

Virtual Internships and Recruiting Practices: Students' Unvarnished Assessment



Employer Advisory Meeting
January 8, 2021

SCOTT RESOURCE GROUP

To Set the Stage...



For the Record...

- SRG is an independent research firm; no alliances or nor influencers
- Background in Admissions, Early Talent Recruiting leader
- Significant historical data and perspective on UR issues
- Contrarian point of view: I tell you what students tell me
- Fall 2020 student research projects:
 - 'Impact of the Virtual Internship Experience' [IVIE]
 - 'Virtual Recruiting: What Worked, What Didn't – and WHY?' [W3D]

Impact of the Virtual Internship Experience

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IVIE Project Parameters

- Fielding dates: November 16 – December 18, 2020
- 182 participants to date
- Schools:

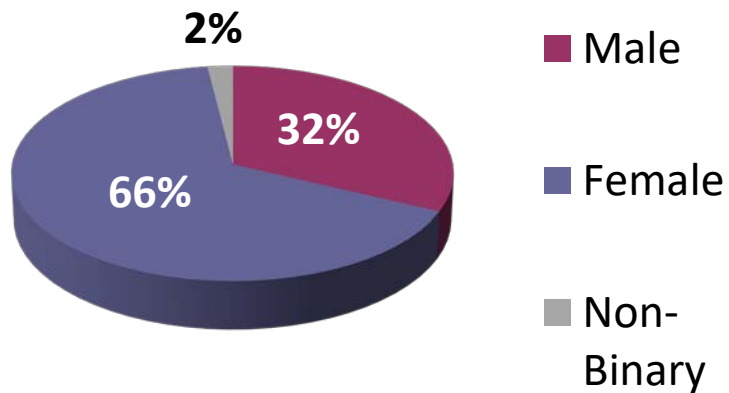
Babson
Carnegie Mellon
Colorado State
Indiana
Kansas State
Penn State
Purdue
Rutgers
Utah State

Universities of:
California – Berkeley
Georgia
Maryland – Baltimore County
Michigan
Southern California
Texas - Austin
Washington
Worcester Polytech

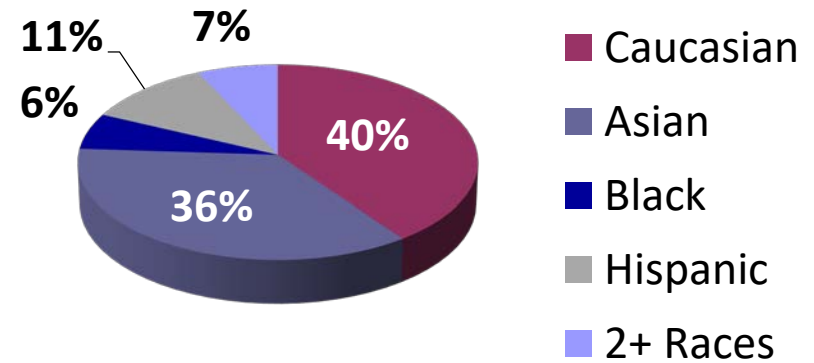
- Comparator data: Internship Experience Influence and Impact [2018]

Participant Demographics

Gender

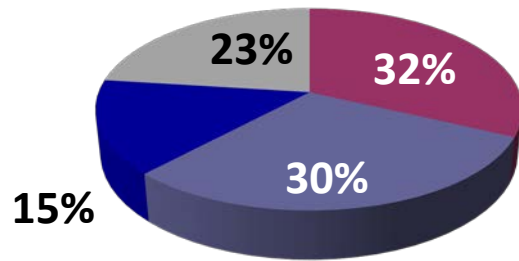


Ethnicity



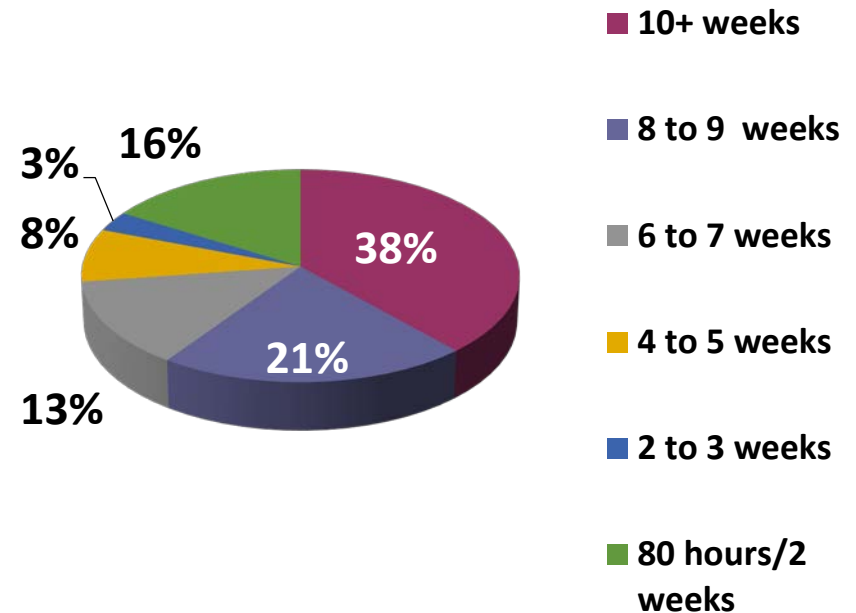
Academic Concentration/Job Search Status

Concentration



■ Business ■ Engineering ■ IT/CS ■ Liberal Arts

Internship Duration



■ 10+ weeks
■ 8 to 9 weeks
■ 6 to 7 weeks
■ 4 to 5 weeks
■ 2 to 3 weeks
■ 80 hours/2 weeks

Representative Internship Employers

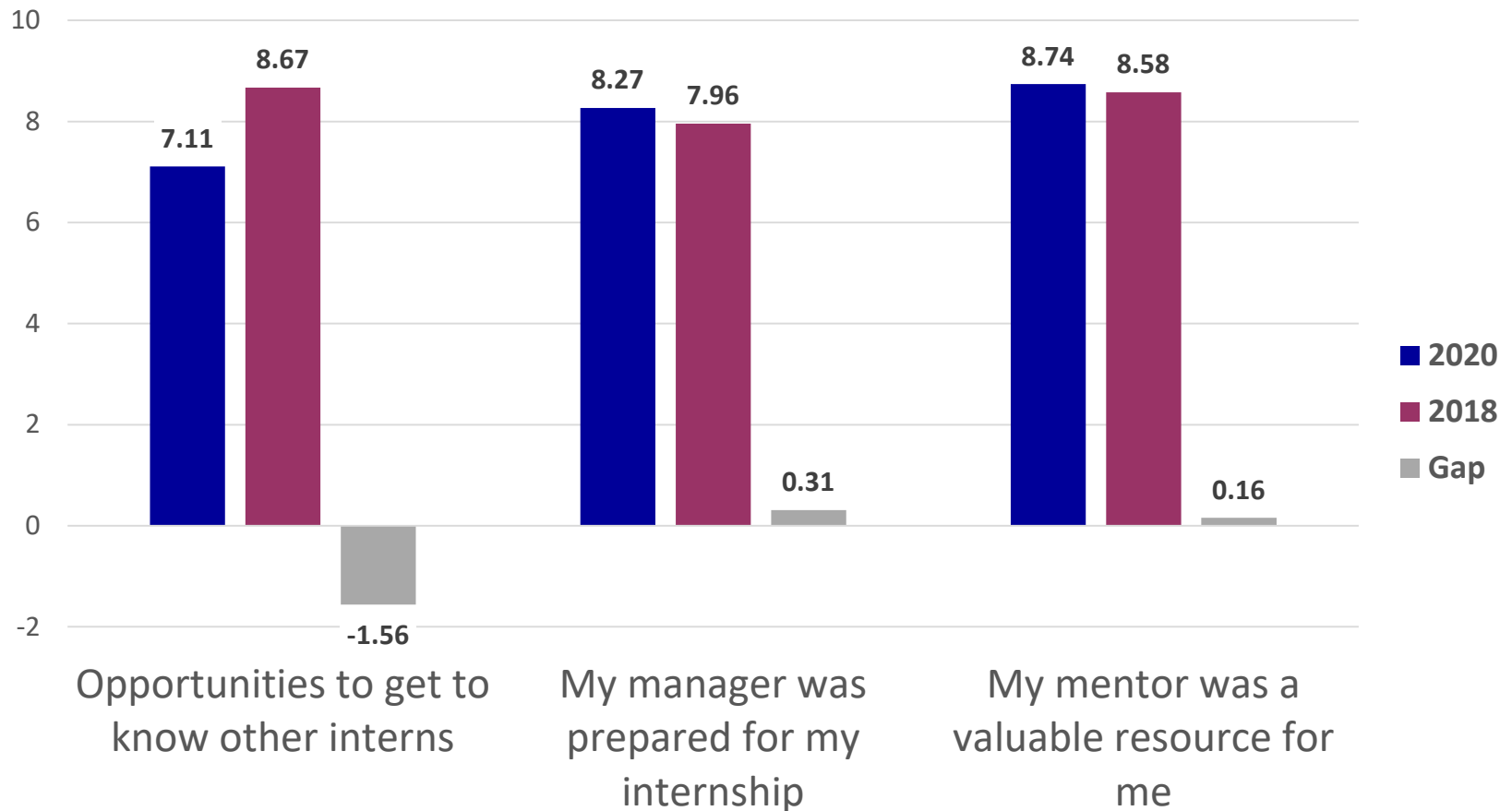


Comparative Program Elements

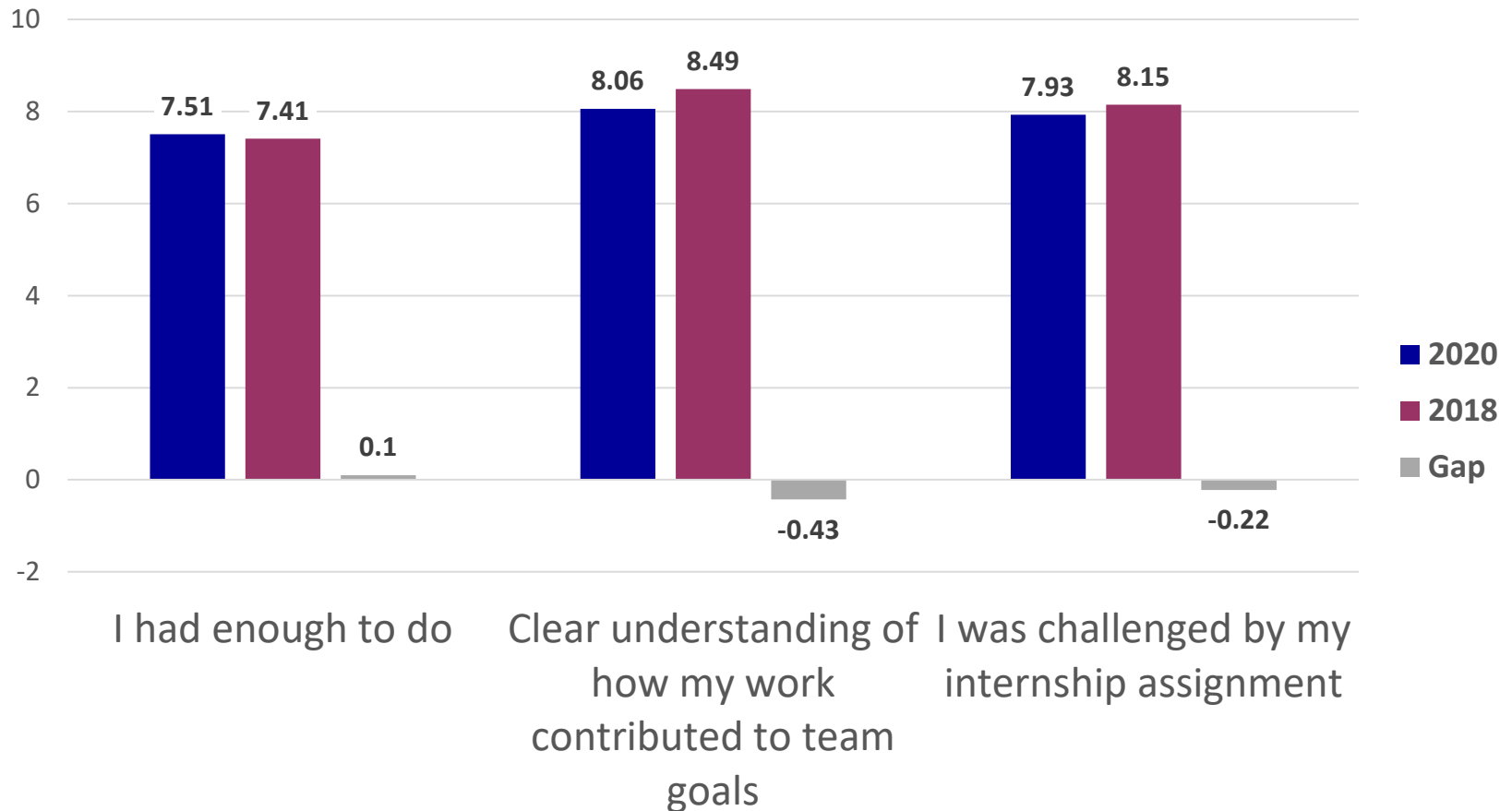
Internship Assessment Factors

- Program Administration Factors
- Intern Management Factors
- Assignment Factors
- Company Culture and Work Environment

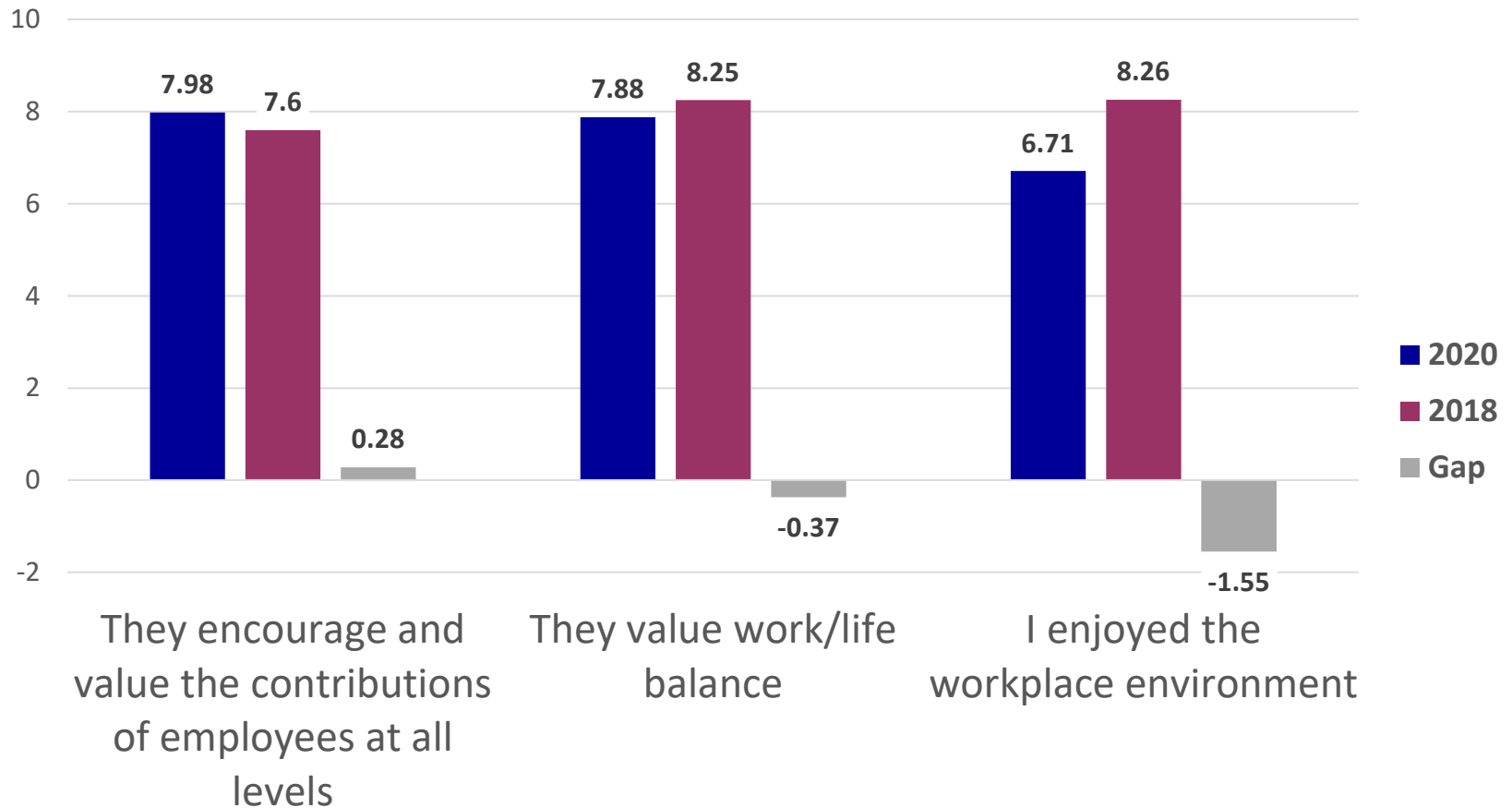
Selected Program Administration, Intern Management Comparative Data



Selected Internship Assignment Comparative Data

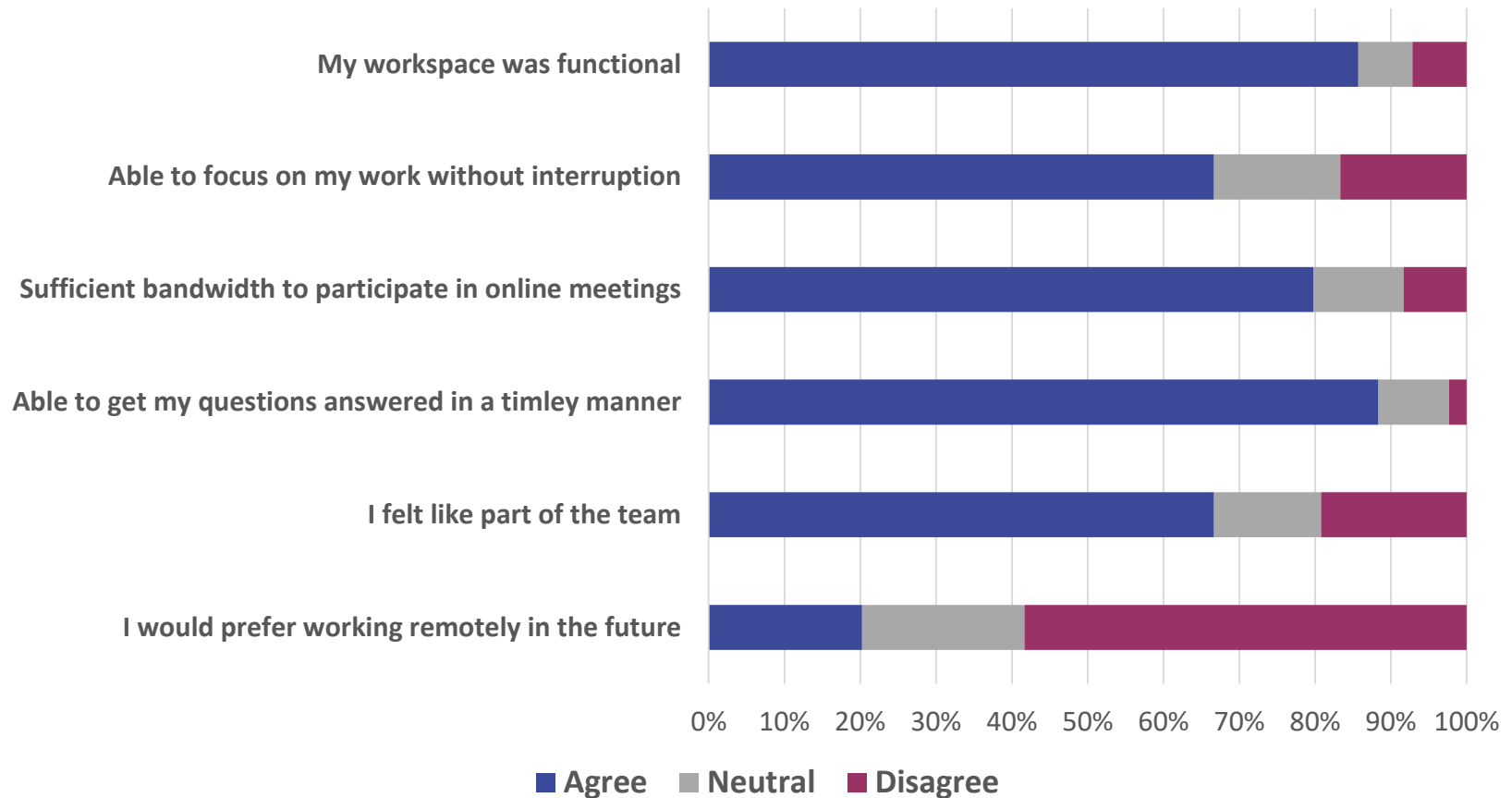


Selected Company Culture Comparative Data



Comparative Impact Factors

Virtual Experience Agreement Ratings

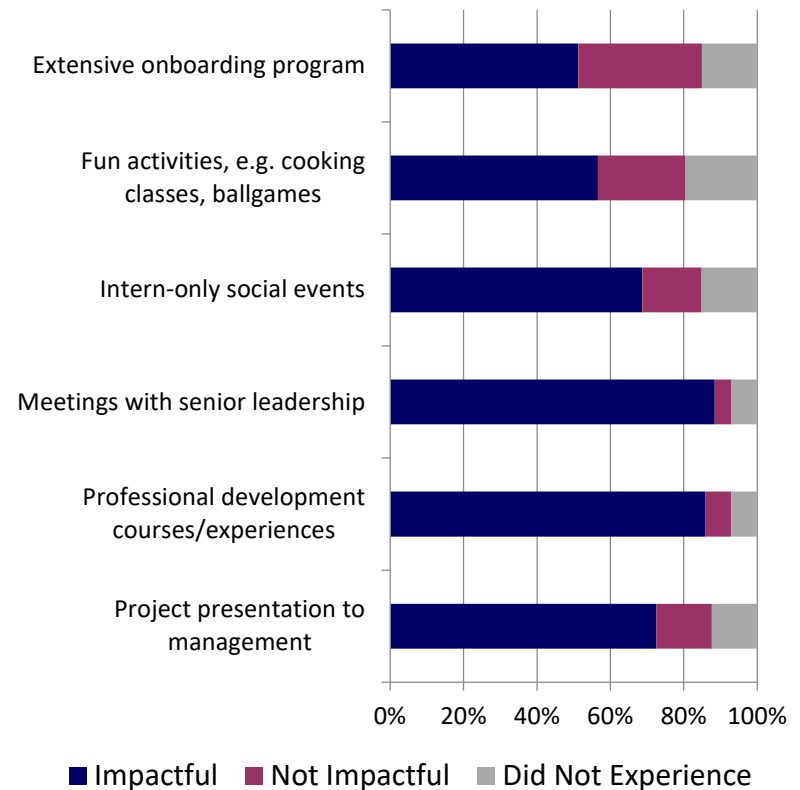


Comparative Impact of Internship Perks

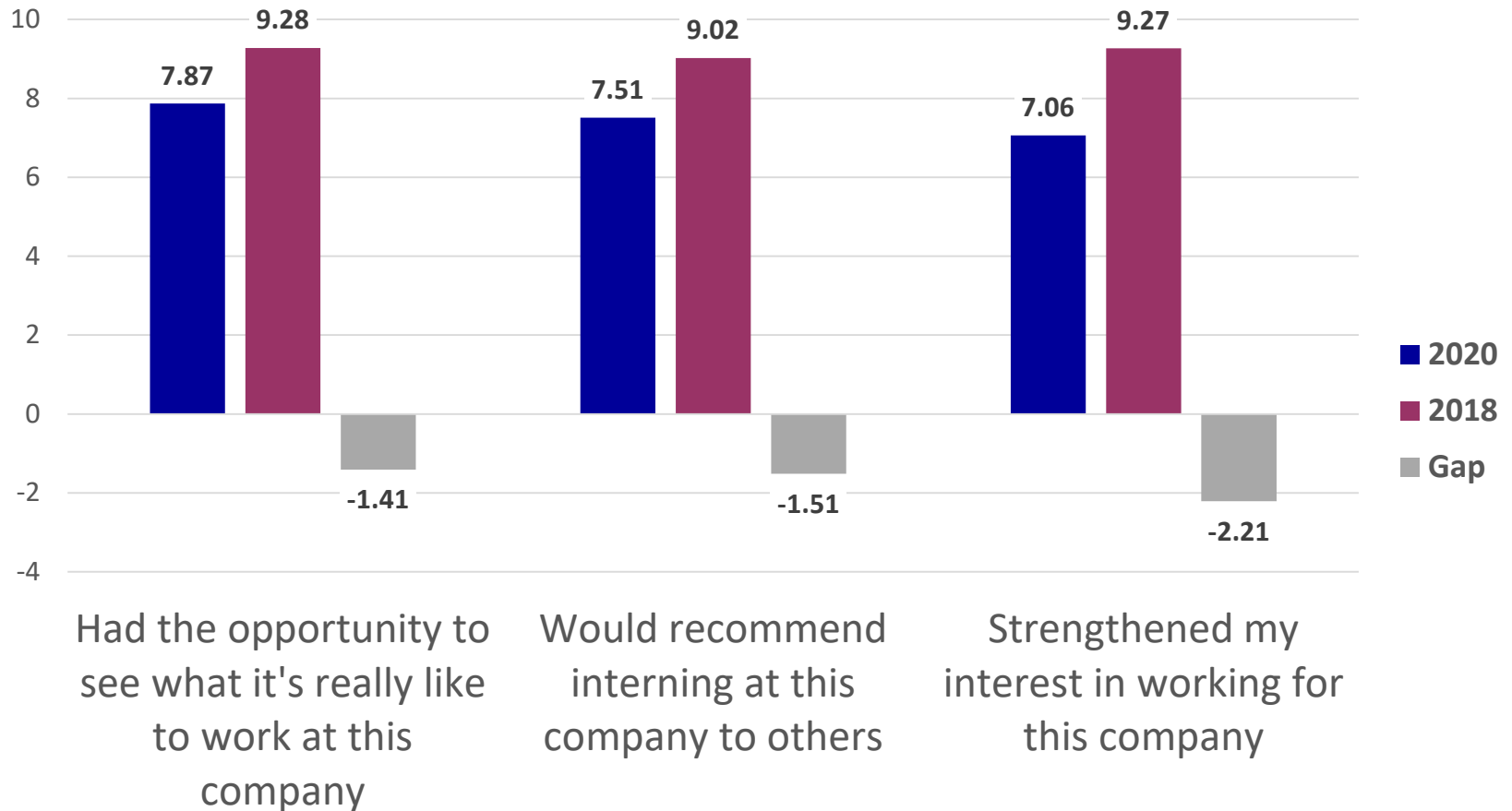
2020: Virtual Internships



2018: On-Site Internships



Selected Comparative Impact Factors



Fall 2020 Virtual Recruiting: What Worked, What Didn't – and WHY?

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Project Parameters

- Survey fielded at twenty universities:

Babson College
Baylor
Carnegie Mellon
Colorado State
Indiana
Kansas State
Penn State
Purdue
Rutgers
Texas A&M
Utah State

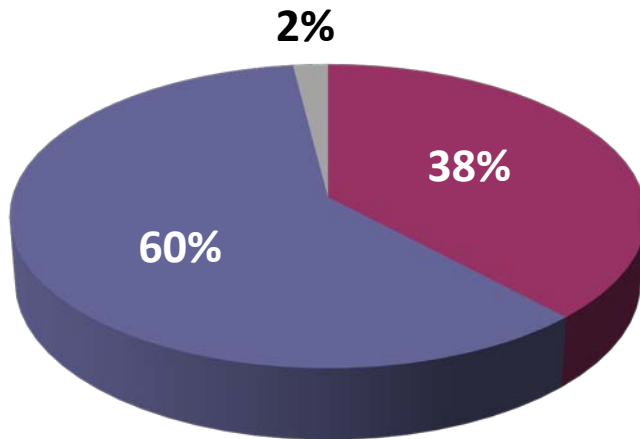
University of:

California – Berkeley
Georgia
Maryland – Baltimore County
Michigan – Ann Arbor
Southern California
Tennessee
Texas - Austin
Washington
Worcester Polytech

- Fielding period from November 15 – December 18, 2020
- 305 participants

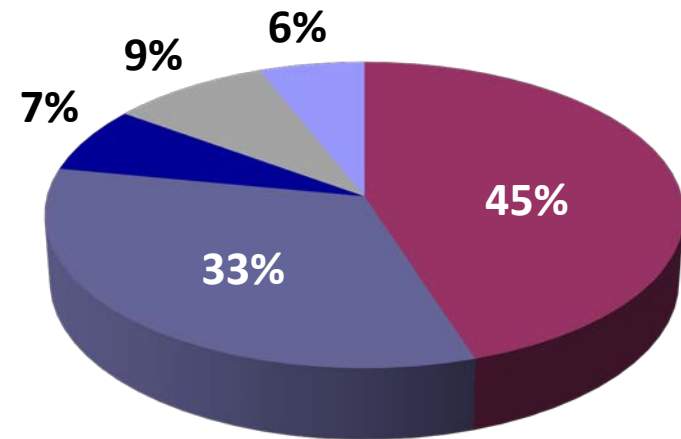
Participant Demographics

Gender



■ Male ■ Female ■ Non-Binary

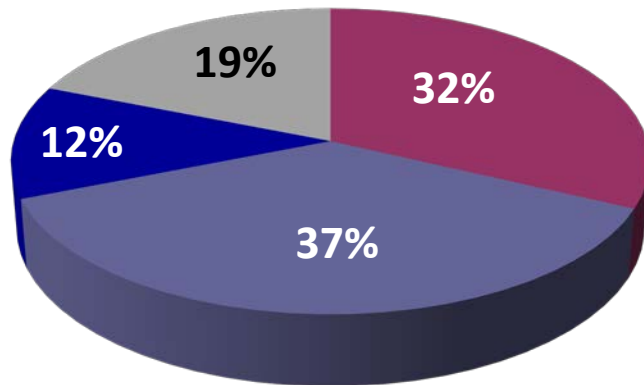
Ethnicity



■ Caucasian ■ Asian
■ African-American ■ Hispanic
■ 2+ Races

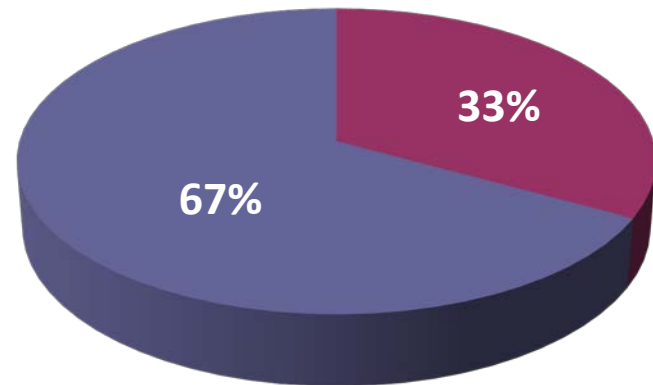
Participant Profile [cont'd]

Academic Concentration



■ Business ■ Engineering ■ IT/CS ■ Liberal Arts

Job Search Status



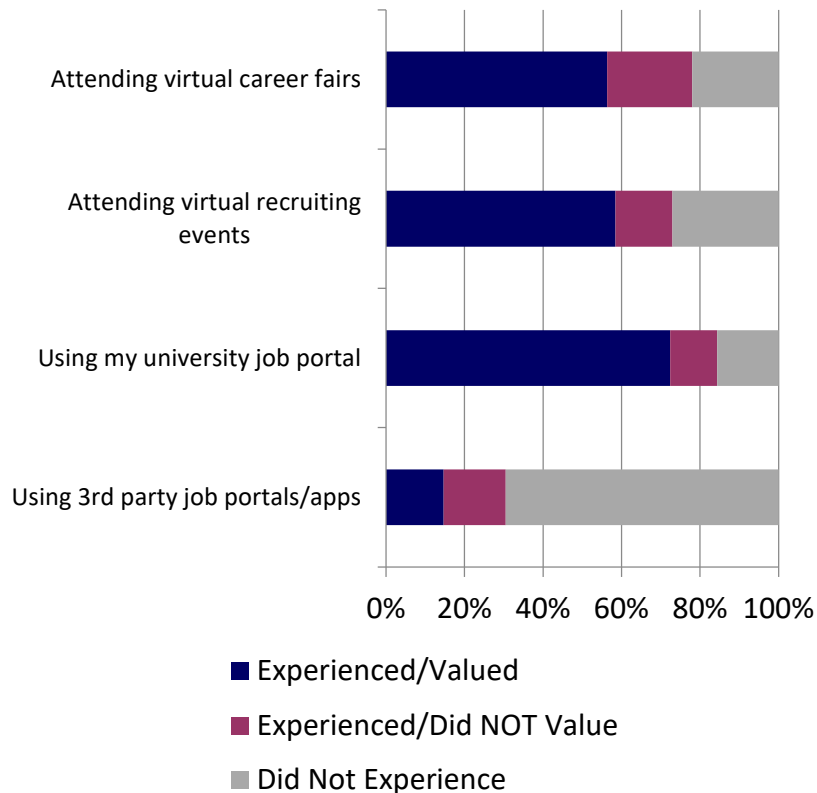
■ Full-time ■ Intern

Force Rank: Value of Communication Channels

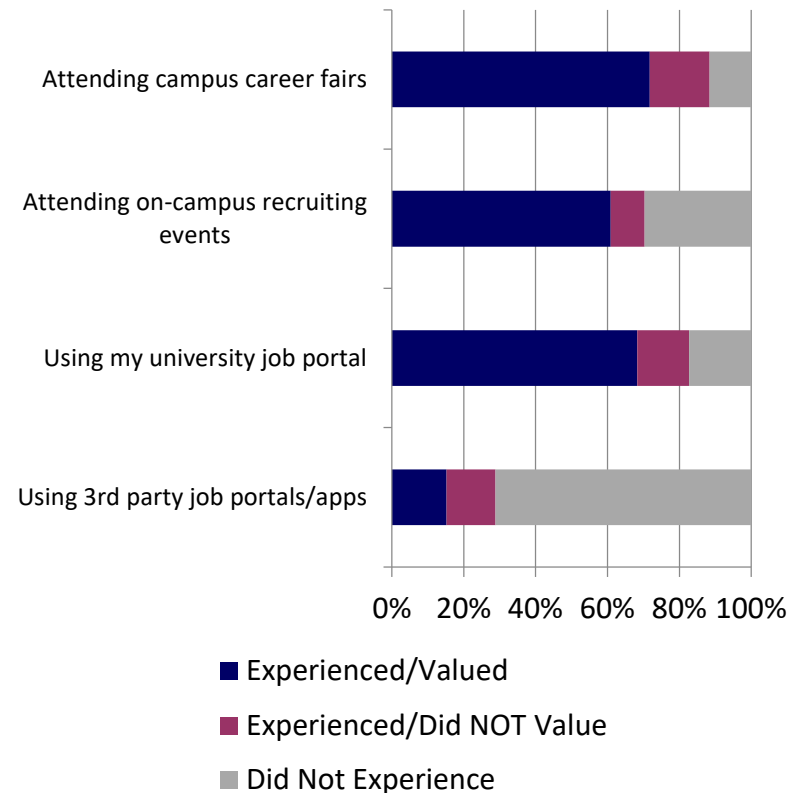
	Rank	Average Rating
Email directly from an employer	1	3.34
Email [or DM] from an employer via LinkedIn	2	4.16
Interaction at virtual career fairs	3	4.63
Email from an employer via Handshake/university portal	4	4.82
Interaction at virtual webinars or webcasts	5	5.08
Phone call from an employer	6	5.22
Email from my school's alum	7	5.29
Text message from an employer [unsolicited]	8	6.95
Employer postings on Facebook, Twitter, Instagram	9	7.05
Third-party portals/job matching apps	10	7.69

Comparative Valuing of Recruiting Tools

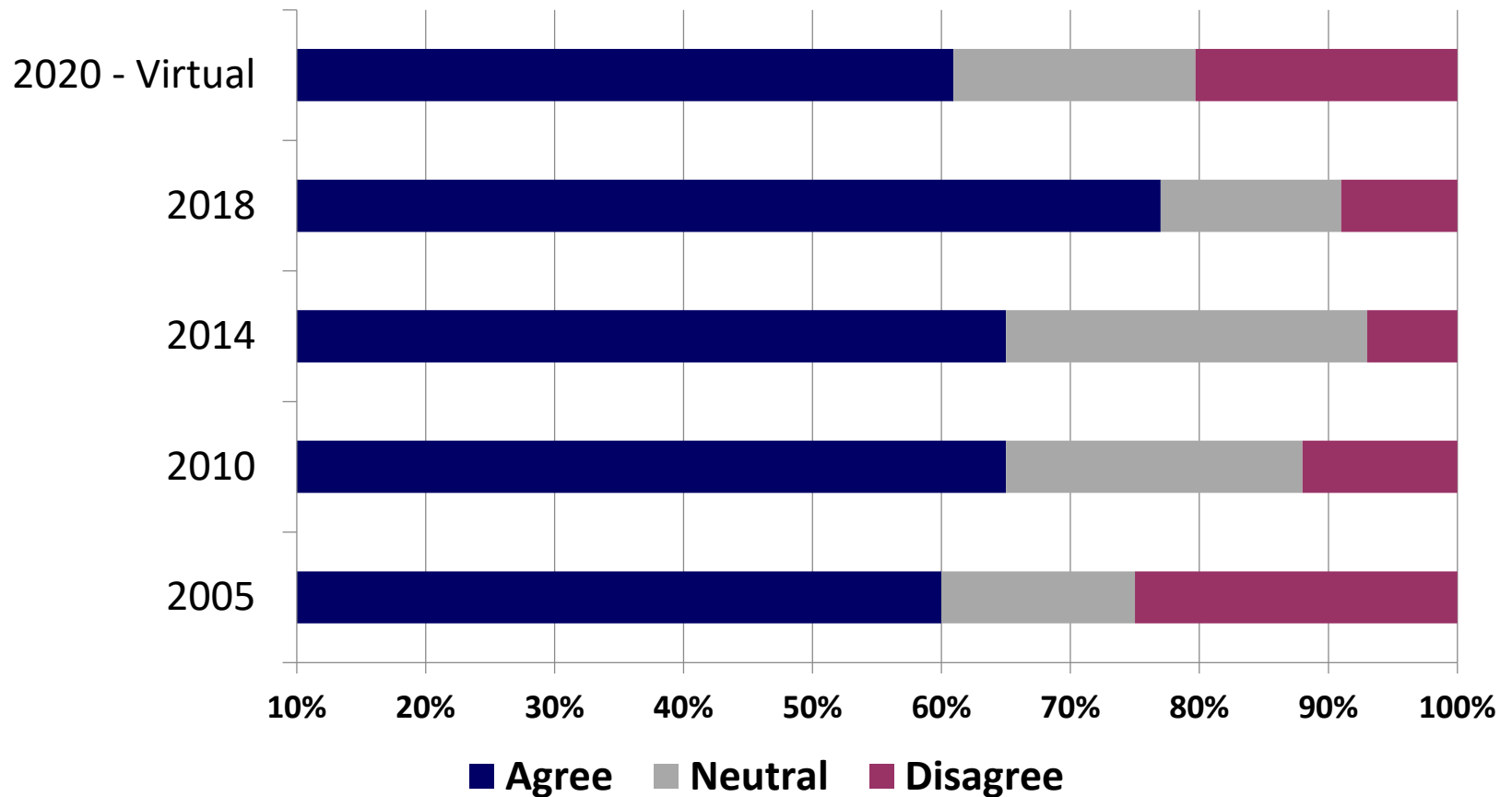
2020: Virtual Recruiting



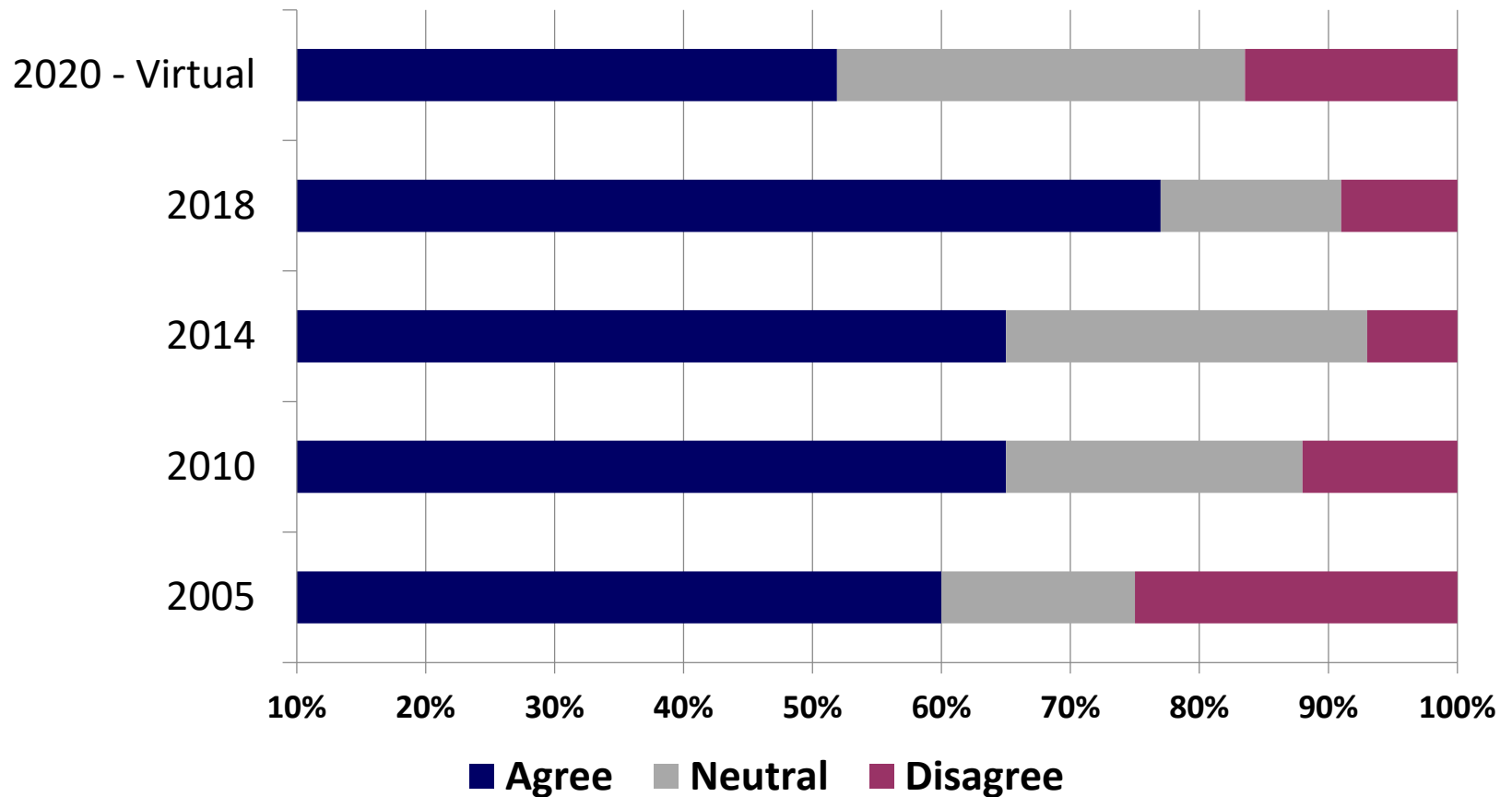
2019: On-Site Recruiting



For the most part, attending career fairs has been a good use of my time

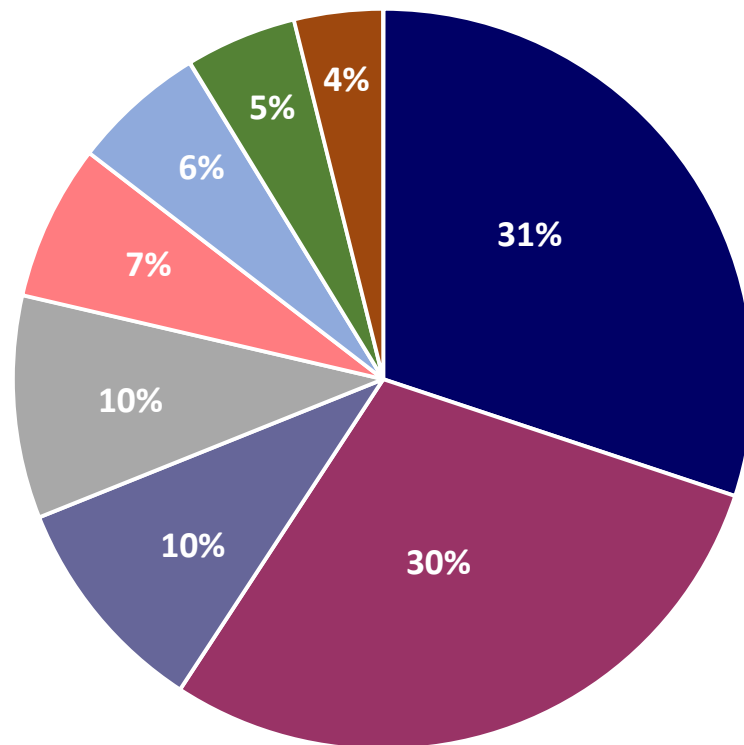


For the most part, attending recruiting presentations has been a *good use of my time*

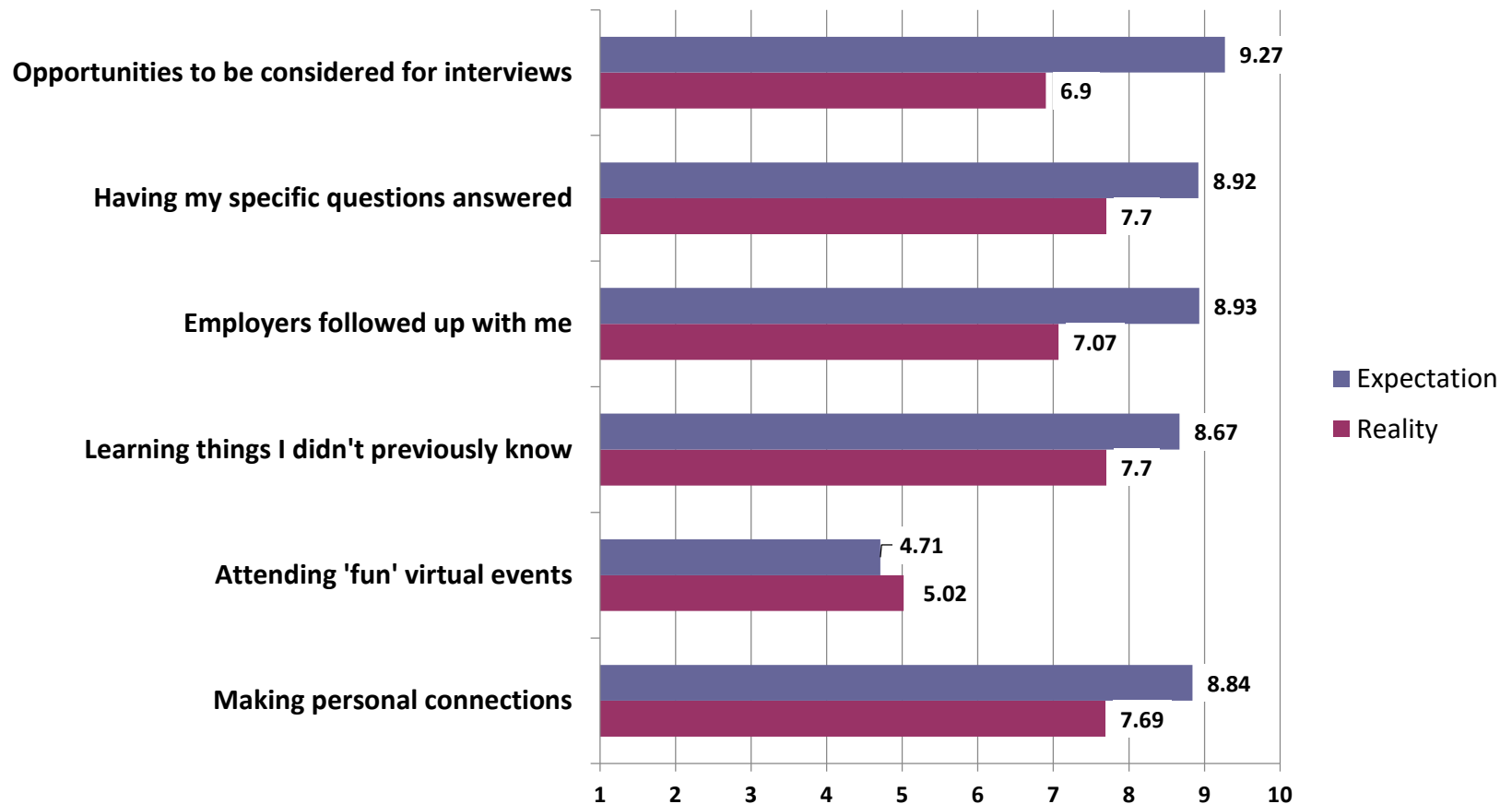


Registered for a Virtual Recruiting Event but Didn't Attend

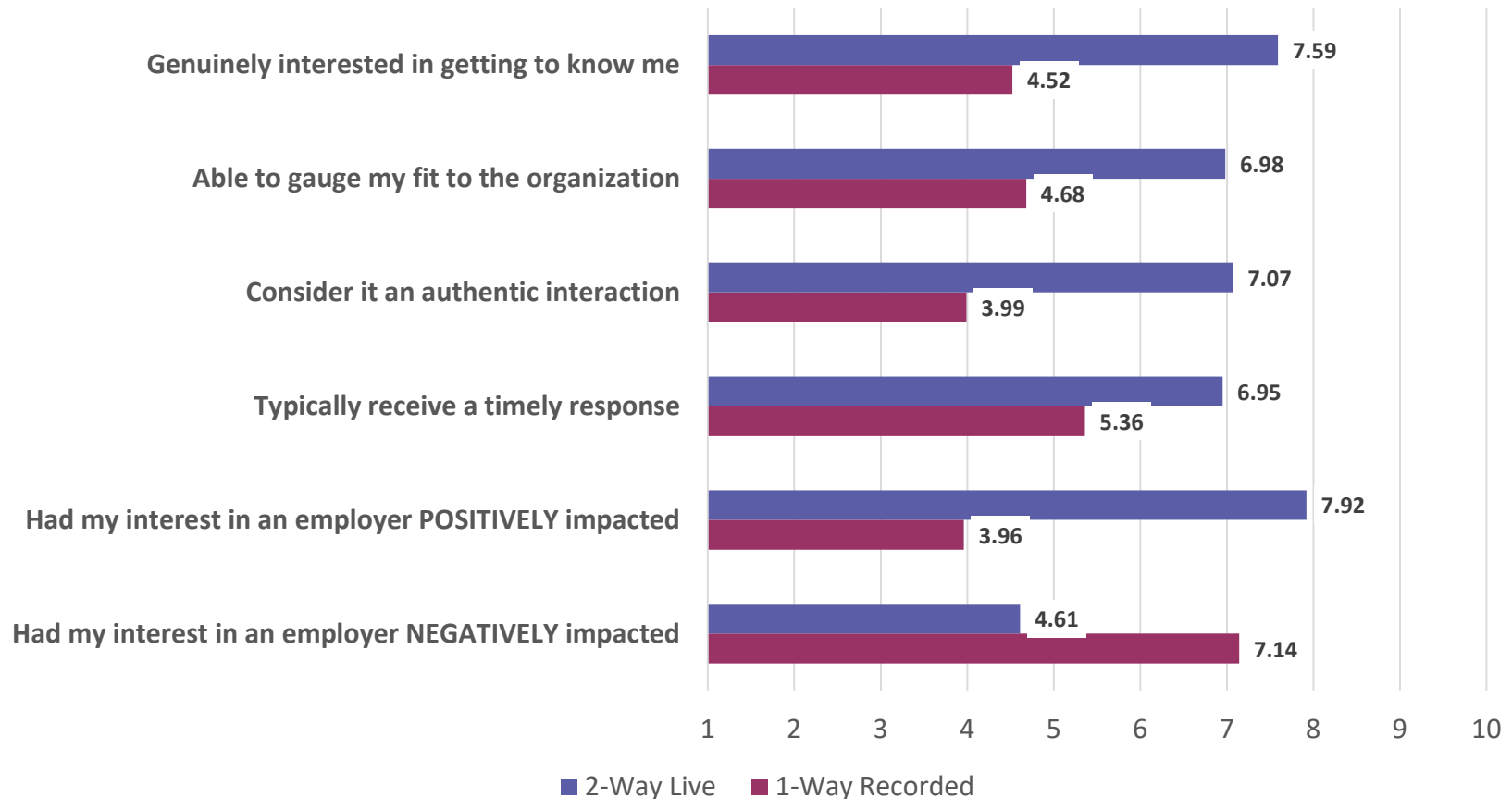
- Decided it wasn't a good use of my time
- Conflicts/Other priorities
- Lost interest in the employer
- Too many virtual events
- Forgot about it
- Will watch the recording later
- Technical issue
- Other



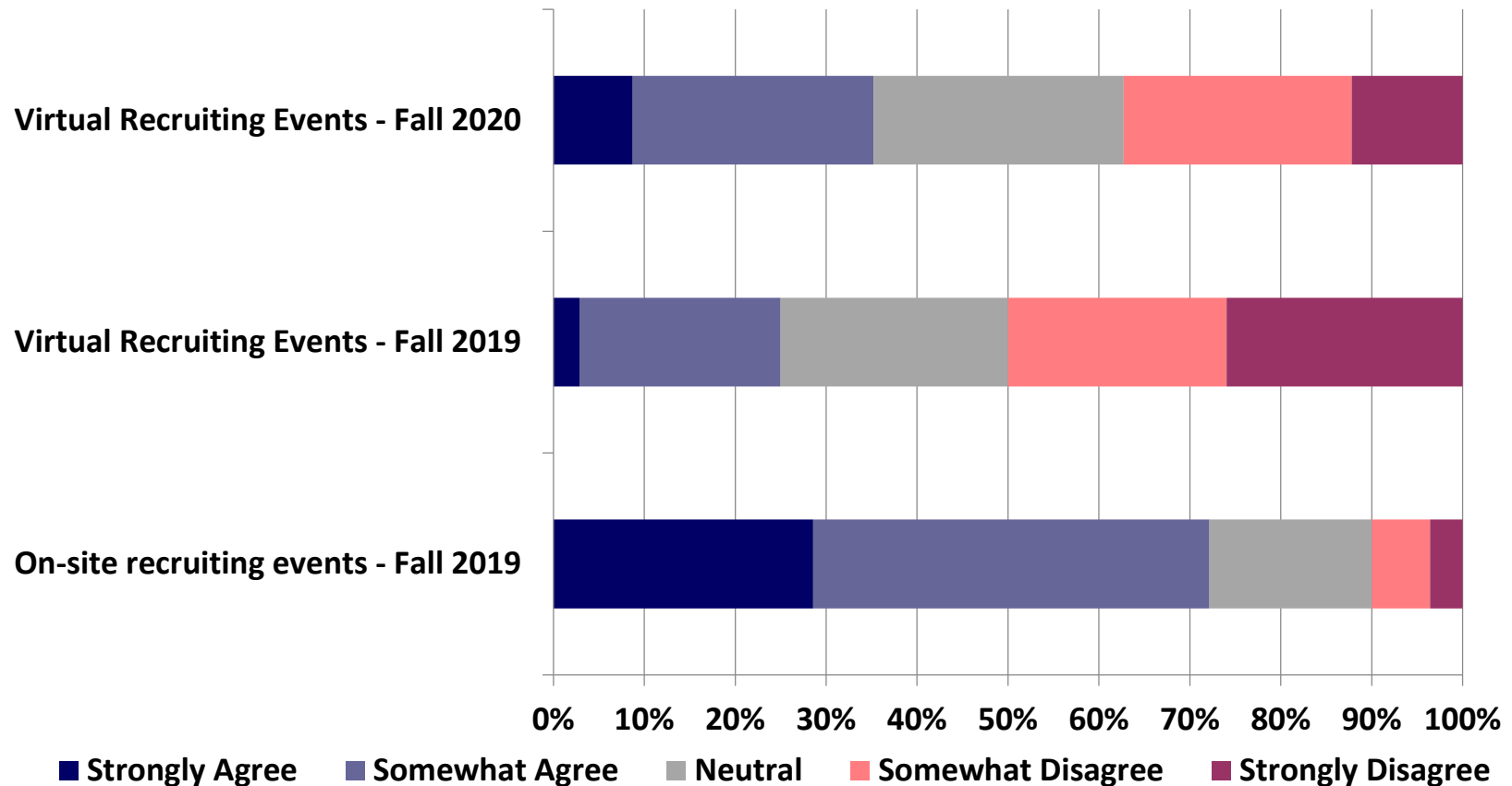
Virtual Recruiting Events: Expectations versus Reality



Video Interviewing Platform Assessment: 2020



Students' Assessment of Virtual Recruiting Authenticity



Questions and Discussion

SCOTT RESOURCE GROUP

University Relations and Recruitment
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