

# 2018 Campus Candidate Experience

## TouchPoint Analytics

<b>Scope:</b>	Primary research tool to measure an employer's campus candidates' assessment of their recruitment experience with the organization specific to four key TouchPoints: Career Fairs, Presentations and Events, Interviews, and Communications. TPA includes five deep-dive questions per TouchPoint to surface quantitative candidate satisfaction metrics, and an open-ended qualitative text question to gather related unaided and confidential comments.
<b>Objectives:</b>	<ul style="list-style-type: none"><li>❖ Gather student-generated ratings specific to their experiences with client's:<ul style="list-style-type: none"><li>▪ <a href="#">Career Fairs</a>: Representatives; Booth; Giveaways</li><li>▪ <a href="#">Presentations/Events</a>: Content; Format; Networking opportunities</li><li>▪ <a href="#">Interviews</a>: Face-to-face or online [Skype/HireVue]</li><li>▪ <a href="#">Communications</a>: Timely, accurate and transparent responses</li></ul></li><li>❖ Provide employers with current and unbiased feedback from their targeted campus talent specific to their candidate experience; Present granular data to document recruitment process execution strengths and opportunities</li><li>❖ Each of the four TPA question 'buckets' will measure the <u>impact</u> on students' sustained interest, and in comparison with their other employers of choice</li></ul>
<b>Methodology:</b>	Participating employers will provide Scott Resource Group with a detailed spreadsheet of students with whom they interacted at career fairs, campus presentations/events and interviews. Targeted students will be invited to complete a brief online survey about their candidate experience with the organization, and findings will be presented as comparative graphs. Ratings can be further explored by demographic characteristics [e.g. job search status, gender, ethnicity] and, where appropriate, attributed to the specific university and/or representative if such data fields are included in the employer's spreadsheet. All client findings will be reported by <a href="#">Scott Resource Group</a> in aggregate; No individual responses will be revealed, assuring participants of complete confidentiality while providing the client with valid, actionable data.
<b>Deliverable:</b>	Comprehensive, proprietary report out of comparative quantitative findings in slide deck format accompanied by an Appendix of verbatim commentary in response to text queries. Project fee includes presentation of findings by SRG.  <a href="#">Click here</a> to contact SRG for additional information and pricing.

