonplace. Authenticity, again, is highly valued.

Application Process



UNIVERSITY JOB PORTALS

One of the building blocks in the campus recruiting process is the university job board, where employers post positions for student exploration and consideration. Although such portals have been instrumental for some time as both a candidate attraction and engagement tool, they have been—and will be—increasingly used as a primary vehicle to make students aware of available opportunities, with the expectation that targeted candidates will apply.

Students value these job boards, overall: “My Career Center job portal” placed No. 5 on the “Value of Job Information Sources” force rank, and “Having a profile on my university job portal” was rated No. 7 of 26 job-search assessment factors; however, focus group commentary surfaced some decidedly mixed reviews on the effectiveness of these platforms.

One of the ongoing themes in the discussions was that business, engineering, and IT/computer science students were far more satisfied than others specific to the volume and appropriateness of job listings. Students with less heavily recruited (or niche) academic concentrations were more likely to value their department listservs that post relevant positions, rather than broad university portals.

While expressing general satisfaction with university job portal administrative capabilities—event announcements and sign-ups, interview scheduling, and the like—there was an undercurrent of dissatisfaction with the quality of filtering capability, e.g. finance majors only receiving sales opportunities, actuarial students being matched with medical scribe positions, and computer science majors being contacted for engineering

opportunities. Students in almost every focus group commented on the sheer volume of their job board postings and the frustrations of generic (and seemingly “fake”) positions, leading one participant to comment that she uses her “trigger finger” and applies indiscriminately to job board positions regardless of her level of interest or qualifications.

With the necessary reliance on university job portals in the 2020-21 academic year, and the ubiquitous advice to employers to be “school agnostic” and post positions at schools without regard to previous relationships or employer brand recognition, the volume of email students will no doubt receive may well drown out their ability to identify and pursue opportunities of interest. An alternative strategy for employers is to “double down” on their targeted schools where they are actually known and leverage those who can speak to “what it’s really like to work there” as differentiators.

This will be an especially challenging aspect of recruiting, as employers are encouraged to use email campaigns to target students of interest. With as much as candidates value “personalized” emails, that does not mean they welcome being on the receiving end of a templated outreach blast. As one student observed, “This is like chain mail from a subscription service. They’re automated, just copy/paste.” As another commented, “Everyone in my peer network got the same message.” For students who value authenticity, this approach is considered anything but. Templated messages are easily spotted, and the (pre-pandemic) focus group discussions surfaced repeated anecdotes of “I’ve taken a look at your profile/CV/resume” emails, where it was clear to students the sender had done no such thing.

RECOMMENDATIONS

- ✓ Provide job descriptions appropriate to early career talent, especially with regard to experience level and skill requirements. Many positions posted on university job portals list requirements that don’t match most students’ profiles, e.g. three to five years’ work experience.
- ✓ Include specific application timelines and response windows in the position postings.
- ✓ Recognize the limitations of job portals to provide a “personal” candidate experience.
- ✓ Do NOT send emails from a “no reply” account. Such messages epitomize “robo spam.”

THIRD-PARTY JOB-MATCHING WEBSITES AND APPS

Third-party job-matching websites and apps—i.e., websites and apps that are not specific to an institution or employer but that promise to match the student to a job and employer—have not gained as much traction with students as many employers might assume. Most focus group participants were not familiar with a laundry list of third-party tools, and those students who were aware of the tools observed that, because there are so many of them, it is difficult to identify the ones employers are using.

When these students were asked on the survey to force rank “Third-party job boards” and “Job-matching apps” specific to their value as information sources, the platforms placed No. 7 and No. 8 (of 10 factors), respectively. Further, the job search Likert ratings revealed that “Using job-matching apps” ranked No. 21 of 26 factors and “Using third-party job boards” at No. 24—and both in the strong disagreement range as regards their value to students involved in the job-search process.

There are a few issues that impact students’ assessment of the usefulness of these third-party tools. First, as cited above, there was a very low awareness of, and familiarity with, these platforms in every focus group discussion. Second, among students who were familiar with such tools, there was significant concern about the algorithms used to match their credentials to jobs, with numerous examples of misfires cited, and such claims made as “We’ll connect you with Goldman Sachs as a freshman” (to which a student commented “SURE you will...”). Actual job “matches” students cited included such positions as nannies, house cleaners, and cat watchers.

These concerns contribute to a diminished assessment of third-party tools as authentic employer engagement channels. Further, the requirement to complete a profile to

set up an account with most third-party vendors was frequently mentioned as a dissatisfier, and anecdotes about scams—and significant spam—were offered by those who have used third-party platforms (or know students who have done so).

RECOMMENDATIONS

- ✓ Track results of each third-party platform specific to its providing a quality candidate channel, and focus efforts on maximizing outreach through those.
- ✓ Understand that the vast majority of students are not aware of most third-party offerings, and those who are do not typically hold them in high regard as job-search tools because they tend to overpromise and underdeliver.

ONLINE ASSESSMENT TESTS

The popularity of using online assessment testing has grown significantly over the past several years. While certainly useful as a screening tool to cull the increasingly enormous volume of candidates that many employers attract (in large part because there such ease in applying online), requiring students to complete such an assessment needs to be thoughtfully managed.

When asked to rate “Completing an online assessment as part of the application process,” students ranked the practice at No. 18 of 26 factors in value to them. An additional question about

“Playing a neuroscience game” ranked No. 21 on the same roster.

Assessment tests can be favorably regarded, particularly among tech students, if there is a clear correlation with skills acquisition, e.g. a coding challenge. When there is no apparent purpose or job linkage, most students consider assessment tests to be a way for employers to weed out an overabundance of candidates—and view such tests a waste of time when they aren’t provided with results (especially after investing up to three hours of their time to complete).

Neuroscience games were most often described as “weird,” and the practice is perceived by many as depersonalizing their candidate experience. Further, students described in detail examples of how they cheated at assessment tests, including neuroscience games.

The topic of online assessment tests was met with groans and eye rolls in every focus group. Students perceive that employers are using them increasingly as an initial screen (often followed by a requirement to submit a one-way recorded interview) and that, although it probably saves employers time and money, creates a company image that is impersonal, which is reinforced when they don’t hear about their results or from the employer ever again. Such perceptions can create or reinforce a decidedly negative campus brand for employers that don’t pay attention to the impact of using online assessment tests.

RECOMMENDATIONS

- ✓ Explain the purpose and significance of online assessments. If the test does not measure a skill set that is job-related, be sure that students understand the validity of the assessment, and how (and why) the results will impact their candidacy.
- ✓ Allow students a reasonable time frame to complete the assessment requirement. They have other demands on their time, and a 48-hour time frame is generally viewed as not respectful, especially during finals or school vacation and holiday breaks.
- ✓ Respond to every student who completes an assessment; failure to do so reinforces the image of having what one test-taker described as having a “meaningless corporate culture.”

Authenticity in a Virtual Recruiting World



There is a consistent and compelling theme that runs through each section of this white paper. In a word, it is authenticity. “The Great Unknown” is the degree to which virtual recruiting will be able to fill the void in the absence of face-to-face interaction. While students’ attitudes about virtual recruiting platforms and tools heretofore have been well-documented, there is simply no way to know at this juncture what the impact will be—either in the short or longer term.

On the one hand, and in support of the conventional wisdom that the pandemic only accelerated the (assumed) inevitable shift to virtual recruiting, there is abundant evidence that employers have benefitted from the time and cost savings, as all campus activities were, out of necessity, replaced by technology platforms and tools—without which most intern and early talent hiring would have ground to a halt. But a longstanding false narrative is also being perpetuated, and

it boils down to this: “Today’s students are ‘the digital generation.’ They use technology in every aspect of their lives. Therefore, they are most impressed by, and receptive to, companies that use technology to recruit them.”

Will our current reality change students’ attitudes about virtual recruiting? The honest (dare I say, “authentic”?) answer is: Who knows? Virtual recruitment platforms and tools will no doubt provide a way to replicate the transactional nature of the job search. What remains to be seen is whether building authentic relationships—the very essence of effective recruiting—can be replicated digitally, or whether the upending of the university relations and recruiting world portends a different set of attitudes and expectations among student job seekers going forward.

There are things we can do to leverage the best of what technology offers while trying to personalize the student’s experience as much as possible.

- **Get the transactions right.** Much of what we use technology for is transactional in nature: Not only should the technology be intuitive and easy to use, but your part of the transaction also needs to be right. Take the time to humanize the experience as much as possible. Be respectful of your student audience, including their time. Explain why you are asking what you are asking. Explain what your assessment test has to do with the job. Make sure students know what is expected of them and what they can expect from you. Provide results. Follow up.

- **Be authentic.** Speak to *the* student, not to *a* student. Avoid templates and messaging obviously created by marketing professionals. Show real employees and interns. Make sure your actions match your words. Recognize the limitations of the virtual world and take that into account.

Appendix

ENDNOTES

¹ NACE surveys its employer members to ascertain key benchmarks related to recruiting and hiring. This survey is typically conducted on an annual basis and forms the basis of NACE’s *Recruiting Benchmarks Report*. Data from the 2019 iteration were used in this report. The 2019 survey was conducted June 24, 2019, through September 16, 2019; 232 employer representatives, or 25.6% of all eligible respondents, took part.

² In cooperation with its college/university members, NACE conducts an annual survey of students to gauge their attitudes and behaviors as they relate to career development, the job search, and employers. Although students at all levels take part, NACE’s annual report based on the survey results is typically focused on graduating seniors. Results presented here are from NACE’s 2019 *Student Survey*, which was conducted February 13, 2019, through May 1, 2019. A total of 22,371 students took part; among that number were 3,952 were graduating seniors. Survey data presented in this report reflect their responses.

³ “One Step Closer to Candidates,” January 10, 2019. Rakuna. Retrieved from www.rakuna.co/blog/posts/benefits-mobile-recruiting-tools-for-hiring-trends.

⁴ Scott Resource Group studies: 2011 Recruitment Best Practices—Revisited; 2014 Recruitment Technology Tools—Best Practices; 2017 Current Campus Recruitment Trends; 2019 Campus Brand Makers and Breakers; 2020 Delivering an Authentic Candidate Experience.

PARTICIPATING INSTITUTIONS

Bradley University
 Carnegie Mellon University
 Florida State/FAMU (Engineering)
 Purdue University
 St. Joseph’s University (Philadelphia, PA)
 Temple University
 Texas A&M University
 Union College
 University of Connecticut
 University of Delaware
 University of San Diego
 University of Texas – Austin
 University of Washington
 Washington University in St. Louis

Focus Group Participant Data and Demographics

NUMBER OF FOCUS GROUP PARTICIPANTS: 140

Male	38%
Female	62%
Caucasian	46%
Asian	27%
Black	9%
Hispanic	12%
Native American	1%
2+ Races	5%
First Generation	17%
International	17%

Focus Group Survey Data (Force Ranks)

VALUE OF JOB INFORMATION SOURCES

Please prioritize the following job information sources according to their value to you, where 1 = most valuable and 10 = least valuable.

	RANK	AVERAGE RATING
Employers' websites	1	3.80
Self-directed online research	2	3.85
Career fairs	3	3.94
On-campus recruitment events	4	4.15
My Career Center job portal	5	4.46
Students-generated employer reviews	6	5.25
Job-matching apps	7	7.14
Third-party job boards	8	7.18
Social media	9	7.36
Virtual recruitment events	10	7.88

Focus Group Survey Data (Force Ranks)

EMPLOYER DESIRABILITY INFLUENCERS

Please prioritize the following regarding their influence on your perceptions of the desirability of the employers you considered, where 1 = most influential and 10 = least influential.

	RANK	AVERAGE RATING
Classmates/friends	1	4.24
Former interns	2	4.69
Alumni of my school	3	4.98
Employers' representatives	4	5.40
'Best Places to Work' rankings	5	5.71
Recent hires	6	5.76
Family members/parents	7	5.79
Employers' executives	8	5.92
Career Center resources/staff	9	6.06
Faculty members	10	6.45

Focus Group Survey Data (Force Ranks)

MOBILE DEVICE USE

	TO ACCESS EMPLOYERS' INFORMATION/ OPPORTUNITIES	TO ACCESS APPLY FOR A POSITION	TO PARTICIPATE IN A VIDEO INTERVIEW
Laptop	88%	97%	96%
Smartphone	10%	1%	1%
Tablet	1%	1%	1%
Other*	1%	1%	2%

Focus Group Survey Data (Force Ranks)

JOB-SEARCH ASSESSMENT

assessment (Likert rating: 1 – 10, where 10 = strongest agreement): During the job-search process, I valued:

	RANK	AVERAGE RATING
Engaging with employers face-to-face	1	9.10
Engaging with knowledgeable, impressive staff	2	9.07
Interacting with enthusiastic, friendly employees	3	8.74
Visiting employers' websites	4	8.31
Attending employer presentations/information sessions	5	7.61
Interacting with employers at club events	6	7.51
Having a profile on my university job board	7	7.42
My career center resources	8	7.31
Interacting with employers' campus ambassadors	9	7.27
Using LinkedIn to connect with employers	10	7.24
Attending our campus career fair	11	7.12
Attending informal events, e.g. coffee chats, workshops	12	7.08
Reading employer reviews on Glassdoor	13	7.00
Interacting with representatives who look like me	14	6.75
'Best Employers to Work For' rankings	15	6.61
Reading intern reviews on job boards/portals	16	5.97
Connecting virtually with companies that don't visit my campus	17	5.35
Completing an online assessment	18	5.06
Being matched to jobs by artificial intelligence	19	5.05
Attending employer webinars	20	4.96
Using job-matching apps	21	3.98
Playing an online neuroscience game	22	3.92
Participating in virtual career fairs	23	3.86
Using third-party job boards	24	3.66
Using personal social media	25	3.36
Using photo-sharing apps	26	3.14

Focus Group Survey Data (Force Ranks)

SOCIAL MEDIA USE FOR JOB-SEARCH PURPOSES (SCOTT RESOURCE GROUP TREND DATA):

PERCENTAGE SELECTING NONE IN RESPONSE TO PLATFORM USE FOR JOB-SEARCH PURPOSES...	FACEBOOK	TWITTER	LINKEDIN
2020: Delivering an AUTHENTIC Candidate Experience	77%	94%	3%
2019: Campus Brand Makers and Breakers	70%	89%	2%
2017: Current Campus Recruitment Trends	62%	80%	7%
2014: Recruitment Technology Tools – Best Practices	52%	78%	14%
2011: Recruitment Best Practices – Revisited	67%	90%	30%

Focus Group Responses

WHAT HAS BEEN YOUR MOST USEFUL JOB SEARCH STRATEGY OR TOOL?

Advisors

Alum

Alumni who work for companies that don't recruit here

Career center – Job search groups, like DC-Bound

Career fair: got me out there

Career fairs and conferences; interact with employers

Career fairs are instrumental – Talk to recruiters

Career fairs; can make good connections

Career-based class; job search advisor

Club meetings; meet professionals, learn how they got to where they are\ [Platform] – easy to find opportunities

Conferences; talk to people F2F; Get a leg in

Connections: people/advisors

Consistency – Employers that hold events on campus

Discovered internship through LinkedIn – Very helpful

Events at my internship

Finding and HR person, making a connection

Friends

Going to networking events, meeting people

Google

Google search

[Platform]

[Platform]

[Platform] can be useful; Simple filters – Find companies you didn't know about

[Portal]: more jobs for students

Indeed and LinkedIn – They recommend other jobs

Job boards, university portals

LinkedIn

LinkedIn

LinkedIn

LinkedIn – reach out to employers

Meet the Firms night – Sponsored by BAP [accounting society]

Meet the firms to network – Good skills to have

[Portal] – It's how I got my job

Networking

Networking with alum

Networking with people I know; ask them who they know

Networking; talk to alum

Networking; talk to as many people as I can to get info you can't get online

Networking; talking to people

Online sites; [Platform], Indeed

Past internship experience of friends

Professors

Focus Group Responses

WHAT HAS BEEN YOUR *MOST* USEFUL JOB SEARCH STRATEGY OR TOOL?

Recruiters on campus make life easier; some have recruiters stationed here

Referrals from professors

Relationships

Seeing others who interned there, and got a FT job

Speaking to students; they're honest

Student organizations

Talk to friends; upperclassmen

Talking to people

Talking to people; 1:1 conversations

[University] resources – direct links to employers

[University] Road Shows – connect to employers

Word-of-mouth; very underrated, but very valuable

Career fairs; got 2 jobs from talking to people

Focus Group Responses

WHAT HAS BEEN YOUR *LEAST* USEFUL JOB SEARCH STRATEGY OR TOOL?

Applying blindly online

Applying directly to company websites; never hear back

Career fairs – Most aren't engaged with students; don't seem to want to be there

Career fairs can be overwhelming; too many people

Career fairs not super helpful; long lines, too many students

Career fairs; employers don't fit what I'm looking for

Career fairs; No follow-up from employers

Companies posting on too many boards; Loses value

Consistency – Employers that hold events on campus

Don't get responses

Environmental science major – no luck; get erroneous matches

[Platform] – never hear back

[Platform] – Not many jobs for my major

[Platform]: It's so easy to apply I get trigger happy, apply for jobs I'm not really interested in

[Platform]: Not much outside San Diego area; job descriptions aren't good

[Platform]; caters to business major [poli sci major]

[Platform]; glitchy, applications not always submitted

Hard to find opportunities if you don't have a network

Job boards just work for STL, not Kansas City

Job boards: filters don't work well

Job fair – I'm a communications major and there weren't many jobs for me

Job search engines including LinkedIn

Just hear my resume was reviewed and nothing else

LI "Easy Apply" – Never gotten a call back; they get way too many applications; Just click a button

LinkedIn

Focus Group Responses

WHAT HAS BEEN YOUR LEAST USEFUL JOB SEARCH STRATEGY OR TOOL?

LinkedIn – Too big; Easy Apply: Too easy for everyone to apply; Never hear back

LinkedIn can be a black hole

LinkedIn is overwhelming; thousands of jobs

LinkedIn; too many emails

Matches very unrelated to what I'm looking for – Indeed too

Online job boards: Indeed, Monster, Google jobs

Online searches; takes a lot of time, and don't get responses

Only has value for jobs that employers are targeting UD students for; want us

[Platform]; spam; not useful

[Platform] more annoying than not

Focus Group Responses

JOB SEARCH INFLUENCERS

Advisor I've known since 1st year

Advisors

Advisors can be a great help

Alum

Alum

Alumni

Alumni networking event

Asked advisor

Career advisor

Career center consultants

Career Center is decent

Career coaches

Class advisor

Club members

Clubs: recruiters came to talk to us

Company rep who talked to our freshman class

Connections I found on LinkedIn

Co-workers

Family

Family friends

Former interns

Former members of sports teams I'm on

Friends and family

Friends at companies

Grads – Their personal experiences

IR [Industry Roundtable]

Know someone who works there

Lots of connections – People I know

Focus Group Responses

JOB SEARCH INFLUENCERS

My parents; helped me understand job descriptions

Old boss where I interned as a freshman

Older people

Older siblings

Parents

Parents

Peers; constantly on the search to get honest input

People at my internship company – Ruined it for me

Professors

Professors

Professors

Professors

Professors recommend companies; use their name in cover letters

Reach out on LI

Recruiters

Recruiters who come to class

Research lab connections

Small school; teachers have connections

Supervisors at work

Talk to alum about their experiences

Teachers

Teachers, professors

Upperclassmen

Upperclassmen

Upperclassmen; they've been through it

What companies are being talked about in the news?

Focus Group Responses

EMPLOYER WEBSITE EXPECTATIONS

Annual reports

Available hours

Awards and recognitions

B2B: check out clients to see if they're legit

Blog/video posts about what employees do

Clarity, specific positions by year

Clear – Things are written out

Clear qualifications

Contact info of program alum; they don't ghost me as often

D&I statements

Easy to navigate

Employee testimonials

Focus Group Responses

EMPLOYER WEBSITE EXPECTATIONS

Expectations

Expectations of the roles

FAQs [position-specific]

Filters are critical

Glassdoor is more trustworthy than [Platform]; people have worked there a while

Have a tab for internships, or it's a red flag

History and background are good for interview prep

Job posting: break down categories; be specific about what you mean; what does cybersecurity mean to you?

Job requirements

Kind of work they do

Links to careers page

List responsibilities of position

Manufacturing – where the plants are located

Mission statement helps in interviewing; can tie into my answers

Mission statement matters

Mission statement; [stuff] I can regurgitate

Mission, Values

Mission; About; Locations

Multi-offices; see where they're located

Need to have thorough job descriptions, look professional

News about the company; external links, press releases

Past experience

Past profiles of happy people, testimonials

Profiles of current employees; testimonials; Go to their LinkedIn profile

Projects new hires could join

Reading their mission statement

Size of offices

Test to see if you fit is helpful

Testimonials – What they actually do

Use mission statement/'About Us' to edit cover letter

User friendly; not a ton of text

Values

Videos on YouTube or their websites

What do THEY do [in words I understand]?

What interns do/say

What they offer

What will I be doing?

Whether or not they sponsor [international students]

They're explicit about who they're looking for [year]

Focus Group Responses

UNIVERSITY JOB BOARDS

[Platform] – can filter out if they don't sponsor

[Platform] is generic; not personal; it's all blah, blah, blah

[Portal] doesn't have much for liberal arts; good for other majors

[Portal] filters much better; Goes directly to an HR person at the company and really works

Agriculture – nothing related, although biggest industry in US

Based on your major; not who YOU are

Can see contacts, but LinkedIn profile says they left 2 years ago

Companies don't apply tags correctly

Depends on the industry; Better to look at [business school] board than [Platform]

Disappointing; not much variety

Easy to schedule interviews, sign up for info sessions

Everyone in my peer network got the same message

Finance is way easier to find jobs than public health

Found my internship on our job board

Get lots of emails from companies not aligned with my interests

Get positions from Indeed for industrial engineering [I'm mechanical]

Good filters

Good for international students

Got direct email

Hard time finding what I want; Jobs I want get filtered out

Have to apply on their websites too

[School portal] recommends similar jobs to what you're looking for; excludes you if not qualified

I won't mass apply on [Platform] – Waste of time

I'm very specific about what I want; need contacts; niche

Job boards are oversupplying companies

Job search function isn't good – Poor algorithms

Jobs aren't relevant

Just apply for everything – “Trigger finger”

Limited opportunities outside STL

LinkedIn, [Platform] are reputable, others are not

Loads of volume on job boards, but looking for 3 years' experience; mostly small companies

Lots of different options; Easy to apply

Lots of marketing jobs

Matches my profile to jobs and says I'm not qualified

Most jobs posted are for business and engineering; need connections if those aren't your major

Never contacted after applying

Not a lot for health sciences; Rely on emails from professors

Not a lot on it if you're not a business major

Not good for public sector jobs; just list internships

Not too authentic; generic, put your name in

One department used [vendor], but posted their jobs too late

Only legit if it's personal contact, with a phone number and email address

Focus Group Responses

UNIVERSITY JOB BOARDS

Outreach seems generic, mass emails

Prefer relationships to making technical connections

Prefer to do a direct search online; find more/better matches

Prefer to look at the physical boards in my department building; More specific to us

Profile on [Platform] – Heard from [Employer]

Results are too broad

Sets out specific process dates; others just send you to their site

Smooth process

Some companies don't use the [Portal]; go directly to departments

Some don't reply, or ghost you

Statistics major – Only get actuarial jobs

Tedious to have to upload resume, documents

They key off one word, like MS Excel – and match you to jobs that aren't even close

They reach out to everyone – It's not personal

Use Glassdoor for salaries, sense of their culture

Used to schedule an interview with a company I had connected with

Won't let me apply for jobs outside my major

Zero for biomedical engineering

Focus Group Responses

THIRD-PARTY JOB PORTALS AND APPS

[Platform] reached out to me – to work for THEM

[Platform] is just spam

[Platform] is spammy; annoying

Apps take up space on your phone

Automated = junk mail; get a thousand a day

Don't get exact matches

Don't use [Platform] – Get spammed

Don't want to make a profile – Will just get spammed

Don't want to upload a generic profile

Feels very 3rd party – bad interface

Filling out profiles took too long; stopped midway through

Get daily email about general engineering jobs

Goes to everybody

Hard to navigate

Have to build profiles for all these apps – Don't have that kind of time

Heard of it, but heard it doesn't work

I'm an actuarial student – get jobs for medical scribes

Job matches are part-time Walmart jobs

Just social media with a job hunt engine

Looking for internships - Keep getting FT/senior level jobs

Focus Group Responses

THIRD-PARTY JOB PORTALS AND APPS

Most are fake, seems desperate

Most aren't reputable; will it even get to recruiter?

Most matches are completely off; LinkedIn is better than [Platform]

Networking is better than using an app

Not legit; [vendor] says "we'll connect you with Goldman Sachs as a freshman" – SURE you will

Only useful if they have good algorithm; Haven't found one yet that does

Positions I get aren't a good match; mostly "financial advisor" which means sales

Spam; too many emails; posted the same jobs as on [portal], but afterwards

They're mostly remote positions

Too many platforms; don't know what companies are using

Too much on them; very generic filters

Very automated; They try to make it personal, but it's not

We have other things to do

Focus Group Responses

OUTREACH FROM EMPLOYERS

"I saw on your resume" – BS!

"Jobs recommended for you" are ridiculous; I'm a finance major, get engineering jobs

Algorithms don't work

Big companies don't do copy/paste – Looks desperate

Business major – Get lots of sales jobs

Don't answer them; profile says who I am – They should read it

Don't appear genuine [autofill name]

Equivalent of spam

Get a lot of messages; automated, just copy/paste; Like chain mail from a subscription service

Get emails about lots of jobs I'm not qualified for

Go to company websites instead

Got direct correspondence [email] from an employer

Had a real personal contact first

Have to be desperate to use these apps

I'm not qualified for what they send to me

If I get an email from a recruiter that's real, it's because we've interacted before

Invitations are completely unrelated to what I want

Jobs "recommended for you" are never a match

Lots of fake companies; pyramid schemes

Most are really generic

Not the same as real personal contact; not personalized; so disconnected from my resume

Notified me they posted a job; not very personal

Obviously haven't looked at my resume, although they say they did

Only reply to career center emails; they're personalized, explain why she's recommending; I know her

Psych major – get all education jobs

Focus Group Responses

OUTREACH FROM EMPLOYERS

Small number of quality employers

They aren't familiar with my profile; just say they are

They just copied my name in – Very unimpressive; that isn't personal contact

[Platform] – Get loads of spam from them

Focus Group Responses

JOB LISTING SEARCH ENGINES

Applied to a few through Indeed; Just heard back from one a year later

Emails from random companies; Some to clean houses, watch their cat

Good – Found my internship on Indeed

Good for cashier jobs

Good for researching positions

Hear about them first years from professors

If you don't have a prior internship you won't get a match

Indeed – Never hear back

Indeed gets quick results

Indeed is good for jobs you need right away, like nannies – but not for your career

Indeed: Look at the postings, then apply directly to the companies

Indeed: Too much on there; more for FT than students

Jobs are never taken off; spam postings

Just apply randomly – not as good as company websites

Like the reviews on Glassdoor

Look for specific jobs – Matches aren't even close

Monster is not the first thing I'd use to find positions

Monster: Sells information to spam sites; Had to close my account

OK for part-time jobs

Sponsored/promoted jobs aren't even close to what I'm looking for

These boards are sketch. Not geared for students.

They're the first return on Google searches

Tried Indeed; ugly interface

Can't tell what's real

Focus Group Responses

ASSESSMENT TESTS

After taking it as pre-screen had to retake in a proctored environment

As formality after verbal offer

[Employer] had one for problem-solving skills

Did a math exam for a friend who isn't good in math

Don't know what they're testing for

Don't like assessment tests; take too much time

Employers use to save time

Had a proctored exam; watching me from another country

Had a super busy week; their test was the last thing on my mind

Had to pass test first to be considered as an analyst; made me nervous

Had to take a 3-hour test, and they never got back to me; that's asking too much

Had to take after they hired me - Weird

Had to take one before they'd make a decision

Hate personality tests; they're stupid; all terrible options to answer questions

Hate them

Indifferent to them

Make me nervous

Makes sense for some jobs

Many tests are way harder than my skill level; not worth it to spend time on them

Math tests can be good for engineering and tech jobs

Math tests – so easy to have someone else take it for you

Might as well just ask us for our SAT scores

No connection to skills required for the position

Not a big fan; if it's the first step, it's a big turn-off

Not good as a first step

Online coding test took 2 hours; easy to cheat – the answers are online

Pretty bogus – Must have a meaningless corporate culture

Some test are stupid, too easy

Tech assessment tests: why am I taking this? I got into TAMU!

Tedious; they just do it to weed people out

Test are OK if it's clear they're job related

They change the format of questions to trip you up; don't really want you; trick us on purpose

They get too many applications

Those tests can take a lot of time – and then you never hear back

Thought it would be job-related

Very reasonable

Focus Group Responses

GAMIFICATION

Awkward

Deadlines aren't respectful – Had other priorities, rushed through it, my mind wasn't on it

Don't mind if the aptitude is relevant

Don't understand it

Easy to cheat

Extra step of them not wanting to talk to you

Extremely novel; I was entertained by it

Feels like an IQ test, but they're not calling it that; isn't it illegal?

Frustrating; most are too long

Gave me a review of how I would work – Very strange

Gave me a summary of my skillset

Had to take 3 times for 3 different positions; got very different results

Hard to do on laptop

Have someone sit next to you while you're taking it

Helpful; know if I'm a match

I was scared, but ended up liking it; it wasn't hard

It tells you how the company sees you; you're not a person to them

Means they get a ton of applications; Too easy to apply, use to cut the field

Measures qualitative traits

Minimizes the parts of you that matter

[Employer] does this

Point of college is to prove you're a good fit

Quick puzzle, but what's the point?

Really dumb

Registered, but told I had to complete in 24 hours; takes too much time; I took a pass

Sent me an immediate 'no'; big turn-off

Showed me my stats at the end

They told me they only use the results for after you're hired, not for screening

They're a barrier to entry

Very strange; my qualifications don't map to quickly clicking on balls

Very, very weird

Was able to break it using a whiteboard and marker

Waste of time games

What does it have to do with the job?

What's my resume for?

You're at a disadvantage if you don't test well

Focus Group Responses

ON-CAMPUS RECRUITING: CAREER FAIRS

All about networking, talk to recruiters

All my offers came from career fair contacts

Always business, then engineering jobs; Hard for arts and health majors

Amount of companies not enough for number of students; have to wait in long lines

Broadens my knowledge of companies

Building relationships; have engaged with them since I was a freshman

Can ask about actual deadlines, next steps

Can connect on LI after career fair

Can find lots of companies you didn't know about at career fairs

Career fairs are good; forces us out of our comfort zone

Career fairs are just for business and engineering students – Don't want to engage with me

Careers fairs good for business, not A&S

College of Engineering fair very targeted, easy to find what I wanted

Companies don't all show up; moving to more niche fairs

Companies that do campus interviews value Purdue

Depends of the employers – Most are from Albany, not ones I'm interested in

Determines who I want to apply to; Very interested in one company until I had a very negative interaction with them at the career fair; Went to talk to another company [to recover] and applied to them because of how they treated me; told me how they treat their employees

Disconnect between non-business majors and recruiters

Doesn't feel as much like a black hole

Engineering – some companies the lines are too long; want interaction

Geared to specific majors

Geared towards one industry

General layout feels very messy

Get contact information from representatives, follow up with them

Get info about companies you don't know about

Good 1:1 exposure to employers; can ask a lot of questions

Great for networking, then reconnect at other events

Have gone to the career fair all three years

Helps builds skills in talking to someone

Just fresh grads as reps who had no experience, told us to go to the website

Just told "go to the website"

Just told me she was really tired, and I had waited 25 minutes to talk to her

Just told me to go to the website

Know they're interested in me

Looked genuinely interested in me, but you have to know what you want

Looking for job in sports – Just ticket sales companies

Love career fairs; great networking opportunities

Meet the Firms nights much better; more 1:1 time

Need strong resources for finding non-local positions

Need to send diverse recruiters

Nice to be immersed in the corporate world

Focus Group Responses

ON-CAMPUS RECRUITING: CAREER FAIRS

Nice to network, talk to a face; can email a follow-up, put yourself over others

Nice to talk up, talk to reps

No one follows up, and there are so many students

Not looking to stay in the area, so not useful; 90% of opportunities are close by

Nothing like F2F; it's a lot of work, but that's the point

Overwhelming if you don't know what you're looking for

Personal connection much better than tech interface

Prefer Meet the Firms nights; lot more personal, but firms don't want to do both

Pretty good, but huge lines; most companies don't bring enough people

Reps don't answer my questions

See the same recruiters many times; remembered me, which means a lot

See what else is out there

They don't remember you

They just tell you to go to their website; deters me

Too depersonalized; just tell you 'go to our website'

Too many students; can't make an impression

Useful for face time

Way to get contact information for follow-up

Wish there were more jobs for psych majors

With career fairs, you need to go early or right after lunch; otherwise recruiters don't make eye contact

You can hit it off with people even if you have a lower GPA – Goes nowhere if online

You can talk to them like they're people

You want to talk to actual people, not HR

Focus Group Responses

ON-CAMPUS RECRUITING: INFORMATION SESSIONS

Accounting firms are here a lot; it's how you network with them

Alumni are just promoters, give you good tips

Better than career fairs; you get "attendance points" for being there

Can ask questions

Can be helpful

Couldn't answer questions

Face-to-face meetings; get to spend more time with recruiters, make connections

Get background story of the reps

Get to know representatives day before interviews

Good for networking

Great way to see their culture, differentiate from each other

Helpful to learn about jobs

Helps to get more information

I'll go if there's food

Informal chat, food

Know our program, have lots of contact with us

Learn about the positions; can be eye-opening

Learned a lot

Make connections at info sessions

Misleading about what the jobs are

More intimate experience

More intimate, personal

More personal experience; alums come; can get a sense for their path; candid, can use contacts

More useful than career fairs; they might remember you

Networking aspects are valuable; match you with people to talk to

Networking mixer: all former interns, 40 people came from the company; can talk to leaders through 20-year olds; more companies should do

None interested me, didn't attend any

Not a good foot in the door; just a generic speech – long spiel

Sent a sociologist from [Employer] – Made me think about humanities, and what we can do at companies

Some students talk too much – and about themselves

Some went way over my head; if it's for advanced degrees, tell me that upfront

Speak directly with people; sit down with them

Super subjective; just hear one side of the story; have to talk to those I know, or message on LI

Tech Talk Tuesdays; Got an internship by going to one for a company I didn't know about

They talk about what it's like there; stuff you can't get online

Turn off to be told "how exclusive we are"; not welcoming

Worthwhile

You're interviewing the company; figure out who's not for me

Contacted our club to set up a session with us; took our resumes

Focus Group Responses

VIRTUAL CAREER FAIRS

Assume they're only for virtual jobs, like coding

Attended 3 – Can't meet people

[Platform] – chat room with broad categories

Can't see them F2F; just go to the website, same thing

Connections: people/advisors

Didn't have a cell phone until 7th grade; prefer to talk to people IRL

Didn't think it would be useful

Doesn't feel real; just open laptop – and you can do others things at the same time

Got a lot of emails after attending one – Spammy

Got nothing out of it

Had seen an ad for a virtual career fair; looked like a mess; no F2F

Have heard of, but have no time for

I don't have a good webcam

I've registered for some, and then forgotten about them

Informative ones are OK

Miss the human interaction

More impersonal than a real career fair

No experience

Not a good match of positions; not a good use of time

Not worth my time

[One student was] aware of them; didn't attend because 'I'm busy when they're going on', don't make them a priority

Online connections don't work; F2F does

Online ones are after real career fairs; looks desperate; bad companies do this

Participated in one, not useful; in a chat with several people; Not like 1:1 with recruiter

They conflict with classes

They're at noon at my school – We're in class

Time issue/conflict with classes

Waste of time – Disorganized chat room; awful

Went to one and it made no sense; Weird; Big chat room, and no one was saying anything

Whole point of career fair is F2F

You forget about virtual events; not important

Confused about how they work

Focus Group Responses

WEBINARS/VIRTUAL INFORMATION SESSIONS

[Employer] – Everything was video/online; Told me to stand up – Was that to see if I have a disability?

[Employer] used Skype for business, which was OK

[Employer]: Very impersonal, all automated contacts, and I didn't hear back for 4 months

Day before onsite; good information; asked questions about what we learned

Explained the job description, but it was still very vague; ton of kids attended online

Feels like a continuing education course

Feels like a video chat in public

Finance students are recruited starting freshman year; Virtual is too impersonal

Glorified info session

Good for onboarding

Haven't gone to one; it's just a webinar

Hit or miss, including [Employer]

If I can access on demand, that's good

If it's over an hour, won't attend

If they don't come here, they're authenticity-challenged

Impersonal – Can't make an impact

In person is better because you can get noticed

In person is more meaningful; virtual events take minimal effort

Just info you can find on their website

Just like watching a video; not much value

Like watching a YouTube video

Like watching live YouTube

LinkedIn did one; weird; People just posted their profiles

Meh

Most boring thing ever

Most who were invited didn't attend

Never a substitute for talking to a person

No benefit; online Google hang-out;

No one uses chat rooms – they're lame

Not a good use of my time

Not of interest to me – Seems inauthentic

Not personal; they invited the whole class

Not related to what I'm studying

OK for benefits presentation after you're hired; can watch live or on demand

OK if they genuinely can't make it here because they're in CA

Prefer human interaction

Schedule conflicts with these

Scheduled in the middle of classes [2:30]

They can cast their net wider

They can't perceive who I am

They hide behind computer screens

Traditional events are better; Virtual isn't a priority for me; it's OK not to show up

Focus Group Responses

WEBINARS/VIRTUAL INFORMATION SESSIONS

Useful to hear others' questions

Very easy to not listen

Virtual is a turn-off; don't invest their money, time or energy

Want the human connection

Weird; you're not talking to a person

With F2F, we're both making the time here, not just sitting on a laptop

Focus Group Responses

INTEREST IN EMPLOYERS WITHOUT A CAMPUS PRESENCE?

[Big 4 firm]: They couldn't come here? All Big 4's do the same things; their people make all the difference

Advertise company culture; talk about work/life balance

Can be intimidating; can hide behind your screen

Can't tell if they like you, or you like them

Changes the whole equation – Too many downloads; Won't do it

Coming to campus is very important to attract students

Companies are trying to be more efficient, but we value their investing in us [by coming here]

Companies don't feel the need to come here – We're not a target school

Companies seem to be replacing F2F with online, and that doesn't work for me

Companies that don't come here don't really know us

Company I'm going with told me they're going all virtual – I told her 'Don't do it!' Wouldn't waste my time

Consistency – Employers that hold events on campus

Don't call my cell in the middle of class!

Don't scale back: Coming here matters

Employers say it's easier, cheaper to not come here

F2F lets me feel more comfortable my first day; I know what to expect

Gauge personalities; will I like it there? You can't gauge online

Get unsolicited texts from job boards – Useless; instantly delete them

Had to do an automated interview; talk to a screen; Weird experience

[Platform]: Not getting jobs you weren't getting already – Same access as before

Have to offer good opportunities

Have to show interest

Have to show real interest; reach out to departments; authentic

I can't visit them – It costs too much

I don't feel like you exist if you're not here

I gauge the culture from the recruiters

I like virtual presence – It's easier

I need to fit in, and can't gauge that online

I'm an engineer; all I get are software engineer job matches that aren't

I'm an international student, and I completely disagree – I have a better chance if online

I'm spending less time online

If I'm interested in them it would be OK but I'd prefer if they came here, meet me in person

Focus Group Responses

INTEREST IN EMPLOYERS WITHOUT A CAMPUS PRESENCE?

If you don't want to be here, you still need a physical presence; F2F is key

If you want people who connect in the workplace, you have to invest in humans

If you're not interested in knowing me, I'm not interested in working for you

Important to make personal contact; get a feel for the culture

Important to meet me, let me meet you

In a word: Don't

Introverts prefer virtual; will get all introverted employees if they go all virtual

It's impersonal – They don't care

Just because you can doesn't mean you should

Large companies have too many applicants

Logistics issues; Wi-Fi sucks

Lots more pleasant to talk to a person than a computer

Made it to an onsite interviews; people hadn't watched my [Platform] recorded interview; took 3 hours to do it

Miss out on talent if not here

Missing the connection you miss a lot

Most helpful to talk to real people

Most important aspect of a job is person-to-person; I value it, companies should too

My eyes glass over fast online – hard to be professional when they don't see me

Need to engage with us; it doesn't work if you're not here

Need to reconcile: you get what you put in

No personal connection

Not authentic if you're not here in person

OK to use tech to assess tech skills

Online only makes sense if that's how you'll be working with these people

Personal emails may help get my attention

Personality is a big part of it – Need to gauge, match myself to it

Prefer face-to-face, not computer interaction

Realized how bad recorded interviews are after doing one; now I view other companies that use them as bad

Really big companies post lots and lots of positions; too much information to sift through

See so much spam; seeing you in person makes you stand out; makes it real

Skype interviews can be a nice option

Skype is OK

Some people look better online than they are

Tech is being overused

Tech issues using Skype; it wasn't working, and they were upset with ME

Tech students hate if just a virtual presence; dehumanizing

Tell me what you do – What I'd do

The interaction isn't personal, so I can't gauge interest or fit

The most popular companies are all distancing themselves from campus; they don't have to come here

They can sponsor an event on campus on a topic of interest

They promoted themselves as interested in us, but just were here online

They sent automated emails; very impersonal

Focus Group Responses

INTEREST IN EMPLOYERS WITHOUT A CAMPUS PRESENCE?

They should send young, fun people

They're not telling me anything I don't already know

Timing and holding patterns are awful; no one to email

Took a HV recorded interview, got an immediate rejection

Very impersonal, lazy approach; tells me what it's like to work there

Virtual career fairs are just talking to a bot

Why won't you come here? You should use more of your employees to engage with us: 1:1 with real people

Will only do online if I really have to

Won't waste my time to go through three platforms

Wouldn't have found my company if they weren't at the career fair; never would have applied

You miss a lot if they're not here

You only get real impact from F2F

Focus Group Responses

SOCIAL MEDIA [FACEBOOK, TWITTER]

Bad; Twitter is so personal

Blurs personal and professional too much

Companies I'm applying to [defense companies] don't use it

Companies use this to stalk us

Crosses the line between personal and professional

Don't ask for my personal handles

Don't feel comfortable; not professional; weird

Don't use personal social media – It's personal

Don't value their use of personal social media at all

Don't! They'll see my whole history, not just who I am now

Employer asked me for my social media accounts

FB is what my Grandma uses

FB: Liked a few companies to see their updates

Found a small non-profit internships this way

Gives access to stuff you don't talk about

Had to hide my LinkedIn profile when I accepted an offer so others wouldn't see

Haven't used it for recruiting

Hooked on the company because of their FB page [communications major]

I align with their political view [liberal] so it's all good

Indifferent to it

Never thought to look at their pages

Not useful for jobs; too broad, not targeted

Only OK after I've been hired as an intern

That's for my personal entertainment

There's a boundary between work and play

Focus Group Responses

SOCIAL MEDIA [FACEBOOK, TWITTER]

There's a line between private and professional lives

They'll see your political views, and will form a bias

This is personal, not professional

Took out my last name from my profiles

Use LinkedIn or the website

Valuable; my social media profile is 100% authentic representation of who I am

Very weird

Weapons of mass attraction

Will check out FB, Twitter to see what they're up to

Will follow them

Will look at their FB and Twitter pages before interviews as preparation

Wouldn't trust this; how did they find me?

A. PHOTO-SHARING SITES [INSTAGRAM]

Don't feel comfortable using it to interact; they see my personal stuff, which is none of their business

Don't pay attention to it

Have to change our names, hide who we are

I use Insta for my photos; don't want them judging me based on what I look like

I'm so different in person than who I am online

If you're in PR, fashion, that's different

Instagram is not professional

Look at their culture, what they post

May look at for my top 3 employers – have to be really interested in them

No one will ever post anything negative

OK after you've interned there

Posting company pictures is questionable

They go through your accounts; students have been burned

Told me I'd get a free t-shirt if I followed them on Instagram; not worth it

Would never reach out on Instagram

Would only look after I got the job; don't want to see it always popping up before then

B. LINKEDIN

[Employer] sent out a blast to everyone – Laughable

[Platform] is more random; lots of companies I don't care about

[School] does really good job with LI – A&S doesn't do a good job, more interested in our going to grad school

'People I Might Know' is very useful

"Your profile is impressive" – just phishing expeditions

Being able to network is incredibly useful; found grads from my same high school 15 years ago; guides me

Can find career pathways

Can leverage your connections

Can tell when it's a robo message

Connected with VPs who are alum; can talk, see past work experience

Focus Group Responses

SOCIAL MEDIA [FACEBOOK, TWITTER]

Direct messaging works

Don't know if the people who contact me are real

Don't like social media, even for jobs

Don't message me on LinkedIn; it feels like spam; Leave me a voicemail from a real person

Don't use it, but companies do reach out

Easy Apply is a black hole; has thousands of applicants for every job

Everyone posting their awards – Lots of pressure to compete

Get a lot of DM's, invite me to interview

Get to connect with people in companies – personal

Getting robotic, scripted messages on LI [Congrats, [name]!] makes no difference – Seems very fake

Good for networking

Good for networking; shows interest

Good for off-cycle internships

Good matches on LI; better than [Platform]

Good way to grow your network

Got past two internships through LI; out-of-state companies that don't recruit here

Having some number of mutual connections is important

Helps recruiters find you; purposely edited my profile to add buzzy keywords

I take the time to follow companies' feeds

Idea behind LI is good, but it's a very big platform

It's a community that's professional

It's a professional board, more authentic; personal channels are not authentic

It's like Facebook of the business world

Just sales jobs

LI feels like a requirement, and I don't like it

LI feels like FB now

LI messaging system is awful

LinkedIn is a community

Look at grads of your school – See where they're at

Look at what other seniors are doing, what's their path

Lots of pyramid schemes on LI

Lots of scams

Makes me dislike the people who post those announcements; just update your profile

Need better filters [0 – 1 years' experience, not 0 – 5]

Never used to get jobs but to make connections

No success; too vague

Not good for findings jobs

Older people on LI, more reputable than [Platform]

One in ten people you message will reply

Perfect mix of social media and professional; really powerful

Premium needs to be free for students; can't send free messages

Random people reach out to you

Focus Group Responses

SOCIAL MEDIA [FACEBOOK, TWITTER]

Recruiter found my profile; got an interview

Relationship development

Requested to connect with one of their Partners, and he remembered me from being on campus!

See all these announcements on LI about their internships and job; seems very scripted and boastful

See companies' job openings

Show off the best parts of you

Some random girl messaged me, asked for help; OK on LI, not on personal social media

Students are just there to brag

Too much pressure!

Use it because everyone else does

Use to keep in touch

Use to network with alum; they refer me to others

Use to read industry articles

Useful to gather information, can find direct links to recruiters

We get emails from where we interned to post content to LI

We have good enough resources without LI

Focus Group Responses

"MOBILE FIRST"

As a freshman I was excited to use all the tech tools; don't want that now; want to meet people

Can't express myself in text

Crosses a boundary; strange

Don't answer numbers I don't know – Most are scams

Don't call me first – Don't like surprises

Don't expect this

Don't send me texts when I don't know who you are!

Don't take seriously

Don't text me!

Don't trust numbers I don't know

Don't want this – I get enough spam

Easier to organize my records on a laptop

Easiest way to connect with me

Email and phone is better

Email me first

Email me, then call me – Don't text; it's too random

Emails have more credibility; save the chains

Expect first contact to be F2F

First contact needs to be in person, build relationships

First impression should be F2F; can gauge them that way

Get ads for babysitting jobs

Hate it – So much spam [texts from numbers I don't recognize]

Focus Group Responses

"MOBILE FIRST"

Have to be optimized to access their content

Have to use a keyboard to engage with companies

Highly suspicious if I get a text first; need to opt in

How did you get my number? I don't give it out

I don't answer numbers I don't recognize

I expect an email from employers, not a text

I have Excel documents to track my applications; easier on a laptop

I like it when they call

I text my friends; don't expect to hear from companies this way

I won't recognize the number

I'll always read email

I'll respond to email, not text

I'm on my computer as much as mobile

If they want my attention, come talk to me

If they've interviewed me, I have their card, know their number

If you're a people person, you need to see things for yourself

If you're an introvert, online is better

Inappropriate; breaching personal boundaries

Inconvenient, rude to get unsolicited text

Just email me

Looking for a job is not a hobby

Message me through LinkedIn if you're interested in me

Mobile first is NOT important

Mobile first only works in a vacuum – Too much random spam, not legit

My phone is for personal stuff; have to open too many tabs; hard to do on phone

Need to meet people first

No random calls or texts

Normal to get email first

Not professional

Not using mobile for job stuff

Only call me if you have a job offer

Prefer email first

Prefer email, LI; can formulate response, professional

Prefer to do everything in person; can differentiate myself

Seems very forced

Send email; text is not OK

Show me your face, don't send me a text

Students have to check email all the time – It's how we live

Text has been downgraded by all the spam we get

That's my personal space

This is so unprofessional

This is trash

Focus Group Responses

“MOBILE FIRST”

[Employer] won't fly 100 people to TX; mobile has to be the first step; have to apply online first

Too informal

Uncomfortable with text from people I don't know

Use my laptop for work, my phone for entertainment

Want in person first, get to know them

Want to know someone cares, because everything is digital

We all have email on our phones; don't put me on the spot with a call or text

We know our friends' numbers; never answer or reply if unknown number

Would be weird to get a text for first contact

Would rather use a laptop than my phone

Would think a text is spam

Focus Group Responses

WHAT ELSE DO EMPLOYERS AND CAREER CENTERS NEED TO KNOW ABOUT THE JOB SEARCH?

'Easy Apply' on LI is too easy – Just keep clicking on every position

A lot never reply; rejections would be nicer

After you apply for several jobs with them, you only get one rejection

All companies look the same online; need to see and feel it

All direct contact should be with employers; [Platform] has no person to contact; couldn't follow up

Alum make the difference; share the passion, deeper connection; Credible, authentic relationships

Applications are too long; don't apply if I see they'll take too much time

Are you still looking at me?

Be specific about what you're looking for; will cut down on all the mismatched applicants

Career fairs; don't just tell me to go online

[Employer] did a really good job w/ alum networking; really engaging

Companies all say they want diversity, but don't really look at our backgrounds

Different companies have different rules for PRVI

Don't ask who else I'm applying to

Don't contact me on Sunday: Says you have no balance

Don't ghost me – Reject me!

Don't give out stress balls

Don't know enough about what's out there

Don't strong-arm us: Had to reply by Labor Day week-end – Not fair; [School] will blacklist them

Entry-level jobs should not require 3 years' experience

First connections have become very superficial; easy to lose interest

Follow up when you say you will

Generic emails are so lame

Get back to me on my timetable

Ghosting is lame

Give us estimate of recruiting timeline

Give us more time to decide

Focus Group Responses

WHAT ELSE DO EMPLOYERS AND CAREER CENTERS NEED TO KNOW ABOUT THE JOB SEARCH?

Good chance they're not going to look at you interview

Had PTSD after a [Platform] recorded interview

Had three attempts for each question – Kept overthinking my answers

Had to reply before IR – Unethical

Hate having to make 17 accounts for different platforms

Have a clear mission statement

Have a good job description on your website

Have a real JD, not generic

Have mixers with new hires

Have to upload plus fill in their forms – very annoying

[Platform] is creepy; analyzes facial expressions

Host stuff at your office; show us your stuff

I can read faster than listen; Video is not optimizing my time – Has to be brief

I heard back from them so late I had already started somewhere else

If after 3 weeks they tell you to take a [recorded interview] I don't care about you anymore

If I apply on [Platform], I shouldn't have to manually enter profile information

If you don't offer internships, let us shadow so we can see the environment for real

Inform those who aren't moving on

Interviewer had no clue about the first 5 years

Interviewer was on a different level; had no idea what I'd do there

Industry Roundtable is a big deal

Job description needs specifics

Just tell me I'm not a match; don't ghost me

Look at my resume BEFORE the interview – "Walk me through your resume" is so impersonal, rude

Lots of companies don't promote themselves well; Use younger kids to spread the word it's fun, not an older Boomer company

Lots of focus on digital. But what I value in learning about where I'd work is F2F

Make interviewing process more personal

Need all-discipline career fairs

Need better job descriptions; I don't know what you're talking about; you use words I don't know

Need connections to get considered

Night career fairs would avoid cutting into class

No 5 rounds of interviews – that's ridiculous!

Not just looking at your company

Post your salaries; GD is sketchy

Respond faster!

Respond if you're not interested; don't ghost me

Saying you have a high volume of apps is a cop-out; thanks, but no thanks

Schools should post reviews of internships, not [Platform]

Send people to recruit who are aware of the process

Some only respond to those they'll move forward because of high volume; say they can't respond to all

Some places I walk into, I know I'd kill myself if I had to work there with these people

Stick to the traditional way: F2F and email

Focus Group Responses

WHAT ELSE DO EMPLOYERS AND CAREER CENTERS NEED TO KNOW ABOUT THE JOB SEARCH?

Tell us the salary upfront; it's uncomfortable to ask

Tell us you filled the job – It hurts when they don't

The countdown was creepy

Their 'values' are lies

They ghost us

Transparency is key to assessing fit

Use the job listserv in my department; can see details, contact info; make connections

Used by big companies that have too many applicants

Video is good; better way to picture for yourself where you'll work

Video job descriptions can be useful

We want to talk to people hired in the last cycle, alum

We're an authentic, tightly knit community; personal relationships is the biggest part of finding fit

We're college students – be more considerate; we can't wait for you

We're students first; watch your timing



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