The Candidate Experience: Students Benchmark Best Practices

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SCOTT RESOURCE GROUP

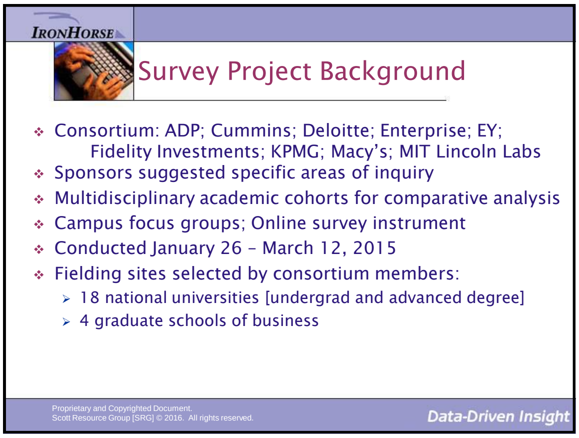
Kansas State University
Career Center Employer Advisory Board
Virtual Meeting
January 6, 2017

About SCOTT RESOURCE GROUP…

- Independent consultancy; Unbiased and unfiltered data
- Proprietary research:
  - Individual client and group project engagements
    - Employer Campus Recruitment and Retention Issues
    - Career Center Partnerships [MwACE, Early Offer Decision Deadlines]
  - Annual campus consortium-funded studies:
    - Career Fairs and Recruitment Presentations [Q4/2014]
    - The Candidate Experience [Q1/2015]
    - Impact of the Internship Experience [Q4/2015]
    - Campus Brand Differentiators [Q1/2016]
    - Online Application Process Issues [Q4/2016]
    - Current Campus Recruitment Practices [Q1/2017]

Today's Topics

- The Candidate Experience Research:
  - Project background, methodology, fielding sites
  - Participant profile
- Deep-Dives:
  - Websites and online applications
  - Interview and candidate disposition/offer processes
  - Social media and mobile apps
- Impact of the Campus Candidate Experience
- Scott's Candidate Experience BGO



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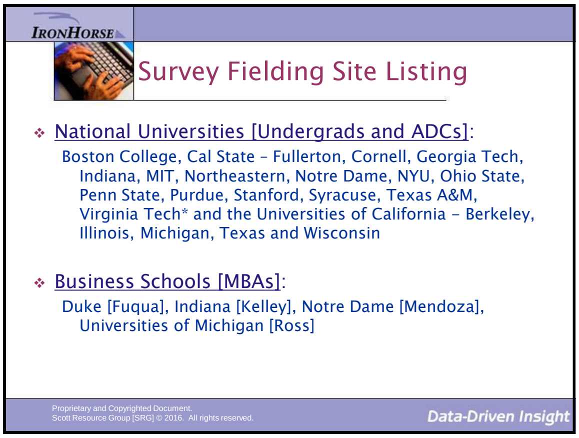
Survey Project Background

- Consortium: ADP; Cummins; Deloitte; Enterprise; EY; Fidelity Investments; KPMG; Macy's; MIT Lincoln Labs
- Sponsors suggested specific areas of inquiry
- Multidisciplinary academic cohorts for comparative analysis
- Campus focus groups; Online survey instrument
- Conducted January 26 – March 12, 2015
- Fielding sites selected by consortium members:
  - 18 national universities [undergrad and advanced degree]
  - 4 graduate schools of business



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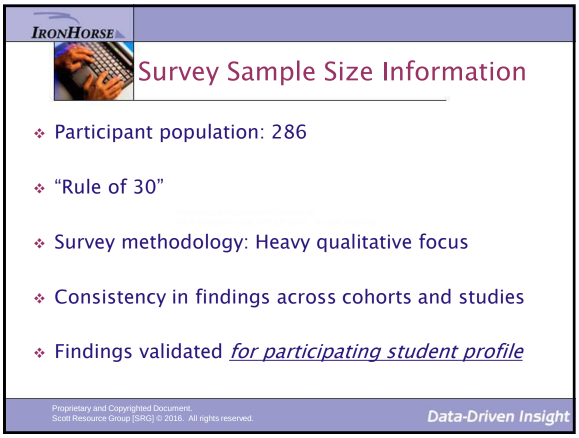
Survey Fielding Site Listing

- National Universities [Undergrads and ADCs]:
  Boston College, Cal State – Fullerton, Cornell, Georgia Tech, Indiana, MIT, Northeastern, Notre Dame, NYU, Ohio State, Penn State, Purdue, Stanford, Syracuse, Texas A&M, Virginia Tech* and the Universities of California – Berkeley, Illinois, Michigan, Texas and Wisconsin

- Business Schools [MBAs]:
  Duke [Fuqua], Indiana [Kelley], Notre Dame [Mendoza], Universities of Michigan [Ross]



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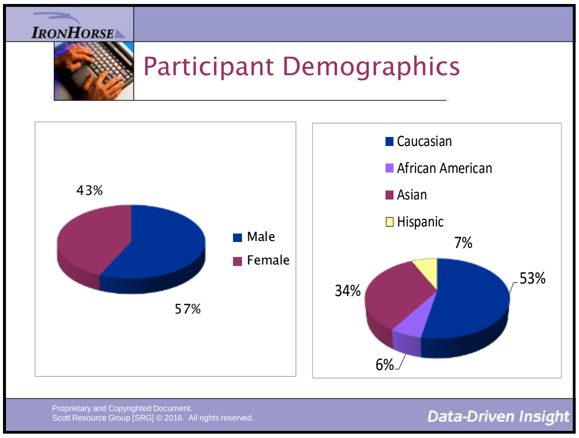
Survey Sample Size Information

- Participant population: 286
- "Rule of 30"
- Survey methodology: Heavy qualitative focus
- Consistency in findings across cohorts and studies
- Findings validated *for participating student profile*



Participant Demographics

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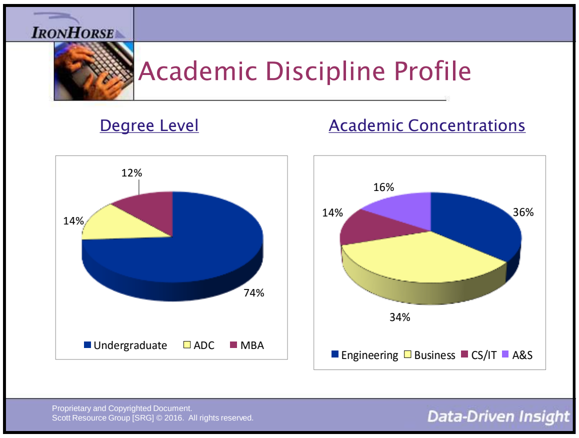

Academic Discipline Profile

Degree Level

Academic Concentrations

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Websites and Online Applications

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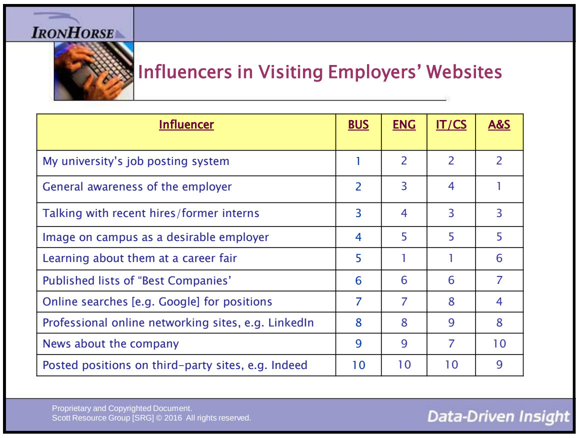

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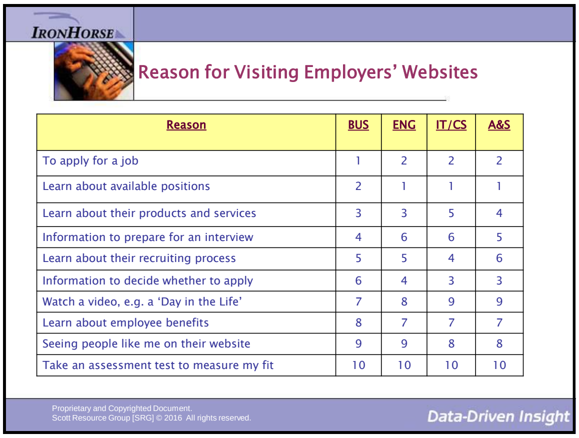
Influencers in Visiting Employers' Websites

Influencer	BUS	ENG	IT/CS	A&S
My university's job posting system	1	2	2	2
General awareness of the employer	2	3	4	1
Talking with recent hires/former interns	3	4	3	3
Image on campus as a desirable employer	4	5	5	5
Learning about them at a career fair	5	1	1	6
Published lists of "Best Companies'	6	6	6	7
Online searches [e.g. Google] for positions	7	7	8	4
Professional online networking sites, e.g. LinkedIn	8	8	9	8
News about the company	9	9	7	10
Posted positions on third-party sites, e.g. Indeed	10	10	10	9



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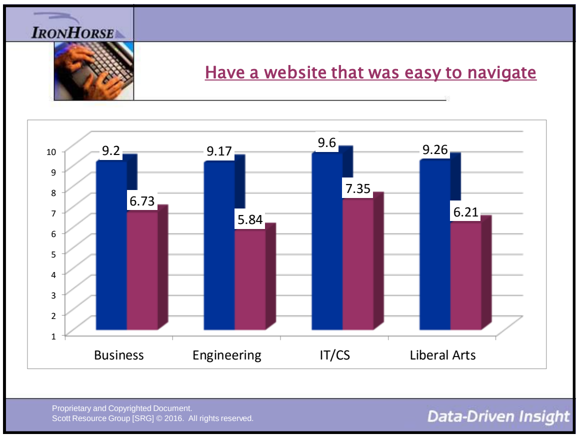
Reason for Visiting Employers' Websites

Reason	BUS	ENG	IT/CS	A&S
To apply for a job	1	2	2	2
Learn about available positions	2	1	1	1
Learn about their products and services	3	3	5	4
Information to prepare for an interview	4	6	6	5
Learn about their recruiting process	5	5	4	6
Information to decide whether to apply	6	4	3	3
Watch a video, e.g. a 'Day in the Life'	7	8	9	9
Learn about employee benefits	8	7	7	7
Seeing people like me on their website	9	9	8	8
Take an assessment test to measure my fit	10	10	10	10



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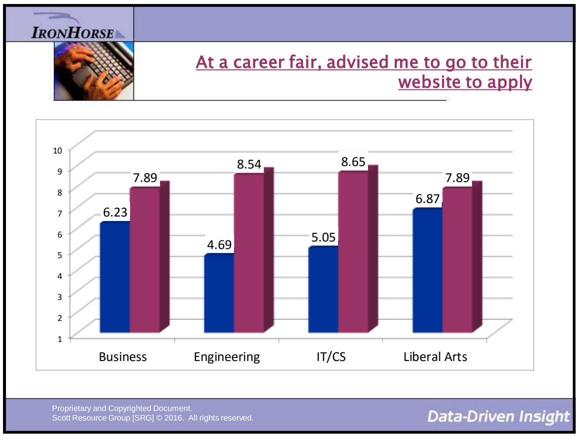
Have a website that was easy to navigate



At a career fair, advised me to go to their website to apply

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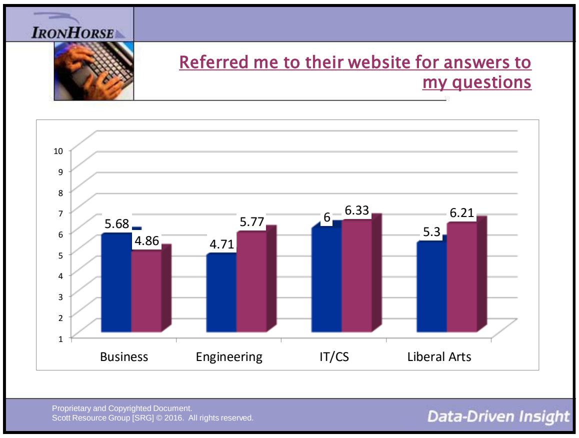

Referred me to their website for answers to my questions

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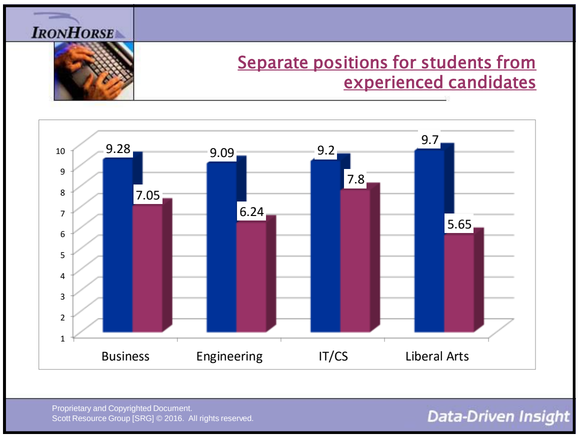

Separate positions for students from experienced candidates

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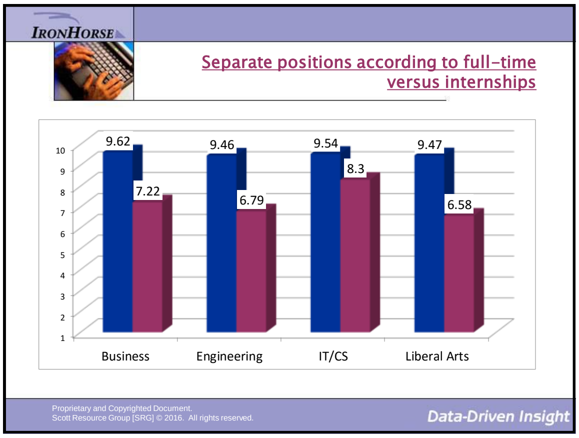

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Separate positions according to full-time versus internships

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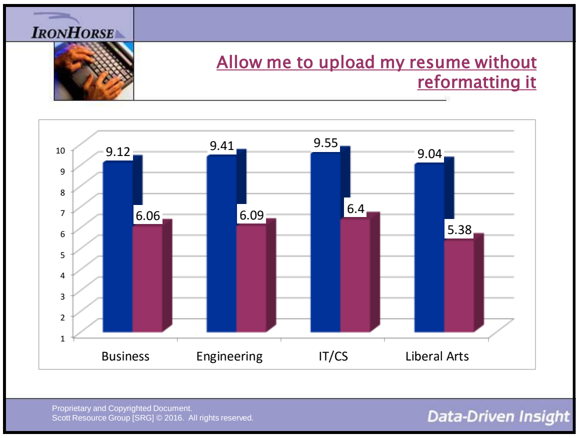

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Allow me to upload my resume without reformatting it

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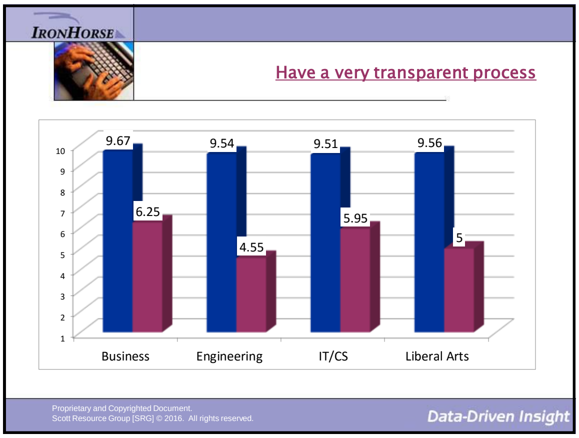

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Have a very transparent process

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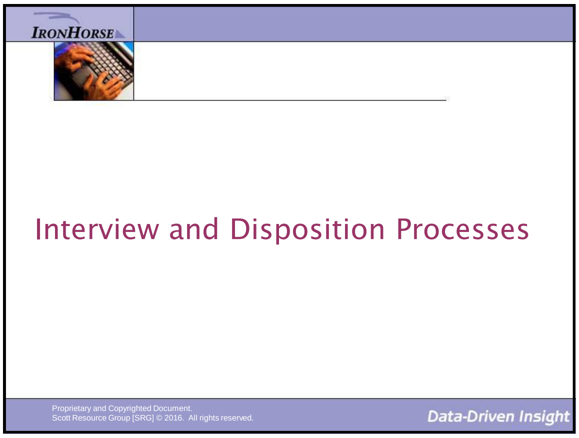

Interview and Disposition Processes

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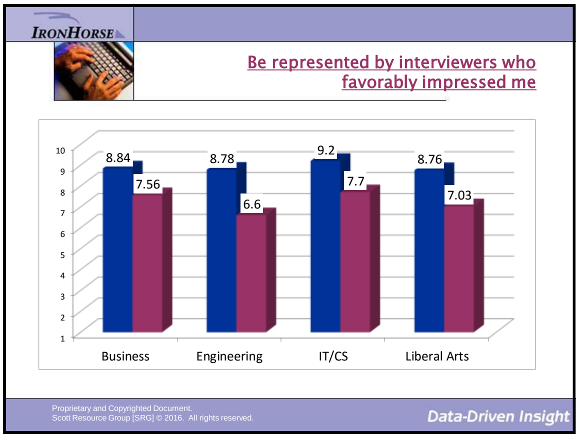

Be represented by interviewers who favorably impressed me

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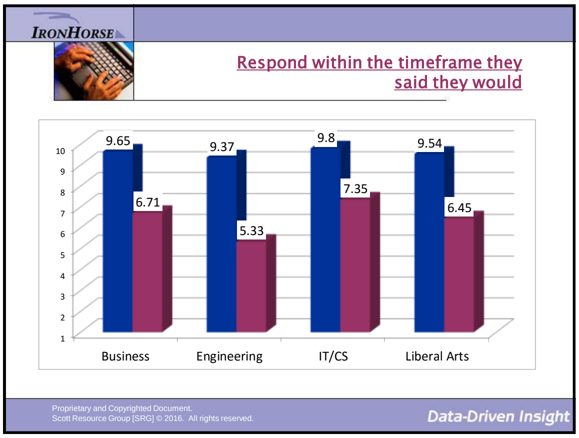

Respond within the timeframe they said they would

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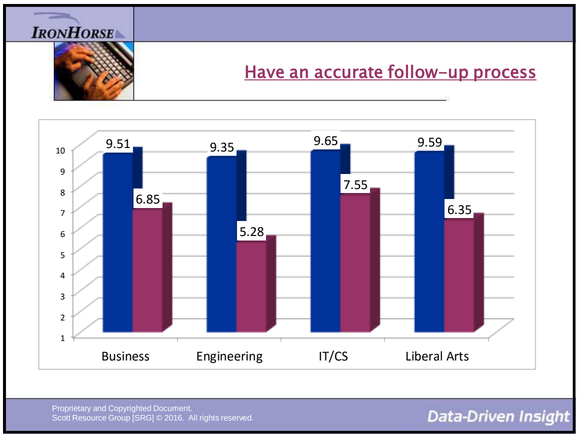

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Have an accurate follow-up process

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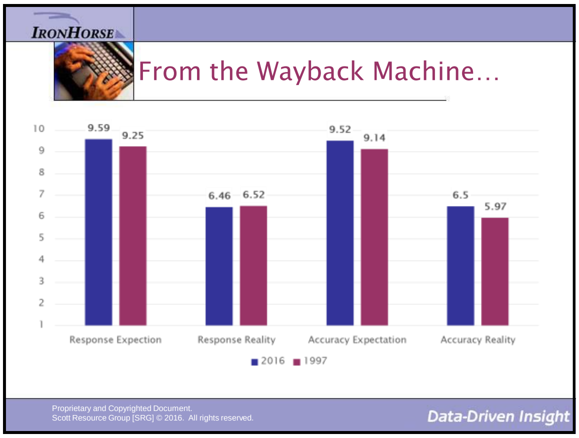

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From the Wayback Machine…

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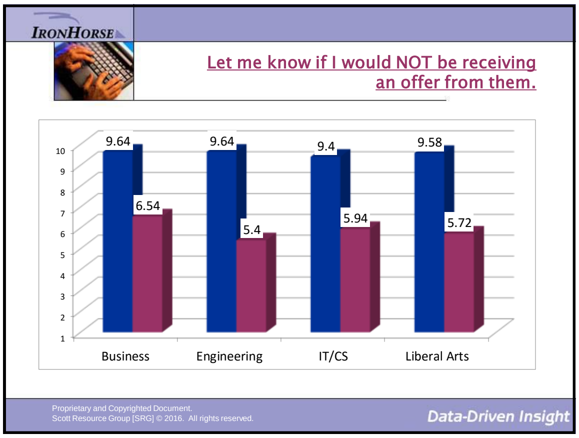

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Let me know if I would NOT be receiving an offer from them.

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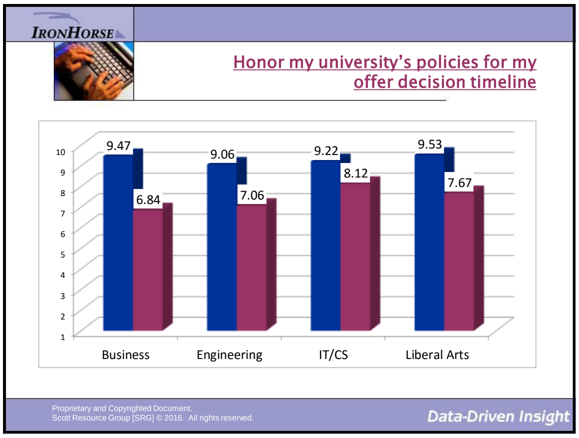

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Honor my university's policies for my offer decision timeline

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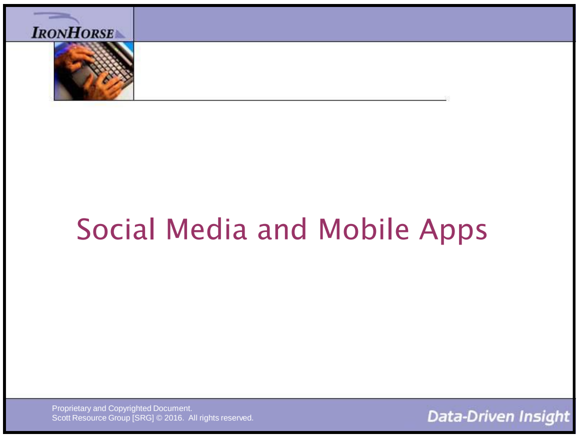

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Social Media and Mobile Apps

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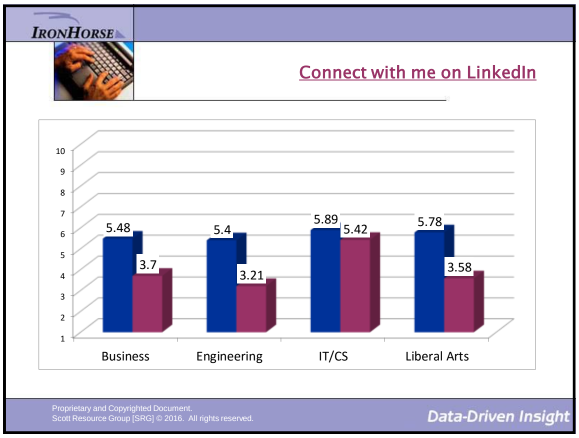

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Connect with me on LinkedIn

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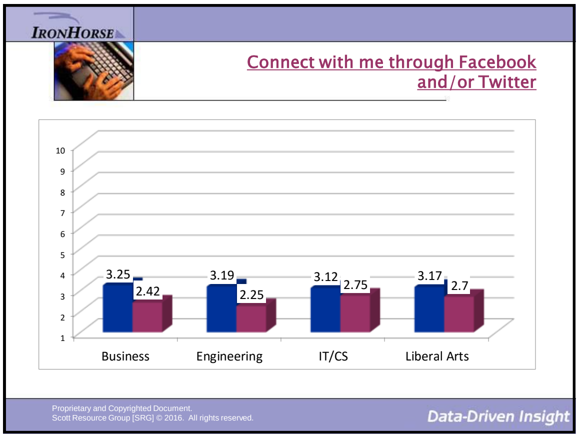

Connect with me through Facebook and/or Twitter

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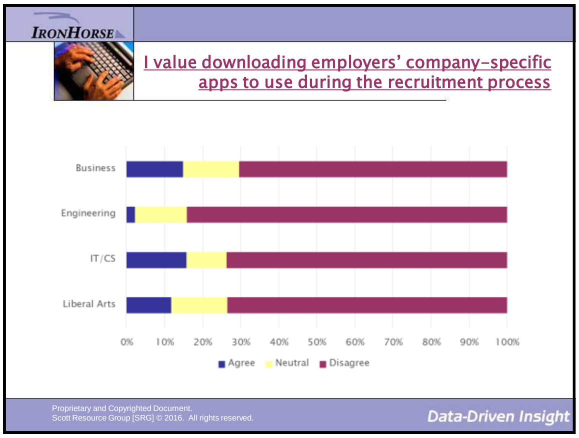

I value downloading employers' company-specific apps to use during the recruitment process

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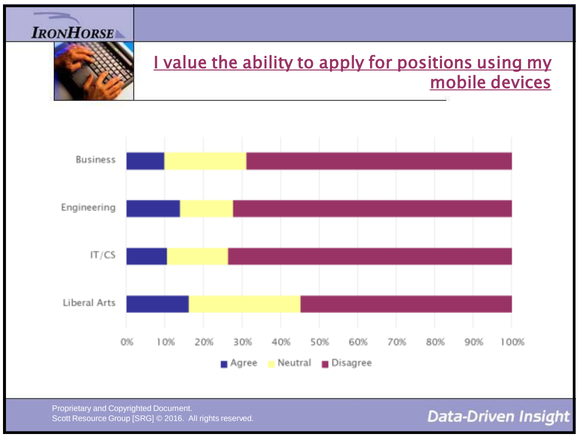

I value the ability to apply for positions using my mobile devices

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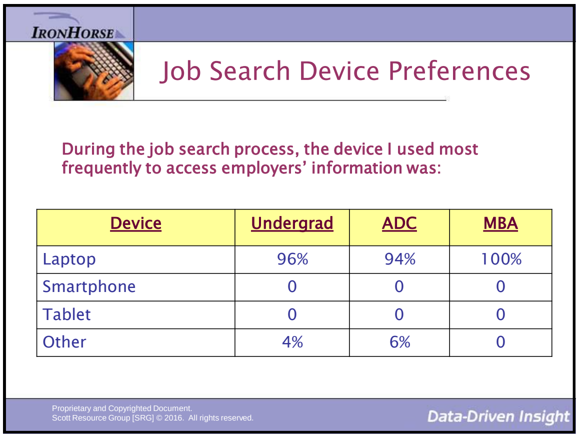
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Job Search Device Preferences

During the job search process, the device I used most frequently to access employers' information was:

Device	Undergrad	ADC	MBA
Laptop	96%	94%	100%
Smartphone	0	0	0
Tablet	0	0	0
Other	4%	6%	0

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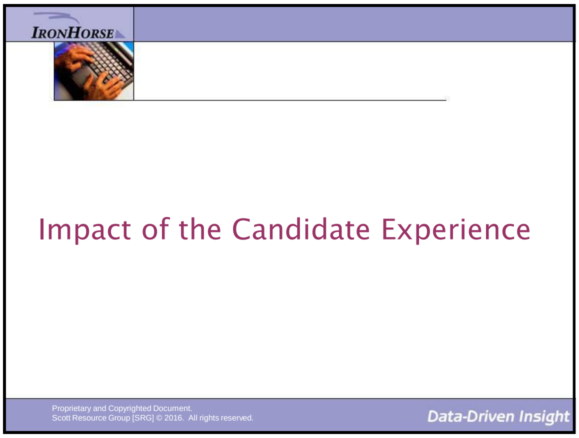
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Impact of the Candidate Experience

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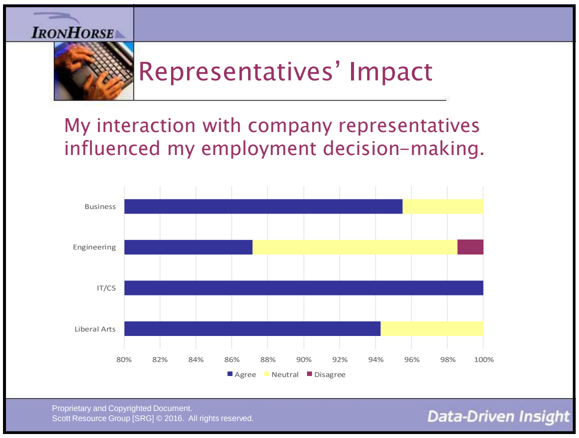
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Representatives' Impact

My interaction with company representatives influenced my employment decision-making.

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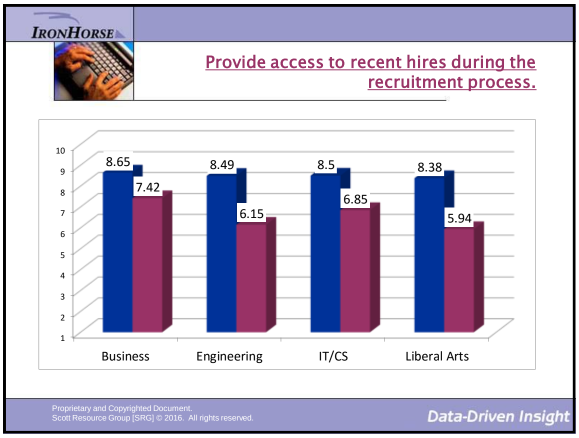

Provide access to recent hires during the recruitment process.

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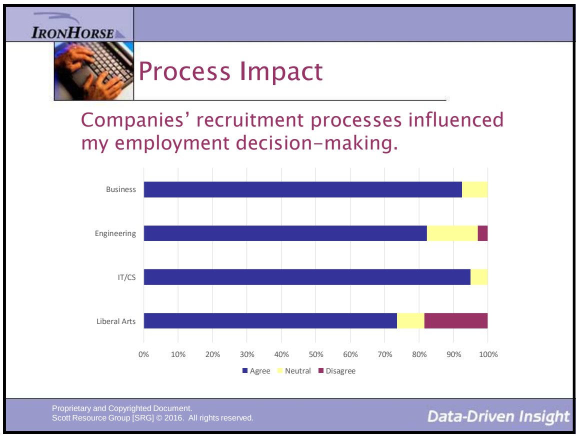

Process Impact

Companies' recruitment processes influenced my employment decision-making.

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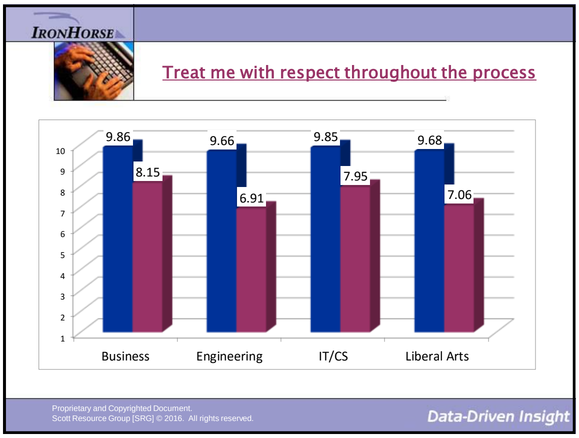

Treat me with respect throughout the process

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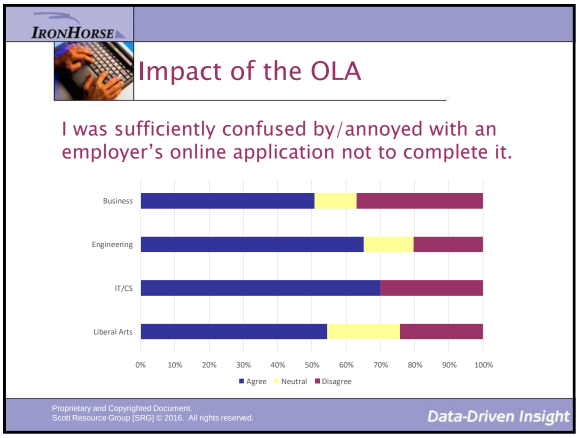

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Impact of the OLA

I was sufficiently confused by/annoyed with an employer's online application not to complete it.

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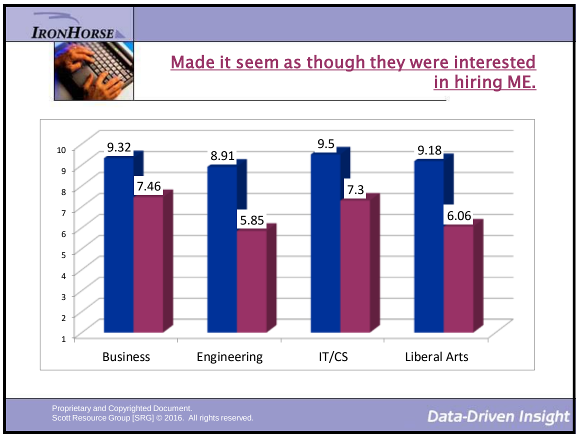

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Made it seem as though they were interested in hiring ME.

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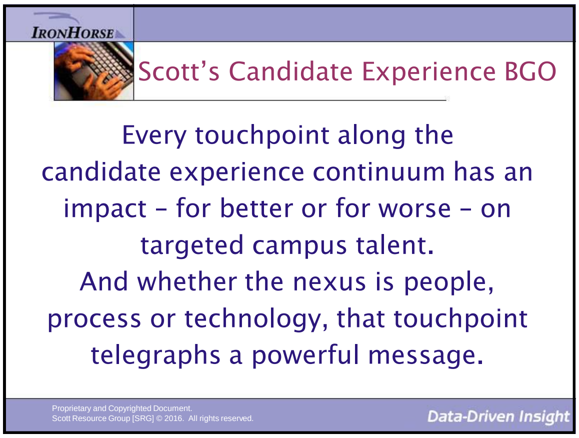

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Scott's Candidate Experience BGO

Every touchpoint along the candidate experience continuum has an impact – for better or for worse – on targeted campus talent.
And whether the nexus is people, process or technology, that touchpoint telegraphs a powerful message.

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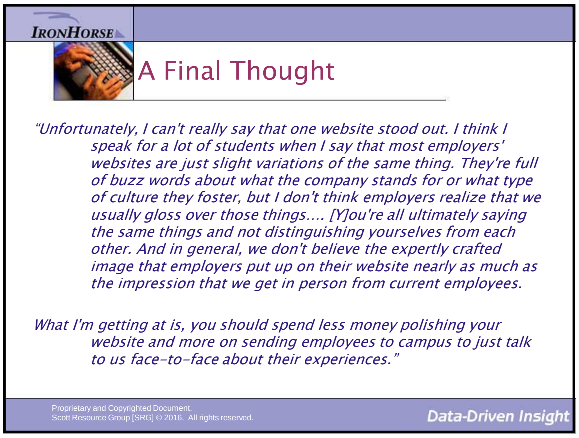

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A Final Thought

"Unfortunately, I can't really say that one website stood out. I think I speak for a lot of students when I say that most employers' websites are just slight variations of the same thing. They're full of buzz words about what the company stands for or what type of culture they foster, but I don't think employers realize that we usually gloss over those things…. [Y]ou're all ultimately saying the same things and not distinguishing yourselves from each other. And in general, we don't believe the expertly crafted image that employers put up on their website nearly as much as the impression that we get in person from current employees.

What I'm getting at is, you should spend less money polishing your website and more on sending employees to campus to just talk to us face-to-face about their experiences."

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