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2024

State of Campus Recruiting Report

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Introduction

2023: the anticipated return to pre-pandemic normal, at least, that's what many of us hoped for. Just when we thought we were moving past the challenges early talent recruiting faced throughout the pandemic, they continued to stick around throughout the year. Budget cuts, reductions in force, hiring freezes, and tech stack consolidation continued to impact the campus recruiting landscape in 2023.

Despite these ongoing challenges, university recruiting didn't just survive – it evolved. Out with some of the old priorities, in with the new: ROI, streamlined data, candidate experience, and brand building are now taking center stage.

To illustrate the campus recruiting landscape in 2023, we went straight to the source, surveying hundreds of students, recent grads, and employers. Additionally, we looked at Yello Benchmarks, along with trends we've identified in the market, to form an all encompassing view of the 2023 early career recruiting experience.

While this report covers highlights and data from 2023, the main goal is to arm you with information and action steps to plan a successful 2024 campus recruiting strategy for your organization.

Chapter 1

Overcoming Uncertainty with Data

2023 was not the return to the pre-pandemic normal many expected. Recruiters faced many of the same challenges as previous years while also facing increased pressure from leadership to prove the effectiveness and ROI of their efforts. This resulted in goals that were unclear, delayed, or constantly shifting as the year went on.

Hitting constantly shifting targets can feel like an impossible task, especially when bandwidth and budgets are changing unexpectedly. Recruiters have to find more efficient and effective ways to evaluate their efforts while trying to hit moving targets. Those who had a firm grasp of their recruiting data had a clear advantage over the majority of employers who lacked data—as leadership teams locked their focus on recruiting outcomes and the ROI of campus recruiting efforts.

Doing what's always been done for the sake of doing what's known isn't cutting it anymore. Employers need to shift their tactics to beat out the employer brands of their competition while taking a data-driven approach to justify their recruiting spend and have a better chance of hitting their goals.

In this chapter, we'll discuss the data on the uncertainty recruiters faced, how they adapted, and the effect it had on both employers and candidates alike.

Goal Setting Trends

Let's start by taking a look at how employers approached goal setting in 2023. Many employers set goals later in the year, if they finalized their goals at all. Compared to 2022, we saw a 10% increase in employers setting sourcing goals. While it's encouraging to see more employers setting goals, there was also more uncertainty as to whether those milestones were actually met compared to last year.

Here are the specific goals campus recruiters set:

What are the goals of your campus/early talent recruitment program? (Select all that apply)
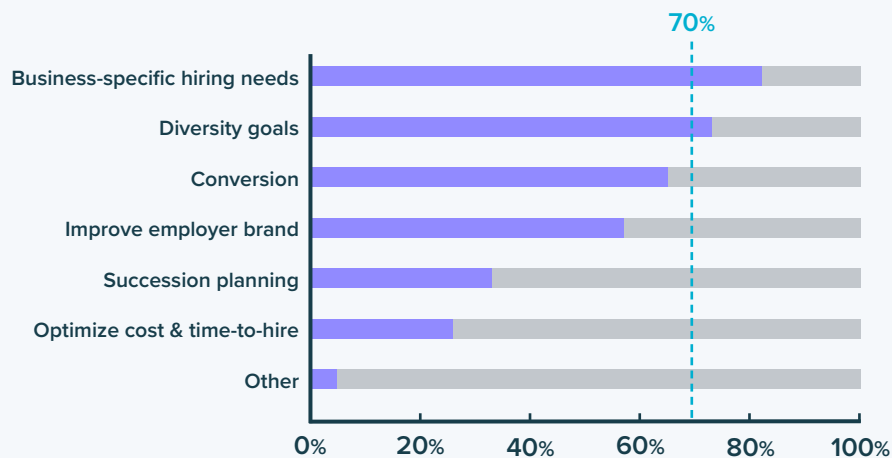
Other answers included:

❝

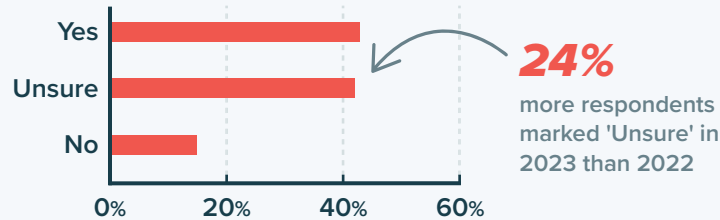**Structuring the talent pipeline to be utilized long-term by multiple parts of Talent Acquisition.**

❝

**Bring in early talent with fresh perspective and ideas.**

❝

To better track data.

42% of employers were unsure if they met their recruiting goals in the fall.

Did you meet your campus recruiting goals this fall?

**24%**

more respondents marked 'Unsure' in 2023 than 2022

One of the contributing factors to the uncertainty shown in the answer above is that recruiters set or were assigned goals late in the year, assuming the goals were ever finalized. Additionally, about half of respondents (51%) said that their hiring targets changed at least once throughout the year. With each shift, it becomes more difficult to accurately track (and make) progress.

Did your company's hiring targets change throughout the year in 2023?
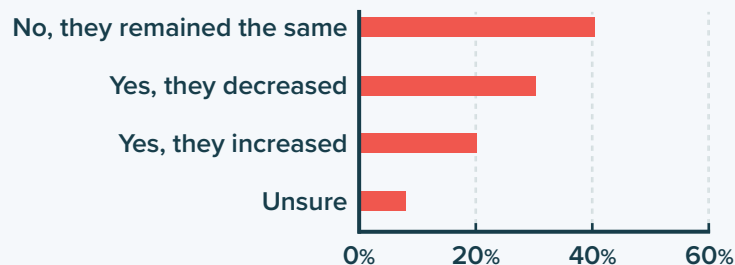
When did you finalize your team's 2023 recruiting goals?
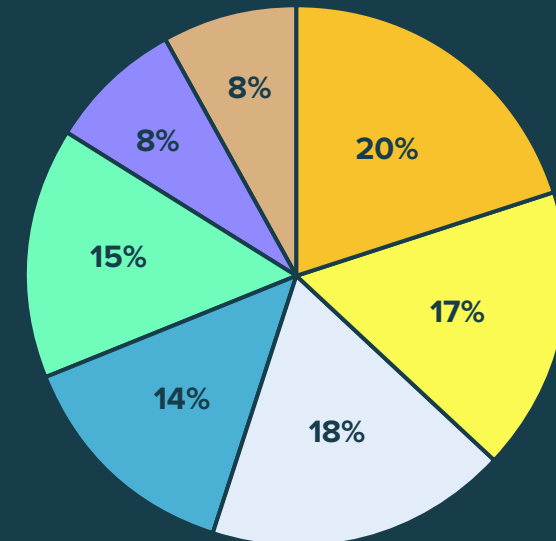
- Q4 2022 — 20%
- Q1 2023 — 17%
- Q2 2023 — 18%
- Q3 2023 — 14%
- Still finalizing goals (Q4 2023) — 15%
- No recruiting goals set — 8%
- Unsure — 8%

Recruiting goals shifted a lot last year for a variety of reasons, including:

⊘ Recruiters had to wait for **budget approval** from internal stakeholders, lengthening the hiring process and adding pressure to the campus team.

⊘ Given the economic landscape, many companies experienced **hiring freezes** or a reduction in force.

Because of uncertainty and shifting hiring targets, many employers pivoted to an outcome-focused approach and returned back to the basics of campus recruiting strategies from years past. Recruiters were feeling a lot of pressure to prove the ROI of their efforts to keep their budgets, tech stack, and headcount.

The data further demonstrates this, with **40% of employers making changes to their recruiting strategy** due to economic uncertainty.

Did you feel more pressure from leadership in 2023 to demonstrate the ROI of your campus recruiting efforts in order to keep your hiring budget?
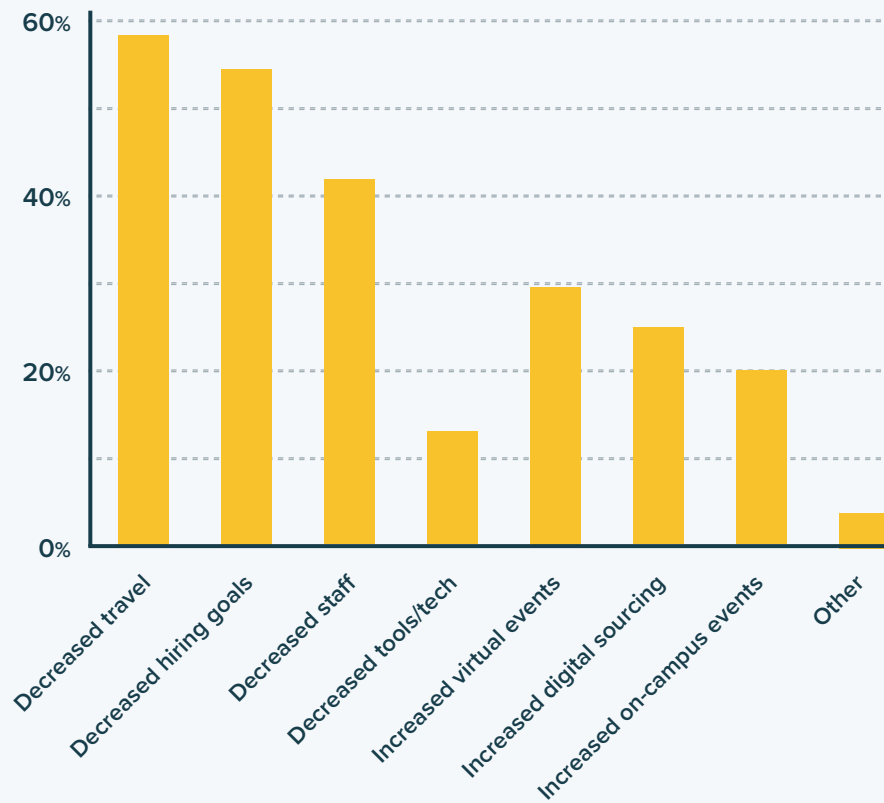
39% 61%

■ Yes
■ No
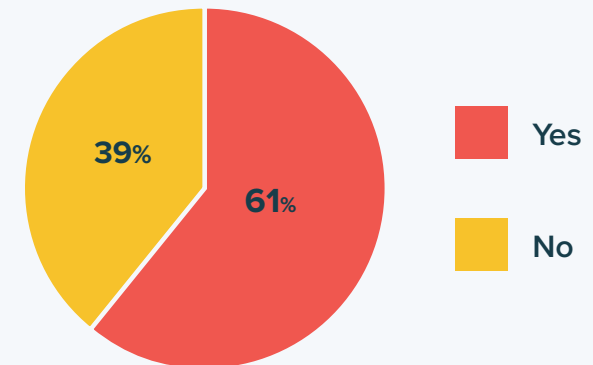
Did your organization make changes to your campus recruitment strategy due to current economic uncertainty?

7% 40% 53%

■ Yes
■ No
■ Unsure
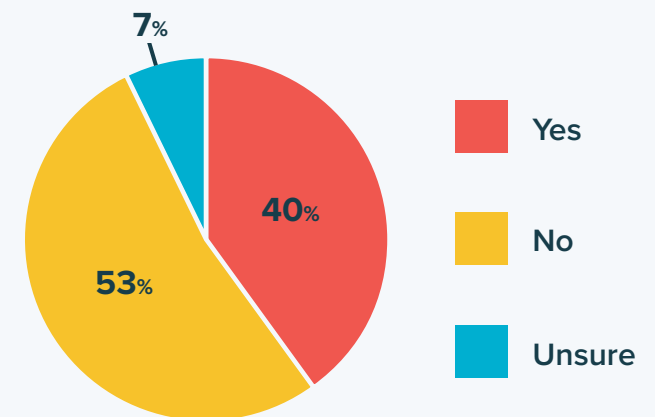
Decreased recruiter travel was the most common change stemming from economic uncertainty, closely followed by decreased hiring goals and reductions in staff.

What changes were made?
(Select all that apply)

Other answers included:

> 66
> **Required that managers planned to convert interns to show ROI.**

> 66
> **We never had a hiring goal in the past and we implemented a goal of hires by school. We also had to lay employees off and cut budgets where we could. We decreased our career fairs, as we do not have a large impact with them. We have larger impact when we can present and chat 1:1 or in smaller groups with students.**

> 66
> **Compensation structure.**

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Overall, how did the competition to hire top talent compare to previous years?

13%

12%

41%

34%

■ More competitive

■ Stayed the same

■ Less competitive

■ Unsure
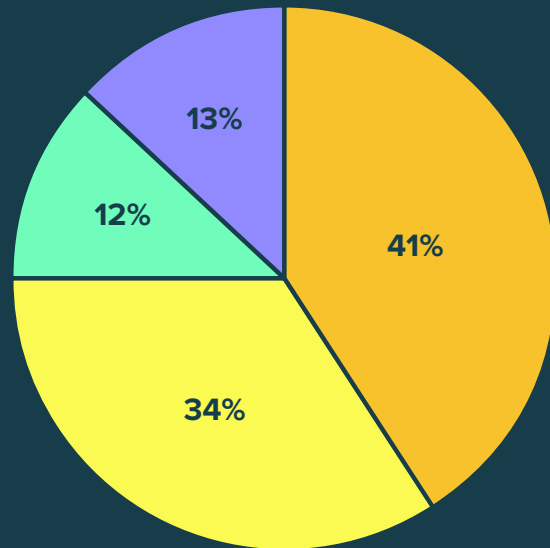
While taking a more traditional approach undoubtedly made things simpler, it came with its own set of disadvantages. As recruiting budgets were cut, many recruiters were forced to return to a more basic approach to give them the best shot at hitting their targets with less resources. Another result of economic uncertainty was that employers felt that the hiring landscape was more competitive compared to previous years, despite fewer companies hiring.

> **With fewer job openings, higher application numbers, lower recruiter bandwidth, and more selective students that keep looking for "the best" offer even after accepting, the hiring landscape felt more competitive.**

Yello customers with a strong employer brand had the benefit of keeping candidates engaged through multiple touchpoints and increased brand impressions, raising awareness and keeping their company top of mind when it came time for candidates to apply.

Takeaways

How can recruiters prepare to make the business case for their campus recruiting efforts moving forward? By having the right data in a format that's organized and accessible. Having your data buttoned up sets you up for success regardless of shifting goals and priorities. You'll have a firm grasp of recruiting outcomes, and can more quickly pivot tactics to meet goals as they shift throughout the year.

Data can also help employers overcome the challenges of increased hiring competition. With historical hiring data at your fingertips, you can make informed decisions about which campuses and tactics give you the best results and the best return on investment. This way, you don't find yourself attending certain campuses simply because it's something you've always done or because your competitors recruit there.

In addition to analyzing which schools yield the best results, recruiters should take a hard look at what types of events have been the most fruitful. Companies who diversify their event approach have an opportunity to build better relationships and identify and nurture top candidates. Instead of only attending large job fairs, employers should consider partnering with student organizations, hosting smaller scale, more personable events like resume reviews, classroom events, and information sessions. Virtual events also help support this initiative, especially for companies that have limited bandwidth and budget constraints.

Chapter 2

Gen Z and The Candidate Experience

Gen Z candidates have unique values, preferences, and priorities when it comes to what they look for in a potential employer. In order to effectively source Gen Z candidates, you have to understand what's most important to them, what they look for in a job, and the different ways you can engage and build relationships with them.

The need for employers to familiarize themselves with the Gen Z perspective is obvious, however, we've discovered that there's a disconnect between employers and candidates. So much so that many employers are struggling to engage and retain Gen Z talent.

This chapter will focus on results from our candidate survey to give you a better understanding of Gen Z's thought process throughout their job search, including what they look for, what cools their interest, and how they approach their job search after receiving or accepting an offer.

Where are Gen Z candidates looking for jobs?

68% of respondents said they job search on LinkedIn, followed by Indeed at 51% and WayUp at 39%. One thing we're constantly lecturing about is meeting Gen Z candidates where they're already spending their time - in this case, that's online through LinkedIn, other social media channels, email, and virtual events. Gen Z is incredibly tech savvy and just going to their campuses in person isn't good enough as a standalone strategy. Employers have to keep in consistent contact with candidates to build their brand over time. We'll touch on the importance of brand building in the next chapter, but this data solidifies social media as an area of focus for building an employer brand that attracts Gen Z candidates.

## Where do you primarily look for jobs & internships?
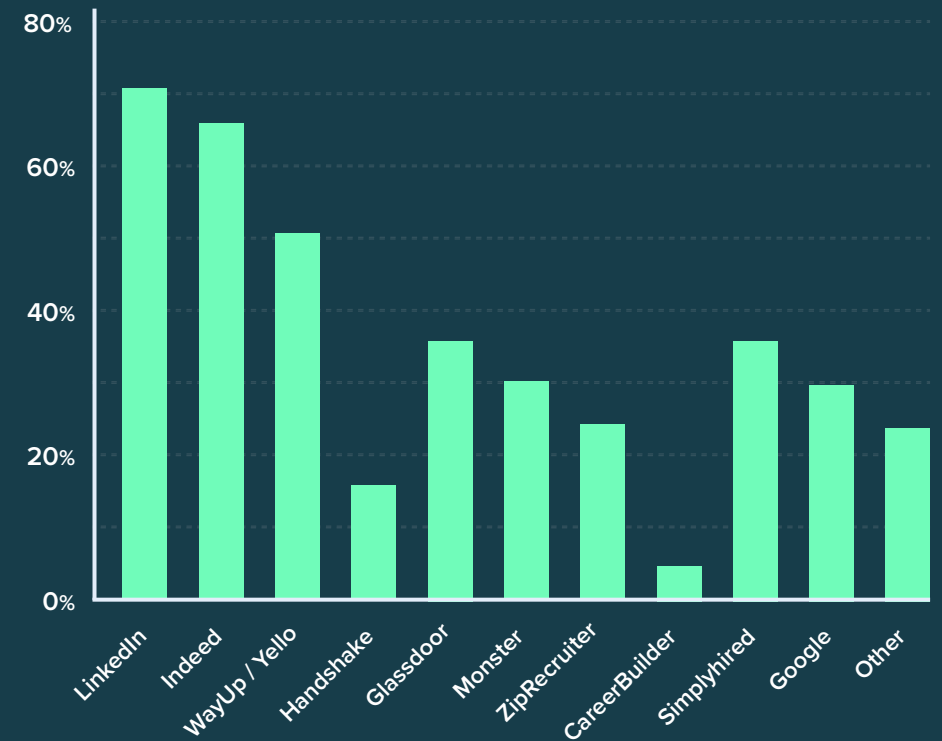
Other answers included:

- ✓ Professors and advisors
- ✓ Family and friends
- ✓ Campus career center
- ✓ Reddit

Once they see a brand or position that captures their interest, candidates are putting a lot of thought into how they apply for each position to give them the best chance for being selected for an interview. While the majority of candidates initiate their job search through job boards, many prefer to locate a position on the company's website and apply directly. It's important to remember that candidate marketing is playing the long game, with each candidate touchpoint tying into that candidate's desire to apply, regardless of where the candidate sees your brand or open roles. The more touchpoints you can have with a candidate, the more likely they are to apply down the road.

Are you more inclined to apply to a job through a job board or a company website?
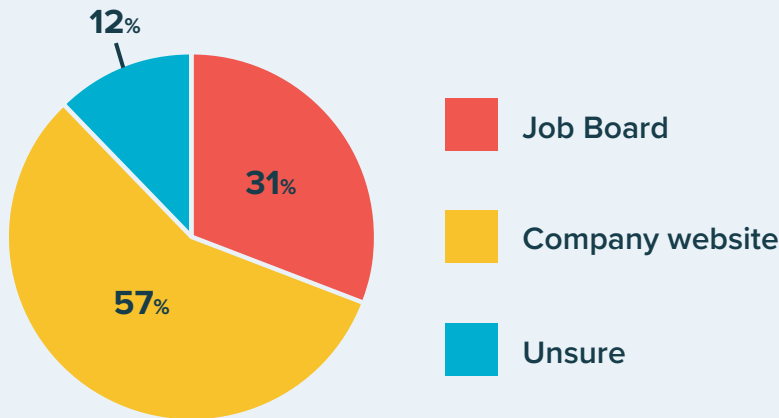
Candidates take this approach because they feel like it gives them the best chance of moving forward in the hiring process. In fact, 86% of candidates said that they feel like they have a better shot at a job or internship when applying directly through the company website or messaging a recruiter.

What factors are most important to candidates when considering where to apply or which offer to accept?

There's a lot of debate around what candidates prefer and what's fair when it comes to job requirements and benefits. Candidates consider several factors when analyzing a job offer, and we asked them to rank what factors were most important. Of the four options we provided, all four were chosen as an important factor by more than 80% of respondents.

What are the most important factors you consider before accepting an offer?
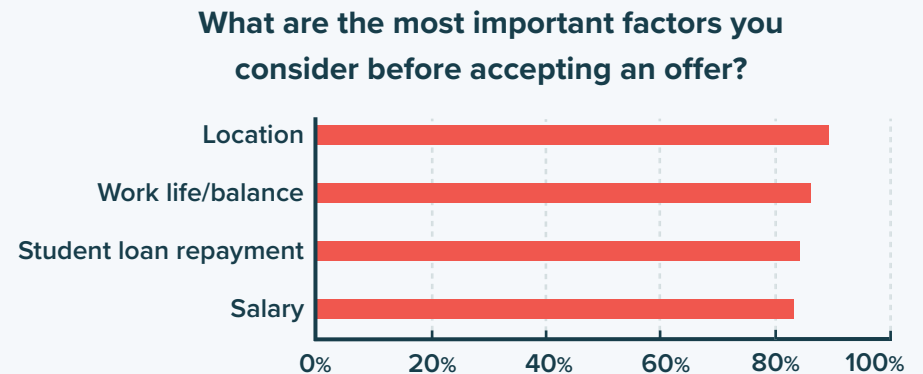
Location plays the biggest role in influencing if a candidate will apply or accept an offer, which can really make it tough for employers. That begs the question, do candidates prefer an in-person, remote, or hybrid work environment?
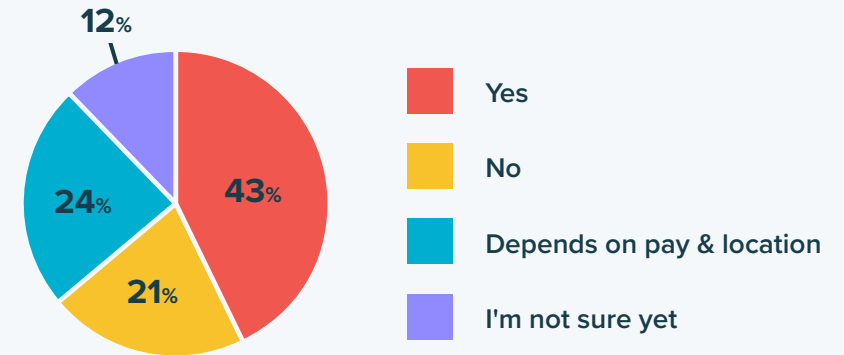
Do you prefer working in an office, hybrid, or fully remote?
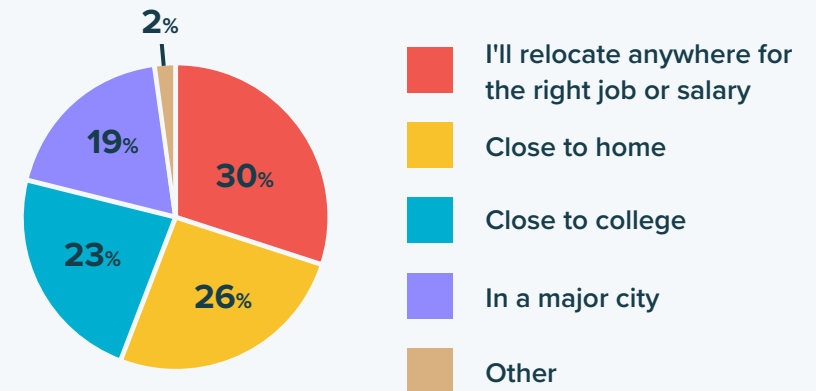
31% Fully Remote
50% Hybrid
19% Fully in-office
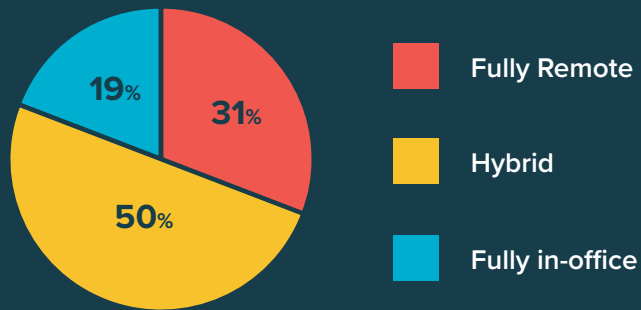
With most respondents preferring a hybrid option, candidates still have a desire to come into the office at least every once in a while. For some candidates, this may mean relocating for a position away from their current area. While relocation may feel like an unnecessary obstacle for employers looking to hire, our respondents indicated a willingness to relocate for the right job under the right circumstances.

This is great news for employers. You have the ability to expand your recruiting reach in hopes of pulling in the top candidates, even if they aren't local to the jobsite when applying.

Are you open to relocating for an internship or job?

43% Yes
21% No
24% Depends on pay & location
12% I'm not sure yet

When considering relocating for a job, what location are you looking to be in?

30% I'll relocate anywhere for the right job or salary
26% Close to home
23% Close to college
19% In a major city
2% Other

Another topic that's garnered more attention over the last couple of years is relocation assistance. Some employers offer a stipend to further incentivize interested candidates to relocate for an opportunity within their organization. More than half of survey respondents said they would be willing to relocate even if financial assistance wasn't offered by their new employer.

Would you relocate even if financial assistance isn't provided?

39% · 61%

- Yes
- No
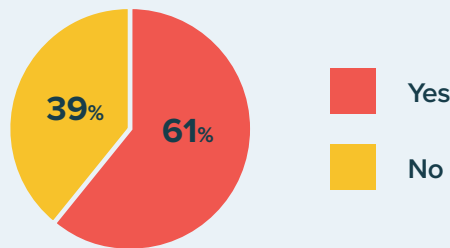
Lastly, we asked candidates if they considered relocation a long term or short term commitment.

Do you see relocating for a company as a long-term commitment or a short-term commitment?

10% · 62% · 28%

- Long-term
- Short-term
- Not willing to relocate
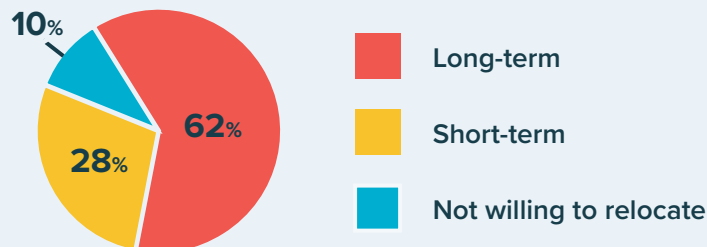
What were candidates' biggest challenges throughout the job search process?

Once again, candidates said that not hearing back from employers was their biggest challenge while job searching. As we saw in the first chapter, many employers struggle with managing application volume, resulting in students being ghosted and a very poor candidate experience. Not getting back with candidates damages your employer brand and reputation.

The second biggest challenge for candidates was securing an interview after applying for a position, and the third biggest challenge was in a similar vein as candidates said not enough companies were hiring. With hiring down for many employers, candidates applying for open roles may have faced increased competition due to higher application volume.

What was your biggest challenge during the job searching process this year?

Challenge	
Didn't hear back	
No interviews	
Not enough companies hiring	
Limited opps. for major/experience	
Other	

0%   20%   40%   60%

We also asked candidates how many job and internship positions they applied for in 2023, and nearly half said that they had applied for at least 10 positions, with 17% applying for more than 50!

How many jobs and internships have you applied for this fall?

1-5	10-20	50-100
5-10	20-50	100+
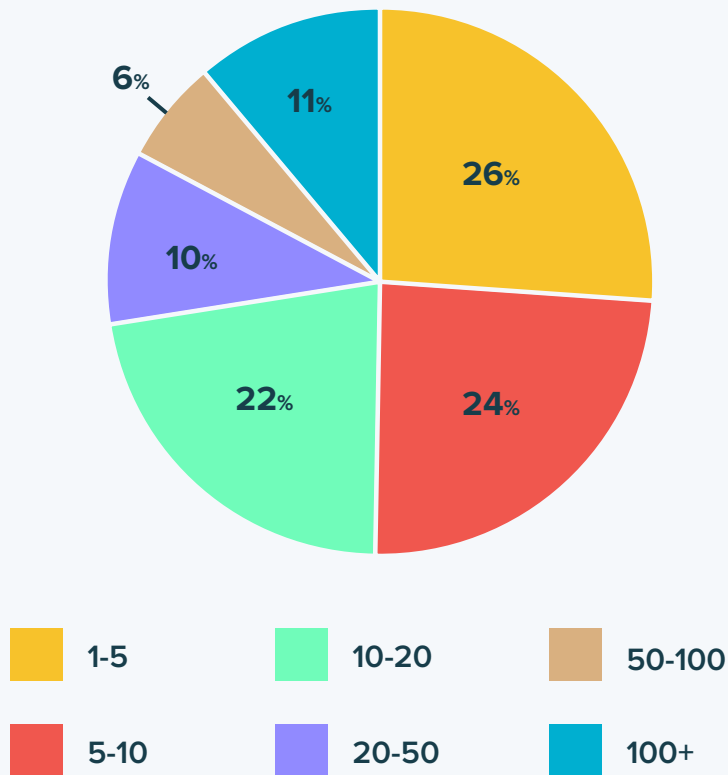
How do candidates like to communicate with employers before and after receiving an offer?

Gen Z candidates heavily prefer to engage with potential employers over email, with 74% of candidates choosing email as their top choice. 19% of respondents chose social media, and 7% chose texting as their preferred method.

We also asked candidates how often they check their email. 77% said that they check for new messages at least once a day, with almost half of them checking for updates multiple times a day.

How often do you check your email?

- Multiple times/day
- Daily
- Every few days
- Weekly
- Not often
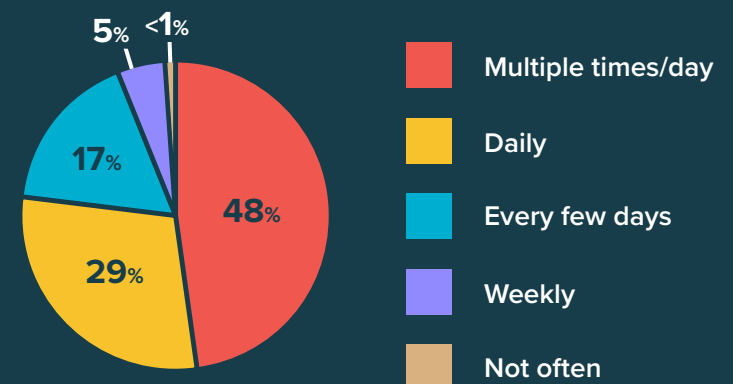
Email is a great tool for employers to send personalized and engaging messages to candidates to keep their talent pipeline engaged throughout the year. Whether it's an emplo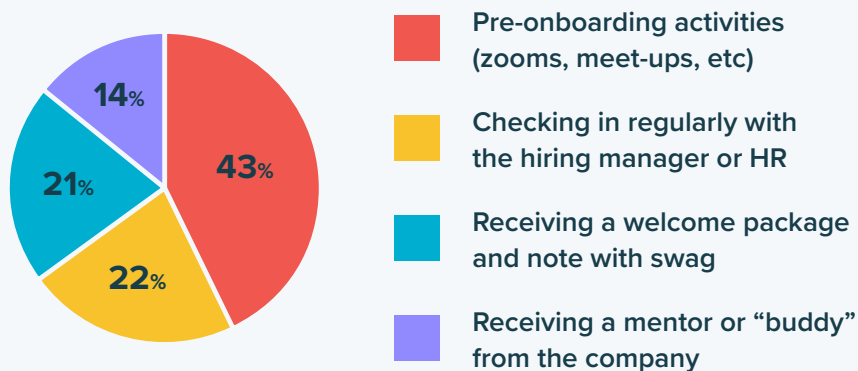yee spotlight or candidate newsletter, look for ways to regularly communicate with candidates throughout the year to help keep your brand top of mind. If you aren't sure how to get started, **check out our guide**.

Post-offer engagement is an area that's extremely important to students but employers really struggle. Engaging candidates after they accept an offer contributes to reducing reneges and providing a better employee experience before they even start working at your company.

What kind of engagement do you prefer after accepting an offer?

- **43%** Pre-onboarding activities (zooms, meet-ups, etc)
- **22%** Checking in regularly with the hiring manager or HR
- **21%** Receiving a welcome package and note with swag
- **14%** Receiving a mentor or "buddy" from the company

After accepting an offer, 43% of candidates prefer to engage in pre-onboarding activities with the company such as Zoom meetings and in-person meet-ups. We also asked candidates what communication channels they prefer when engaging with their future employer after accepting an offer, with email being the preferred method of 56% of students.

Here's how employers approached post-offer engagement in 2023:

How would you prefer to engage with companies after you accept a job offer with them?

- Email — 56%
- Text — 17%
- Phone calls — 9%
- LinkedIn — 2%
- Zoom — 6%

What steps did you/do you plan to take to keep candidates engaged after they accepted an offer? (Select all that apply)
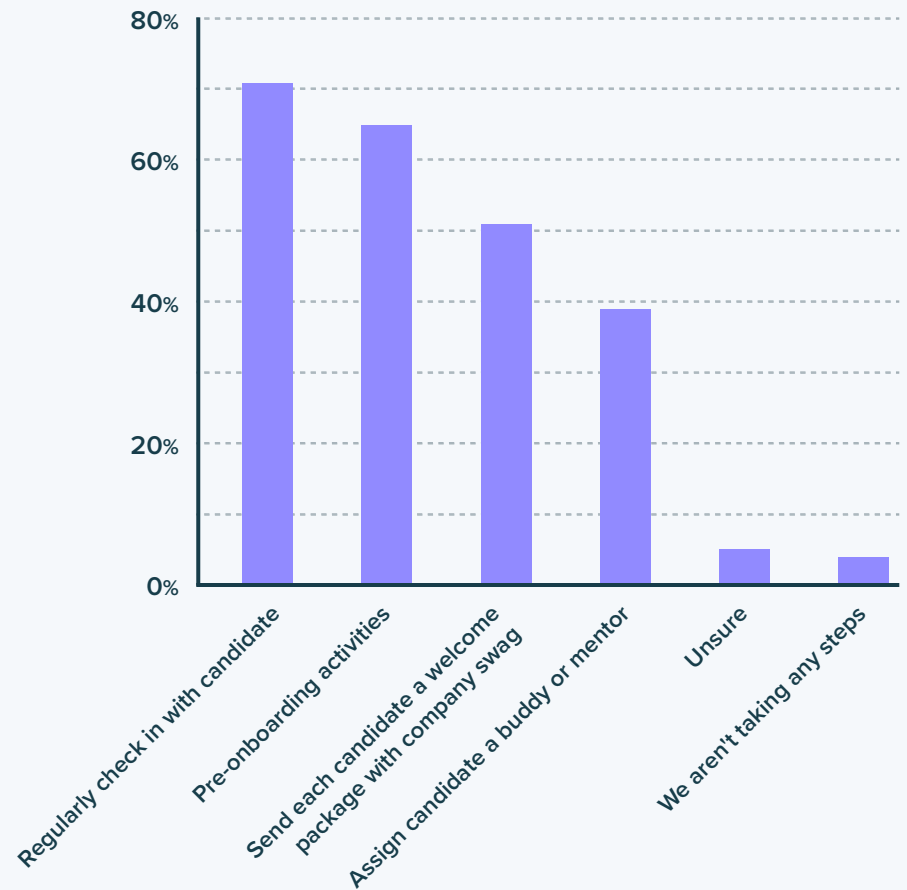
On the topic of candidate engagement and reducing reneges, employers have to understand why candidates continue to apply for other positions after accepting an offer. Of the candidates we surveyed, 52% said they continued to apply after accepting an offer.

Here's a summary of the reasons respondents provided:

1. Sometimes better offers come up after accepting an offer. Several students responded with variations of this answer. They believe that there is always a better option out there and want to keep all of their options open.

2. Candidates want to have a backup plan in case an offer is rescinded or is a poor fit. Here's one candidate's experience: "Once I was offered a job and accepted it, but later down the line I was told I couldn't be hired because they had some type of miscommunication with their upper management. So I will keep applying after offers until I'm fully in my new role."

Other answers included:

- Candidates accepting a position out of financial need, even if it wasn't a good fit or was below their salary expectations.

- Candidates wanting to work multiple jobs.

- Candidates wanting to compare what's out there to their current positions.

Having a backup plan is well justified, as one third of respondents said they had an offer rescinded or delayed by an employer after accepting the position. Pulling an offer damages your employer brand and your ability to build trust with candidates. We know the reasons employers pull an offer, but why do candidates ultimately decide to renege after accepting? The top answer - they received a more competitive offer from another employer.

52%

of candidates continued to apply after accepting an offer

Why would you renege on a job/internship?

- **Received a more competitive job offer**
- **Unforeseen personal circumstance**
- **Issues with the terms of the initial job offer**
- **Other opportunity aligns better with skills & interests**
- **Issues with company's culture or values**
- **Changed career goals or aspirations**
- **Family considerations or obligations**
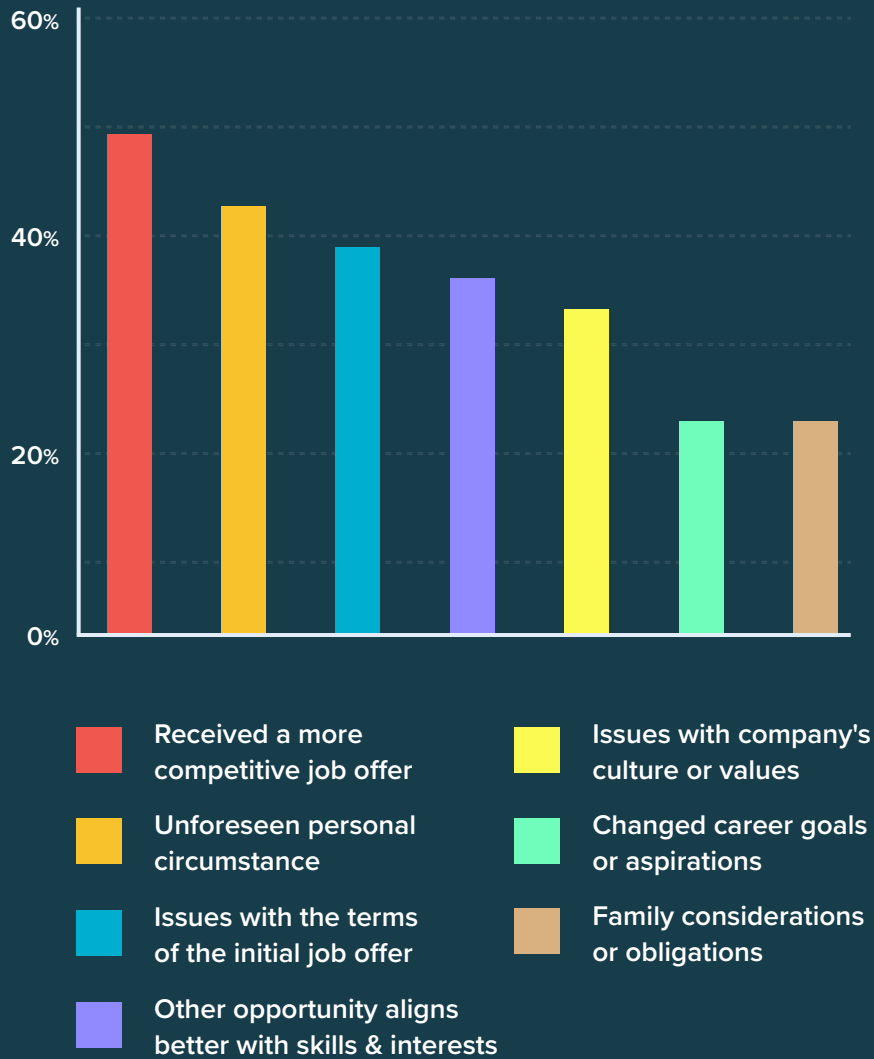
We also asked candidates what factors have made them decline a job offer to begin with.

What factor has made you decline a job offer?

- **Poor management** 27%
- **Total compensation** 24%
- **A better offer** 22%
- **Benefits** 15%
- **Location** 12%

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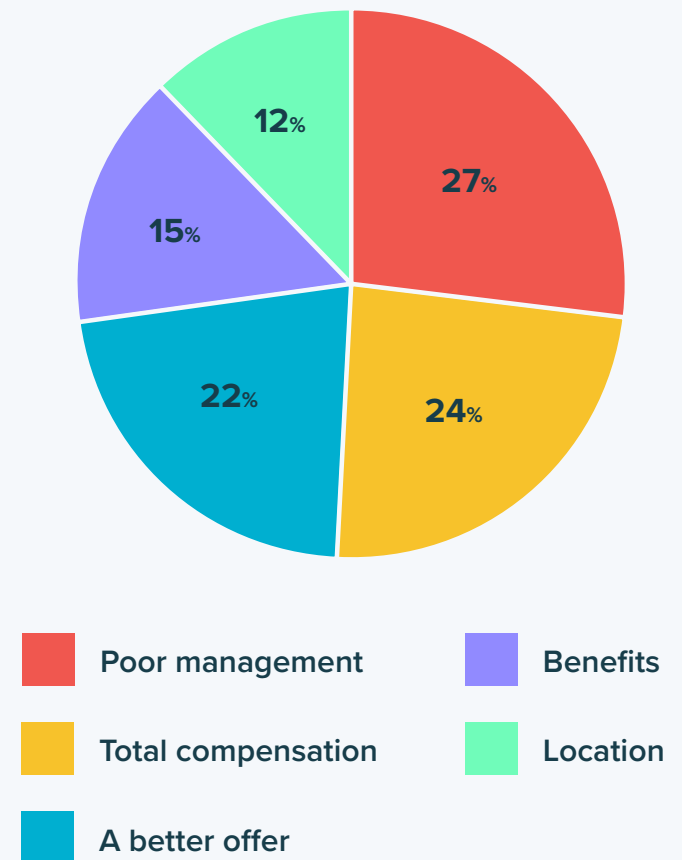
How did students approach writing their resume and preparing for interviews?

Where do you go to review your resume, prepare for interviews, and learn about jobs?

32% Google
29% Career services
15% Paid resume & interview tools
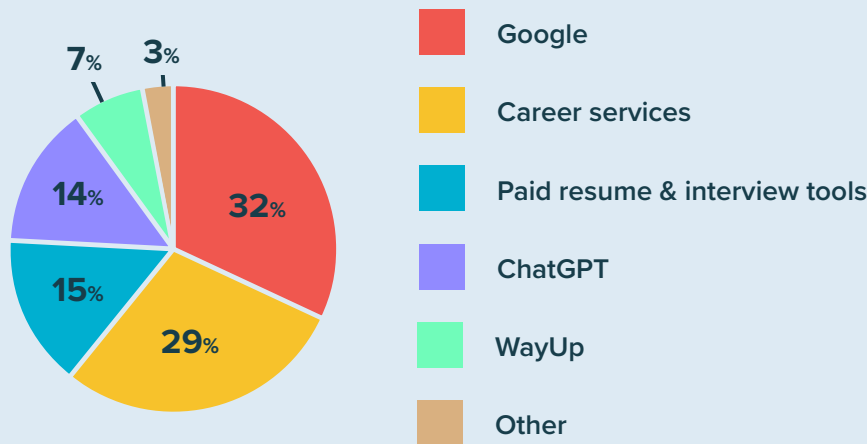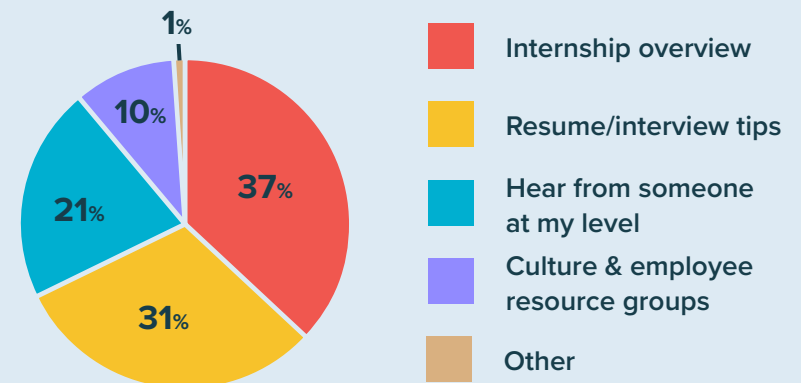14% ChatGPT
7% WayUp
3% Other

Students are increasingly turning to resources outside of the career center to craft their resume and prepare for interviews. Only 29% of respondents said they look to their career center for help with their resume and interviews. With so many resources available online, including the emergence of ChatGPT, students are turning to online resources to help them land their next position.

What kind of virtual event topics are you interested in?

37% Internship overview
31% Resume/interview tips
21% Hear from someone at my level
10% Culture & employee resource groups
1% Other

Providing candidates with helpful resources about building a resume or preparing for an interview are a great way to capture students' attention and build your brand. These are great topics to cover during your virtual events.

Candidates still want (and attend) virtual events.

64% of respondents said they attended more than two virtual events last year. Of the respondents who attended at least one virtual event, 37% said that attending made them more likely to apply for a job with that employer.

In addition to the candidate responses, we've also seen an increase in attendance of virtual events being hosted by employers through WayUp. Virtual event registrations in WayUp were up 25% compared to 2022.

+25%

Amount that virtual event registrations in WayUp increased compared to 2022

Takeaways

Employers should prioritize contacting all applicants, even if it's a rejection note. These communications can be automated in Yello to save your time and ensure no candidates slip through the cracks. Not only does this provide a better candidate experience and improve your reputation as an employer, it also sets you apart from a lot of other companies who fail to get back to each applicant.

When candidates aren't a fit for your company or the role, they still need a job — and connecting them to resources that help them find their next step will create a better candidate experience. WayUp has thousands of relevant opportunities, and you can easily refer your rejected candidates to these opportunities through Yello Sourcing. Taking extra steps like this helps you stand out as a company that actually cares about candidates' careers.

Engaging candidates post-offer goes a long way to reduce reneges, a huge disruption to your hiring cycle. 1 in 4 of the employers we surveyed said they saw an increase in candidate reneges in 2023. Employers should look for ways to automate candidate engagement post offer to reduce reneges and make new employees feel valued and prepared for their new role.

Enter Abode - Abode helps companies engage and retain early-career talent from offer to 100% productivity by providing a platform filled with content and community. **See how it works.**

In today's competitive hiring market, the more touch points you have with potential candidates, the better. Frequent communications allow you to build relationships with candidates and keep an engaged talent pipeline. As your hiring goals change or even if you don't have open positions at the moment, having an engaged talent pipeline is a huge asset that will benefit you greatly when new positions open.

Lastly, virtual events remain a valuable and relevant tool for employers to engage with interested candidates and expand their recruiting reach outside of areas they recruit from in person.

Chapter 3

Building a Strong Employer Brand

Everyone talks about building a strong employer brand, but what does this look like in the real world? Brand building has become a huge buzzword in the talent community, and while the benefits of a strong employer brand are well known, many employers struggle with where to start or which practical steps to take.

In a nutshell, having a strong employer brand means that your company comes to mind when students are looking for opportunities. In this chapter, we'll cover what brand building actually looks like for early talent recruiters, why it's important, and how you can successfully grow your brand in 2024.

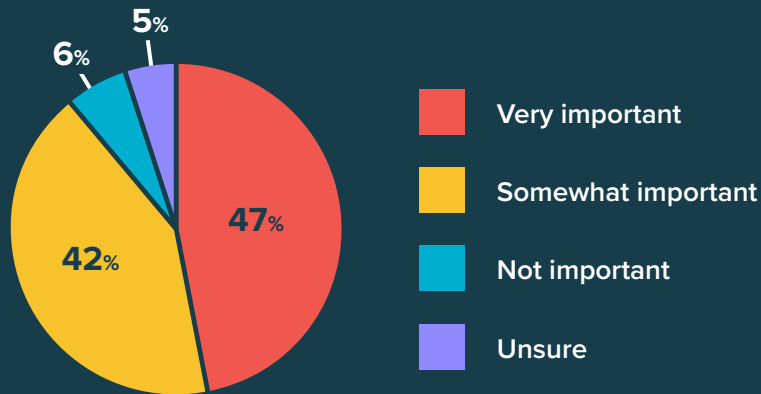# Why is brand building important?

Brand building has become increasingly important in recent years, especially as virtual events and digital sourcing have grown in popularity. Small and medium sized companies have an opportunity to better compete with enterprise organizations by standing out with a strong brand. Additionally, having a strong brand can help candidates choose your company over your competition.

A strong brand also helps fill your talent pipeline by drawing in top talent. If you're able to clearly demonstrate your company's employees, culture, message, and core values in an interesting and engaging way, your message will resonate with potential candidates and make it easier for you to form a bond with each individual.

# How employers approached brand building in 2023

In 2023, many companies put a heavier emphasis on building their employer brand, especially those who faced hiring freezes or had limited budgets. This was demonstrated through several questions in the survey. The focus on brand building was especially evident in relation to the budget process. 89% of companies said that branding was somewhat or very important when setting their budgets and determining which campuses they should recruit from.

This was also apparent when 55% of employers said they went to an in-person event last year where their primary goal was brand building.

How important was brand building when setting budgets and choosing which campuses to attend?

6%
5%
47%
42%

- Very important
- Somewhat important
- Not important
- Unsure

Did you attend any events, whether in-person or virtual, where your primary goal was brand building instead of hiring?


5%
40%
55%

- Yes
- No
- Unsure
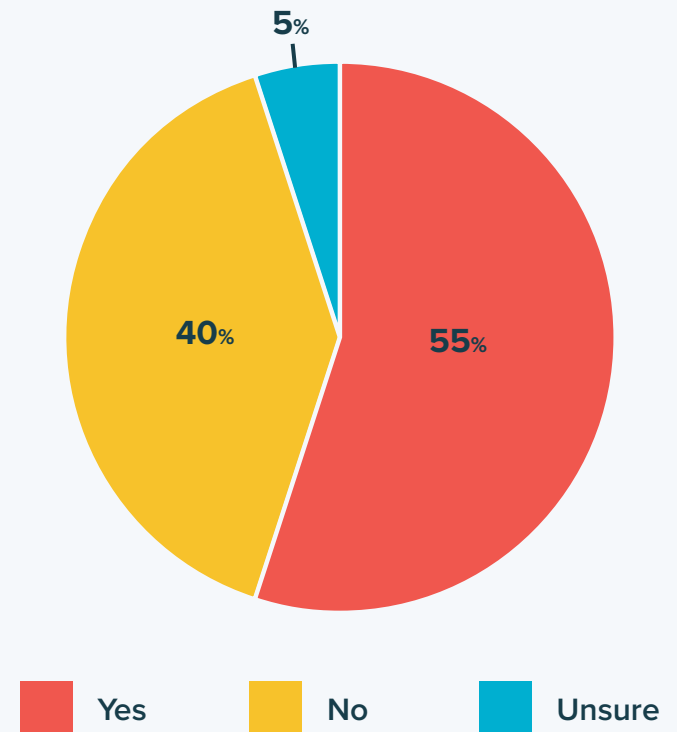
Many companies focused on building their brand online, with social media being the channel of choice behind in-person events, followed by virtual events and email. Between email, social media, and text messaging, candidates preferred engaging with employers via email the best, with social media coming in second.

We asked respondents who chose social media in the last question about which platforms they used. LinkedIn was the overwhelming favorite and chosen by 97% of respondents, followed by Instagram which is also used by more than half of respondents.

What channels did you use to build your employer brand in 2023? (Select all that apply)

What social media channels did you use? (Select all that apply)
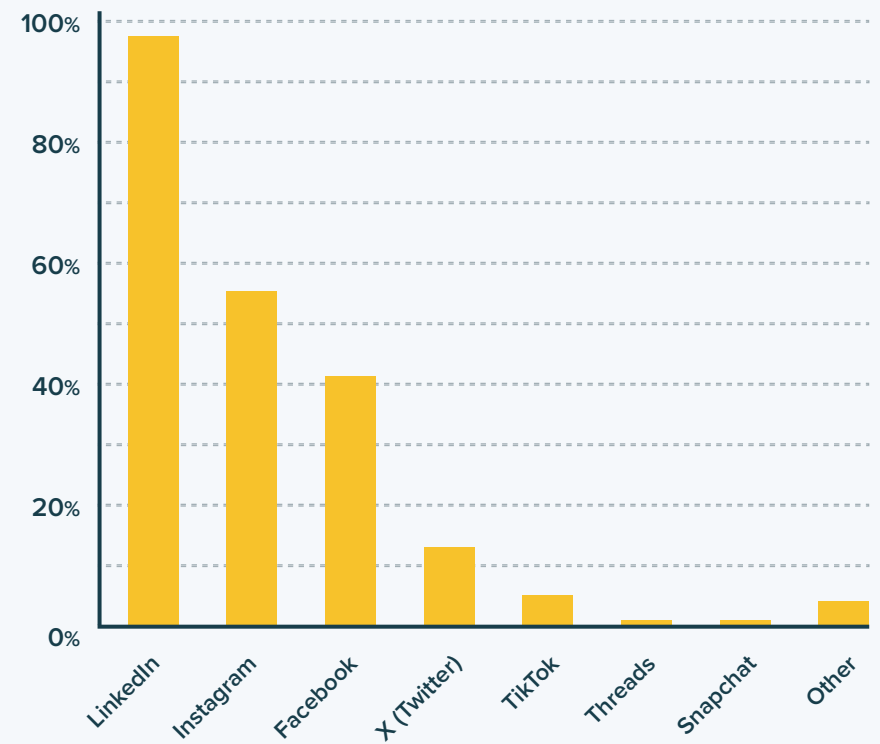
At Yello, we saw an increase in companies turning to **WayUp** to improve their employer brand to reach more qualified candidates through branded articles, virtual events, social content, and more.

We also saw more than a 10% increase in the number of companies applying to be featured on the **Top 100 List for National Intern Day in 2023**. Having a strong and well-known internship program is another great way to stand out to candidates.

+10%

increase in the number of companies applying to be featured on the Top 100 List for National Intern Day in 2023

Takeaways

Brand building is crucial for attracting top talent, especially in the era of virtual events, digital sourcing, and increased competition. A strong brand helps you compete with other organizations, attract candidates, and fill your talent pipeline effectively, even if you don't have a lot of open positions.

Companies predominantly utilized in-person events, social media, and email to build their employer brand in 2023. LinkedIn emerged as the top social media platform, followed by Instagram, for engaging with candidates. Integrating social media into your early talent strategy enables you to engage with Gen Z candidates on platforms they frequent, fostering brand awareness and candidate relationships. Additionally, it allows you to showcase your company culture, highlight employee experiences, and initiate direct conversations with candidates, all while providing valuable data to refine your sourcing efforts and target your ideal candidates more effectively. Get a more in-depth look at using social media to recruit Gen Z through **our webinar** and **guide on the topic**.

Last year, many Yello customers faced challenges recruiting Gen Z because the content and messaging they shared wasn't resonating with their target audience. There is a right way and a wrong way to attract Gen Z in this competitive landscape for talent – our team knows exactly how to engage Gen Z efficiently and effectively. As a result, an influx of companies turned to us for help with their Gen Z engagement strategy. We partnered with them to build their employer brand through branded content, virtual events, and social engagement, as well as encouraging them to seek recognition on lists like the **Top 100 Internship Programs List for National Intern Day**.

Chapter 4

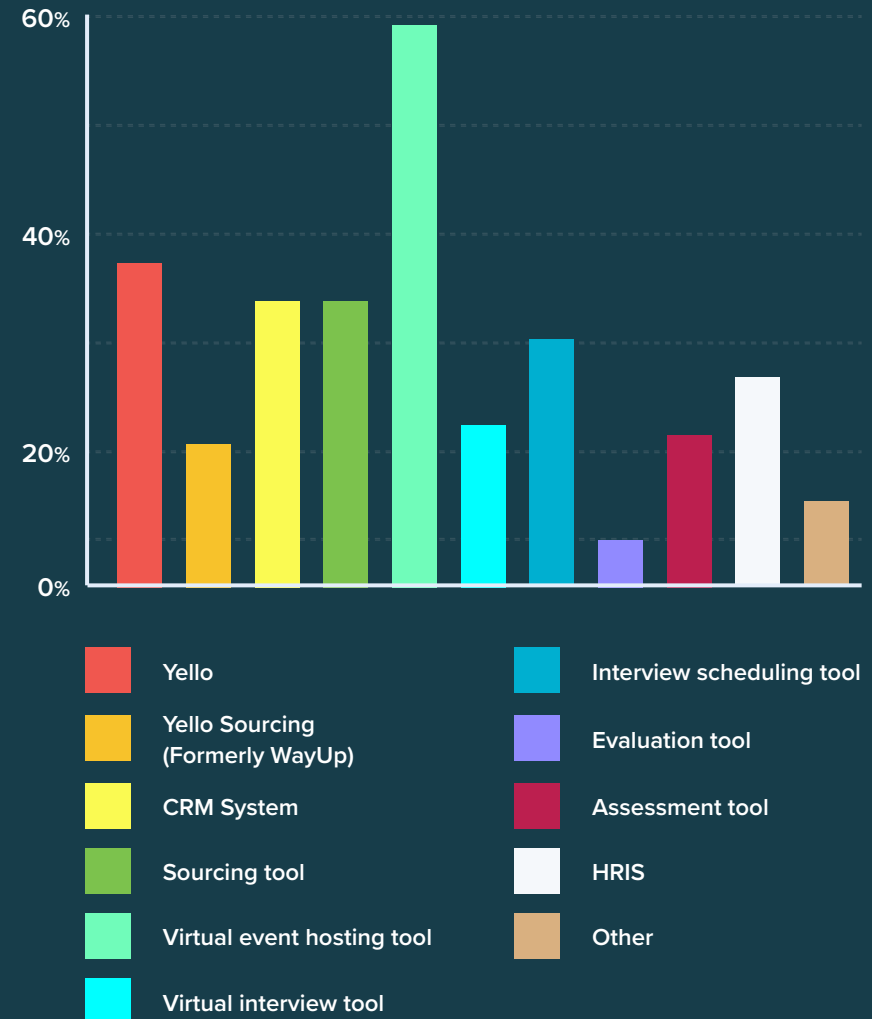# Tech Stack and the Pressure to Consolidate

Navigating economic uncertainty

As discussed in the first chapter, the economic uncertainty resulted in employers stepping back and evaluating their tech stack to identify areas to cut costs and simplify processes. Nearly 1 in 3 respondents said that they faced pressure to consolidate their tech stack in 2023 to reduce expenses.

Consolidating your campus recruiting tech stack is tricky, especially when recruiters are facing more pressure to prove the ROI of their efforts and need a tool to help track that data. Here's the breakdown of campus recruiting tech stacks in 2023.

Beyond an ATS, what tools are included in your campus recruiting tech stack?

(select all that apply)

Legend:
- Yello
- Yello Sourcing (Formerly WayUp)
- CRM System
- Sourcing tool
- Virtual event hosting tool
- Virtual interview tool
- Interview scheduling tool
- Evaluation tool
- Assessment tool
- HRIS
- Other

Many respondents said that they are required by schools to use specific tools to communicate with students at their campuses.

**Did schools require you to use a specific tool or tools to communicate with their students?**

43% Yes

57% No
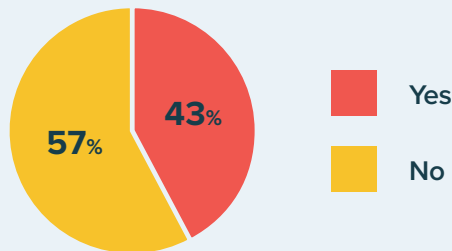
Many schools are software agnostic and do not limit the software you can use on their campus. This is often a misconception circulated by certain vendors to force employers to use their software to communicate with students at a specific school. As a result, student data is restricted in an attempt to keep their customers onboard, which limits students' opportunities to communicate with other employers who don't use their software.

There are other ways to engage and recruit on campus without paying premium prices. Make sure to double-check with the career center at each school to see what rules are actually in place.

Did you feel obligated to use certain tools or software to reach your goals, even if you didn't want to?

30% Yes

70% No
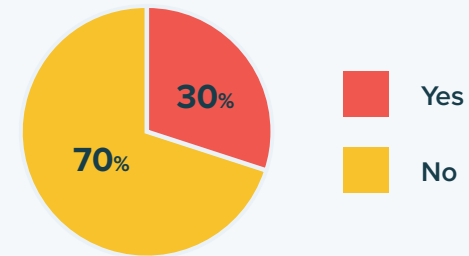
An alarming 30% of employers feel handcuffed into using tools to achieve their goals that they don't want to use. It's typically easier to continue using the software you already have, mainly because you don't have to go through the trouble of implementing new technology. But at what cost? We heard from several customers that they were blindsided by vendors with drastically increased renewal prices in 2023, but many didn't feel like they could drop the tool and still achieve their goals.

30%

 of employers feel handcuffed into using tools to achieve their goals that they don't want to use

Employers in this situation face quite a predicament. With an increased focus on ROI, how can they justify the cost of renewing the tool, with a negative sentiment, if they aren't seeing a positive return?

Last year, Yello made a public commitment to its customers called the Yello Customer Pledge, taking a stand against these practices. We believe your needs and success should always come first, that you deserve transparency on renewal pricing, and that you have unrestricted access to candidates.

Learn more about the pledge.

Takeaways

Economic uncertainty prompted roughly 1 in 3 employers to consolidate tools in their tech stack to reduce spend. Despite this, campus recruiting tech stacks remain multifaceted, encompassing tools beyond ATS, such as sourcing and virtual event hosting platforms.

A significant portion of employers, about 43%, felt compelled to use specific tools mandated by schools for student communication. Additionally, 30% of employers admitted to using tools they didn't prefer, highlighting challenges in aligning tool usage with organizational goals and preferences.

Concerns over renewal price increases in 2023 raised questions about justifying costs against perceived ROI, particularly when sentiment towards the tool is negative. **Yello's Customer Pledge**, emphasizing transparency on renewal pricing and unrestricted access to candidates, underscores a commitment to customer success and satisfaction amidst evolving market dynamics.

Chapter 5

Action Steps
for 2024

1. Dial in your recruiting data and focus on outcomes.

Ensure your recruiting data is well-organized and easily accessible. This foundation sets you up for success and gives you flexibility to quickly respond to shifting goals and priorities. Use historical hiring data to make informed decisions about which campuses and tactics yield the best results and return on investment. Don't stick to traditional approaches solely because they're familiar; adapt your strategy based on data-driven insights.

2. Analyze and diversify your approach to events.

Explore a variety of event types beyond large job fairs. Partner with student organizations, host smaller-scale events like resume reviews and classroom sessions, and embrace virtual events to engage with a wider talent pool and build stronger relationships with candidates.

3. Prioritize personalized and intentional candidate engagement.

Increase touchpoints with potential candidates to build relationships and sustain an engaged talent pipeline. Even during periods without open positions, maintaining engagement will be beneficial when new roles arise. When these candidates become applicants, respond to every application, even if it's a rejection note. Use automation tools like Yello to streamline this process and ensure no candidate slips through the cracks.

Combat candidate reneges by engaging candidates post-offer. Automate this process to make new employees feel valued and prepared for their new roles. Consider platforms like Abode, which is designed to support early-career talent engagement from offer acceptance through their first day.

4. Focus on building your brand and talent pipeline.

Embrace a multi-channel approach to brand building, including in-person and virtual events, social media, and email. Evaluate your social media presence and engagement strategies, with a focus on platforms like LinkedIn and Instagram, which are popular among candidates.

Consider leveraging tools like **Yello's Brand Boost** for branded content, virtual events, and social engagement to amplify your employer brand. Nominate your organization for award programs like the **Top 100 Internships Programs List** to enhance brand reputation and attract talent.

5. Use technology to make your life easier and save recruiter time.

Ensure the tools in your tech stack align with organizational goals and preferences rather than feeling compelled by school mandates or vendor influence. Seek solutions that offer versatility and cater to your specific needs, while providing you a positive ROI. Work with vendors who prioritize your success and are transparent in renewal discussions.
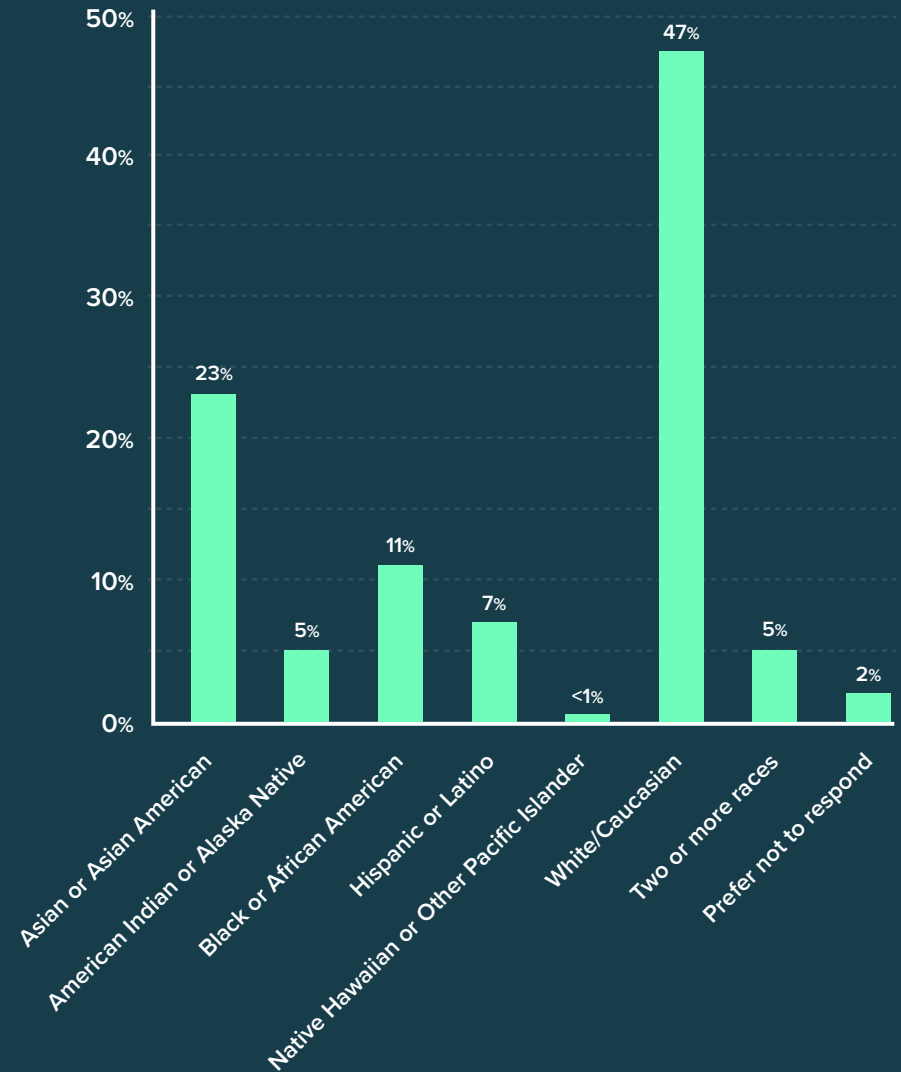
Methodology

This report includes data from four different sources and hundreds of total contributors. Data sources include a candidate survey, an employer survey, anonymized usage data from Yello products, and interviews with Yello customers over the course of 2023.

Candidate Survey

The candidate survey gathered responses from WayUp users across different majors. The online survey collected data in November and December of 2023. Among the people we surveyed, 46% identified as female and 23% were underrepresented minorities. 66% of respondents were current college students and 34% were recent graduates.

Respondent Ethnicity (Self-Reported)

Asian or Asian American: 23%
American Indian or Alaska Native: 5%
Black or African American: 11%
Hispanic or Latino: 7%
Native Hawaiian or Other Pacific Islander: <1%
White/Caucasian: 47%
Two or more races: 5%
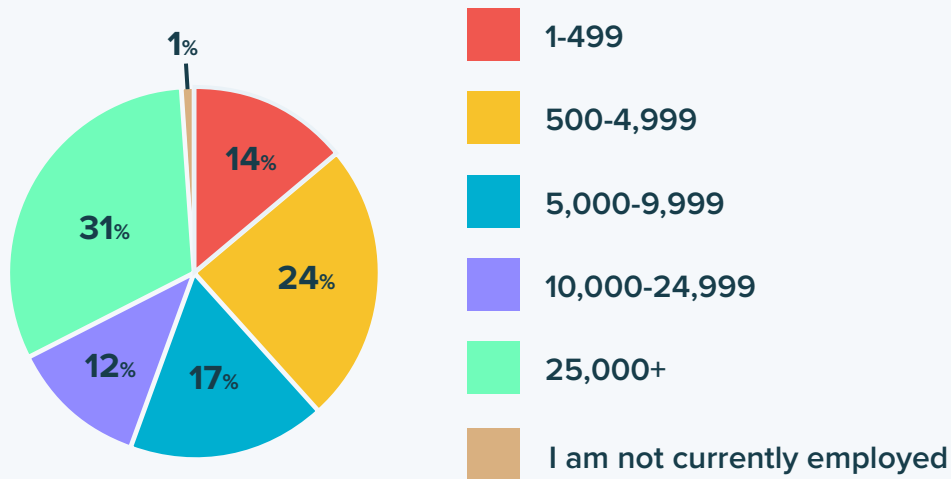Prefer not to respond: 2%

Employer Survey

The employer survey gathered responses from employers across dozens of industries with a variety of talent acquisition related job titles. The online survey was open from October to December of 2023 and distributed via email and social media.

Among the people we surveyed, there were a variety of different industries and company sizes represented in the results. Technology was the most represented industry at 16%, while companies employing over 25,000 staff were also the most represented at 31%.

Company Size

1% 14% 24% 17% 12% 31%

- 1-499
- 500-4,999
- 5,000-9,999
- 10,000-24,999
- 25,000+
- I am not currently employed

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.

For more information about Yello, contact us at hello@yello.co.

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