



EBOOK

Hire★Vue

Your Guide to Graduate Hiring:

Blending the Virtual World with Real Life



The Need to Scale

University recruitment strategies were turned upside down during the height of the COVID-19 pandemic. And just as in other lines of work, recruiters quickly made the leap to a virtual approach by foregoing on-campus career fairs and hosting events online, instead.

At the same time, 61 million Gen Zers¹ — a generation with ideas, beliefs, and expectations different from their predecessors — flooded the job market, while the job market itself became more candidate-driven and more competitive for employers, even compared to pre-pandemic peaks.

As a result, and as people and organizations settle into new, steady patterns, it's evident that many pre-pandemic recruitment strategies just don't work anymore. And with so many companies competing for new university graduates, there's a great deal on the line.

Now is the time for campus recruiters to rethink the future of their campus recruitment strategy. This guide will give you an overview of these shifts, as well as tactics for how to respond.



03.

The best graduate talent can come from anywhere



05.

Candidates resent the “candidate black hole”



07.

It's all about the employee experience



08.

3 reasons to cast a wider net



10.

Competing for today's top graduate recruits



16.

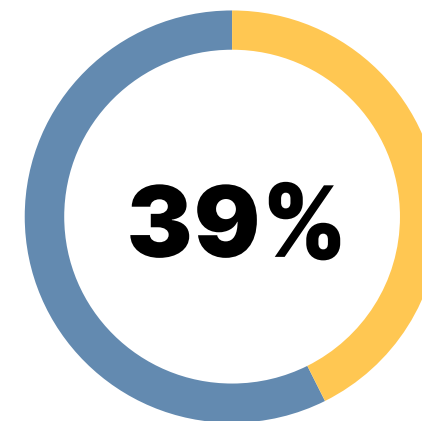
Blending the virtual world with real life

The Best Graduate Talent Can Come from Anywhere

Academic pedigree is not a predictor of job success. This isn't to say that a shortlist of "top universities" will never come in handy; however, a better approach — especially in a tight labor market — is to cast as wide a net as possible.

Why? A recruiting process that doesn't scale is full of missed opportunities. Sourcing from a diverse set of schools increases workplace diversity, and increases the likelihood of finding candidates best-matched to the job.

The distributed workforce is here to stay, and with hiring decisions now less bound to geography, it's time to widen the pool in search of new opportunities.

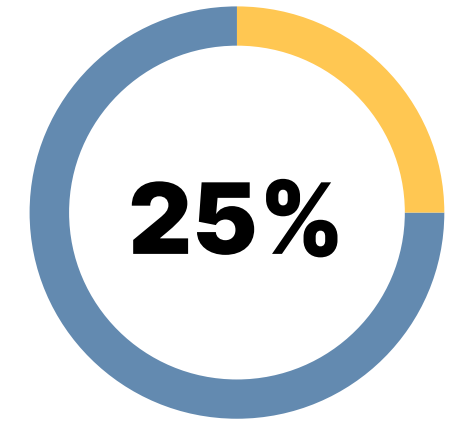


39% of graduates rate geographic location as a "very important," down from 51% at the end of 2019.



HireVue has allowed us to keep the focus on hiring for aptitude and potential vs. having an affinity toward a certain university or region. Leveraging the cutting-edge assessment technology HireVue offers us, we've moved beyond the resume and rely on assessment data and student responses to our on-demand digital interviews.

April Besing, Director of Early Talent Acquisition at Prudential Financial



25% increase
in the number
of universities
represented
in Prudential's
application funnel
year over year.

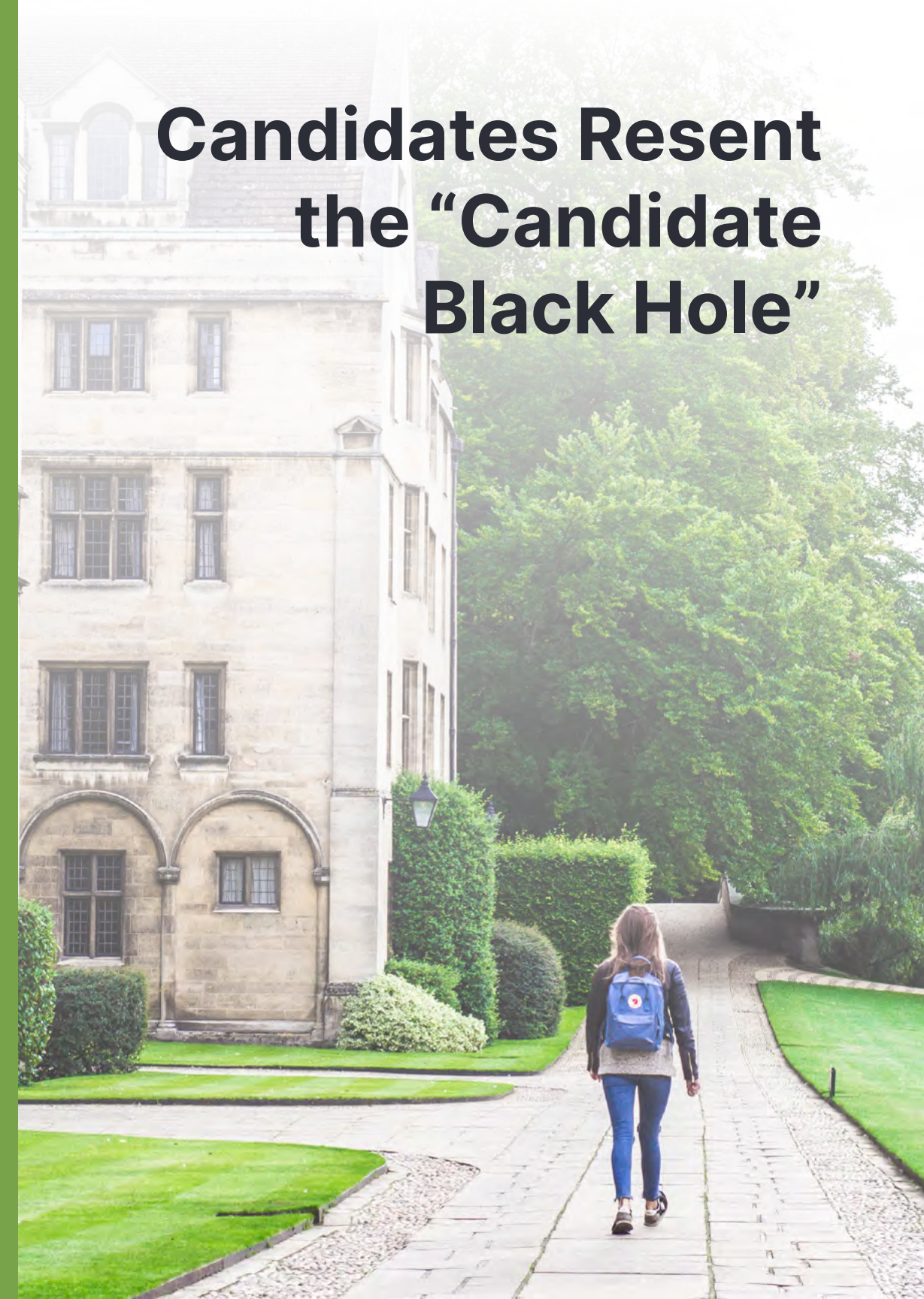
Candidates Resent the “Candidate Black Hole”

Nobody likes to feel ignored — especially during a job search.

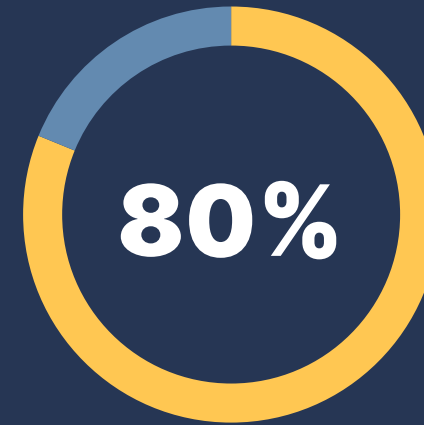
Yet, many job seekers fall into what’s become known as the “candidate black hole,” where they submit an application, or even complete an interview, and never hear back from their potential employer.

But with automated technologies like text-to-apply, on-demand interviews, and conversational ai, there’s no good reason not to master the digital experience. Mobile-first and flex advanced technology seamlessly integrate with your hiring practices — and help you blend the virtual world and real-life.

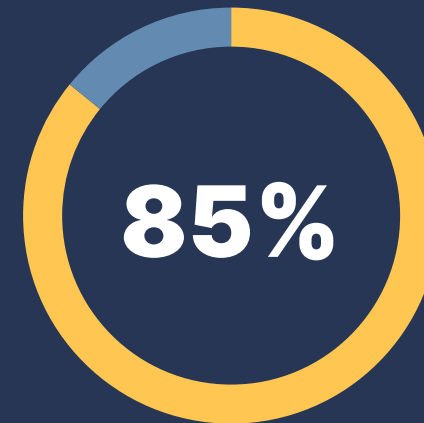
Seventy-five percent of applicants never hear back from employers after applying for a job, and 60 percent never hear back from employers after an interview.²



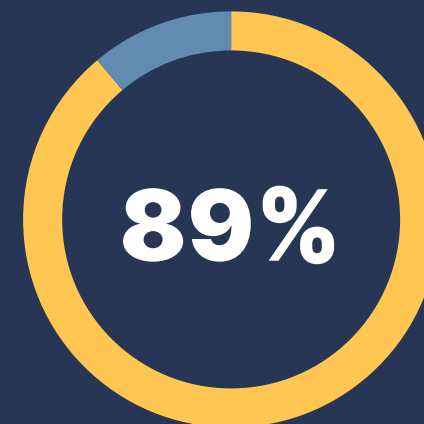
What 1.5 Million Candidates Think About The HireVue Experience:



Appreciated how they could differentiate themselves



Thought it reflected well on the employer's brand



Said it respected their time

It's All About the Employee Experience

To successfully recruit today's graduates, it's important to first understand what Gen Z is looking for, and how it differs from previous generations.

[Recent reports](#) show they're much more interested in finding an employer who supports their personal values and beliefs than their predecessors were.³

They want an environment where they feel appreciated, experience connection to their colleagues and company, and have the flexibility to work from anywhere.

Over 1/3 of Gen-Zers, if given two similar offers, will choose the company they perceive as more diverse and inclusive.⁴



3 Reasons To Cast A Wider Net

1

Attract Diverse Talent

Massive re-hiring campaigns — paired with reduced importance on geography — are a once-in-a-lifetime opportunity to expand your university outreach and prioritize equity and inclusion.

Ninety-five percent of companies are concerned with reducing unconscious bias; don't be left behind by not being one of them. ⁵

2

Impact Your Bottom Line

People with different backgrounds, interests, and education think differently, fostering a more collaborative, innovative, and productive work environment.

And it translates to your bottom line: Companies in the bottom quartile for both gender and ethnic/cultural diversity are 29% less likely to achieve above-average profitability. ⁶

3

Increase Quality

Thanks to virtual work, recruiters in many industries are no longer relegated to searching for candidates by city.

The surge in location agnostic roles makes it possible to recruit based on job-fit and skills, instead. And in doing so, recruiters have the ability to attract and recruit the highest quality candidates.

“ Before, with a team of 3, we were only able to hire from 16 different campuses. Now we’re hiring people from 60.

Compass Group



♦ Competing for Today's Top Graduate Recruits

The top 10% of candidates are typically won over by hiring teams in the [first ten days](#).⁷

It should be no surprise that Gen Z is the most tech-savvy generation to date. After all, they've never experienced a world without high-speed internet, social media, and instant communication at their fingertips.

More than half of Gen Zers say they spend [10 hours a day](#)⁸ using some form of technology. Recruiters willing to meet them where they are — on their mobile devices — are much more likely to engage them before the competition does.

How You Do It



Step 1
**Make applying
easy with text**



Step 2
Help job-match



Step 3
Assess skills early



Step 4
**Keep candidates
engaged**

Step 1

Make applying easy with text

Meet candidates where they are using web, text, and Whatsapp.

More than half of hiring conversations are happening online and outside of business hours. What's more, companies using chatbots are actually 3X more likely to improve the candidate experience.⁹ With conversational ai and a text-to-apply function, you can take candidates through next steps, even when you're offline.



Step 2

Help job-match

Part of engaging candidates means making it easy for them to find their dream job.

With access to a personal hiring assistant, candidates are empowered to quickly find a job that matches their goals and skills, pre-screen for the role, schedule an interview, get immediate answers to FAQs, and receive regular status updates — all without waiting to hear back from a hiring manager. Meanwhile, recruiters are free to spend time with qualified candidates — creating a seamless experience for everyone.



Step 3

Assess skills early

What happens when you expand your sourcing efforts, only to invite diverse candidates into a biased hiring process that inadvertently screens them out?

A better approach is to evaluate candidates early, on job-relevant skills, dramatically reducing bias at scale. By combining both assessment and interview, candidates get a fast, unified experience that can be completed in 20 minutes or less — and hiring teams get fast and fair insights to help them increase recruitment efficiencies and find the best-matched candidate for the job.



Step 4

Keep candidates engaged

Candidates report that waiting to hear back after an interview is the most frustrating part of the hiring process.

To improve interview follow-up, the key is getting to “no” fast. Once a decision has been made, responding quickly minimizes the frustration born out of waiting to hear back. Candidates are then free to move on and focus on new opportunities. Even better, offer simple, constructive feedback about why a candidate was or was not chosen for a role, demonstrating that you value the candidate, and likewise, your employees. Ninety-four percent of job seekers say receiving constructive feedback after an interview makes them 4X more likely to consider a company for a future opportunity.





♦ **Blending the Virtual World With Real Life**

The hybrid recruiting model is an approach that allows recruiters to combine online and offline student outreach. This gives hiring leaders the opportunity to leverage both technology and personal one-on-one connections with graduates.

Leverage Technology to Schedule Your Events

While it's possible to hire graduates strictly through technology, many recruiters prefer a mix of online and in person. A good strategy is to attract targeted talent with tools such as chatbots and video interviewing, then schedule in-person interviews for the final decisions. Some recruiters will attend hiring events for graduates that have been virtually prequalified so they can make more personal connections.

HireVue's interview scheduling software allows candidates to self-schedule for both these upcoming events at a time that works best for them.

Ability to Pivot and Adapt if Necessary

Implementing a hybrid hiring strategy helps recruiters future-proof their hiring. One thing we've all learned from the pandemic is the need to be fully prepared to pivot quickly and adapt to unforeseen changes. Using the hybrid approach will set recruiters up to build a flexible model that is scalable no matter what.

Add Value to the Candidate Experience

Candidates like options. Some prefer to meet face-to-face while others like the experience to be exclusively online. Giving graduating candidates an option shows that you value their overall experience.

3 Strategies to Help You Stand Out: Online and in Real Life



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