This set of slides is an extract from conference presentations based on the findings of SRG’s student research project Recruitment Technology Tools: Students Benchmark Best Practices

The complete presentation PowerPoint is available on request and the full Report of Findings may be purchased.

Please see the final slide for details.
Project Background

- Sponsors: Deloitte; EY; Fidelity Investments; GE; Macy's; Nationwide; Teach for America; Travelers

- Undergraduate, technical advanced degree [ADC] and MBA cohorts for comparative analysis

- 14 campus focus groups; 26 universities surveyed online

- Conducted February 4 - March 18, 2014

- Fielding sites selected by consortium members:
  - 20 national universities
  - 6 graduate schools of business
Survey Fielding Sites

- **National Universities [Undergrads and ADCs]:**
  - 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]:**
  - Indiana [Kelley], Notre Dame [Mendoza], Texas A&M [Mays]
  - Virginia Tech [Pamplin] Universities of Michigan [Ross], and Texas [McCombs]
Key Findings Overview

- Participants rated 30 current recruitment technology tools according to their value, where:
  - 8 – 10 = strong agreement
  - 4 – 7 = neutral
  - 1 – 3 = strong disagreement

- Students much more concerned with employers’ improving the online application process than their use of virtual tools

- All but one recruitment technology tools factor [employers’ contacting me about opportunities through LinkedIn] rated below the strong agreement range

- Focus group commentary clearly demonstrated students’ strong valuing of personal attention and interaction as a differentiator among potential employers
I have gained useful information attending employers’ virtual recruiting events

![Bar chart showing comparison between Undergrad, ADC, and MBA categories]

- Undergrad: 5.39
- ADC: 6.47
- MBA: 5.92
I am able to assess an employer’s culture through virtual tools [webinars, online communities].
Online chat is just as useful as talking with an employer’s representative face-to-face
I enjoy competing against other students [contests, games] on employers’ websites.

- Undergrad: 4.29
- ADC: 5.08
- MBA: 3.58
I would value the ability to apply for job opportunities using a mobile device.
I am favorably impressed with employers that leverage the Internet to conduct interviews
Webcam interviews are an acceptable alternative to a phone screen
My perception of employers that use digital/recorded interviews would be positively affected.
“As students, we know that technology is revolutionizing the way we communicate...

We do that in our personal time.

I know that there's only so much I can do electronically to stand out to a recruiter.

I don't think that it [technology] will ever be better than face to face interactions in a job search setting.”

- Indiana University/Business & IT major