Welcome!
Elevating Virtual Fall Recruiting with Symplicity Recruit

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Fall Campus Recruiting

Panel Discussion

Moderator: Meirav Abramovitz

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Today’s Panelists

Timothy B. Luzader, Executive Director, Career Success; Director, Center for Career Opportunities, Purdue University

Jennifer Stubbs, M.Ed.
Assistant Director of Recruiting and Employer Engagement | Instructor
Penn State University

Alexis Cohen
Campus Recruiter
Eli Lilly and Company

Amaria Asghar
Talent Acquisition Manager
Vorsight
Symplicity Supports Entry-Level Recruiting

- University First Platform
- Full-time and Internship opportunities via curated jobs feed
- Virtual Career Fairs for schools

- Virtual recruiting solutions – postings, resume search and targeted campaigns across schools
Today’s Panel Discussion

The questions we’ll seek to answer through the panel:

What are the expectations for this fall, with regard to format (on-campus/virtual/hybrid) and timeline (as more schools announce shifting and shortening their fall terms)

What stage are you in planning?

What will be your anchor recruiting activities this fall? Will key activities be driven by you or through career centers? How does that compare to your “normal” planning and activities?

Technology – what do you currently use or plan to use, where are you looking to add resources, how will you handle overwhelming/fatiguing students?

How can employers and schools best partner and support each other?
We surveyed our partner schools on which industries have been most impacted by COVID-19, based on recruitment data. Here are their rankings:

Our Survey Results
(Partner Schools)
Impacted Industries

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>45.81%</td>
</tr>
<tr>
<td>Consumer Products/Retail</td>
<td>40.78%</td>
</tr>
<tr>
<td>Fine or Visual Arts</td>
<td>37.43%</td>
</tr>
<tr>
<td>Community/Social Services</td>
<td>32.96%</td>
</tr>
<tr>
<td>Education</td>
<td>30.73%</td>
</tr>
<tr>
<td>Law/Legal Services</td>
<td>26.82%</td>
</tr>
<tr>
<td>Government</td>
<td>24.02%</td>
</tr>
<tr>
<td>Publishing/Media/Journalism</td>
<td>18.44%</td>
</tr>
<tr>
<td>Communications/Marketing/Advertising/PR</td>
<td>17.32%</td>
</tr>
<tr>
<td>Healthcare/Medical/Pharmaceutical</td>
<td>16.76%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>15.08%</td>
</tr>
<tr>
<td>Consulting</td>
<td>14.53%</td>
</tr>
<tr>
<td>Architecture/Design/Urban Planning</td>
<td>11.17%</td>
</tr>
<tr>
<td>Engineering</td>
<td>10.06%</td>
</tr>
<tr>
<td>Technology</td>
<td>6.15%</td>
</tr>
<tr>
<td>Environment</td>
<td>5.59%</td>
</tr>
</tbody>
</table>
Disruption in Campus Recruiting Ecosystem

Online tools will need to expand offerings, while combating overwhelming/fatiguing students.

Conferences
Limited, or no longer available

In-Person Events at Universities
Limited, or no longer available

Meaningful Connections
Employers and Students still need avenues to connect

Virtual Connections
Online tools will need to expand offerings, while combating overwhelming/fatiguing students
Fall Semester Format

- In-person: 55.31%
- Virtual: 6.15%
- Hybrid of in-person and virtual: 6.70%
- To be determined: 31.84%

N=179
Revised Fall Semester Timeline

Even schools considering safe reopening are considering changes:

- Quarter System
- Delayed Start
- Early Start
- Smaller Class Sizes
- Limited Housing
Fall Recruiting Format

In-person: 53.63%
Virtual: 45.81%
Hybrid: 0.56%
Expectations around Full-Time Offers for Seniors

Percentage of Students who Return from Summer Internship with FT offer in Hand

- Fewer than 25%: 8.94%
- Between 26-50%: 21.79%
- Above 50%: 32.96%
- Above 75%: 36.31%

Expectation around in-coming seniors with FT offer in hand this fall

- Considerably lower: 4.47%
- Somewhat lower: 16.76%
- Unchanged: 29.61%
- Somewhat higher: 48.60%
- Considerably higher: 0.56%
Employer Expectations for Hiring

- Lower: 46
- About the Same: 40
- Higher: 9
- Unsure: 5

Categories: Lower, About the Same, Higher, Unsure
Convergence of Employer Strategy around Limited Staple Engagements

- Direct Outreach & Virtual Presentations
- Social Events
- Competitions
- Conferences
- On-Campus Events
- Office Tours
- Super Days

symplicity
Stand Out from the Crowd

Targeted Communication
Truly custom, personalized outreach

Timing
Capture students during times that make sense for them, not you

Relatability
Connect students with alumni or those DOING the job, rather than company reps

Education
Add value through your content, rather than simply regurgitating company data

TL;DR
Keep messages short and impactful

1-on-1 Connection
Students prefer video to phone, and prefer smaller groups to large, impersonal gatherings
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