



EBOOK

# Hire★Vue

## Your Guide to Graduate Hiring: New Generation and New Norms





**90% of employers have attended a virtual career fair, a steep climb from just over  $\frac{1}{3}$  pre-pandemic.<sup>1</sup> And it's predicted that even by 2025, there will still be an 87% increase in remote work from pre-pandemic levels.<sup>2</sup>**

# Contents

Changes in how we hire and how we work are here to stay. Graduate expectations, how and where graduates look for jobs, and what values graduates are looking for in the companies they work for have evolved too. This guide will give you an overview on these shifts and how to respond:



## 01.

The best graduate talent can come from anywhere



## 02.

Today's graduates expect more



## 03.

Reasons to cast a wider net



## 04.

Steps to win at graduate recruiting



## 05.

Leaders in graduate recruiting

◆ The Best Graduate  
Talent Can Come  
From Anywhere



# Can Come From Anywhere

Academic pedigree is not a predictor of job success. This isn't to say you can't have a shortlist of "top universities" - but you should make every effort to cast as wide a net as possible. A recruiting process that doesn't scale misses out on the opportunity to increase workplace diversity, bolster employee retention, and select from a pool of the highest quality candidates.

The distributed workforce is here to stay, and with hiring being less geographically bound, it's time to expand your university reach.

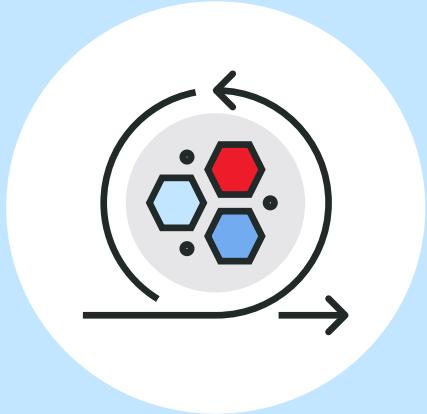


**39%**  
of graduates rate  
geographic location  
as a "very important"  
part of their job search  
today; down from 51%  
at the end of 2019.

“

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 Bising, Director of Early Talent Acquisition at Prudential Financial*



**25%**

increase in the number of universities represented in Prudential's application funnel YoY.

◆ **Today's Graduates  
Expect More**



# Gen Z is beginning to enter the workforce

Their expectations differ from the generations before them. As the first digital-native generation, it's crucial companies prepare for mobile-first communication and flex advanced uses of technology. The companies that master digital experiences, seamlessly blending the virtual world and real-life, will win top talent.

This group of graduates also rank workplace diversity as a deal-breaker. Over  $\frac{1}{3}$  of Gen-Zers if given two similar offers, will choose the company they perceived as more diverse and inclusive, even over salary.<sup>4</sup> "Lip service" isn't enough; build a standardized hiring process and bake diversity and inclusion into your employer brand authentically by doing the work within your company culture and bringing it to your hiring process.



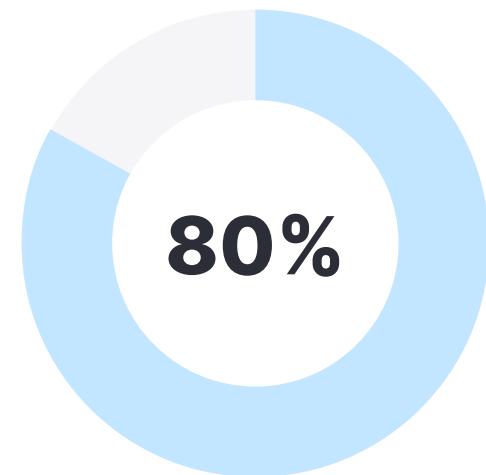
**Over  $\frac{1}{3}$**   
**of Gen-Zers if given two similar offers, will choose the company they perceived as more diverse and inclusive, even over salary.<sup>4</sup>**

# Candidates Want the Chance to Interview

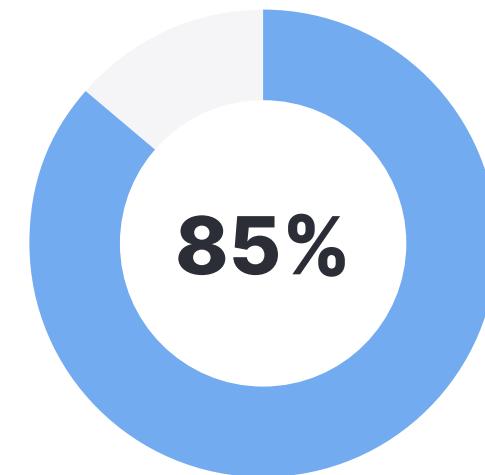
The job search is already stressful for upcoming graduates, and these stressors are compounded as graduates enter the job market during a time of continued economic volatility, following many internships and job offers being revoked at the start of the pandemic.

As students navigate an emotionally charged job-seeking climate when it can often feel like resumes just go into a black hole, stand out by making every applicant feel seen with automated engagement at scale and giving more candidates the opportunity to interview with on-demand video interviewing.

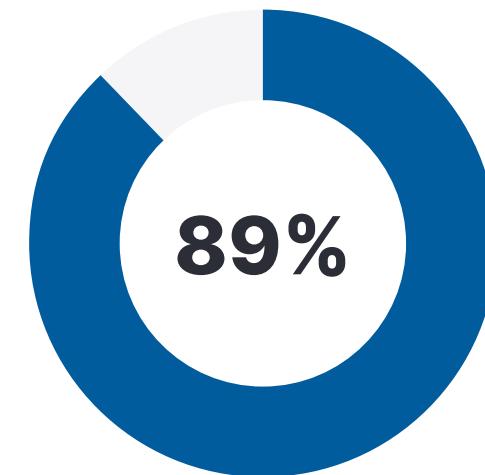
## What 1.5 Million Candidates Think About The HireVue Experience:



Appreciated how they could differentiate themselves



Thought it reflected well on the employer's brand



Said it respected their time

❖ **Reasons to Cast  
a Wider Net**



# 3 Reasons To Cast A Wider Net

## 1 Build a Better Workforce

The best candidates do not attend the same universities, so your hiring strategy shouldn't either. Considering more candidates, particularly at the entry level, is a tried and true way to identify best-fit employees for your organization.

## 2 Now is the Great Reset

Massive re-hiring campaigns paired with lessened importance on geography are a once-in-a-lifetime opportunity to expand your university outreach and prioritize equity and inclusion. 95% of companies are concerned with reducing unconscious bias; don't be left behind by not being one of them.<sup>5</sup>

## 3 It Impacts Your Bottom Line

People with different backgrounds, interests, and educations 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.<sup>6</sup>

“ 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*

◆ **Steps to Win at  
Graduate Recruiting**



# Job offer delays are the #1 reason they get turned down

When it comes to graduates with highly specialized, in-demand skillsets, you need to move fast. Everyone is trying to recruit the next top-performing innovator.

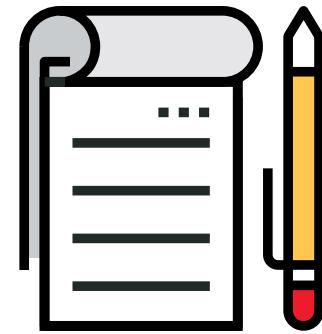
While you can impress them with an experience they appreciate, you also need to move them quickly through your hiring funnel. Delays in receiving a job offer were the #1 reason recent grads turned it down.

To move quickly, you need to identify future top performers at the beginning of the process, not the end. If you're using the final interview stage to determine a graduate's potential, you're moving too slow. Use the final stages of interviewing to identify each candidate's fit.

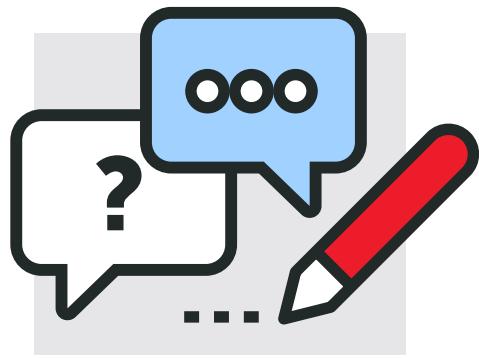


**In other words,  
they already  
accepted  
another job  
offer.**

# How You Do It



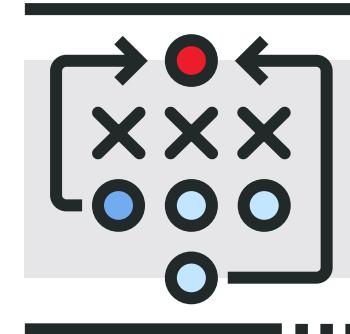
**Step 1**  
**Give students  
the information  
they want**



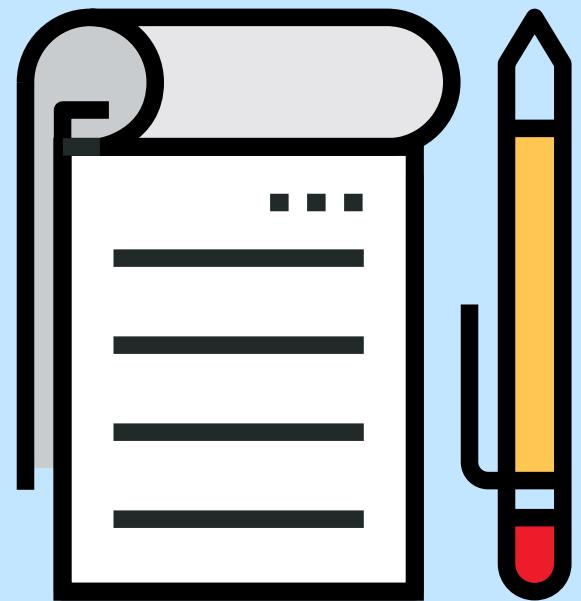
**Step 2**  
**Assess skills at  
the beginning  
of hiring process**



**Step 3**  
**Nail the virtual  
career fair**



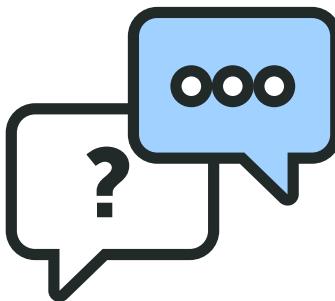
**Step 4**  
**Deploy unique  
hiring strategies**



**Step 1**  
**Give Students The**  
**Information They Want**

# 4 Proven Ways To Give Information They Want

Your university recruiting strategy starts before graduates even apply. They want to know how they'll be treated on the job. They want to know what your organization expects from them.



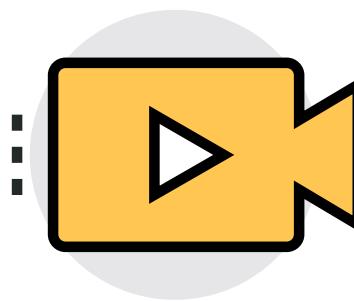
## Multi-Channel Communication

How you communicate is becoming increasingly important. Meet candidates where they are by engaging them through every channel from web chat, to text, to social media, to email.



## Employee Stories

Feature stories of success and advancement by students' recently graduated peers. Encourage your top-performing hires from years past to write blog posts, film videos, and create other content that puts opportunities for growth on full display.



## Video Previews

Take students through "a day in the life" simulations that show exactly what it is like to work for your organization. Bring your workplace culture to life with interactive web content and insights from your current employees.



## Job Descriptions

Don't make your job descriptions a list of demands. Use them as an opportunity to show off the big, impactful projects your new hires can expect to tackle.

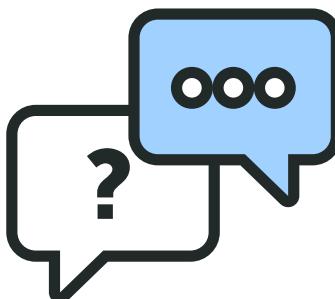


**Step 2**

## **Assess Specific Skills at the Beginning of the Hiring Process**

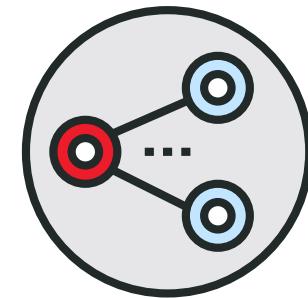
# Scale your most powerful screening step:

Interviews provide crucial insight into candidates' skills and potential. They're the most powerful screening step in university recruiting. Unfortunately, it is difficult to scale the interview across a large candidate pool.



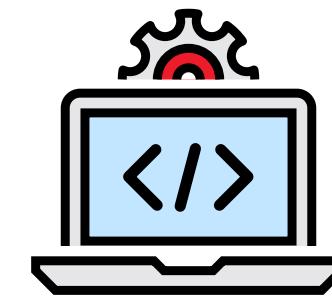
## Use OnDemand Interviews

Hiring managers consistently list skills like "communication," "organization," and "critical thinking" as among the most important job-related skills. When you invite graduates to a HireVue OnDemand, you don't just give them an application experience they want, you gain insight into their high potential soft-skills from the beginning of the hiring process.



## Combine the Interview & Assessment

You don't want the best early professional talent walking away because they were fed up with more than 100 repetitive questions. HireVue Assessments provide a validated measure of candidates' job-relevant competencies by evaluating their performance in OnDemand video interview questions and game-based challenges with artificial intelligence (AI). You effectively assess and interview your candidates in a single, easy step.



## Assess Technical Candidates Beyond the Code

OnDemand interviews and HireVue Assessments can be combined with coding challenges to provide comprehensive insight into technical candidates' hard and soft competencies. Assessments and coding challenges are automatically scored, so even non-technical recruiters can confidently recommend top-tier technical candidates to hiring managers.



**Step 3**  
**Nail the Virtual**  
**Career Fair**

# Strategies to Stand Out at a Virtual Career Fair:

While they've moved online, career fairs remain a great way to introduce future top performers to your employer brand. The impact you make on students can have far-reaching effects when it comes time for them to find a new role.



## Close Ahead of the Competition

If you've followed the previous steps, you should have a good idea of who you want to hire before the virtual career fair. Use this opportunity to build that personal connection and hire them ahead of your competition.



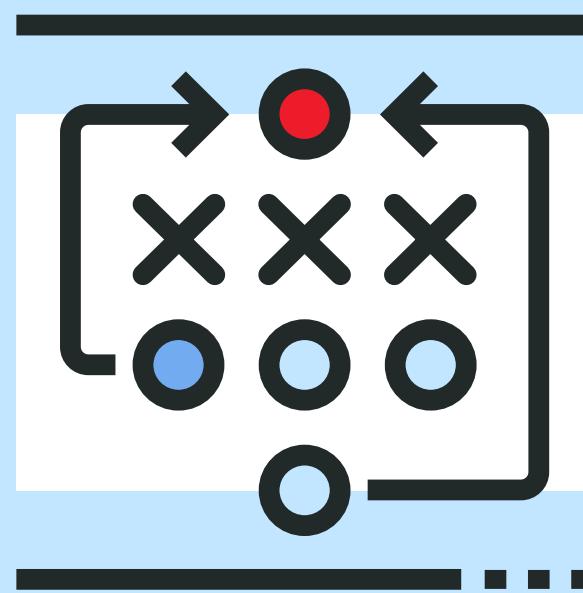
## Master Online Swag

Those helpful pamphlets and branded swag you would bring to an in-person event? Make those downloadable "swag bags" and bring those in-person experiences to the virtual landscape. Get creative with it so you won't miss out on a great candidate experience and branding opportunity.



## Don't Forget Your Student Orgs

Notify student organizations of your presence to drive your target students to the online networking event. Without the confines of geography, it will be easier to call in to network with students or pitch your opportunities during their student-run meetings.

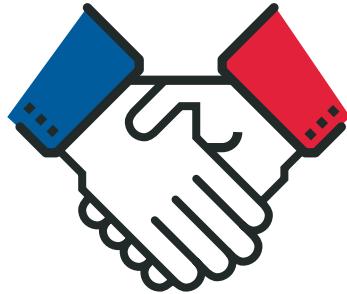


## Step 4

# Deploy Unique Strategies

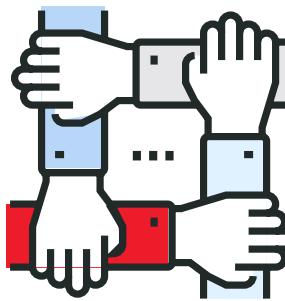
# 3 strategies for significant competitive advantage:

Once you've built a proven recruiting process that casts a wide net and identifies top talent quickly, it's time to implement some unique strategies.



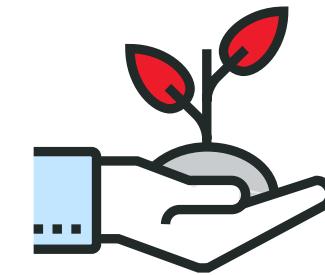
## The Buddy System

Top performers are friends with other top performers. Letting graduate hires recruit their friends doesn't just make your job easier - they want to do it! 96% of recent grads said they wanted to refer their friends to their companies.<sup>7</sup>



## Work with On-Campus Groups

Most high-demand skillsets have some sort of on-campus group (think a student nursing association or programming club). Participants in these clubs want to know that the time they spend on extracurricular activities is not a waste. Reach out to each student-run organization's leadership to create high-impact events.



## Nurture Candidates

Between extracurricular activities and final exams, students are busy. Stay top of mind by sending automated reminders or personal messages. 86% of new grads appreciate text message updates during the interview period.<sup>8</sup>

◆ **Leaders in  
Graduate Recruiting**



## Case Study:

# BP makes HireVue a Staple Part of their Business Continuity Plan

In 2017, Hurricane Harvey impacted BP's Houston office, leaving 5,000+ employees working from home during a devastating time, and resulting in 94 canceled campus events. Luckily, BP was already using HireVue and was able to quickly switch to a fully virtual recruiting process and hit their time-to-fill goals.

Fast forward to the coronavirus pandemic of 2020, when disaster struck again, they were ready to revert to exclusively video interviewing again.

Outside of times of crisis, HireVue remains a core part of BP's recruiting process because of both the candidate and recruiter convenience. Before deploying HireVue, BP was bound to universities where they could put boots on the ground.

Now, 98% of first-round interviews are conducted through HireVue OnDemand, opening their early career talent pipeline to students they could not have considered with traditional on-campus recruiting methods.

Results  
**98%**

of first-round interviews  
are on-demand

**100**  
interviews conducted during  
Hurricane Harvey crisis

**87%**  
offer acceptance rate

**11pm-2am**  
interview time

“

Now that digital interviewing is more of a norm, [candidates] really enjoy it. They enjoy that they can take their interview whenever they want to. **Our metrics show us that our candidates actually take their interviews at night.**

*Rebecca Wright, Early Career Specialist at BP*

# Prudential Financial uses HireVue to Focus on Aptitude and Potential

Leveraging HireVue's cutting-edge, science-backed technology, Prudential has moved beyond the resume and relies on assessment data and student responses to on-demand interviews. In fact, their hiring managers don't review resumes until the final stage of the interview process.

Prudential's university agnostic approach also enables them to cast a wider net, with university affinity or geography taking a backseat to an intent focus on attracting the right early career talent.

Results  
**25%**

increase in university representation in 2021 internship class

**100+**  
additional schools added to funnel

**~300**  
interns hired YoY

“ What we have seen is that HireVue has evened the playing field for all students as they advance through our interview and selection process.

*April Bising, Director of Early Talent Acquisition at Prudential Financial*



EBOOK



# Ready to revamp your graduate hiring strategy?

Consider students from more universities, identify potential, and increase quality of hire with HireVue. We'll walk you through how our hiring experience platform can help you hire your future leaders faster.

**GET A DEMO**

#### SOURCES

<sup>1</sup> "The Use of and Attendance in Virtual Career Fairs Climbs Sharply," November 13, 2020. <https://www.naceweb.org/talent-acquisition/trends-and-predictions/the-use-of-and-attendance-in-virtual-career-fairs-climbs-sharply/>.

<sup>2</sup> "Upwork Study Finds 22% of American Workforce Will Be Remote by 2025." Business Wire. UpWork, December 15, 2020. <https://www.businesswire.com/news/home/20201215005287/en/Upwork-Study-Finds-22-of-American-Workforce-Will-Be-Remote-by-2025>.

<sup>3</sup> Perna, Mark C. "Recruiting Top Gen-Z Talent In A Post-Pandemic World." Forbes. Forbes Magazine, October 13, 2020. <https://www.forbes.com/sites/markcperna/2020/10/14/recruiting-top-gen-z-talent-in-a-post-pandemic-world/?sh=196a42d97db6>.

<sup>4</sup> "Inclusion: The Deciding Factor" Intel. November 8, 2020. <https://newsroom.intel.com/wp-content/uploads/sites/11/2020/08/intel-inclusion-diversity-report.pdf>

<sup>5</sup> Laurano, Madeline. "2020 Talent Acquisition: Early Findings." Aptitude Research.

<sup>6</sup> "Delivering through Diversity." McKinsey&Company. January, 2018. [https://www.mckinsey.com/~/media/mckinsey/business%20functions/organization/our%20insights/delivering%20through%20diversity/delivering-through-diversity\\_full-report.ashx](https://www.mckinsey.com/~/media/mckinsey/business%20functions/organization/our%20insights/delivering%20through%20diversity/delivering-through-diversity_full-report.ashx)

<sup>7</sup> "5 Tips to Supercharge Your Employee Referral Program." Yello, April 15, 2020. <https://yello.co/blog/5-tips-to-supercharge-your-employee-referral-program/#:~:text=According%20to%20The%202017%20Yello,aren't%20referral%20pipelines%20bursting%3F>

<sup>8</sup> Dishman, Lydia. "Why Managers Should Start Texting Job Candidates." Fast Company. Fast Company, May 10, 2017. <https://www.fastcompany.com/40418114/why-managers-should-start-texting-job-candidates>.