



## The 2025 Campus Forward Awards - Application

If you are unable to access this application via the embedded form, please fill out the application below and email it to [awards@ripplematch.com](mailto:awards@ripplematch.com).

### **Apply for the 2025 Campus Forward Awards**

**Is your university recruitment program among the top in the country? Fill out the form below to nominate your early careers program and team for recognition in our 2025 Campus Forward Awards, the premier award for early career recruitment.**

**Please submit one application per company.**

*Please note: There is no fee to apply for the Campus Forward Awards, and there is no fee to be included if you are recognized. Winners will be notified in December, and publicly announced in mid-January 2025.*

## Application Questions

### Company Information

In the following questions, please submit information about your company and a point of contact for awards communication. You can view all application questions here.

**1. Company name**

Please submit the company name. The name you submit will appear on all materials if selected.

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**2. Industry**

Please write in the industry your company is in. This will be included alongside your listing if selected.

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**3. Company Size Category**

Please select the size that most accurately describes your company.

Note: Your company must have at least 50 full-time employees to be considered in the Campus Forward Awards.

- A. 20-50 employees
- B. 51-200 employees
- C. 201-500 employees
- D. 501-1000 employees
- E. 1001-5000 employees
- F. 5001-10,000 employees
- G. 10,001+ employees

**4. Please upload your most up to date company logo that should appear on your materials if selected. Please submit a high-quality PNG if possible that is able to be seen on a light colored background.**

If you are unable to upload your photo due to technical issues, **please skip the question by clicking the arrow** at the bottom of your screen and email your photo to [awards@ripplematch.com](mailto:awards@ripplematch.com).

**5. Company description**

Please submit a **short** description of your company. (No more than 50 words). If selected, this will appear on public facing materials. Please write this in the third person (no 'we, us')

*Ex. RippleMatch is the recruitment automation platform changing how Gen Z finds work. By replacing job boards with matching and automation, RippleMatch eliminates the most time-intensive parts of the recruitment process for both employers and job seekers.*

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**6. Name & email of primary individual submitting this application on behalf of this company**

Please submit one application per early careers team/company. The individual submitting this application will be the point of contact for all correspondence regarding the awards!

First name \_\_\_\_\_

Last name \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

**7. Job title of primary individual submitting this application on behalf of this company**

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**8. Name + email contact of the head/director/manager of this early careers program**

Please provide this contact if different from the individual who submitted the application. We will be reaching out to congratulate the program head and extend the invite to our virtual Awards reception.

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## Applying for Award Categories: Important Information

For the 5th year of our annual Campus Forward Awards, **programs can apply to be recognized in the following Award categories. You can be selected as a winner of multiple categories, so we encourage you to apply for as many as you'd like to be recognized for!**

### Categories:

- Excellence in Recruitment Strategies
- Excellence in Tech Innovation
- Excellence in Candidate Experience
- Excellence in D&I
- Excellence in Internship Programming
- Best in Class: Overall Excellence Award (*only awarded if you are selected as a winner in each category*)

**You can apply for *some or all categories* in the following questions – you will be selected as a winner for some or all categories you apply for based on benchmarking criteria determined by multiple choice and short answer questions.**

Your individual multiple choice answers will not be shared publicly – only your submitted short answer questions will be displayed on your page, if selected.

## Section 1: Overall Information

Please fill out all the following information, regardless of which awards you plan to apply for. This will help us benchmark you against your peers!

### **9. Team Size | How many team members make up the team responsible for early career recruiting & programming?**

This size should reflect the number of individuals directly responsible for early career recruiting & programming. This should include UR leaders, recruiters and program managers, but should exclude any volunteers or business unit managers who are not directly responsible for early career outcomes.

*This will allow us to appropriately compare early career programs based on size and resources and may determine eligible award category.*

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**10. Early Career Hiring | Approximately how many interns for all business units *in the United States* did you hire for summer 2024**

Please provide your most accurate estimate. **Please note that you must hire at least 30 U.S. based early career hires (interns & full-time hires) to be eligible for the Campus Forward Awards.** If you did not hire any interns but hired at least 30 U.S. based entry-level hires, you are still eligible for this award.

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**11. Early Career Hiring | Approximately how many interns for all business units *in the United States* are you aiming to hire for summer 2025**

Please provide your most accurate estimate. **Please note that you must hire at least 30 U.S. based early career hires (interns & full-time hires) to be eligible for the Campus Forward Awards.** If you do not hire any interns but plan to hire at least 30 U.S. based entry-level hires, you are still eligible for this award.

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**12. Early Career Hiring | Approximately how many entry-level hires for all business units *in the United States* did you hire during the Fall 2023-Spring 2024 recruitment season?**

Please provide your most accurate estimate.

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**13. Early Career Hiring | Approximately how many entry-level hires for all business units *in the United States* will you hire during the Fall 2024-Spring 2025 recruitment season?**

Please provide your most accurate estimate.

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## Award Category: Excellence in Recruitment Strategies

As a reminder, you can apply for all Award categories or as few as 1.

You can be selected as a winner in multiple categories, so we encourage you to apply for as many as you'd like.

### 14. Would you like to be considered for the 'Excellence in Recruitment Strategies' Campus Forward Award?

Note: You can always click 'Yes' to view the questions, and then return to this page to change your answer to no.

- A. Yes - show me the application questions
- B. No - skip this section to view other categories

### 15. Regarding your early career recruitment strategies, please *select* the most accurate breakdown of the strategies (virtual vs. in-person) you are executing during the Fall 2024-Spring 2025 recruitment season.

For example, if your recruitment strategies mainly rely on in-person recruitment with a touch of virtual, you might select Option B. This will help us determine benchmarking across programs.

- A. Fully in person
- B. Hybrid, more in-person
- C. Hybrid, 50/50 in-person vs virtual
- D. Hybrid, more virtual
- E. Fully virtual

### 16. Please share additional context on the key elements of your recruitment strategy.

	Core part of strategy	Somewhat part of strategy	Not currently part of strategy but plan to add	Not currently part of strategy and no plans to add
Campus-wide career fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major-specific career fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Events with student organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onsite, in-office events for candidates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leveraging virtual recruitment tools to reach more diverse populations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School-agnostic virtual info sessions or panels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large-scale virtual events, such as a mini-conference or themed event series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus ambassador programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Early ID programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Virtual career fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**17. How do you measure the return on investment (ROI) for your university recruitment efforts?**

- A. Cost per hire
- B. Number of total applicants per source
- C. Number of qualified applicants per source
- D. Number of hires per source
- E. Quality of hires (e.g., retention rate, performance reviews)
- F. Time to hire
- G. Candidate experience feedback
- H. Conversion rate from interns to full-time employees
- I. Other \_\_\_\_\_

**18. In 75-125 words, please describe your team's innovative approach to sourcing and recruiting early career talent (interns + entry-level hires). Please feel free to bring in specific examples, such as a hybrid recruitment strategy, creative digital strategies, a school-agnostic approach to recruitment, or standout candidate**

**experience.**

If selected as a Campus Forward Award Winner, this response will be displayed on your spotlight page. Please write in the *third person* (No 'We' or 'Our') and view the pages of the [2023 winners](#) for inspiration and examples, or view this example below:

*Ex. The university recruiting team at [company name] goes above and beyond to connect with the next generation of talent both on and off campus. Adopting a hybrid approach to recruitment, the team crafted a diverse set of virtual events available to students at universities across the country, ranging from info sessions to workshops to industry panels. They also planned strategic in-person events at a select group of colleges – such as HBCUs and HSIs – to provide students with valuable face-to-face interaction and to deepen relationships. Once students enter the pipeline, the team at [company name] prioritizes candidate experience by offering interview prep sessions and being available for questions at every step of the process.*

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## Award Category: **Excellence in Tech Innovation**

As a reminder, you can apply for all Award categories or as few as 1.

You can be selected as a winner in multiple categories, so we encourage you to apply for as many as you'd like.

**19. Would you like to be considered for the 'Excellence in Tech Innovation' Campus Forward Award?**

Note: You can always click 'Yes' to view the questions, and then return to this page to change your answer to no.

- A. Yes - show me the application questions
- B. No - skip this section to view other categories

**20. How often do you use AI of any kind in a typical work week?**

- A. Never
- B. Occasionally when testing out new tools
- C. Once every few weeks
- D. 1-2 times a week
- E. 3-4 times a week



F. Every day

**21. Which tasks does AI currently assist you with in your recruitment process?**

- A. Automated resume screening and applicant review.
- B. Automated applicant sourcing.
- C. AI-powered matching to connect candidates with the right roles.
- D. Writing and editing job descriptions with tools like ChatGPT.
- E. Bias reduction in the hiring process.
- F. Automated interview scheduling and reminders.
- G. Personalized candidate experience through AI interactions (e.g., customized communication, tailored feedback).
- H. AI tools that can record interviews and summarize notes.
- I. Leveraging AI content creation tools for recruitment events or marketing.
- J. Other \_\_\_\_\_

**22. Do you use the following tech tools in your early career recruitment strategies?**

	Yes	No	Have not heard of tool
RippleMatch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Handshake (Free Version)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Handshake Premium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yello	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eightfold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HireVue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pymetrics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
XOR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paradox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beamery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Metaview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SeekOut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fetcher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CodeSignal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Textio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phenom People	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HiredScore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**23. In 75-125 words, please describe how your program/team is embracing technology to improve the results and efficiency of your program.**

If selected as a Campus Forward Award Winner, this response will be displayed on your spotlight page. Please write in the third person (No 'We' or 'Our').

*Ex. Candidate experience is essential to Gen Z candidates, and the team at [company] has incorporated technology (like RippleMatch) into their processes to improve their response time and get back to applicants faster – typically within 5-7 business days. Technology has also played a major role in their ability to put on strong virtual events – the team has been able to reach hundreds of candidates across the country, while also having a seamless way to follow up post event. Finally, leveraging technology has allowed [company] to virtually reach candidates they can't visit in person, increasing representation across the board.*

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## Award Category: Excellence in Candidate Experience

As a reminder, you can apply for all Award categories or as few as 1.

You can be selected as a winner in multiple categories, so we encourage you to apply for as many as you'd like.

**24. Would you like to be considered for the 'Excellence in Candidate Experience' Campus Forward Award?**

Note: You can always click 'Yes' to view the questions, and then return to this page to change your answer to no.

- A. Yes - show me the application questions
- B. No - skip this section to view other categories

**25. How many days would you estimate is your typical response time to applications for your early career roles?**

This refers to how quickly you notify candidates if they are moving forward in your process or not. This information will not be made public. This will be used to benchmark you against other applicants to award the Early Career Programs

- A. 2-3 days or less
- B. One week
- C. 2 weeks
- D. 3 weeks
- E. 4 weeks
- F. 5 weeks

**26. Do you list compensation ranges on your public job listings for early career roles?**

This information will not be made public. This will be used to benchmark you against other applicants to award the Early Career Programs

- A. Yes
- B. No

**27. Do you do any of the following to create a positive experience for candidates?**

	Yes	No
Information packets prior to interview with tips, info about the company, and agenda	<input type="radio"/>	<input type="radio"/>
Introductions to current employees for informational conversations	<input type="radio"/>	<input type="radio"/>
Dedicated time for candidate to discuss extended offer with recruiter/HR team member	<input type="radio"/>	<input type="radio"/>
Onsite interviews (covering candidate's travel & lodging)	<input type="radio"/>	<input type="radio"/>
Onsite visit post-offer (covering candidate's travel & lodging)	<input type="radio"/>	<input type="radio"/>
After candidates accept an offer, providing clear outlines of what to expect ahead of their start date	<input type="radio"/>	<input type="radio"/>
Some kind of communication with hires at least once a month leading up to their start date	<input type="radio"/>	<input type="radio"/>
Connecting new hires with other interns or full-time hires	<input type="radio"/>	<input type="radio"/>

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ahead of their start date

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Connecting new hires with a mentor or more experienced hire ahead of start date

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**28. In 75-125 words, please describe how your team creates a positive candidate experience for student job seekers. This should describe how you set candidates up for success and craft a hiring process that is informative and thorough.**

If selected as a Campus Forward Award Winner, this response will be displayed on your spotlight page. Please write in the third person (No 'We' or 'Our').

*Ex. The early careers team at [company name] understands that a standout candidate experience is essential for connecting with top talent. That's why they go above and beyond to ensure that students have a good experience interacting with [company name] from the initial application all the way to offers being extended. A few ways the team at [company name] creates this positive experience is through [specific example], [specific example,] and [specific example.] [ex:] To ensure their efforts are successful, the team has also put into place a robust post-process survey to collect data on the candidate experience to make lasting improvements to the hiring process.*

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## Award Category: **Excellence in DE&I**

As a reminder, you can apply for all Award categories or as few as 1.

You can be selected as a winner in multiple categories, so we encourage you to apply for as many as you'd like.

**29. Would you like to be considered for the 'Excellence in DE&I' Campus Forward Award?**

Note: You can always click 'Yes' to view the questions, and then return to this page to change your answer

to no.

- A. Yes - show me the application questions
- B. No - skip this section to view other categories

**30. How do the following strategies, channels, and technology show up in how your team recruits a diverse slate of candidates for entry-level roles and internships?**

	Core part of strategy	Somewhat part of strategy	Not currently part of strategy
Investment in diversity-focused partnerships (national, regional, local) to recruit diverse talent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investment in technology to execute a school-agnostic strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosting recruitment events specifically geared toward underrepresented candidates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specific strategies and events to recruit candidates from HBCUs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specific strategies and events to recruit candidates from HSIs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specific strategies and events to recruit candidates from community colleges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in diversity-focused conferences, such as Grace Hopper, AfroTech, SWE, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Early ID programs, such as sophomore or freshmen-oriented events or short internships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investment in technology to help identify and source diverse talent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**31. Please describe the diversity & representation goals held by your early career program and how close you are to achieving those goals. Be as specific as possible and share your metrics rather than describing the strategies themselves. This will not be shared publicly.**

*Example: You aim to achieve 40% female representation for your software engineering roles. You have achieved 35% representation this past year. You aim to achieve 45% traditionally underrepresented*

minorities in your product management role. You have achieved 51% this year.

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**32. In 75-125 words, please describe your D&I initiatives related to early career – how does your team recruit and retain underrepresented talent at the entry-level?**

If selected as a Campus Forward Award Winner, this response will be displayed on your spotlight page. Please write in the third person (No 'We' or 'Our') and view the [2023 winners](#) for inspiration and examples, or view this example below:

*Representation at the entry-level can move the needle on diversity across the company. That's why the university recruitment team at [company name] is so passionate about finding and connecting with a diverse range of students across the country. To recruit a diverse slate of candidates, the team [example: has forged new relationships with HBCUs, HSIs, and public universities as well as built out a robust set of diversity-focused partnerships with national and regional organizations.] Some of these partners include XYZ, XYZ, and XYZ. In addition to recruitment, [company name] is proud to offer interns and new grads from underrepresented backgrounds specialized support when they join the company in the form of mentorship, employee resource groups, and development programs.*

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## Award Category: **Excellence in Internships**

As a reminder, you can apply for all Award categories or as few as 1.

You can be selected as a winner in multiple categories, so we encourage you to apply for as many as you'd like.

**33. Would you like to be considered for the 'Excellence in Internships' Campus Forward Award?**

Note: You can always click 'Yes' to view the questions, and then return to this page to change your answer to no.

- A. Yes - show me the application questions
- B. No - skip this section to view other categories

**34. One key sign of a standout internship and dedicated early careers program is an 'intern return rate' – the percentage of interns that return as a full-time employee the following year. This year, what percent of your eligible interns did you extend return offers to?**

For example: If you had 100 interns that were eligible to receive full-time return offers (juniors in college, for example) and you extended return offers to 55 of them, your return offer rate would be 55%.

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**35. This year, what percent of your interns that received return offers accepted those return offers?**

For example: If you had 55 interns that received return offers and 25 accepted them, your return offer acceptance rate would be 45%.

If you are still collecting these acceptances, please include an estimation based on previous year's data.

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**36. In 75-125 words, please describe what makes your internship program an impactful experience for early career talent.**

**Please feel free to bring in specific examples, such as unique events offered, how interns are empowered to work on impactful projects, a particularly strong intern to full time conversion rate, etc.**

If selected as a Campus Forward Award Winner, this response will be displayed on your spotlight page. Please write in the third person (No 'We' or 'Our') and view the pages of the [2023 winners](#) for inspiration and examples, or view this example below:

*At [company name], interns are empowered with impactful projects that contribute to real business outcomes, in addition to an inclusive, welcoming experience. As a hybrid internship program, interns have the chance to gain real-world experience with the benefits of flexible work schedules, leaving time for plenty of community building on top of exciting technical and non-technical projects. Interns also have the chance to learn from company executives during bi-weekly lunch-and-learns, as well as final presentations presented to business leaders. These components are part of [company name's] significant investment in early career talent, leading to a 90% intern return offer rate.*

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**37. Link to your early careers page**

Please provide a link to the most relevant company webpage with information on early career opportunities. If you don't have a dedicated early career pages, link to your career pages. This will be included on your spotlight page if selected as an Award Winner!

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**38. To wrap up your application, please confirm that you understand you will only be applying for awards that you submitted responses for.**

You will only be eligible to receive the 'Best in Class, Overall Excellence Award' if you have submitted responses for Excellence in Recruiting, Tech Innovation, Candidate Experience, DE&I, and Internships.

- A. Yes, I understand
- B. No, I need to review my answers once more

**39. By submitting, I confirm all materials submitted are accurate, I give RippleMatch access to my response, and grant permission to publish select information submitted if we're selected as an Award Winner for the 2025 Campus Forward Awards.**

Please email [awards@ripplematch.com](mailto:awards@ripplematch.com) with any questions.

- A. Yes
  - B. Yes, and I would also like to be contacted about opportunities to speak at upcoming RippleMatch panels & events to showcase my program accomplishments
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**Thank you for submitting your application to for the 2025 Campus Forward Awards!  
Please reach out to [awards@ripplematch.com](mailto:awards@ripplematch.com) with any questions or changes to your submission.**

We will be in touch by December to notify you if you are selected as an Award Winner in the 2025 Campus Forward Awards, to be publicly announced in January 2025. Please whitelist '[awards@ripplematch.com](mailto:awards@ripplematch.com)' to ensure important communication is not filtered out of your inbox.