

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.



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This has been a recruiting season unlike any other.

In the past few months, recruiters had to basically reinvent their strategies to fit the new virtual environment. We've seen entire organizations adopt new tools or become virtual event experts — all in the name of hiring talented students looking for work in an increasingly unstable and uncertain economic landscape.

That is incredibly important work — and our goal at Yello is to make it as easy as possible for you to continue doing that work in the future.

That's why we reached out to hundreds of recruiters to conduct this survey.

We hope you use this as a resource to:

- Plan your 2021 campus budget
- Optimize your virtual strategy to expand your reach
- Rethink your technology tools, with a focus on what works best
- Understand how you stack up against other companies
- Build a better experience for candidates and recruiters

Thanks for all you do. Enjoy!

Yello

Executive Summary

Virtual campus recruiting is working.

More than 3 in 4 respondents are seeing positive results, and the vast majority are increasing or sustaining their candidate reach with virtual strategies in 2020.

But recruiters need to get the technology right.

Video interviewing tools are key, with students and recruiters agreeing that it's the most critical element of virtual recruiting. Webinars and virtual group interviews were also most likely to be associated with positive results, but they aren't as popular or widely used as other strategies.

Candidates want more from recruiters.

Students say virtual recruiting makes it harder to build relationships with recruiters, stand out to recruiters and hear about opportunities outside of career fairs. Providing a better candidate experience in these key areas will help you be more successful with students.

We're going to be doing this for a while.

The majority of recruiters plan to leverage virtual strategies this spring — and nearly 2 in 3 say they will use a mix of virtual and in-person recruiting after the pandemic is resolved.

The State of Campus Hiring

Sure, most companies are recruiting virtually in 2020. But that shift has had an impact on some of the core “bottom line” factors of talent acquisition — including hiring volume and budget.



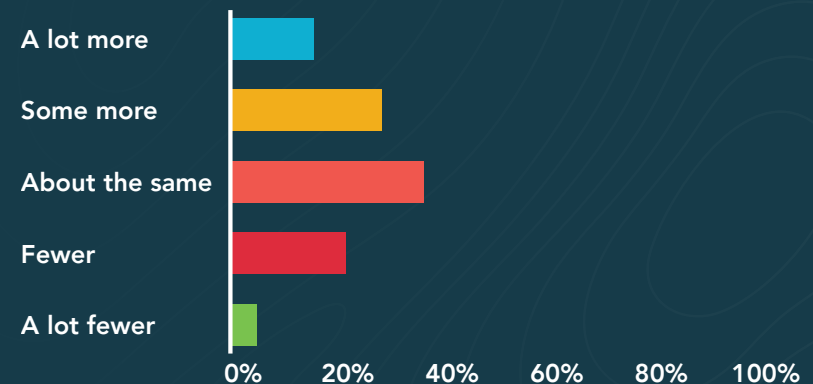
Despite economic uncertainty, most recruiters plan to **increase or sustain** their early talent hiring volume in 2020.

The economy has been down and up and down again over the past several months — but recruiters plan to keep or beat their pre-pandemic hiring levels. Hiring for both intern and full-time roles looks optimistic, with slightly more companies increasing intern hiring.

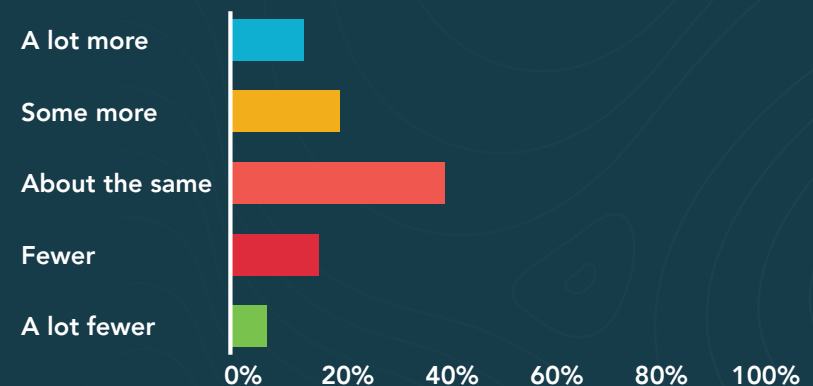
Smaller companies are driving hiring increases:

Smaller organizations are more likely to have increased hiring in 2020. More than 60% of companies with 501-1,000 employees report hiring more interns, compared to just 20% of companies with 10,000+ employees. Larger companies are more likely to have decreased or sustained hiring levels.

Hiring for full-time roles



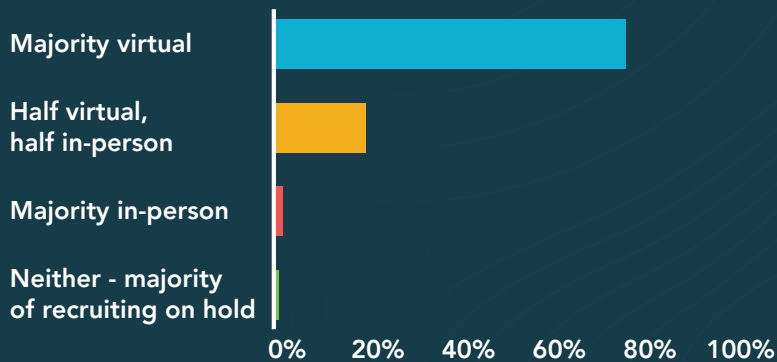
Hiring for intern roles



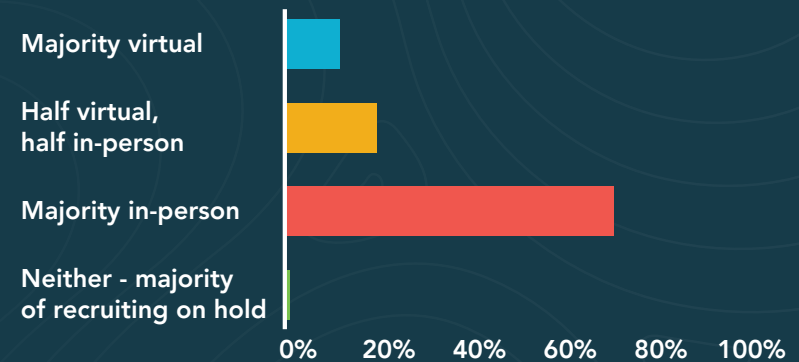
To meet their hiring goals, the vast majority of teams are recruiting virtually — a **500% increase** from 2019.

With 77% of recruiters using mostly virtual strategies in 2020, the numbers are almost the exact inverse of 2019 when just 12% used mostly virtual strategies. The percent of recruiters using a mix of virtual and in-person is up slightly at 20% compared to 15% in 2019.

How much virtual vs. in-person recruiting are you doing in 2020?



How would you describe your virtual vs. in-person recruiting in 2019?



Most campus recruiting budgets have **stayed the same.**

More than 1 in 3 recruiters say that their campus recruiting budgets have stayed the same, even as they implement new virtual tools and strategies. Larger companies were more likely to have decreased spend in 2020, likely due to reduced travel and event costs.

Has your campus recruiting budget changed due to virtual strategies?

Increased	23%
Stayed the same	38%
Decreased	26%
Unsure	12%

WHAT IT MEANS



COVID hasn't stopped hiring or the budget to support it.

The big question for early talent recruiters is how to find and connect with candidates without in-person career fairs and hiring events. Building a high-impact plan means a big focus on virtual recruiting tools and strategies. Now, let's take a look at what's working and what's not.

The Transition to Virtual Recruiting: Results So Far

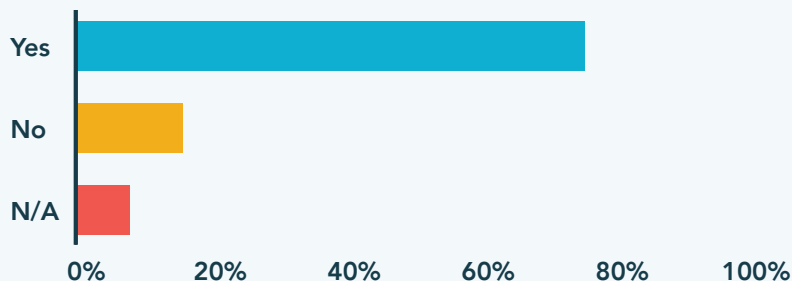
With hiring levels sustaining or growing, what are the best ways to create a virtual early recruiting strategy? We asked early talent recruiters what's working and what's not — and what specific areas are seeing the most benefits and the most challenges.



Overall, over **3 in 4** recruiters say they are seeing positive results from virtual recruiting.

Even if recruiters were forced into adopting virtual strategies in 2020, the vast majority — more than 76% — say the change is driving positive results for their team. Read on to find out which areas are specifically driving the most value, or creating unexpected challenges.

Overall, is your team seeing positive results from virtual recruiting?



Nearly **half** of recruiters say it's easier to support diversity recruiting.

As diversity career fairs and hiring events go virtual, 45% of recruiters say it's actually been easier to support the needs of their diversity programs — possibly due to expanded reach of candidates and schools with virtual strategies.

Supporting our diversity recruiting program's needs with virtual recruiting has been...

Much easier	17%
A little easier	28%
About the same	29%
A little harder	19%
Much harder	7%

Recruiters across the board are expanding their reach virtually, but **larger companies are lagging behind smaller companies.**

Larger companies are more likely to be sustaining or decreasing their candidate reach.

Overall, nearly half of recruiters say they are meeting more candidates than previous years — but smaller companies are more likely to report seeing those increases.

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%

Larger companies are more likely to be recruiting at the same number of schools.

The majority of companies are sustaining or increasing their number of target schools, but larger companies are the most likely to be recruiting at the same number as 2019.

Company size	More schools	About the same	Fewer schools
501 - 1,000	65%	25%	10%
1,001 - 5,000	43%	41%	16%
5,001 - 10,000	51%	42%	7%
10,000+	34%	54%	12%

WHAT IT MEANS



Large companies could learn from smaller companies.

While companies of all sizes are seeing results and value from their virtual efforts, larger companies are lagging slightly behind smaller organizations. As we'll see in the next section, some smaller companies are repurposing their campus recruiting budgets to leverage more innovative virtual tools or strategies that are driving results. Larger companies have an opportunity to learn from them and follow their lead.

Most Effective Virtual Tools

Now that we know virtual recruiting works, it's time to talk tactics. In other words, what works best? We'll discuss the most widely used tools strategies, as well as those ranked most effective and most critical for the virtual candidate experience.



What virtual tools are recruiters using?



TRENDS

What tools drive the best—and worst—results?

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

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

Recruiters seeing negative results use:
virtual career fairs and job boards.

Recruiters meeting fewer candidates use:
virtual career fairs.

WHAT IT MEANS

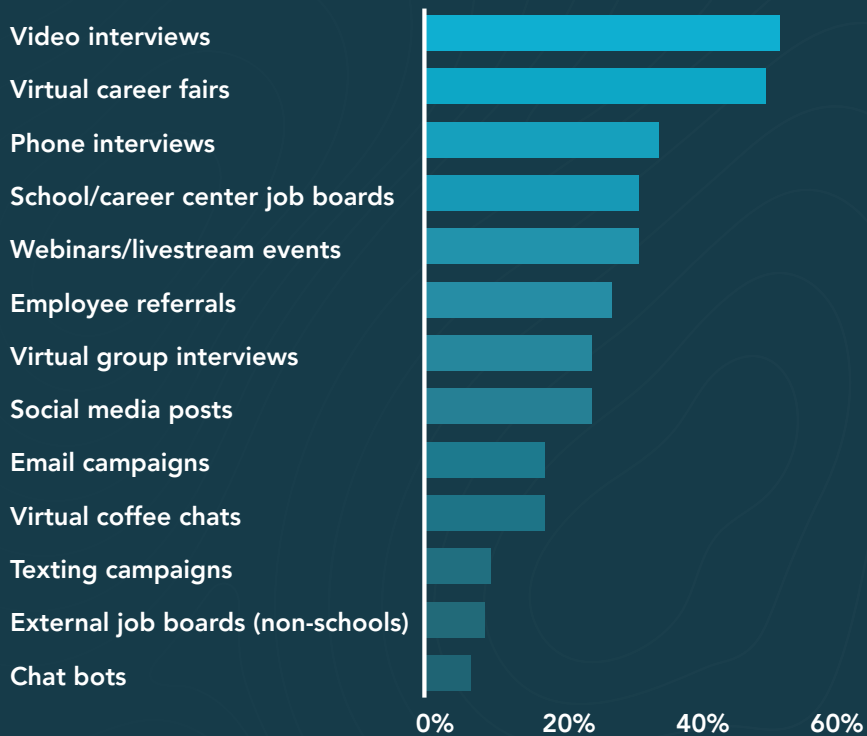
Technology plays a key role in results.

Virtual interview tools are table stakes in our new environment, but beyond that there are some opportunities for recruiters to think outside the box. Tools like webinars and virtual group interviews were not as widely used as others, but were more associated with positive results than some of the most popular tools.

THE BIG QUESTION

Are recruiters and students on the same page?

Recruiters: What are the most effective virtual strategies?



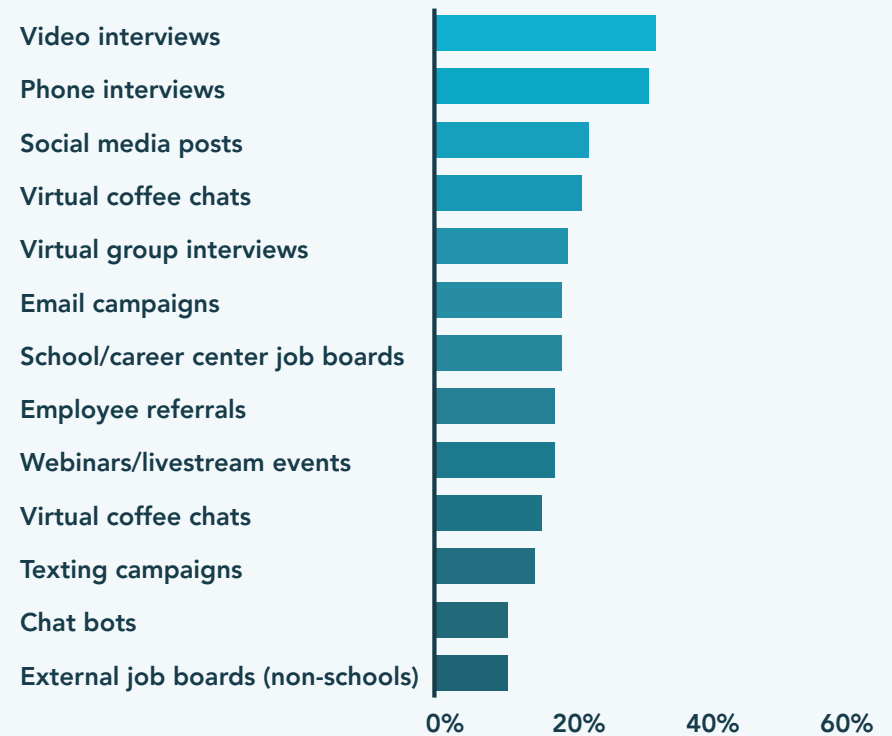
WHAT IT MEANS



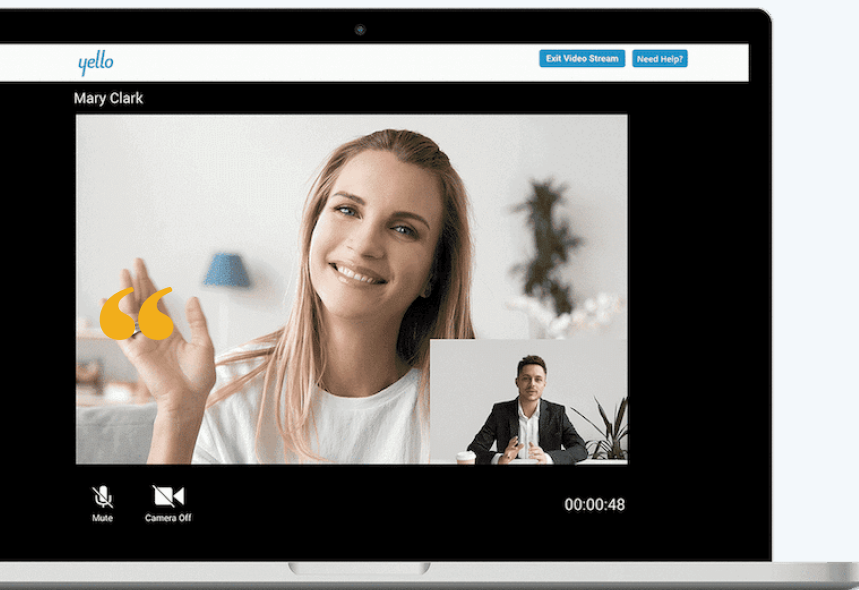
Your tools need to work for recruiters and students.

Both sides are relatively aligned, especially when it comes to interviews of any kind. But recruiters are missing out on some tactics that students prefer — like email campaigns and social media posts — that can help meet candidates where they are, while avoiding Zoom fatigue.

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



Recruiters say video interviewing is the **most critical element** of their virtual recruiting strategy.



Why? Here's what recruiters said:

- ✓ "It's the most like a face-to-face interview."
- ✓ "Video interviews allow for greater candidate reach."
- ✓ "We can still connect on a one-on-one level that is both formal and relaxed."
- ✓ "Less hectic and more flexible."
- ✓ "Makes us look professional."
- ✓ "We can ask deeper questions than at a virtual career fair."
- ✓ "We have to interview them somehow...but I would prefer in-person."

Virtual interviews and events are critical for candidate experience.

Recruiters say virtual interviews and events are the most important factors for a positive virtual candidate experience — ranking these above 1:1 communication and interview scheduling.

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 say they need additional sources of candidates.

Recruiters have expanded their reach, but 58% say they need to acquire new sources of talent beyond their existing talent pools. Some recruiters expressed that while candidate volume has increased, it's more difficult to target and find exactly the candidates they need. To do this, we recommend reaching out to targeted student groups and schools — as well as leveraging sourcing solutions like WayUp.

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%

The Future

Has COVID changed campus recruiting forever? Find out how companies are approaching planning for future recruiting seasons — and whether they'll be virtual or in-person.



Nearly **80%** of recruiters plan to leverage virtual strategies this spring.

In spring 2021, the vast majority of recruiters will use virtual recruiting in some way — with almost half saying they'll use a mix of virtual and in-person, and 30% saying they'll be exclusively virtual. More than 16% are unsure, and will be deciding as new details emerge.

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%

After the pandemic, nearly **2 in 3** recruiters plan to use a mix of virtual and in-person recruiting strategies.

It looks like COVID has changed campus recruiting as we know it. Even though teams were forced to go virtual in 2020, most recruiters plan to incorporate virtual strategies to their campus efforts moving forward — even after the pandemic is resolved.

Do you plan to recruit virtually after the pandemic is resolved?

Yes, 100% virtual	8%
A mix of virtual and in-person	63%
No, we will recruit in-person	10%
We will not be recruiting	1%
Unsure / it depends	18%

WHAT IT MEANS

Virtual recruiting is here to stay.



The majority of recruiters anticipate using a mix of virtual and traditional strategies in the future. Even when companies are back on campus, we expect recruiters to use virtual to expand their reach beyond target schools.

Top Takeaways and Action Items

1. Create an amazing video interviewing experience.

Recruiters and candidates alike agree that video interviews are the most important part of the virtual recruiting process. You can stand out from the competition by ensuring you create a seamless experience that reinforces your employer brand and facilitates relationships between candidates and employees.

2. Think beyond the virtual career fair.

Virtual career fairs were one of the most widely-used virtual tools, but others — like webinars and virtual group interviews — were associated with better overall results. Don't be afraid to try new or innovative tools, as long as you track your results and keep optimizing your toolset for success.

3. Larger companies, take notes from smaller companies.

As campus recruiting went virtual, smaller companies were able to participate in a way they'd never done before. These companies are using new technologies to reach candidates in creative ways, and they're seeing better results than the larger companies that dominated traditional on-campus recruiting.

4. Expand your sourcing options.

Recruiters agree that while they're meeting more candidates virtually, they still need additional sources of talent to meet their hiring goals. Leverage tools like Yello & WayUp, which help recruiters access millions of diverse candidates from schools cross the country.

Top Takeaways and Action Items

5. Make sure you're taking full advantage of your technology.

Video interviews and virtual events were pinpointed as the most important tools to drive results and improve the virtual candidate experience. But a significant number of recruiters also indicated other tools like interview scheduling and email marketing were key to the virtual process. If you use a platform like Yello that supports those tasks, make sure you're taking advantage of all of the functionality at your disposal.

6. Start thinking about your long-term virtual strategy.

We learned that the majority of recruiters want to incorporate virtual strategies in some capacity even after the pandemic is resolved. Start thinking about what that looks like, taking into account what's more effective for your team virtually and what students might prefer to do in person.

7. Put the student experience front and center.

Finally, remember that recruiting is about people. Our research showed that students are just as stressed out as everyone else, with most thinking that it's harder to get a job than ever before. Be sure to make your process as fun and stress-free as possible, and you'll start to win over students.

Methodology and Audience Details

Yello surveyed 515* talent acquisition professionals and 1,000 students in October 2020. To participate, all talent acquisition professionals were required to have an active role in early talent recruiting, and all students were required to search activities during the Fall 2020 recruiting season. Yello partnered with SurveyMonkey Audience, SurveyMonkey's global market research panel, to reach students and recruiters — in addition to surveying recruiters that use Yello.

**Due to minimal respondent dropoff, some questions received slightly less than 515 responses.*

Recruiter Details

Roughly how many employees currently work for your organization?

- 501 - 1,000 — 20%
- 1,001 - 5,000 — 26%
- 5,001 - 10,000 — 14%
- 10,000+ — 39%

Student Details

Which is your current student status?

- Freshman — 17%
- Sophomore — 19%
- Junior — 18%
- Senior — 21%
- Graduate student — 17%
- Recent graduate — 6%

Building your 2021 early talent recruiting strategy?

Yello can help, whether you're recruiting virtually, in-person or both!

If you're looking for best practices for virtual and on-campus recruiting, Yello knows what works and what doesn't — all from our direct experience with hundreds of the world's largest companies, including approximately 100 of the Fortune 500.

Our solutions include:

- **Source:** Campus and event management, virtual recruiting, job boards and talent communities.
- **Engage:** Recruitment CRM, employer branding, recruitment marketing and application management.
- **Select:** Video interviews, interview scheduling and evaluation management.

Be sure to ask about what's new.

- **Yello's & WayUp:** Source qualified talent from our database of over 6 million DEI candidates. Then engage, interview, and evaluate them without missing a beat.
- **Yello's Interview Scheduling Suite** leverages smarter automation to take painful, time-intensive interview scheduling from 60 minutes to 60 seconds.

For more information about Yello, visit:

<https://www.yello.co>