NOW&NEXT

Our weeklong customer event is exploring how you:

- Can take on today's most pressing challenges

- Can balance demands and complexities of an unpredictable future

- Attract Gen Z talent

- Prepare for tomorrow's hiring landscape

For all session recaps, recordings, and materials visit, *resources.ripplematch.com/ now-next-recap*
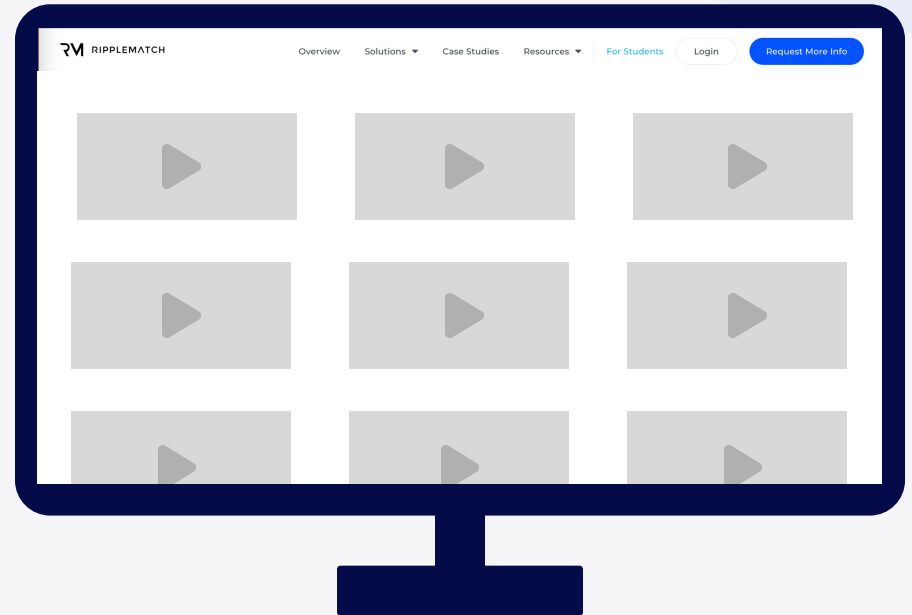
NOW&NEXT Pulse Survey

What percent of teams are returning to in-person recruitment this fall? What strategies and methods will be leveraged most for the season ahead?

After completing the survey, we will send you a $5 gift card, you'll be entered in a raffle to win a RM audio speaker, and we will share the final results after the conference!

Speaker

Joseph Rashid

Enterprise Customer
Success Manager

RM RIPPLEMATCH

Agenda

What you have at your disposal (Platform)	10 min
How to craft a great story	20 min
Unlocking your funnel further (Sort)	10 min
Q&A	5 min

RM

What you already have at your disposal

- **Marketing (Branding)**
  - How many candidates are learning about our brand?
  - What is the diversity of the candidates learning about our brand?
- **Candidate Data**
  - What schools are interested candidates coming from?
  - What are our interested candidates majoring in?
  - What's the average GPA of candidates interested in our open roles?
- **Diversity Data**
  - What's the race/ethnicity of candidates interested in our open roles?
  - What's the gender of candidates interested in our open roles?
  - Which channels bring in the most diverse candidates?
- **Channel Data**
  - Where are applicants coming from (e.g. RM, LinkedIn, Handshake, etc.)?
  - How diverse are candidates from these channels?

RM

Tips for telling a great story to leadership

Find out what they care about most

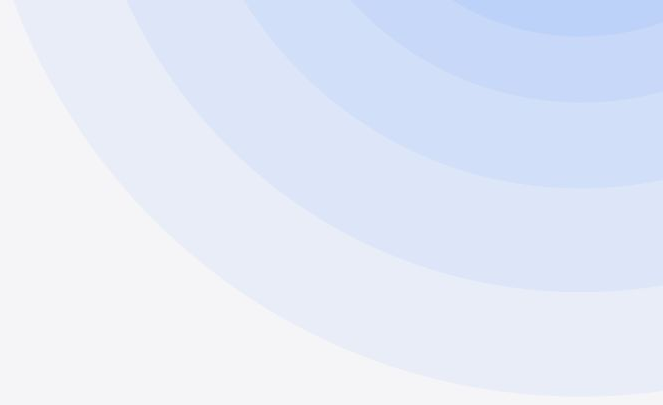Make sure you are speaking to the things your leadership cares the most about

Dig into the data and see what it's saying

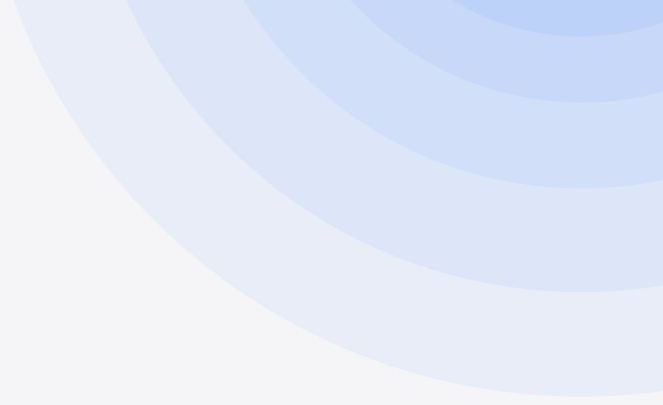Take time to absorb the data but also understand what it could be telling you

Share insights in a powerful way

Tell the story in a format that is concise and is visually appealing to the audience

RM

Let's tell a story together

Marketing Reach

We are increasing our employer brand reach

Thousands of candidates have been automatically educated
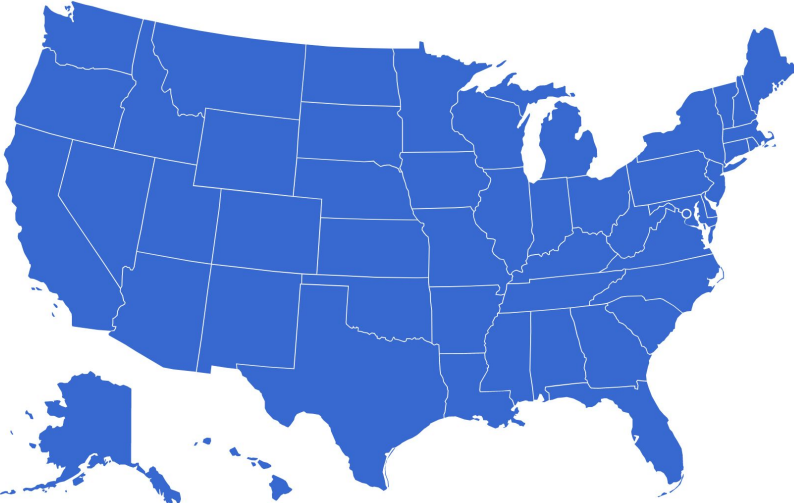about our company and open roles.

6.9K

Candidates Contracted

587

Schools Reached

49

States Reached

RM

Diversity of candidates reached

We are increasing brand awareness with diverse candidates. Here's a breakdown, by demographic, of who has been automatically educated about our company and open roles.

There are opportunities for us to invest in increasing our brand awareness among Veterans and persons with disabilities.

49%
URM

49%
Female

1st Gen
29%
First-gen college student

<1%
Veteran

9%
LGBTQ

2%
Disability

21.3% Black/African American
21.1% Hispanic/Latinx
30.7% Asian
1% Native Hawaiian / Pacific Islander
1% American Indian/Alaskan Native

RM
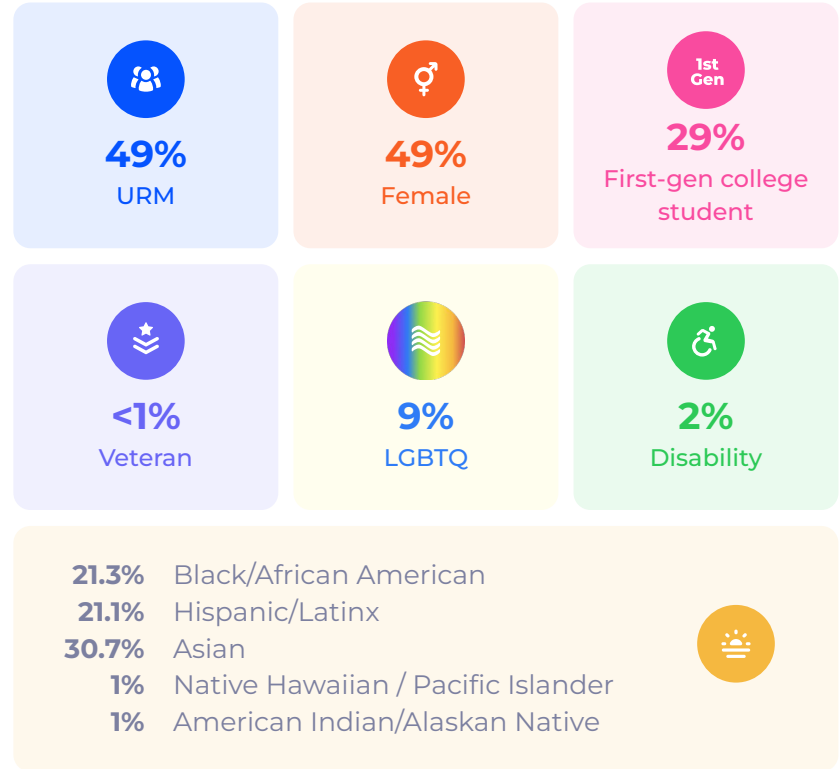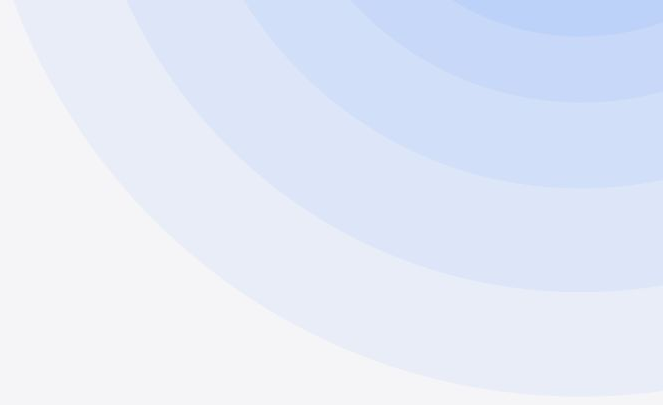
Roles

Diversity of candidates who've applied

Diverse candidates are interested in working for us. Here's a breakdown by demographic of who has expressed interest in our open roles. Our roles are really resonating with first-generation college students.

There are opportunities for us to better resonate with Female and Underrepresented Minority candidates.

42%
URM

42%
Female

36%
First-gen college student

<1%
Veteran

9%
LGBTQ

3%
Disability

19.2%	Black/African American
19%	Hispanic/Latinx
41.9%	Asian
1%	Native Hawaiian / Pacific Islander
1%	American Indian/Alaskan Native

RM
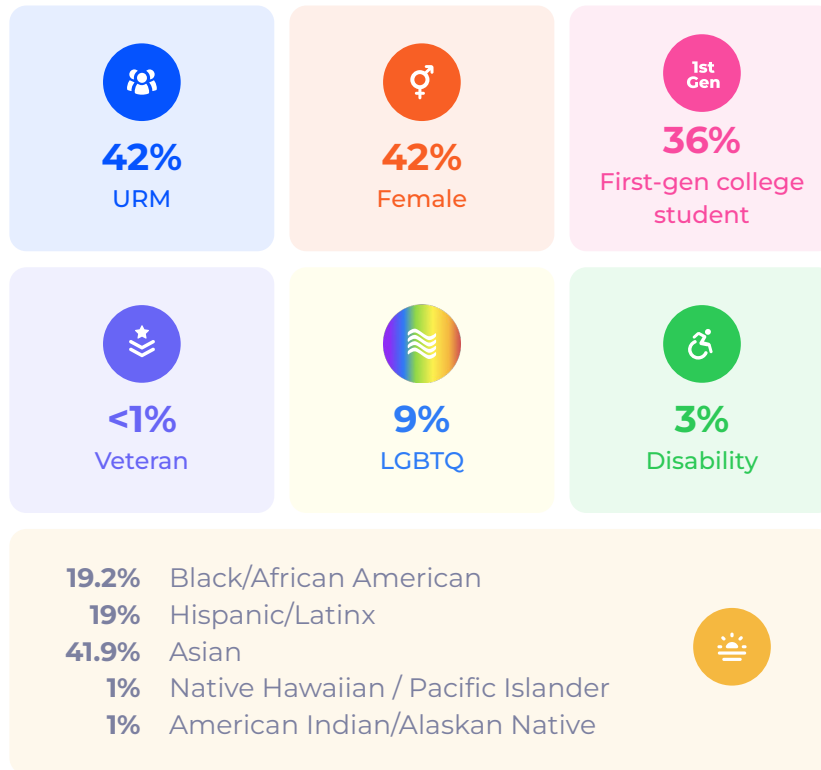
Potential future core schools

We are reaching new schools through RippleMatch. Here's a summary of schools and the number of candidates we were matched with at each one.

Based on all the candidate interest we are getting from the schools listed I would recommend investing more in clubs or partnerships on those campuses. These are promising future core schools.

SCHOOLS	#CANDIDATES MATCHED WITH
SCHOOL NAME	50
SCHOOL NAME	20
SCHOOL NAME	10
SCHOOL NAME	10
SCHOOL NAME	10

RM

Further unlock your funnel*

🔀 **Sort**

greenhouse   workday

RM

What you get with Sort funnel analytics

- **Breakdown by Stage**
  - How many candidates move through each stage of our funnel?
  - Where do we see the biggest drop off?
- **Funnel Analytics & Passthrough Rates**
  - Where do diverse candidates drop off in our process (broken out by race/ethnicity, gender, LGBTQ+, Disability, and Veteran)?
  - Where is their potential bias in our process?
- **Channel Data**
  - Where are applicants coming from (e.g. RM, LinkedIn, Handshake, etc.)?
  - What's the diversity of candidates from these channels?

RM

Demonstration

What stories could you tell with this data?

Applicants to hires by channel

What the data shows:
RippleMatch, Handshake, and our Careers Page our top applicant sources.

Recommendations:
- RippleMatch is providing great ROI and the candidate quality is much higher than our other sources.
- We should consider ending our investment in LinkedIn Premium because it's not providing significant ROI.

Candidate Channels

Bar chart legend: Candidates (gray), Hired (blue)

Channel	Candidates	Hired
RM Automatch	880	30
Handshake	3000	20
LinkedIn	84	1
Careers Page	980	15

RM
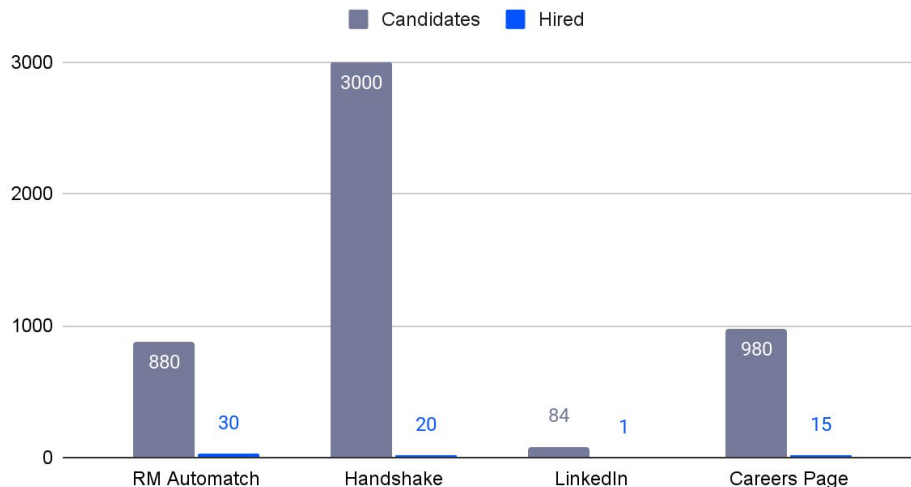
Opportunities to improve our process

What the data shows:
We are seeing a much larger drop off from Black/African American and Hispanic/Latinx candidates at the assessment stage.

Conclusions:
We could do a better job preparing these candidates for the assessment.

Recommendations:
- Develop an assessment prep guide for candidates
- Host events with tips for passing the assessment

Passthrough Rates - Overview

	Applied	Introduced	Next Steps	Working
American Indian/Alaskan Native		→ 78%	→ 66%	→ 40%
Asian		→ 77%	→ 83%	→ 45%
Black/African American		→ 81%	→ 54%	→ 63%
Hispanic/Latinx		→ 85%	→ 45%	→ 52%
Native Hawaiian/Pacific Islander		→ 76%	→ 89%	→ 64%
Other		→ 87%	→ 72%	→ 52%
Prefer not to say		→ 73%	→ 85%	→ 47%
White		→ 74%	→ 70%	→ 54%
	2560	2035	1414	714

Take-Home Resource

Q&A