DATA HIGHLIGHTS FROM **RIPPLEMATCH**

Challenges & Strategies:
Fall Recruitment Pulse Survey

What are the top challenges facing talent teams this upcoming recruitment season?

Are recruiters planning to win candidates virtually, in-person, or both this fall? How is the talent industry keeping D&I top of mind?

During our recent 'Now & Next' customer conference, we surveyed 100 talent professionals for their thoughts on the top challenges for the season ahead.

Read on for highlights from the data collected through this pulse survey.

In this micro-report, you'll find:
•Where recruiting is taking place this fall
•The top challenges facing talent teams
•The most leveraged D&I strategies
•The most common events being hosted this fall
•Preferred employer branding strategies

Data Snapshot

Between July 18-22, we conducted a brief pulse survey of 113 talent professionals who attended our customer conference to get a snapshot of the landscape. See below for the company and program sizes represented.
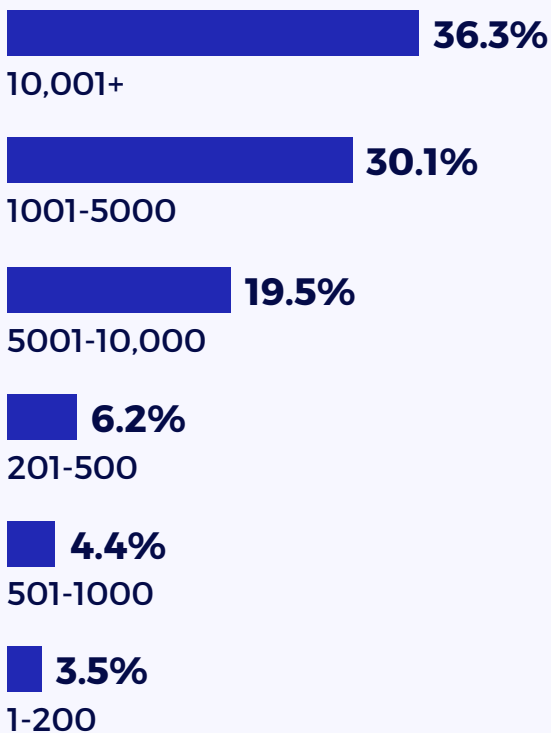
113
recruiters surveyed

33%
manage a team

Company size (# of employees)

36.3%
10,001+

30.1%
1001-5000

19.5%
5001-10,000

6.2%
201-500

4.4%
501-1000

3.5%
1-200

Number of entry-level hires per year in the US

24.8%
251-500

19.5%
101-250

19.5%
501-1000+

19.5%
51-100

11.5%
30-50

5.3%
Less than 30

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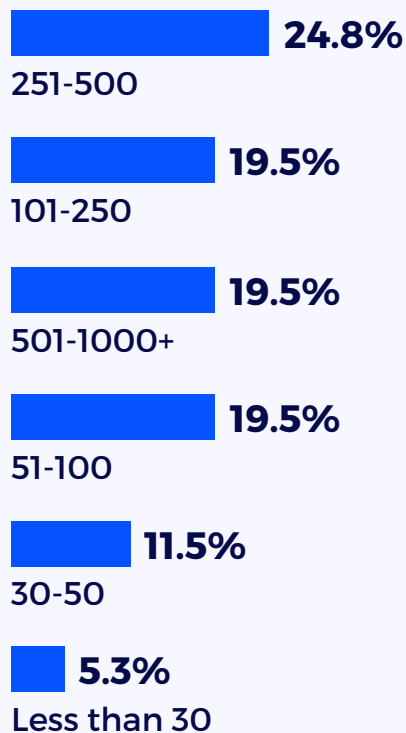
The Top Recruiting Challenges

We asked recruiters, 'What would you select as your top 3 challenges ahead of the fall recruitment season?' and allowed them to pick 3 options.

A majority of recruiters said competing with similar companies & recruiting a diverse slate of candidates were their biggest challenges going into the fall

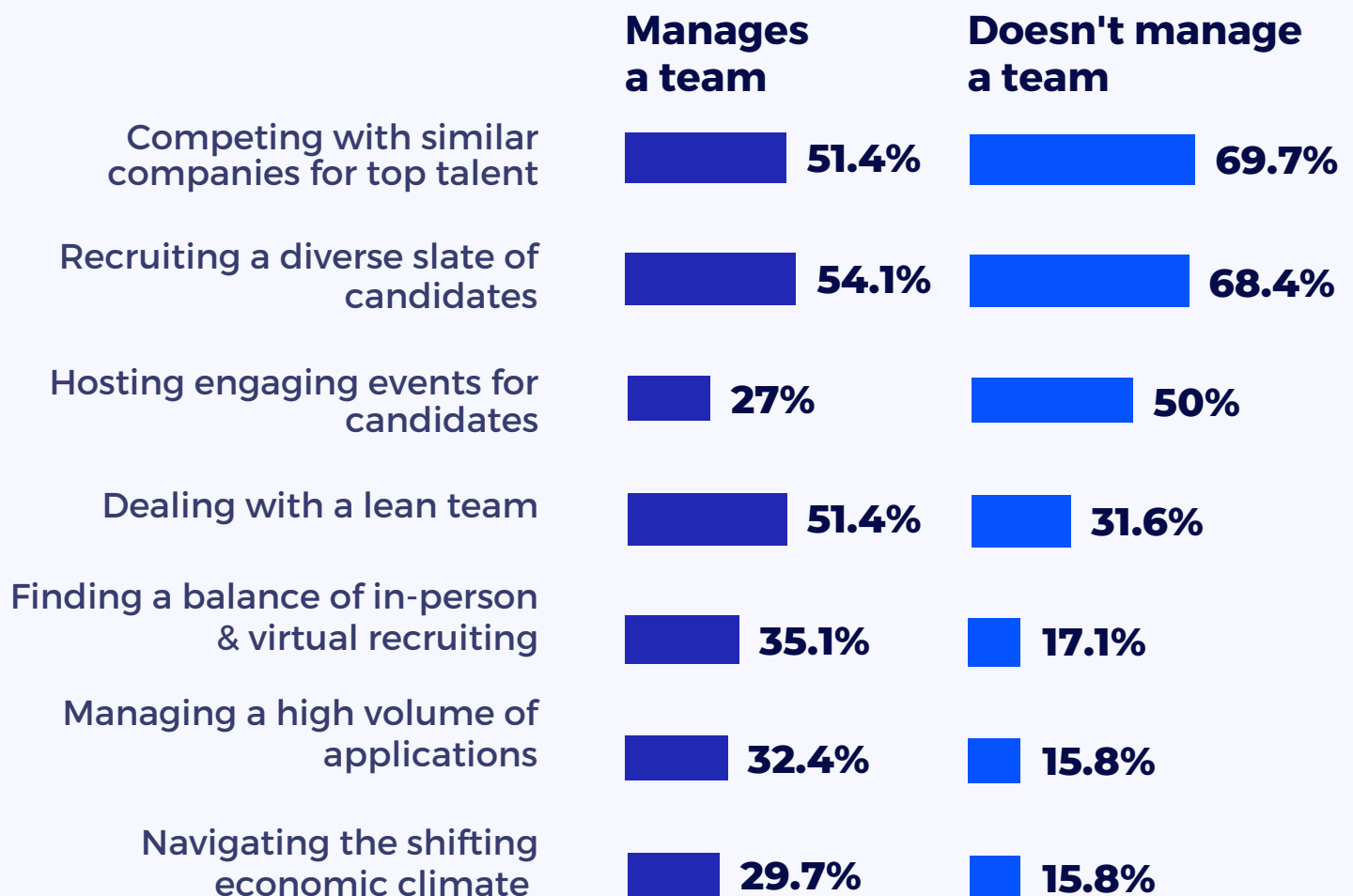| Challenge	Percentage
Competing with similar companies for top talent	63.7%
Recruiting a diverse slate of candidates	63.7%
Hosting engaging events for candidates	42.5%
Dealing with a lean team	38.1%
Finding a balance of in-person & virtual recruiting	23%
Managing a high volume of applications	21.2%
Navigating the shifting economic climate	20.4%

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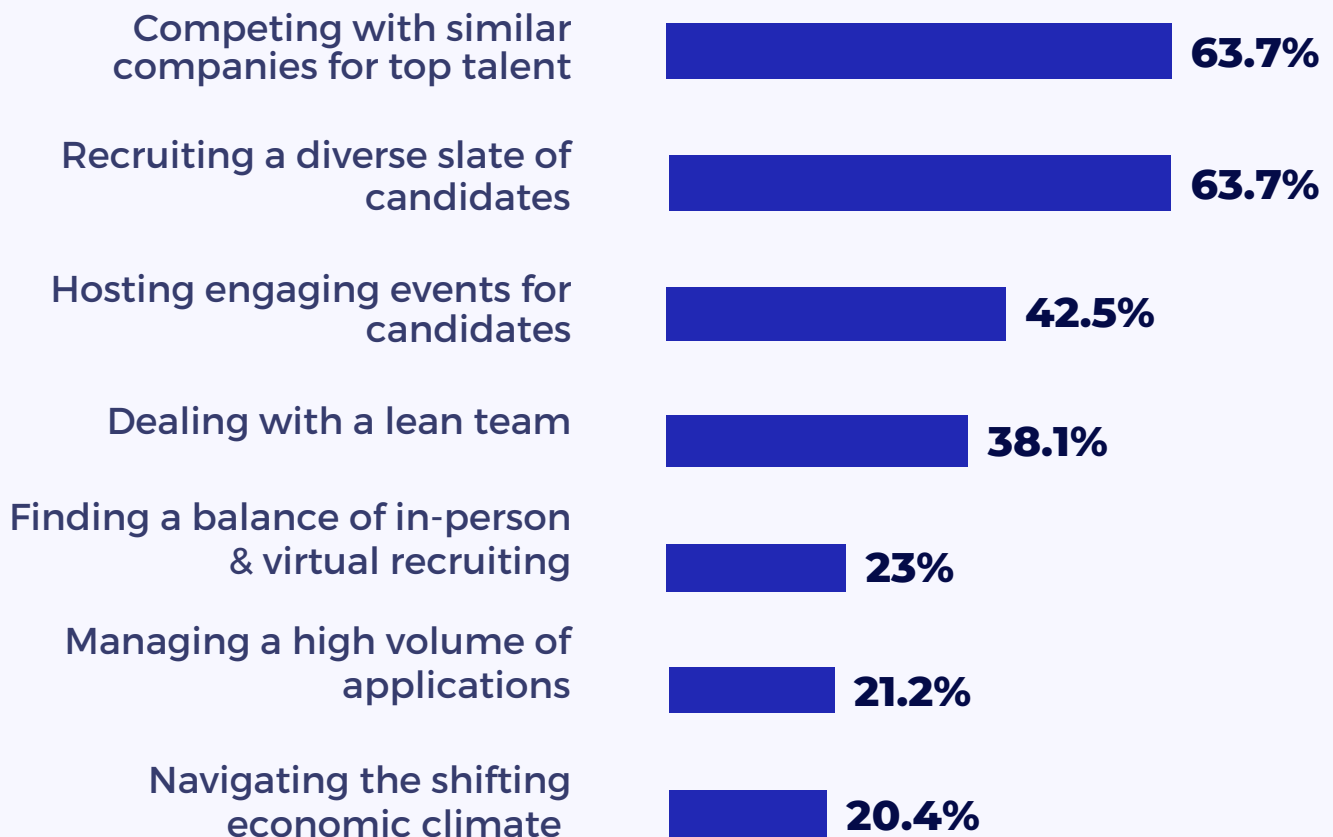
The Top 3 Recruiting Challenges
By Job Type

We analyzed the responses to the question, 'What would you select as your top 3 challenges ahead of the fall recruitment season?' by those who do or don't manage a team.
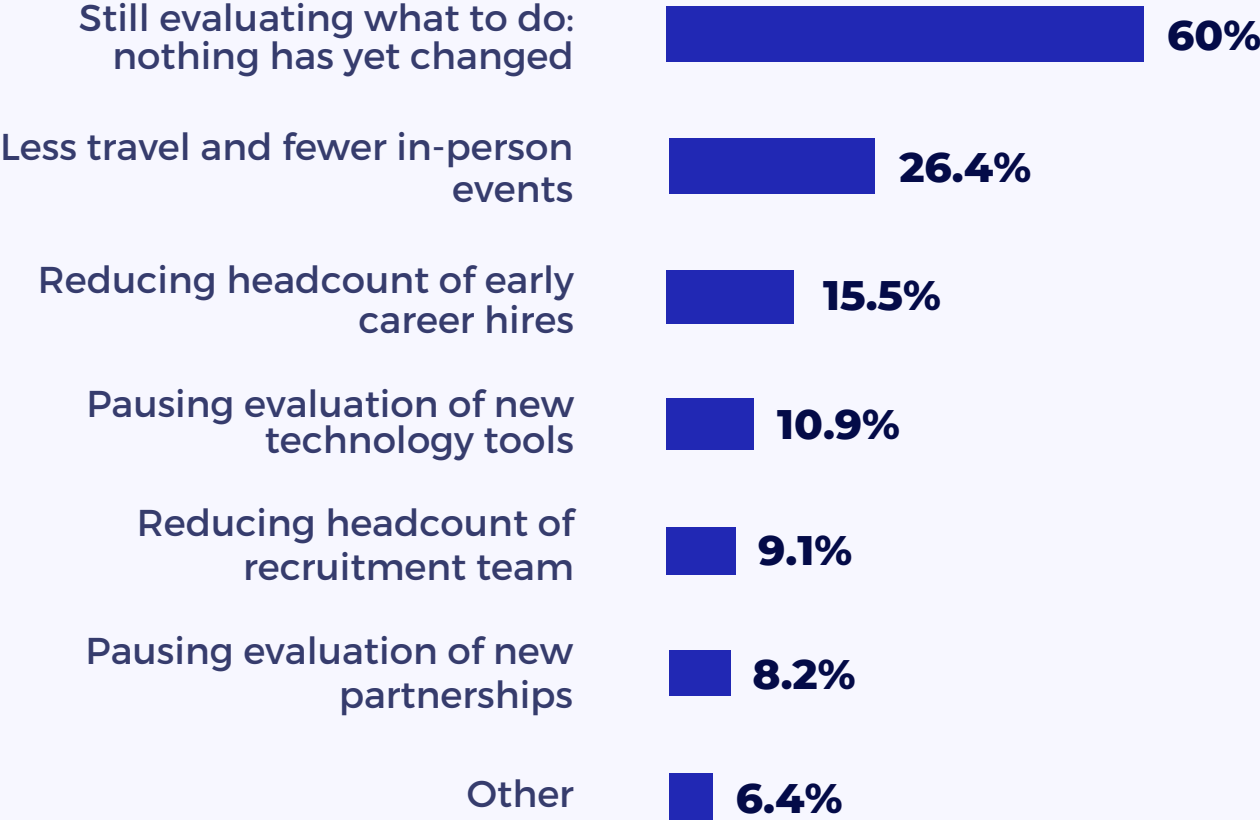
Recruiters who don't manage a team are significantly more likely to be concerned with hosting events

	Manages a team	Doesn't manage a team
Competing with similar companies for top talent	51.4%	69.7%
Recruiting a diverse slate of candidates	54.1%	68.4%
Hosting engaging events for candidates	27%	50%
Dealing with a lean team	51.4%	31.6%
Finding a balance of in-person & virtual recruiting	35.1%	17.1%
Managing a high volume of applications	32.4%	15.8%
Navigating the shifting economic climate	29.7%	15.8%

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The Impact of the Shifting Economic Landscape

We asked recruiters, 'How is the shifting economic climate impacting your recruitment plans?'

As of July, a majority of recruiters are still evaluating how economic uncertainty will play a role in their recruitment process

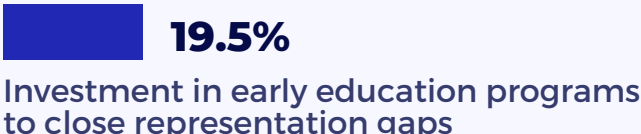| Response	Percentage
Still evaluating what to do: nothing has yet changed	60%
Less travel and fewer in-person events	26.4%
Reducing headcount of early career hires	15.5%
Pausing evaluation of new technology tools	10.9%
Reducing headcount of recruitment team	9.1%
Pausing evaluation of new partnerships	8.2%
Other	6.4%

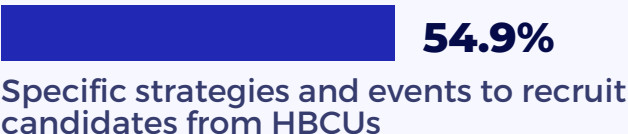# Where Recruitment Is Taking Place This Fall

We asked recruiters, 'Where are your recruiting efforts happening this fall?'

Nearly 80% of recruiters will be recruiting both on-campus and virtually this fall, with the smallest share of recruiters reporting that they will not be returning to campus this season

7.1%

15%

77.9%

- A mix of virtual & on-campus
- Primarily on campus
- Solely virtually
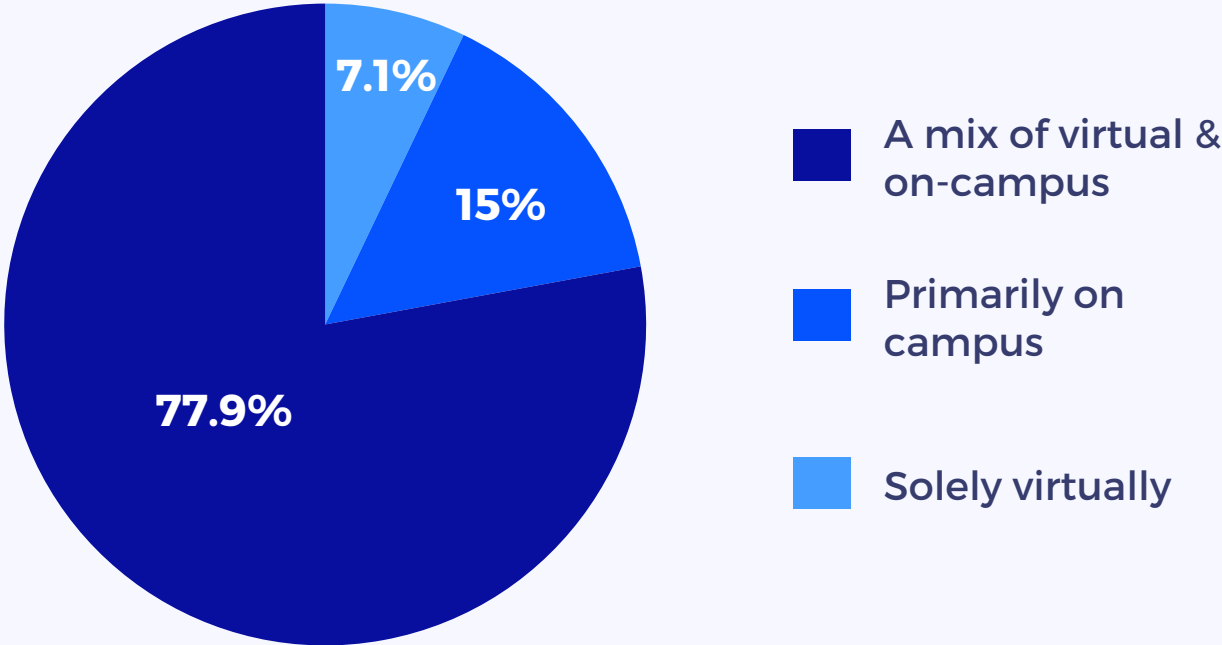
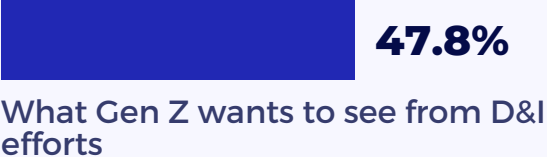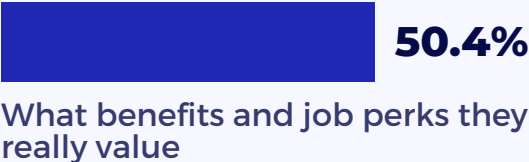# The Top Strategies to Recruit Diverse Candidates

We asked recruiters, 'What strategies are you employing to recruit a diverse slate of candidates?' Most teams are **leveraging partnerships** and **technology** this year.

72.6%
Diversity-focused partnerships with local student organizations or campus clubs

66.4%
A tech solution (Ex. RippleMatch) to recruit diverse talent

54.9%
Specific strategies and events to recruit candidates from HBCUs

50.4%
Diversity-focused partnerships with national or regional orgs

48.7%
Leveraging ERGs to connect with diverse candidates

44.2%
Hosting recruitment events specifically for underrepresented candidates

37.2%
Specific strategies and events to recruit candidates from HSIs

34.5%
Participation in diversity-focused conferences, such as Grace Hopper, AfroTech, SWE, etc.

32.7%
Hiring of candidates from non-traditional educational backgrounds

20.4%
Specific strategies and events to recruit candidates from community colleges

19.5%
Investment in early education programs to close representation gaps

19.5%
Referral hiring program that incentivizes representation & diverse referrals

The Knowledge Gaps Around Gen Z Candidates

We asked recruiters, 'What gaps of knowledge do you feel you have when it comes to today's Gen Z candidates?'
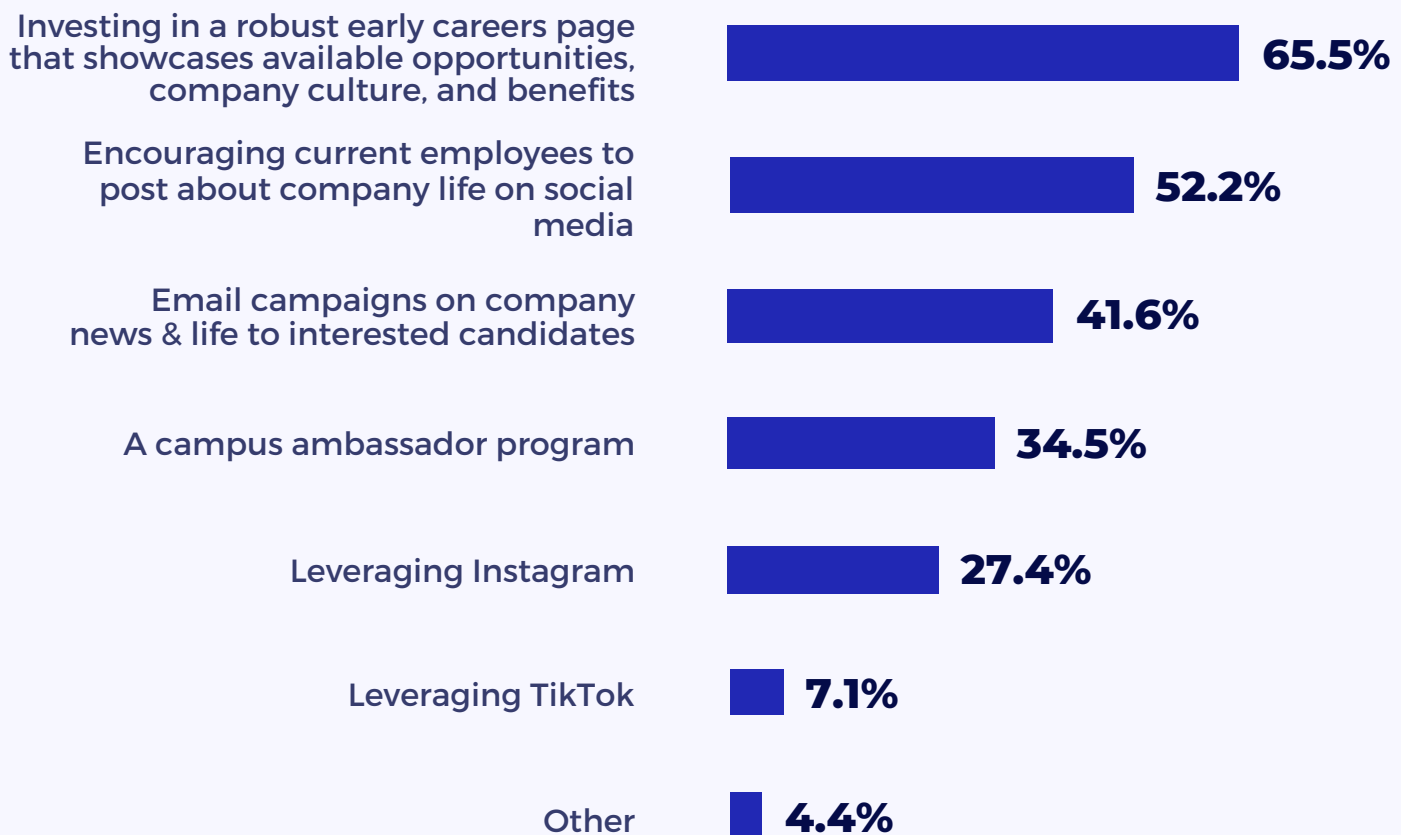
Recruiters today are questioning the type of recruitment events Gen Z prefers, what salaries and benefits they are being offered, & more

64.6%
What kind of recruitment events Gen Z wants to attend

42.5%
What kind of professional development Gen Z values most

61.1%
What salaries they are being offered by your competitors

40.7%
What Gen Z views as a positive candidate experience

50.4%
What benefits and job perks they really value

32.7%
If Gen Z prefers hybrid, in-person, or remote work

47.8%
What Gen Z wants to see from D&I efforts

29.2%
If Gen Z is willing to relocate for a job

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Showcasing Employer Brand to Gen Z Candidates

We asked recruiters, 'How are you showcasing your employer brand to Gen Z candidates?'

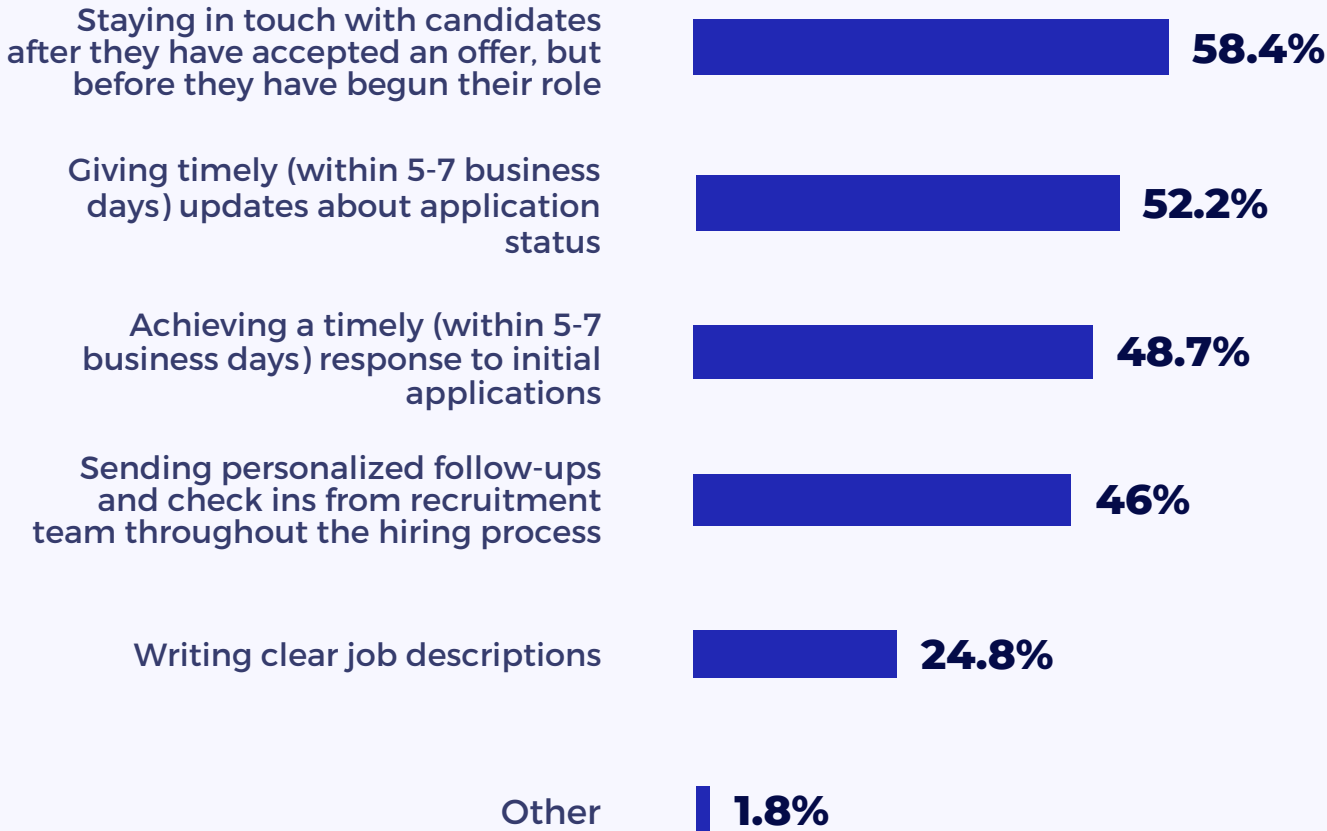**Recruiters are choosing to invest in their early careers pages and email campaigns over leveraging platforms such as Instagram and TikTok**

Investing in a robust early careers page that showcases available opportunities, company culture, and benefits	**65.5%**
Encouraging current employees to post about company life on social media	**52.2%**
Email campaigns on company news & life to interested candidates	**41.6%**
A campus ambassador program	**34.5%**
Leveraging Instagram	**27.4%**
Leveraging TikTok	**7.1%**
Other	**4.4%**

The Challenges to Building a Positive Candidate Experience

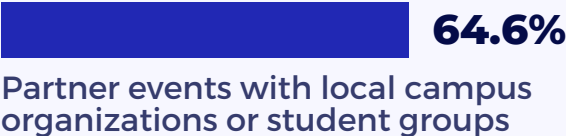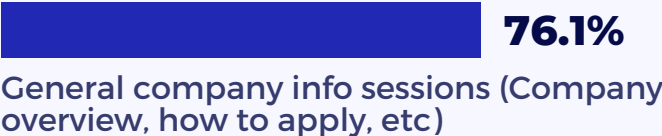We asked recruiters, 'What are your biggest challenges to crafting a positive candidate experience?'

A majority of recruiters struggle with **engaging with accepted candidates** before their start dates, and **responding to applicants** within 5-7 business days

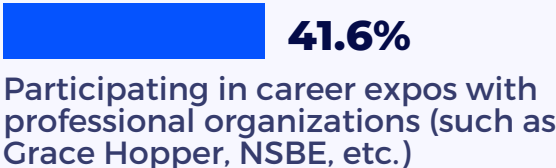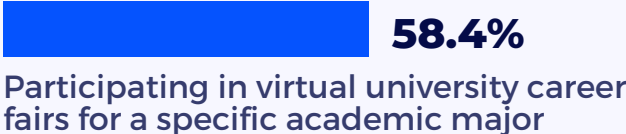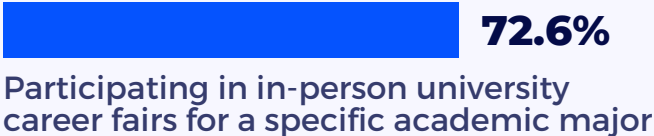|	
Staying in touch with candidates after they have accepted an offer, but before they have begun their role	**58.4%**
Giving timely (within 5-7 business days) updates about application status	**52.2%**
Achieving a timely (within 5-7 business days) response to initial applications	**48.7%**
Sending personalized follow-ups and check ins from recruitment team throughout the hiring process	**46%**
Writing clear job descriptions	**24.8%**
Other	**1.8%**

Hosting & Attending Recruitment Events

We asked recruiters, 'What recruitment events are your team **hosting** this fall?' and, 'What recruitment events is your team **attending** this fall?' **Info sessions** and **careers fairs** remain popular.

Hosting

76.1%
General company info sessions (Company overview, how to apply, etc)

64.6%
Partner events with local campus organizations or student groups

53.1%
Professional development events such as resume reviews, interview prep, etc.

51.3%
Panels with current employees/former interns

34.5%
'Coffee chats' with hiring managers or employees

26.5%
'Fun' events for candidates to get to know the company culture before committing

Attending

72.6%
Participating in in-person university career fairs for a specific academic major

69%
Participating in general in-person university career fairs

61.9%
Participating in general virtual university career fairs

58.4%
Participating in virtual university career fairs for a specific academic major

41.6%
Participating in career expos with professional organizations (such as Grace Hopper, NSBE, etc.)

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The Biggest Long-Term Challenges to Recruit Gen Z

We also asked recruiters, **'Looking beyond this fall, what do you view as the biggest challenges facing you and your team when it comes to recruiting Gen Z talent?'**

Below are some the themes and responses from the open-ended question.

The Challenge: **Meeting increasing salary demands from candidates**

Thoughts from recruiters:
"Not being able to offer competitive salaries during this inflationary period"
"Remaining competitive with salary expectations"
"Increasing our salary offers"

The Challenge: **Adjusting to limited recruiting resources**

Thoughts from recruiters:
"Team resources & campus travel budget"
"Capacity and bandwidth"
"Reduction in head counts due to the economy"
"We are down resources in early careers"

The Challenge: **Competing with similar companies for the same pool of talent**

Thoughts from recruiters:
"Appealing to the 'why' they should choose our company over larger corporations."
"Identifying ways that meaningfully separate us from our competitor firms in the eyes of Gen Z talent"
"Monitoring how we compete with other companies similar to ours"

The Challenge: **Demonstrating the value of hiring young talent to leadership**

Thoughts from recruiters:
"Having our business understand that we need to be more proactive"
"Having enough effective leaders to support Gen Z's vision"
"Helping leaders to hire for skills & think long term about interns and early talent"

Want to learn more about navigating the early career landscape of today and tomorrow? Find replays of our conference sessions here:
https://resources.ripplematch.com/now-next-recap

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**Recruit Your Future with RippleMatch:
How Gen Z Finds Work**

RippleMatch helps employers recruit their future. Our recruitment automation platform replaces job boards as the main way Gen Z finds careers and automates the time-intensive work that goes into building diverse, high performing teams.

Learn more by visiting RippleMatch.com/employers