



# WELCOME!

## New Survey: Virtual Campus Recruiting — What's Working & What's Not

Presented with *yello*



**Don't forget to join the audio portion via  
your computer speakers or by telephone:**

**Dial in U.S.:** +1 646.876.9923

**Dial in International:** +1 647.558.0588



**Technical Support**

**U.S. and Canada:** 1.888.799.9666 x2

**International:** 44.800.368.7314 x2

or Click "Chat Live With Zoom"



# New Survey: Virtual Campus Recruiting — What's Working & What's Not

Presented with *yello*

**yello** Your Guides



**Dan Bartfield**

Co-Founder



**Mike Megerian**

EVP, Sales

# yello Agenda

- About Yello
- The Virtual Campus Recruiting Benchmark Survey
- Survey Results and Key Takeaways
- The Fall and Beyond
- Q&A



# yello The Industry Leader in Campus Recruiting



Source

900,000

Candidates  
created per month



Engage

3.2 million

Campaign emails  
sent per month



Select

69,000

Evaluations  
completed per month

Used at  
Global Scale

100

OF FORTUNE 500

70+

COUNTRIES GLOBALLY

17+

ATS VENDORS SUPPORTED



## Who We Are

The Industry Leader in  
Campus Recruiting

Campus Expertise since 2008

---

We're Agnostic

---

Right-Fit Solutions

---



# The Virtual Campus Recruiting Benchmark Survey

We asked **500+** campus  
recruiters and  
**1,000** students...

- Is virtual recruiting working?
- What tools are most effective?
- Where do recruiters need help?



## yello Survey Results & Takeaways

Based on the results, we're sharing **7 action items** to improve virtual results and the student experience.



# yello 1. Create an amazing video interview experience.

Recruiters: What are the most effective virtual strategies?



Students: What are your favorite ways to connect with employers?



Recruiters and candidates agree that video interviews are the most important part of the virtual recruiting process.



# 1. Create an amazing video interview experience.



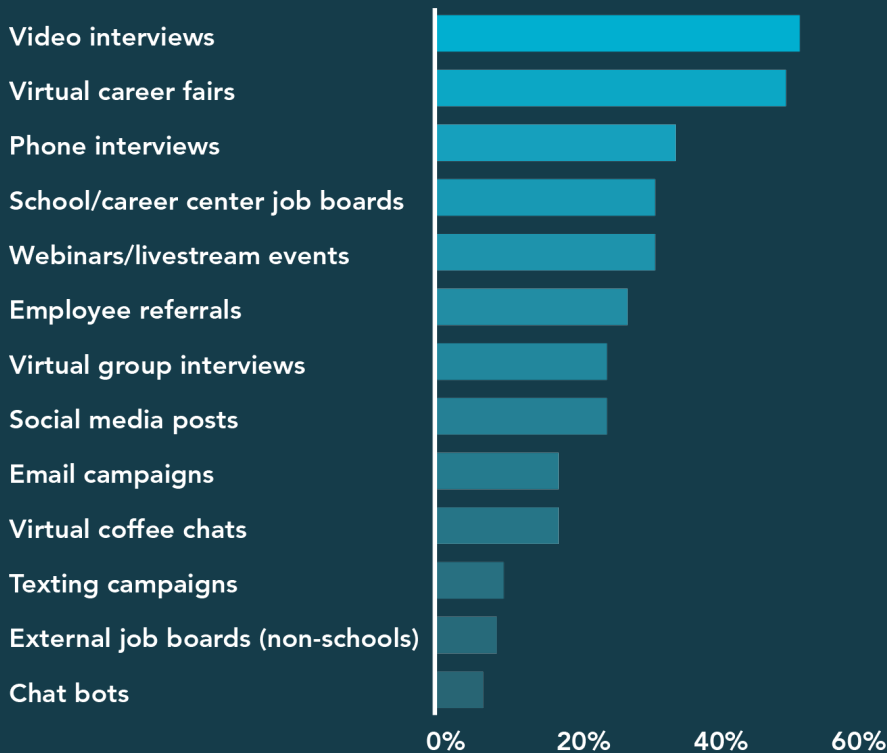
## INSIGHT:

Recruiters are using video interviews for more than just interviews.

- Virtual coffee chats
- Pre-recorded interviews
- Candidate screening
- Virtual group interviews
- Formal interviews

## yello 2. Think beyond the virtual career fair.

### Recruiters: What are the most effective virtual strategies?



Virtual career fairs were one of the most widely-used recruiting tools, but others — like webinars and virtual group interviews — were associated with better overall results.

## yello 2. Think beyond the virtual career fair.

**Recruiters seeing positive results use:**  
webinars/livestreams and virtual group interviews.

**Recruiters meeting more candidates use:**  
video interviews and virtual group interviews.

### INSIGHT:

**According to recruiters, these tools drive more positive results.**

- Webinars
- Livestreams
- Virtual group interviews
- Video interviews

**yello** 3. Smaller companies use more webinars and videos.

Company size	More candidates	About the same	Fewer candidates
501 - 1,000	68%	15%	18%
1,001 - 5,000	48%	23%	29%
5,001 - 10,000	47%	22%	30%
10,000+	37%	28%	35%

Results show smaller orgs are meeting more candidates at more schools... largely due to their higher adoption of webinars and video interviews.

## yello 3. Smaller companies use more webinars and videos.

### INSIGHT:

**Smaller companies are repurposing their campus recruiting budgets to adopt more innovative virtual tools.**

Larger companies have decreased their overall campus spend and focused spending on virtual career fairs. Smaller companies are more likely to have sustained or increased their budgets during the pandemic — with a focus on innovative tools like webinars and video interviews.

## yello 4. Expand your sourcing options.

Do you need to acquire additional sources to reach students, beyond your existing virtual recruiting efforts at partner universities?

Yes	58%
No	33%
N/A	9%

Recruiters are meeting more candidates, but the majority say they need to reach even more.

## yello 4. Expand your sourcing options.

### INSIGHT:

**Recruiters need to focus on quality over quantity, especially when it comes to niche skills and candidates.**

While candidate volume has increased, recruiters expressed that it's more difficult to target and find exactly the candidates they need to meet their goals. Finding ways to target niche talent — STEM, diversity, high school, military and more — will become increasingly important.



## yello 5. Take full advantage of your technology.

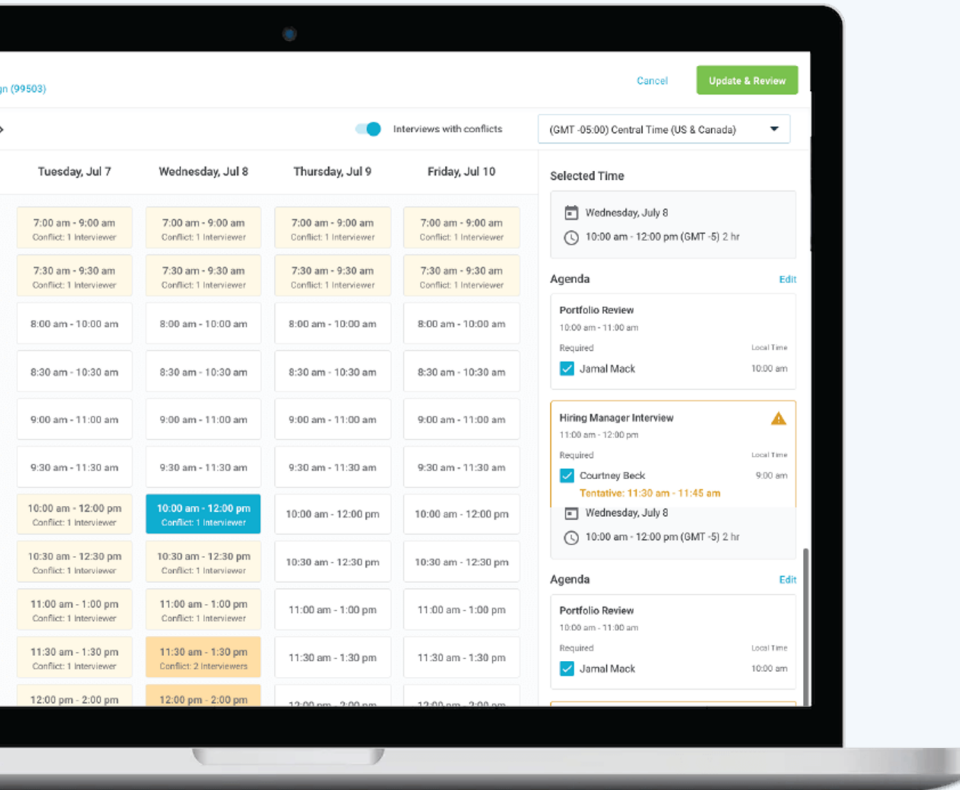
What are the 3 most important factors to improve the virtual candidate experience?

Video interviews	58%
Virtual networking events	47%
Webinars and interactive events	46%
Frequent 1:1 communication	45%
Automated interview scheduling	32%
Marketing/campaign emails	30%
Text campaigns	8%

Recruiters agree that video interviews and webinars are key — but tools like interview scheduling and personalized email campaigns are also important.



## 5. Take full advantage of your technology.



### INSIGHT:

Foundational tools like interview scheduling, CRM and email campaigns can improve the virtual candidate experience.

- Frequent 1:1 comms
- Reduced time-to-hire
- Reinforced employer branding

*yello* 6. Students need help building recruiter relationships.

	Much harder	Harder	About the same	Easier	Much easier	N/A
Finding a job	29%	34%	20%	9%	5%	3%
Building relationships with recruiters	23%	35%	24%	10%	4%	4%

The majority of students say the pandemic and virtual recruiting has made it harder to find a job and build relationships with recruiters.

## yello 6. Students need help building recruiter relationships.

### INSIGHT:

**Students are less concerned with technology than they are with getting 1:1 access to recruiters.**

Without in-person connections available on campus, your process needs to provide ways to make students feel connected to you and your team. Students in our study prefer 1:1 interviews — whether virtually or in person.

## yello 7. Put the student experience front and center.

Compared to in-person recruiting at your campus, virtual recruiting is...

A lot more stressful	17%
More stressful	31%
About the same	27%
Less stressful	15%
A lot less stressful	7%
Unsure / NA	3%

Overall, students think that virtual recruiting is more stressful than on-campus recruiting.

## yello 7. Put the student experience front and center.

### INSIGHT:

**You can win over students by making recruiting process as stress-free as possible.**

Clear, personalized communications and in-depth details about the position – as well as patience – can help reduce stress and build student confidence as you build your relationship.

## yello Advice to recruiters from students...



- Understand student schedules.
- Please remember that we are new to this, just as you are.
- Be understanding, as we are all struggling.
- Make events more interactive.
- Posting on social media is very helpful.
- Try to personalize emails, it gets my attention.
- Connect with clubs on campus to reach students.
- Be accommodating — we are all trying our best.

## yello Survey Results & Takeaways

### Action items to improve virtual results and the student experience.

1. Create an amazing video interview experience.
2. Think beyond the virtual career fair
3. Smaller companies use more webinars and videos.
4. Expand your sourcing options.
5. Make sure you're taking full advantage of your technology.
6. Students need help building relationships with recruiters.
7. Put the student experience front and center.



yello The Fall and Beyond

So ... what will the  
fall season look like?



# yello The Fall and Beyond

Do you plan to recruit virtually in spring 2021?

Yes, 100% virtual	31%
A mix of virtual and in-person	48%
No, we will recruit in-person	3%
We will not be recruiting	2%
Unsure / it depends	16%

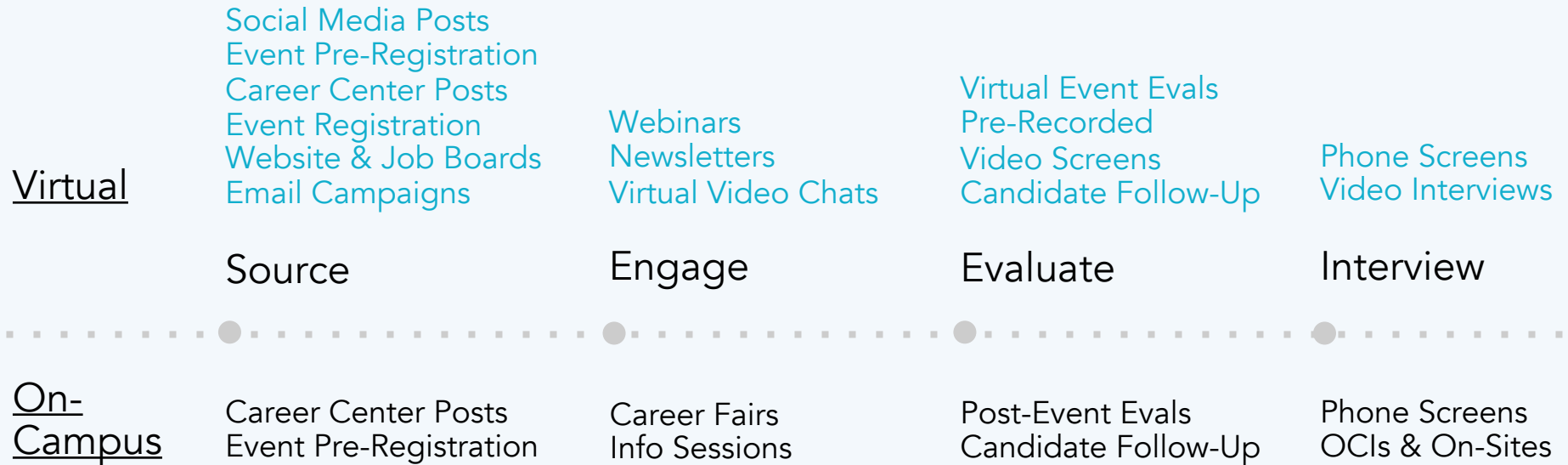
Virtual campus recruiting is here to stay — even after in-person events resume.

The most successful campus recruiting teams will combine **in-person and virtual** strategies.

We expect employers to **return to campus** at core schools, while **expanding their reach virtually** at non-core schools.



# What Does a Modern Process Look Like?



Supplementing on-campus strategy with virtual helps you meet more candidates, diversify your pool and hire faster — all while cutting costs and boosting ROI.

Recruiters need tools for in-person and virtual recruiting to **succeed in the future.**

**In-person toolset:**

- Event management
- Event registration
- Event check-in & follow-up

**Virtual toolset:**

- Virtual events & webinars
- Live video interviews
- Pre-recorded video interviews

**Plus, the essentials:** Interview scheduling, Recruitment CRM, Candidate evaluations, Job boards / talent communities

## yello Preparing for the Fall

- **Audit your process and tools.** Think back to what your biggest pain points were in the spring — invest or solution there.
- **Are you taking full advantage of tech?** There are new tools out there that can help. Test out existing and new tech for your process.
- **Re-think your sourcing strategy.** Are you having trouble meeting certain candidates? Where can you meet them virtually?
- **Talk to students and recruiters.** They went through your process. Find out what worked and didn't work for them.
- **Look at your data.** Perception isn't reality. Crunch the numbers to find out what strategies are really performing before reinventing the wheel.

# yello Download the Report for More Insights!

## Employer data:

## Student data:

THE 2020 VIRTUAL CAMPUS RECRUITING BENCHMARK REPORT

**Virtual campus recruiting is working, but only if you do it right.**

What's working and what's not working in the new world of virtual campus recruiting — and how companies can start improving their results.



yello

THE 2020 VIRTUAL CAMPUS RECRUITING STUDENT EXPERIENCE SURVEY

**Virtual Campus Recruiting: The Student Experience Survey**

Find out what students think about virtual recruiting, their favorite ways to connect with recruiters and their recommendations for recruiters in our new virtual world.



yello

[bit.ly/yellovirtualsurvey](https://bit.ly/yellovirtualsurvey)

[bit.ly/yellostudentsurvey](https://bit.ly/yellostudentsurvey)

yello

## Q&A

As a reminder, please enter your questions in the Q&A section of the control panel.

Any questions that cannot be answered during the live event will be answered offline via email.





Thank you for  
attending this session!