

Recruiting Gen Z Secrets to Success



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Generation Z

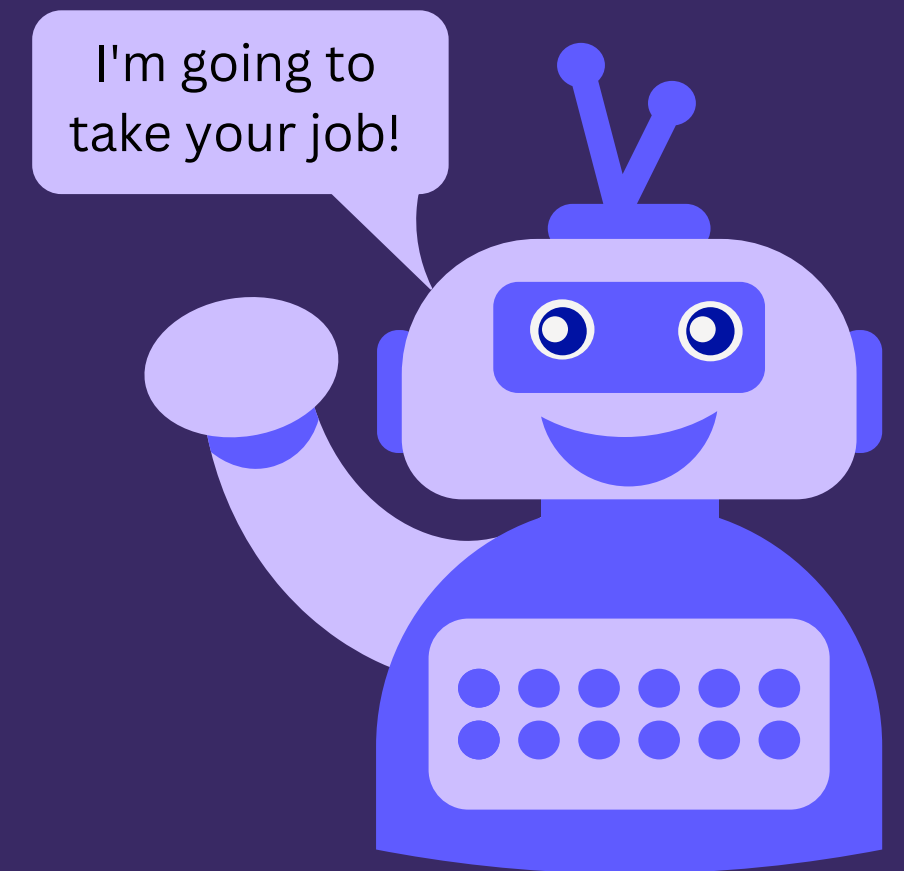
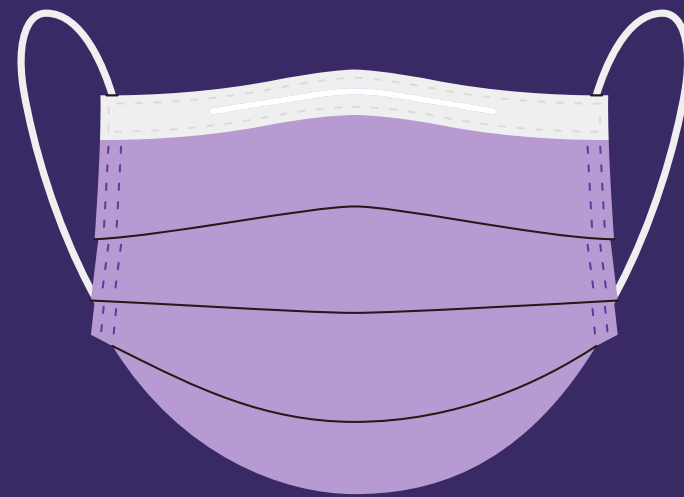
(1996-2015)

- Context
- Attitudes
- Internships
- Job Seekers



Context

- Defining events
- Conflicts
- Media & Technology



Attitudes & Perceptions



54% of Gen Z feel like they missed out on typical experiences because of the pandemic

64% feel as though their life is not where they thought it would be at this point*

Only 57% feel they have a healthy work-life balance

Gen Z is more **future-focused** than previous generations

*compared with 55% of all other generations

Gen Z is more racially and ethnically diverse than previous generations

A slim, 52% majority of Gen Z is non-Hispanic white, compared to

- 61% of Millennials
- 70% of Gen X
- 82% of early Boomers

53% want to see more diversity in senior leadership of an organization

71% of Gen Z think DEI should be a **core priority** for employers



Let's talk internships...



In a NACE survey, **85%** of responding employers indicated internships are the top recruiting method for their investment of time and money

The majority of students feel that their internships greatly improved their **competencies** in professionalism, teamwork, critical thinking, leadership, and more.

Indicated Obstacles for Students

1. Full/part-time job (60%)

2. Academic courses (56%)

3. No opportunities (45%)

4. Unpaid/poorly paid (33%)

5. Transportation (19%)

Note: some populations
suffer more

Gen Z job seekers have unique priorities



Valued Characteristics: Flexible Schedule & Job Security

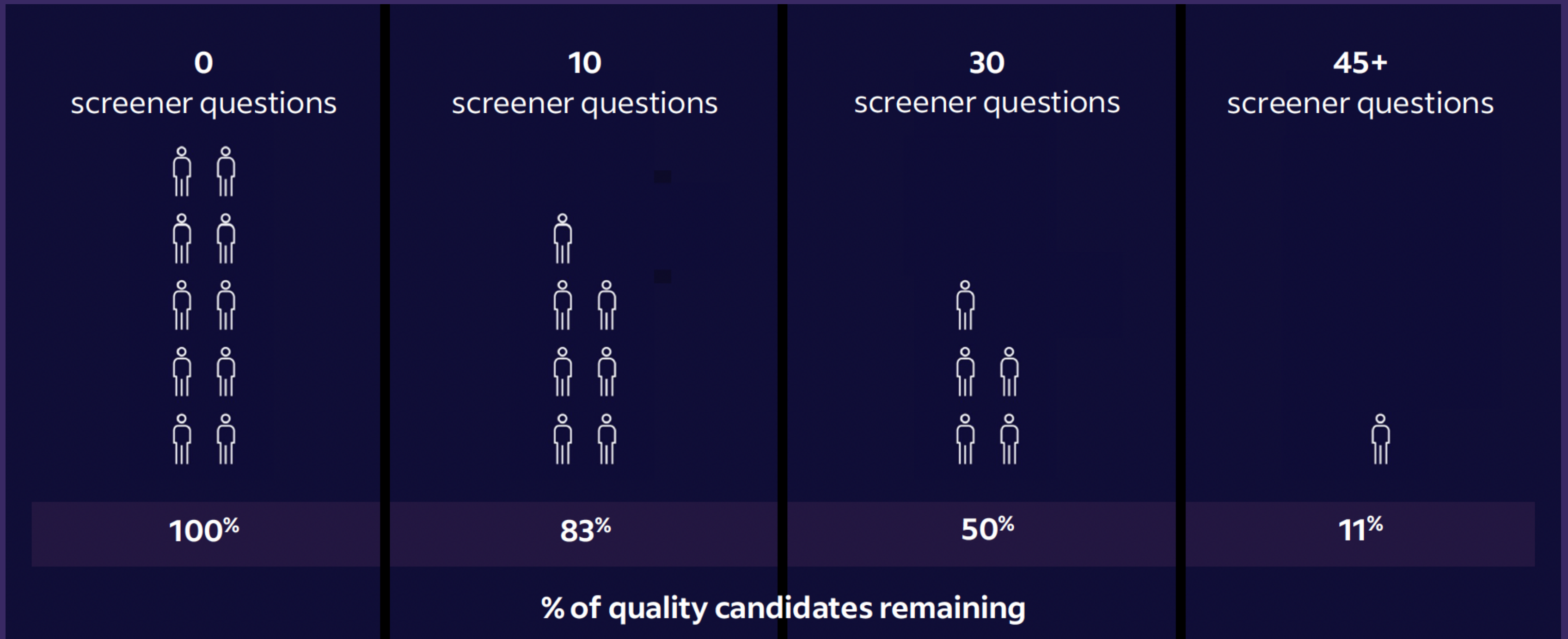
Work Benefits – Post-Pandemic: PTO & Health Insurance

Job Search Priorities: Compensation & Pay Frequency



**Hardest to Find in a Job: Good Compensation
& Flexible Schedule**

**Most Frustrating Aspects: Lack of Feedback &
Complicated Applications**



19% of Gen Z job seekers identified long/difficult job applications as a challenge they face

Ghosting



53% have been ghosted by a recruiter or hiring manager

Gen Z are most frustrated by lack of feedback after not being offered a job

34% have ghosted a recruiter or hiring manager

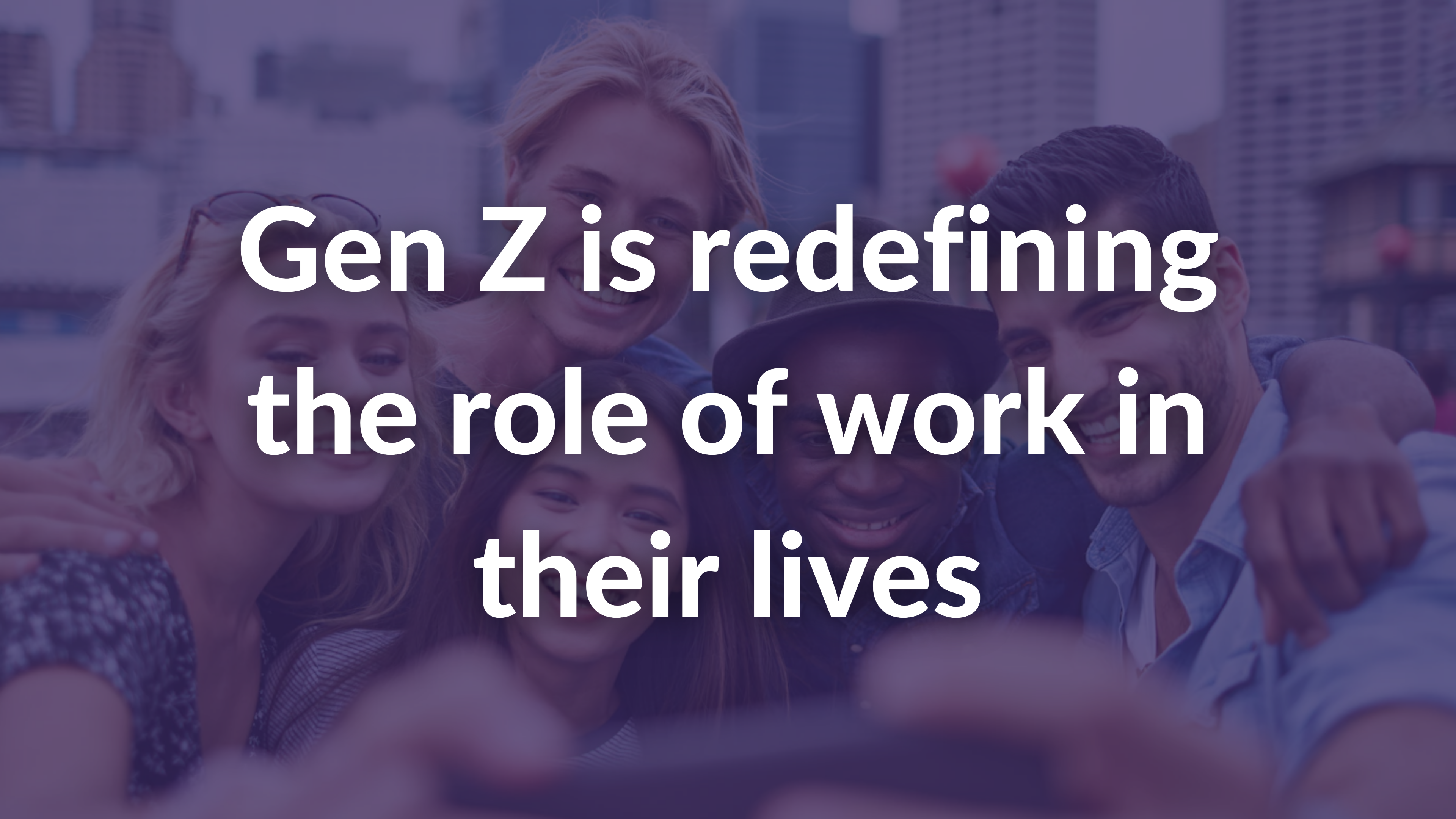
54%

of Gen Z will not
accept a job unless
they offer flexible
scheduling



57%

of Gen Z will accept
a job that pays less
if they offer flexible
scheduling



**Gen Z is redefining
the role of work in
their lives**