

yello

| AI for Recruiting

Using the Right Tools for Campus Recruitment



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Chapter 1

The Complexity Imperative

Why AI Needs to Be More Advanced
for Early Talent Recruiting

The Unique Landscape of Early Talent

In the ever-evolving world of talent acquisition, early talent stands out as a particularly dynamic and multifaceted segment. Unlike experienced recruiting, where candidates often come with a clear-cut trajectory and a well-defined skill set, early talent is a rich mixture of diverse backgrounds, experiences, and aspirations.

Diverse Backgrounds

Today's early talent pool is more diverse than ever. From different ethnicities, socio-economic backgrounds, and educational institutions, each candidate brings a unique perspective. This diversity is not just geographical or racial; it spans across disciplines, majors, and extracurricular activities. For instance, a computer science major might have a passion for environmental sustainability or a literature major might possess coding skills. This interdisciplinary nature makes early talent a goldmine of untapped potential.

Varied Experiences

Unlike experienced candidates who often present a linear career trajectory, early talent might showcase a range of experiences from internships, volunteer work, research projects, and more. These experiences, although not directly related to the job role, can offer fresh perspectives and innovative solutions to age-old problems.

Aspirations and Growth Mindset

Early talent is often driven by aspirations rather than just job roles. They are looking for organizations where they can align their personal growth with the company's mission. This requires recruiters to **not just sell a job, but a vision, culture, and a pathway for personal and professional development.**

Complex Evaluation

Given the lack of a long professional track record, evaluating early talent requires a more holistic approach. Recruiters need to assess cultural fit, soft skills, adaptability, and potential rather than just expertise. This makes the recruitment process more nuanced and complex.

Adaptable Engagement Strategies

Engaging with early talent requires adaptability. From leveraging social media platforms to hosting virtual campus events, recruiters need to be where the talent is.

In conclusion, early talent recruitment is not just about filling a position but about investing in the future. It's about recognizing potential, nurturing aspirations, and understanding the diverse tapestry that these candidates represent. This is why using traditional AI will not work for campus recruiting, it's just not built for those complexities.

Why Traditional AI Falls Short

Traditional or experienced recruiting AI systems, while revolutionary in many respects, have limitations when it comes to capturing the richness and potential of early talent. These limitations can inadvertently sideline the very candidates who might bring fresh perspectives and innovative solutions to an organization!

Over-reliance on Experience Metrics

Traditional recruiting AI systems [prioritize experience and job titles](#). For early talent, who might not have extensive work histories, this can be a significant disadvantage. An early talent candidate's potential cannot be gauged solely by the number of internships or years of work. The usefulness of their extracurriculars, their adaptability, and their ability to learn might be overlooked. Traditional AI systems also often look for standard markers of success, like specific universities or grades. This can sideline candidates who have taken unconventional paths or come from diverse educational backgrounds, thereby missing out on a wealth of diverse perspectives—this especially is a disadvantage as more organizations turn to certificates and other skills-based options for hiring.

Lack of Nuance in Soft Skills Assessment

Soft skills like communication, teamwork, leadership, and problem-solving are crucial for early talent candidates. Traditional recruiting AI systems might not be adept at assessing these skills, especially if they are not explicitly mentioned in a resume or if they were gained through unconventional means, like volunteering, clubs, or personal projects. Most early talent candidates are still learning how to write proper resumes and will miss opportunities if they don't list out specific skills for a traditional recruiting AI to parse, which leads to organizations having fewer options for hiring and a lower ROI.

In essence, while AI has transformed the recruiting landscape, its traditional systems might not be fully equipped to tap into the potential of early talent. Organizations need to be aware of these limitations and consider a more holistic approach, blending purpose-built early talent technology with human insight, to truly harness the potential of the next generation.



Chapter 2

Beyond Job Titles

Using Skills to Match
Candidates to Roles

Skills: The New Currency

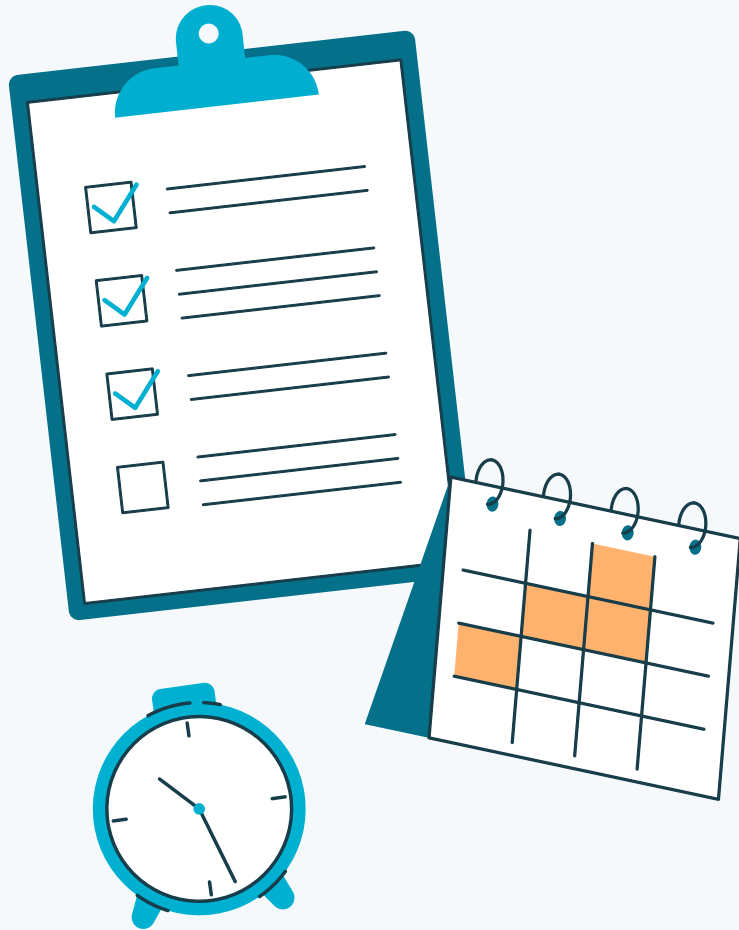
As more options for education and gaining skills become available, the traditional way of relying on majors or internships as an indicator of success for an early talent candidate doesn't hold as much weight. Early talent recruiting requires a more holistic approach when meeting, interviewing, and choosing candidates for open positions.

The Case for Skills-Based Hiring

Recognizing Transferable Skills: Early talent often possesses a plethora of **transferable skills that might not be immediately evident in traditional resumes.** For instance, a graduate in philosophy might have honed critical thinking and analytical skills that are invaluable in data analysis roles. Similarly, someone with a background in theater might excel in roles requiring presentation and client interaction due to their communication and interpersonal skills.

Valuing Non-Traditional Routes: Not all talent takes the conventional route of college followed by a corporate job. Some might opt for gap years, course certificates, freelancing, volunteering, or even entrepreneurial ventures. A skills-based approach ensures that the experiences and skills gained through these non-traditional routes are equally valued and recognized.





The Time and Energy in Early Talent Recruiting

Given the emphasis on skills and potential, early talent recruiting can be a time-intensive process. A skills-based approach to early talent hiring not only ensures a more inclusive and diverse workforce but also taps into a reservoir of untapped potential. By recognizing and valuing skills over traditional markers of success, organizations can truly harness the power of the next generation.

Due to the market's shift towards skills-based hiring, any AI used for early talent recruiting must be complex enough to match soft skills, transferable skills, and extracurriculars with job descriptions. **That type of process is necessary to provide time-saving and effective tools for the early talent recruiting community.**

A young woman with glasses and a red sweater is smiling warmly at the camera. She is sitting at a desk in what appears to be an office or library, with shelves of books and papers visible in the background. The lighting is soft and natural, creating a positive and professional atmosphere.

Chapter 3

The AI Revolution

How AI Will Shape Campus
Recruiting in the Future

The Current State of Campus Recruiting

Campus recruiting has long been a cornerstone of talent acquisition strategies for many organizations. By engaging with students and recent graduates, companies aim to identify and attract emerging talent. However, campus recruiting comes with its own unique set of challenges, especially when relying on traditional methods.

Traditional Methods of Campus Recruiting:

- Career Fairs
- On-Campus/Virtual Interviews
- Information Sessions
- Academic Competition Sponsorship
- Internship Programs

Challenges of Traditional Campus Recruiting

Volume vs: Quality

With the vast number of students attending career fairs, it becomes challenging for recruiters to spend quality time with each candidate. This can lead to potential high-quality candidates being overlooked.

Logistical Challenges

Organizing on-campus events, interviews, and information sessions requires significant logistical planning. Coordinating schedules, booking venues, and ensuring the availability of interviewers can be cumbersome.

Competition

With multiple companies vying for the attention of the same talent pool, differentiating oneself and attracting the best talent becomes a significant challenge.

Diverse Expectations

Catering to a diverse student population with varied aspirations, backgrounds, and skill sets can be challenging. Companies need to ensure that their value proposition appeals to a broad spectrum of potential candidates.

Changing Dynamics

The expectations and aspirations of students are continually evolving. Companies relying solely on traditional methods might find themselves out of sync with what the new generation seeks in potential employers.

In conclusion, while campus recruiting remains a vital strategy for talent acquisition, relying solely on traditional methods can be limiting. As the dynamics of the job market and the aspirations of students evolve, companies need to adapt their strategies to remain competitive and attract the best talent. Due to the uniqueness of early talent, using general HR software—even if it touts some early talent add-ons—is more likely to set the early talent team back instead of forward. The use of software made specifically for early talent recruiting is a way to bring efficiency to the campus recruiting team and eliminate some of the aforementioned challenges unique to campus recruiting.

Ethical Considerations and Biases

The rapid advancement of AI in various sectors has brought about transformative changes, especially in the realm of campus recruiting. While AI-driven tools will offer efficiency and innovation, they also raise ethical concerns. Your organization should be aware of the ethical implications of AI-driven campus recruiting, and understand what to look for in AI tools to ensure transparency, fairness, and bias mitigation.

Transparency in AI-Driven Campus Recruiting

Transparency in AI-driven recruiting is not just about understanding how AI tools function but also about recognizing their impact on the recruitment process. [AI tools, such as systems that analyze vast volumes of resumes, chatbots for streamlined communication, and AI-driven learning and development opportunities](#), are becoming standard in college recruiting processes. However, with these advancements comes the responsibility to ensure that the recruitment process remains transparent. Organizations must be clear about how these tools are developed, [the kind of data they are trained on, and the potential biases they might introduce](#).



Fairness and Bias Mitigation

One of the most pressing ethical concerns with AI in recruiting is the potential for bias. AI tools, **if not properly trained or audited, can inadvertently perpetuate existing biases**, leading to unfair hiring practices. For instance, there have been instances where AI-based hiring systems were **biased against candidates based on gender, ethnicity, or disabilities**. Such biases not only compromise the fairness of the recruitment process but also undermine the trust in AI-driven tools.

To ensure fairness, it is crucial to ensure the tools you use trained AI algorithms on diverse data sets that reflect organizational diversity goals. Moreover, organizations should view AI as an augmentation to the hiring process rather than a complete automation. Human validation of AI system results is essential to ensure that the recruitment process remains fair and unbiased. Beware of recruiting software claiming to help make final decisions on candidates or those that are unable to show their work on the processes the AI goes through to make the decisions that it does.

The Need for Human Intervention

Despite the capabilities of AI, the human element in the recruitment process remains irreplaceable. As Beena Ammanath, executive director of the Global Deloitte AI Institute, points out, while tools like AI can assist in refining resumes, the **heart of the process still requires human intervention** to review and ensure the accuracy of the information generated by AI. Humans bring judgment and empathy to the table, qualities that machines cannot replicate.



Guardrails for Ethical AI in Recruiting

To address the ethical challenges posed by AI in campus recruiting, it is imperative to put guardrails in place. Such measures ensure the development and deployment of fair, ethical, and responsible AI systems. Guardrails can include using skills-based matching, chatbots that can answer candidate questions, and having diversity included in the heart of the creation of the AI tool.

AI-driven campus recruiting offers immense potential for efficiency and innovation. However, to harness its full potential, it is crucial to address the ethical implications head-on by asking questions to the companies about their transparency, fairness, and bias mitigation. You can also be sure to avoid any software companies that imply their AI can be used towards the end of a candidate's hiring process (including ranking final interviews for potential) because those types of processes are going to be more likely to get audited and could present legal trouble.

Conclusion

While AI is a game-changer for early talent recruiting and has many applications, it is important to remember that early talent recruiting can't be done with traditional recruiting AI. The capabilities aren't in place to handle the nuances of skills, extracurriculars, and engagement practices that purpose-built early talent software can.

- When looking to add AI to your early talent tools, be on the lookout for:
- Skills-based matching for resumes
- Algorithms and training that can be shown and audited
- Tools that only offer recommendations for sourcing candidates, shown in alphabetical order instead of ranked by percentages (to avoid bias)
- AI tools that **don't** claim to make hiring decisions or end-of-hiring process decisions— as this can lead to lawsuits

AI is a new and powerful tool that, when carefully chosen, can greatly improve the early talent recruiting teams' processes to give them better ROI on their candidate database, time with quality candidates, and manage strategies proactively.

About Yello

Yello helps hundreds of the world's leading brands manage their campus recruitment process to source and engage qualified and diverse early-career candidates. Yello's early talent acquisition platform enables employers to deliver a personalized candidate experience to the future of their workforce: early-career talent. Yello is the only solution built with early talent in mind, with industry-leading capabilities spanning the entire early talent journey, from planning to sourcing to events to recruitment operations. Yello empowers recruiters and candidates to stay engaged, connecting emerging candidates to their first job.

Yello combines AI with early talent recruiting because we know early talent and its challenges! Yello is one of the few HR software companies that fully focuses on the complexities of early talent recruiting, as our innovative roadmap clearly indicates. [SkillsMatch](#) (our CRM AI feature) utilizes a comprehensive skills taxonomy, with an early talent focus on extracurriculars, clubs, and internships, rather than work history. AI for experienced professionals can not just be plugged in and work for early talent. That's where Yello comes in. Our deep expertise in early talent and the nuances to recruiting in that space make SkillsMatch a unique offering in the AI space, just as Yello is unique in the early talent space.

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- Increase the ROI of your existing candidate pool by discovering new and existing candidates—including those you just met at events—that match open opportunities and pipelines, leaving no candidate engagement wasted.
- Find your matches while reviewing open opportunities or requisitions. Click “View Matches” on the Opportunity Details page to access a list of potential matches.
- Our Match list is presented in Alphabetical order only - eliminating the risk of recruiters making decisions on candidates based only on the match score.
- Engage with those candidates by Inviting them to Apply, Inviting them to an Event, or Adding to a Folder associated with an automated Campaign.

Demo [SkillsMatch](#) today!

For more information about Yello, visit [yello.co](#) or our [blog](#).

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