

2023

STATE OF EARLY TALENT RECRUITING REPORT

How Gen Z approaches looking for work in a post-pandemic workforce

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Introduction

We like to describe Gen Z as a resilient bunch; a generation working hard to redefine the workplace and humanize work trends. Now, they're also a generation that's seeking a sense of stability in the midst of economic uncertainty. Students entering the workforce in the next couple of years are brand new to the job market and, as such, have a different set of challenges that sets them apart from the common applicant. Our goal behind this survey was to get to the root of what the job search process is like for students today. By focusing on questions about their concerns and expectations going into the job search process, we hope early talent recruiters and career center advisors are better equipped to help students find employment post-graduation.

Throughout the report, we offer you students' perspectives on various areas of the job search process, from how they approach the beginnings of the search to how they prepare for the application and interview process. Where applicable, we do a deeper dive into the data, breaking down the information by different segments of students and calling out noticeable differences in the survey data. This is intended for employers to gain a better understanding of student nuances and better personalize the recruiting process. Additionally, we offer detailed information specific to career centers in our appendix.

To collect the data, Symplicity Recruit surveyed over 3,700 students currently enrolled in four-year colleges and universities across the United States in March 2023. All students surveyed attend a university that is part of the Symplicity network. The majority of the students surveyed are scheduled to graduate between the summers of 2023 and 2024. In this year's student survey report, we studied how students view the recruiting process and what you, as an employer, can do to improve the likelihood of a stronger and more diverse recruitment funnel.



What Are Students Looking for in a Job?

WHAT ARE STUDENTS LOOKING FOR IN A JOB?

What students value the most in a job

Students value job stability, salary, and work-life balance as the most important

If there's one thing that remains consistent across generations it is the importance of establishing financial stability. This is no different for Gen Z. **Over 90% of students surveyed consider job stability, salary, and work-life balance to be important or very important.** On the flip side, the brand name of a company matters the least. These results were consistent with our Fall 2022 survey.

One big difference from our Fall 2022 survey was that the importance of finding a job that allowed for hybrid or fully remote work decreased. In our last survey, 75% of students said finding a job that allowed for flexible schedules or remote work was important to very important. In our most recent survey, only 42% of students designated hybrid/remote work options as important to very important.

Students entering the workforce are eager to go back to in-person opportunities that allow them to develop more interpersonal connections. Gen Z wants to establish a network outside of computer screens that can jump-start their careers and help them establish themselves in new environments.

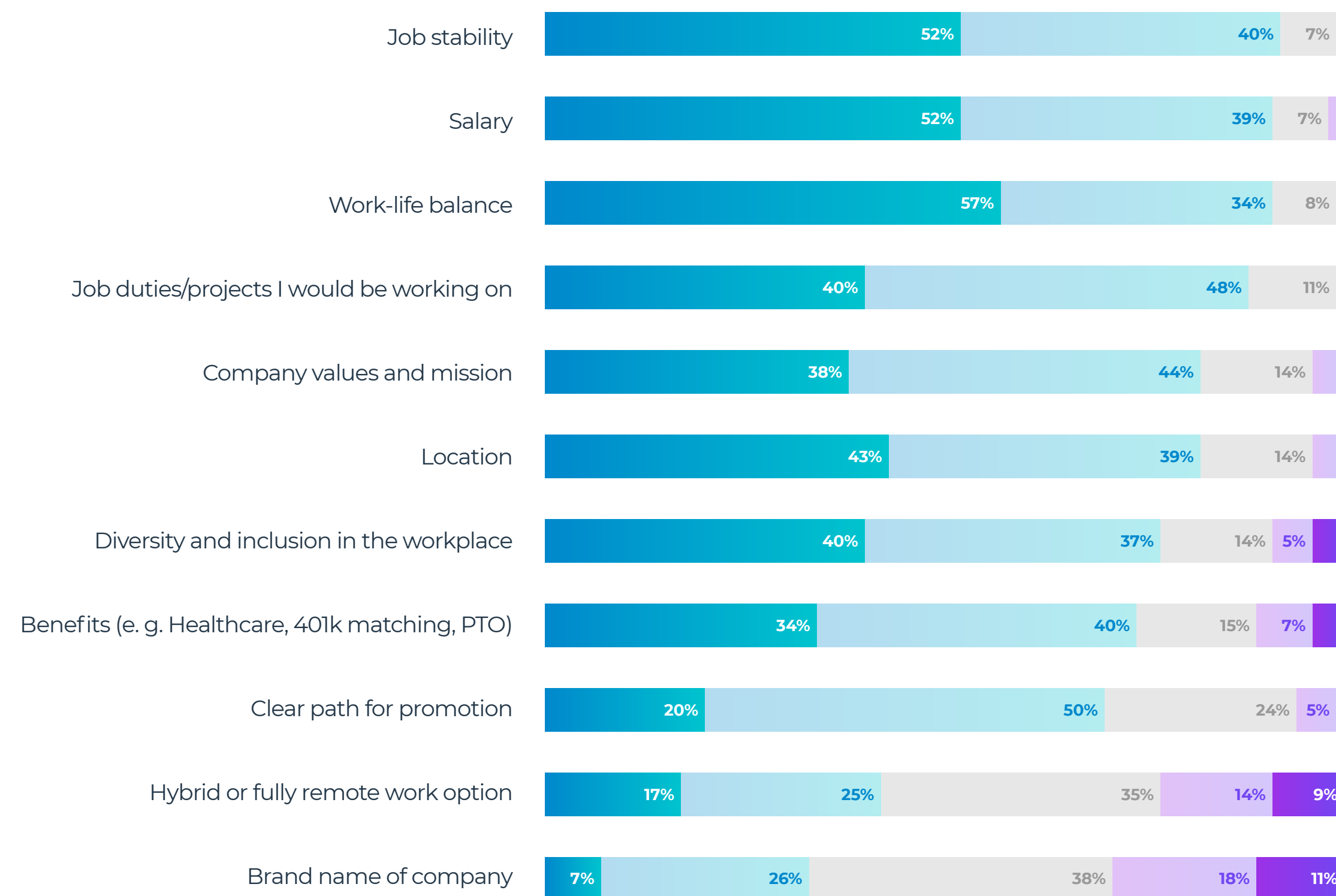
A Deeper Dive

FULL-TIME VS INTERNSHIP CANDIDATES

- Similar to our Fall 2022 survey, we found that a competitive benefits package is more important for students seeking full-time positions than for students seeking part-time or internship opportunities.

How important are the following when searching for employment?

VERY IMPORTANT | IMPORTANT | NEUTRAL | LOW IMPORTANCE | NOT IMPORTANT



Recommendations

- Talk about job stability and work-life balance to candidates during the interview process. Even if they don't specifically ask, it is likely they are thinking about it.
- Gen Z students desire in-person connections. If your company has adopted fully remote or hybrid work conditions, make sure early talent new hires have plenty of opportunities to connect with colleagues.

The most important benefits and perks

Traditional benefits still matter the most

Our research shows that both internship and full-time candidates ranked **healthcare insurance and substantial vacation/PTO as the top two most important benefits**. On the flip side, hybrid/fully remote work arrangements and stock options/company equity were the least important benefits. These results are similar to our Fall 2022 survey.

Consistent with our survey question asking students what they are looking for in a job, **the importance of being able to work hybrid or fully remote declined since our Fall 2022 Survey**. Despite hybrid/remote work becoming a staple of the pandemic years, Gen Zers are leaning more and more toward in-person environments. In fact, 45% of students marked hybrid/remote work as important or more important, with a mere 18% ranking it as a very important factor in their search. In comparison, for our Fall 2022 survey, 78% of students had marked hybrid/remote work as important or very important, with 41% designating it as a very important factor.

A Deeper Dive

FULL-TIME VS INTERNSHIP CANDIDATES

- In general, the importance of different benefits between full-time and internship candidates was similar. This is different from our Fall 2022 survey where 401K matching was ranked among the bottom three for internship candidates but now is ranked in the top three.

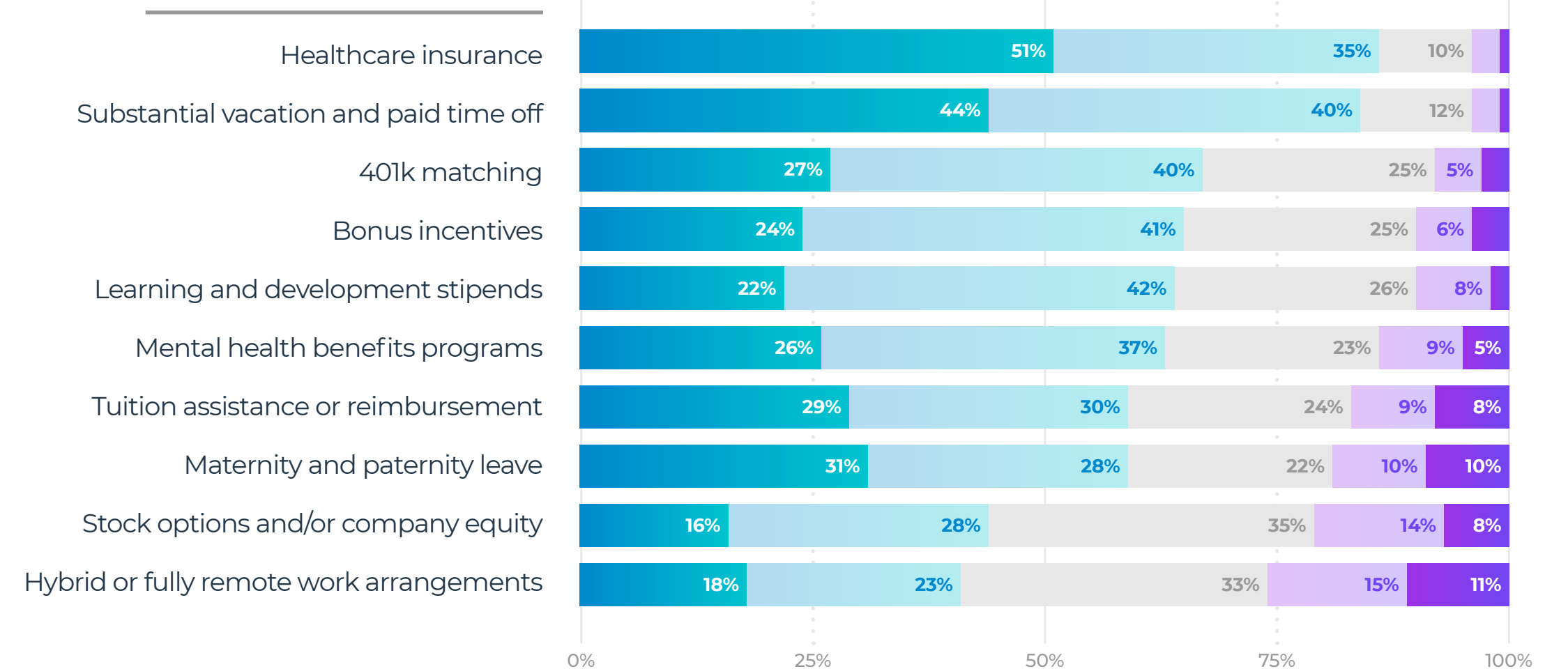
BREAKDOWN BY GENDER

- While the most important benefits of healthcare insurance and substantial PTO remain the same between men and women, unsurprisingly, mental health benefits and maternity/paternity leave are much more important to women than men.
- 69% of women ranked mental health benefits as important/very important vs 47% of men.
- 63% of women ranked maternity/paternity leave as important/very important vs 41% of men.

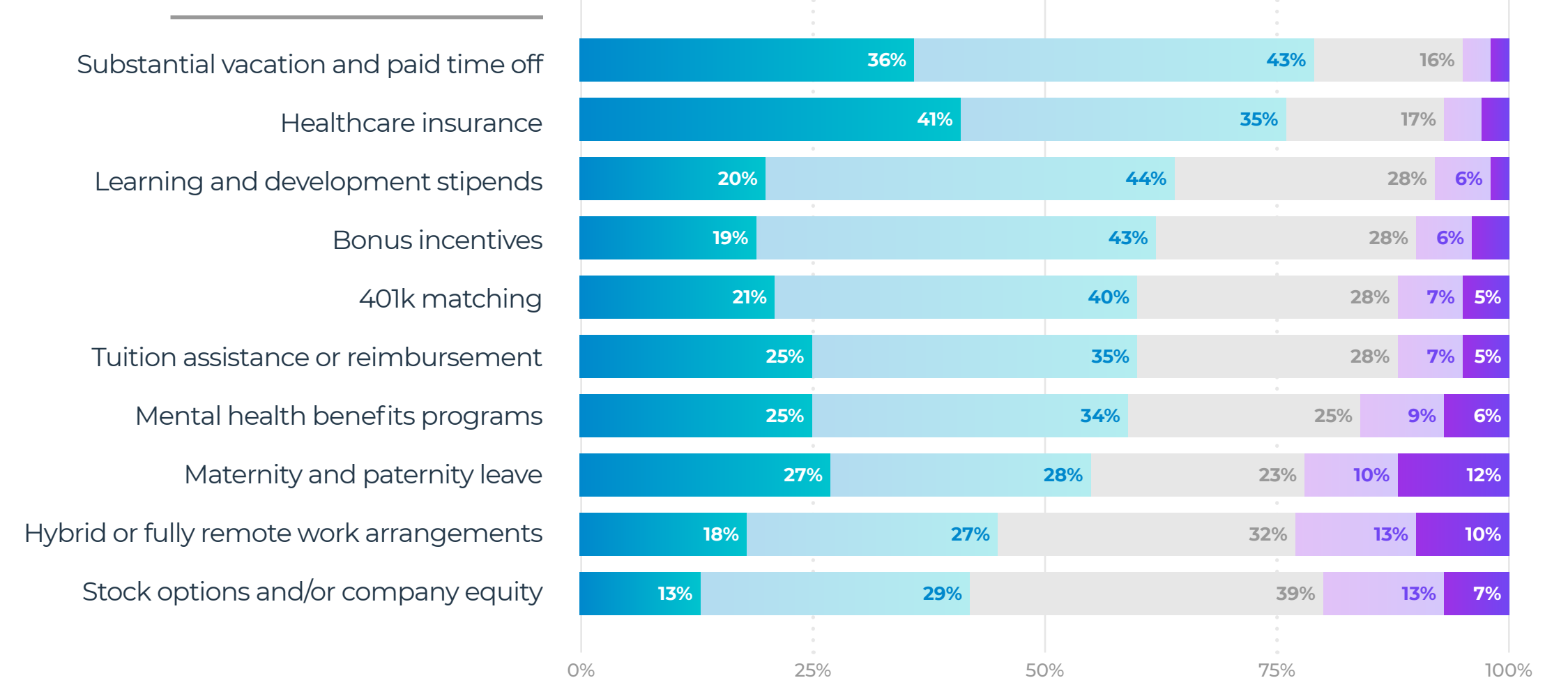
How important are the following perks/benefits when considering job opportunities?

VERY IMPORTANT | IMPORTANT | NEUTRAL | LOW IMPORTANCE | NOT IMPORTANT

INTERNSHIP CANDIDATES



FULL-TIME CANDIDATES



Company DEI initiatives students care about

Pay transparency is the most important company DEI initiative to students

The importance of DEI in recruiting is nothing new and has only been growing in importance. Increasing DEI in a company doesn't start solely with recruiting. It needs to be done in tandem with a company's culture and policies to attract potential candidates and show that they are not just talking the talk.

When evaluating a company's DEI efforts and whether a student wants to work there, our data shows **students ranked pay transparency as the most important** (86% designating it as important/very important). Gender and racial pay gaps are well known and Gen Z wants to ensure employers are putting their money where their mouth is.

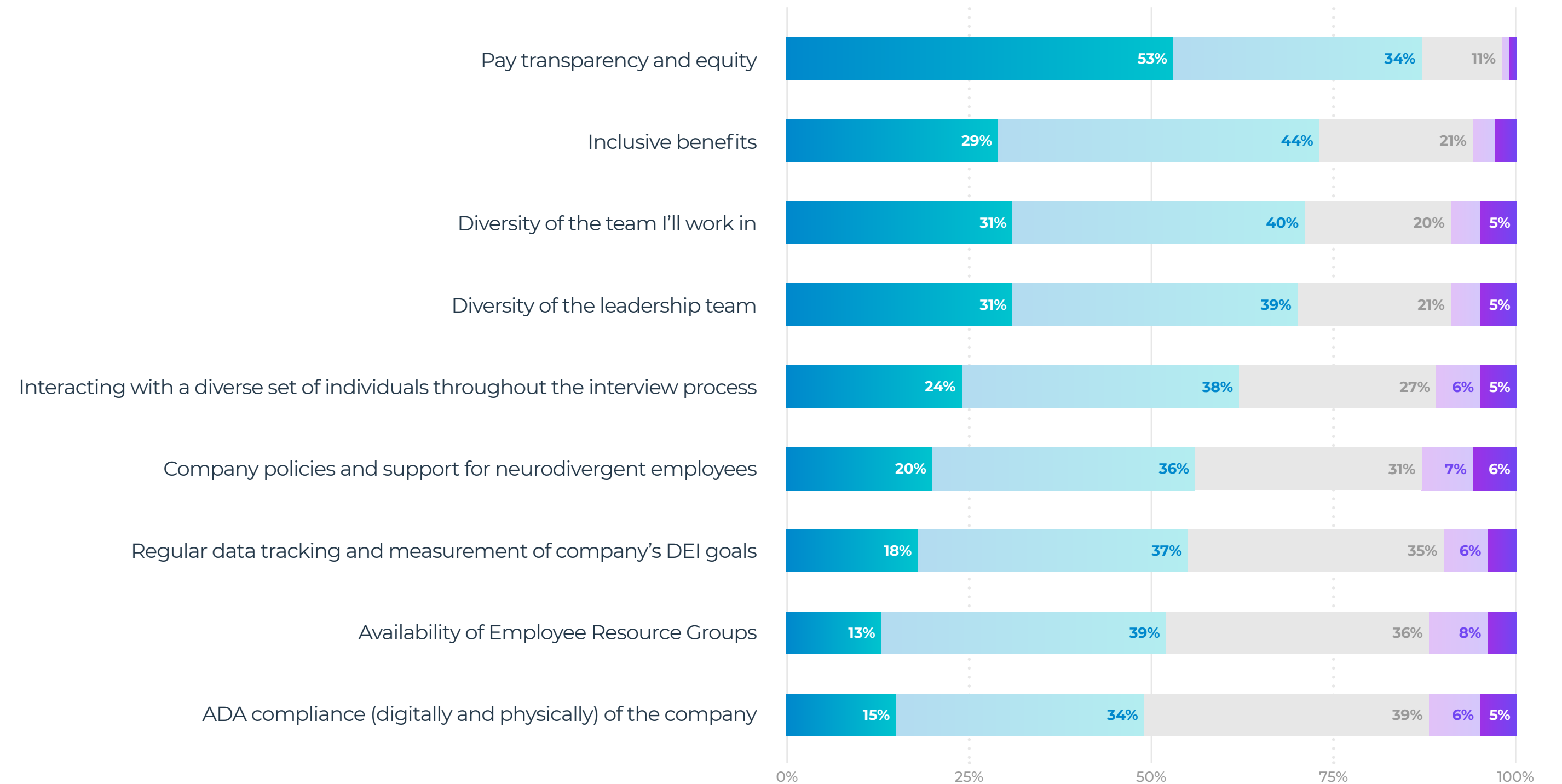
Besides pay transparency, the other most important DEI efforts for students were inclusive benefits, the diversity of the team they would be working on, and the diversity of the leadership team.

A Deeper Dive

- When excluding White men from the results, all DEI efforts were ranked as important/very important by the majority (over 50%) of students. While pay transparency and inclusive benefits are still the most important to students, don't forget that other DEI policies and efforts matter as well, especially to the groups where diversity matters the most.
- Across the board, even though the ranking of efforts was similar, women gave more importance to different DEI efforts than men. This is the same among different race/ethnicity groups, with White students placing lower importance on different DEI efforts than Asian, Black, and Hispanic/Latinx students.

When evaluating a company's DEI efforts and if you want to work there, how important are the following to you?

VERY IMPORTANT | IMPORTANT | NEUTRAL | LOW IMPORTANCE | NOT IMPORTANT



Recommendations

- We understand salary is a touchy subject, but being transparent and upfront about salary expectations can help attract the diverse candidates you are looking for.
- While not ranked as important as other factors, the availability of Employee Resource Groups still is important to more than 50% of students. In addition, the implementation of ERGs can be easier to accomplish than some other long-term DEI efforts.

Key Takeaways



Hybrid/remote work is becoming less important for Gen Zers as they seek opportunities to connect.

As this is a generation that entered college in the midst of a global pandemic, they are craving human connection and the development of interpersonal relationships with coworkers and superiors. When asked what the most important factors were when looking for a job and what were the most important benefits, hybrid/remote work appeared towards the bottom of the list. Some extra hand-holding may be needed to ensure your early talent hires and especially interns have plenty of opportunities to form connections with one another and with more tenured employees.



Similar to what we saw in our 2022 Student Survey, the traditional benefits of PTO and health insurance are still the most important.

Before exploring additional benefits to attract and retain top talent, make sure your existing benefits are as competitive as possible. Offer generous healthcare plans that can cover the needs of your employees and don't overestimate the power of substantial PTO and vacation time. If those are covered, things like learning & development stipends or mental health benefit programs can also be used to woo candidates.



Building diverse pipelines starts with creating company policies and instilling a culture supportive of employees of all backgrounds.

As the most diverse generation today, it is no surprise the strong emphasis Gen Zers place on diversity in the workplace. They are closely evaluating future employers' DEI efforts when deciding where to work. While pay transparency and inclusive benefits were ranked as some of the best ways to show candidates you take DEI seriously, candidates are also evaluating the diversity of representation among teams, especially the leadership team. While many of these efforts are out of the hands of the talent acquisition team, taking this data to help make headway with DEI efforts will ultimately help attract the diverse talent pool you are seeking.

Starting the Job Search

Popular means to finding new job opportunities

Company websites, independent online research and career centers are the most popular

As soon-to-be graduates start to look for job opportunities, there are a variety of resources available to them. Which ones do students gravitate more towards and which ones should employers invest in?

Consistent with our Fall 2022 survey results, **an employer's website, and career centers are some of the most helpful resources to students** when looking for new opportunities. 49% of students said an employer's website was helpful/very helpful to them and 46% of students said career centers were helpful/very helpful. A new answer option added in our current survey, "independent online research," showed up as the second most helpful resource.

Also consistent with our Fall 2022 survey, social media and employer info sessions or other employer-sponsored informal events were the least helpful.

A Deeper Dive

BREAKDOWN BY GENDER

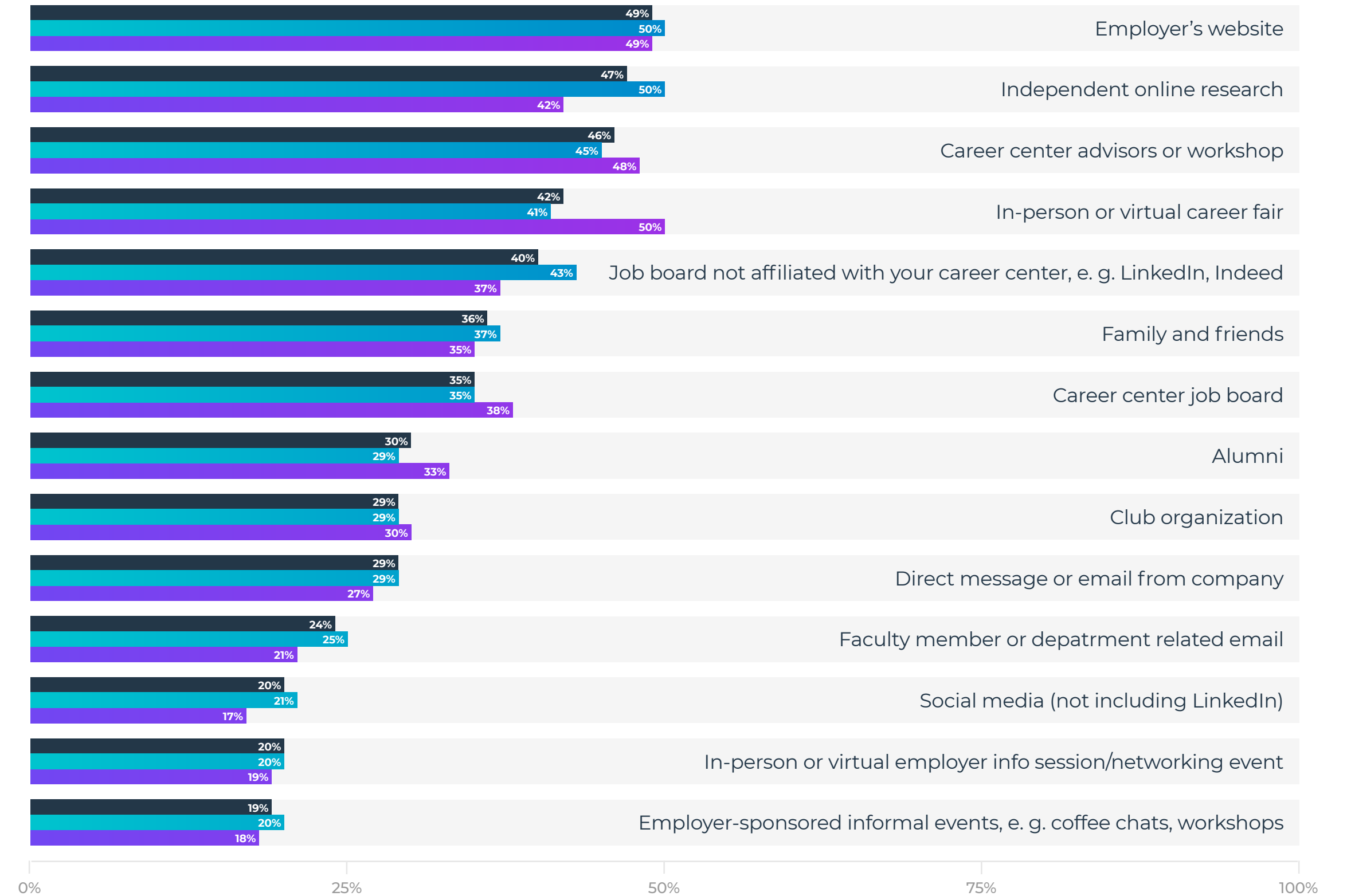
- While employer websites and career centers are among the top three for both men and women, career fairs make the top three for men whereas independent online research rounds out the list for women.
- 50% of men found career fairs to be helpful/very helpful compared to 41% of women.
- 50% of women found independent research to be helpful/very helpful compared to 42% of men.

BREAKDOWN BY ETHNICITY/RACE

- While employer websites and career centers were both among the top three across different populations of students, career fairs make the top three for Asian and Black students, whereas independent online research rounds out the list for Hispanic/Latinx and White students.

Which of the following resources were helpful in finding new opportunities to apply to? Select all that apply.

ALL STUDENTS | WOMEN | MEN



Recommendations

- Make sure your company website and careers pages are up-to-date and make a good first impression.
- Connect with the career centers at the schools you are recruiting at. They are the ones working directly with students at that school and know how to best reach them.
- Don't forget that while career fairs are still helpful for the majority of students, it is not accessible to all and can automatically exclude many candidates who are less comfortable with such settings.

Job search top concerns

Students feel underqualified and don't know where to start when starting the job search process

In order to know how to best reach students during their job search it helps to understand where students need help and what their biggest concerns are. **Our research shows that one of the biggest concerns for Gen Z students is that they don't meet all the necessary qualifications for the types of jobs they are looking for.** Our survey found that 59% of students worry about whether or not they meet the qualifications for the types of jobs they're looking for. The next biggest concern was about where to start their search with 54% of students indicating that as a main concern.

A Deeper Dive

FULL-TIME VS. INTERNSHIP CANDIDATES

- 51% of full-time candidates were concerned with being able to find a job that met their financial needs vs 40% of internship candidates. This is not too surprising given full-time candidates are closer to graduation and concerns such as repaying student debt are more imminent.

BREAKDOWN BY GENDER

- While the concerns between women and men were generally the same, the biggest difference was regarding qualifications. 63% of women were concerned about their qualifications vs 52% of men.

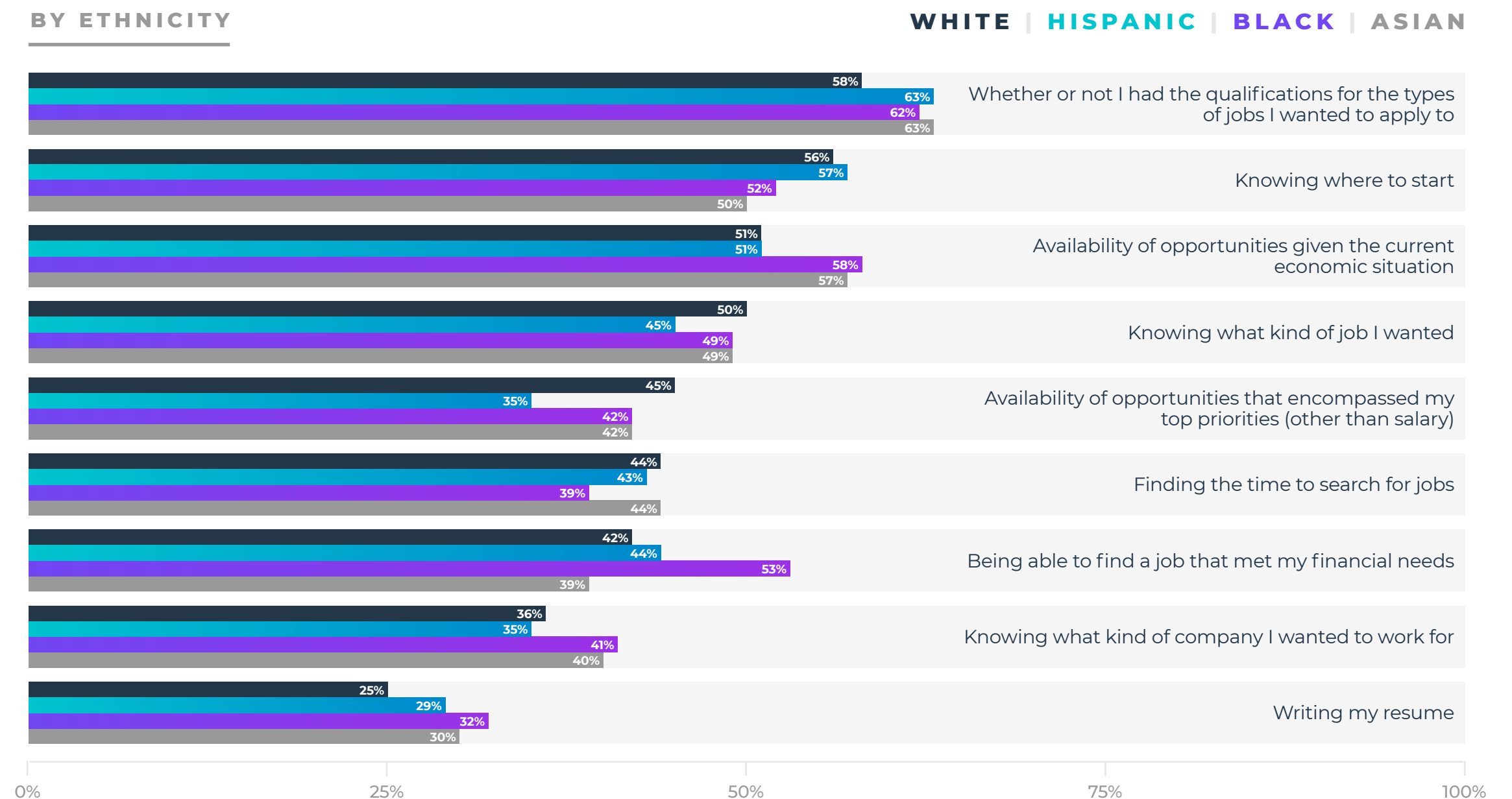
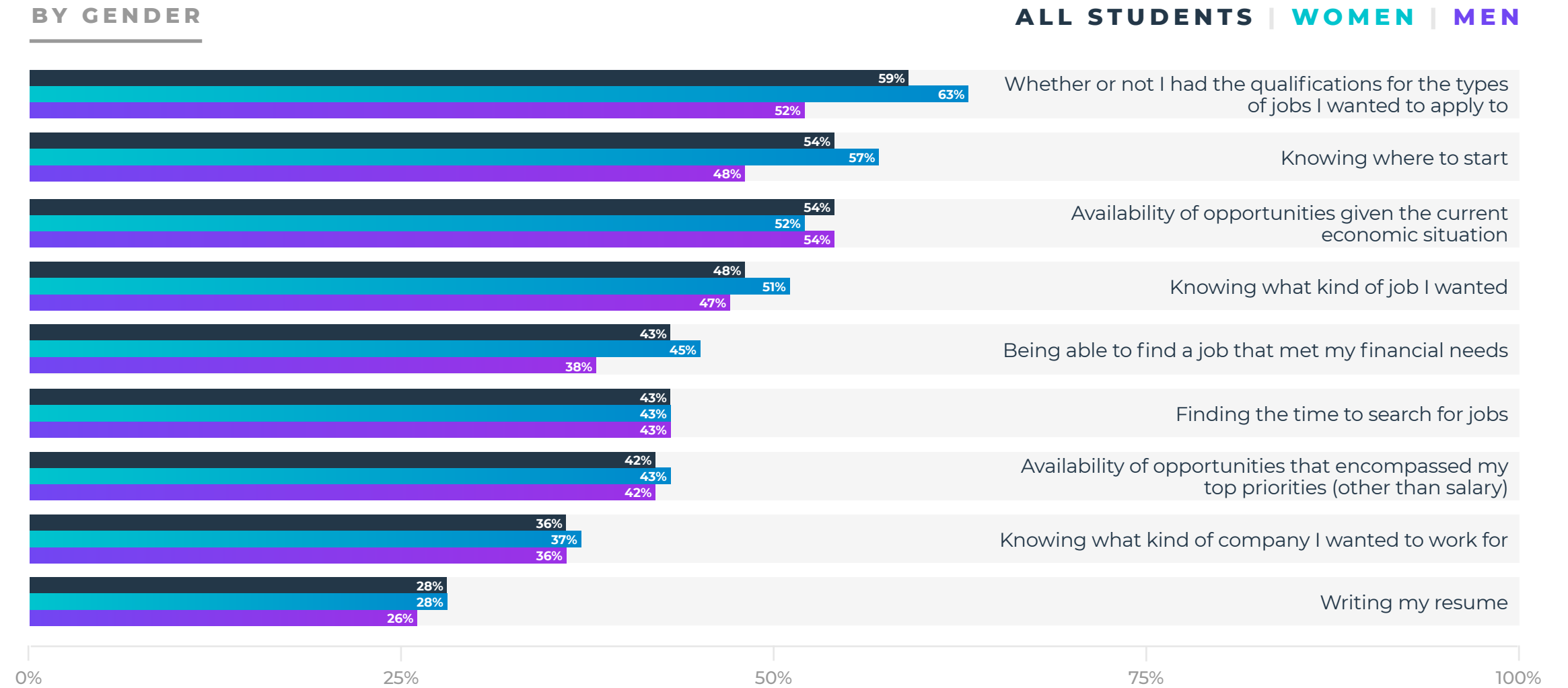
BREAKDOWN BY ETHNICITY/RACE

- 53% of Black students said that finding a job that met their financial needs was a concern compared to 44% of Hispanic/Latinx students, 42% of White students, and 39% of Asian students.

Recommendations

- Many students simply don't know where to start when looking for a job. Make sure you are proactively reaching out to students to invite them to learn more or apply to a position instead of waiting passively. Symplcity Recruit's Premium subscription has many features that allow employers to proactively reach students.

What were your biggest concerns before starting the job search process for an internship or full-time position? Select all that apply.



How to improve job descriptions

Job descriptions need more clarity

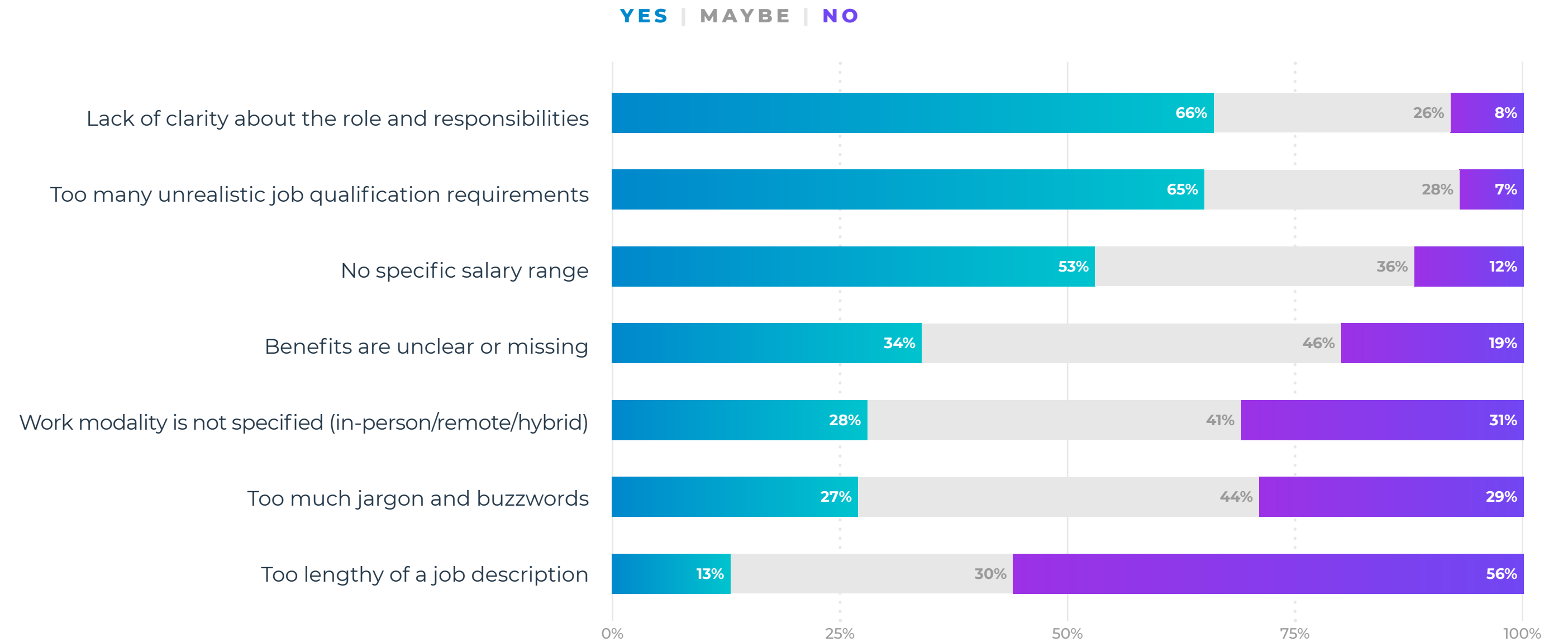
Job descriptions are a big part of the recruiting and job search process. While they may seem to be one of the most fundamental elements when advertising a new position, don't let it just become another step in the process that is simply rinsed and repeated. A poor job description can discourage applicants from applying, thereby reducing your candidate pool from the very start.

Our data shows that students are unsatisfied with the way job descriptions are approached as **they either feel completely unattainable or the information is too vague** for them to want to invest time in the application process.

Students feel that job descriptions are:

- **Lacking clarity.** Our survey found that 66% of student respondents said a lack of clarity about the role and responsibilities would deter them from applying, making this the number one factor deterring them from applying.
- **Setting the bar too high.** Job descriptions, according to 65% of students, often read more like a wishlist, focusing on finding an ideal candidate that has more experience than what they can realistically offer.
- **Missing salary ranges.** As previously mentioned, Gen Z values pay transparency. Including salary ranges in a job description is growing as an expectation with 53% of students saying they would be discouraged from applying if it was not included in the job description.

When reading job descriptions, would any of the following factors discourage you from applying?



A Deeper Dive

BREAKDOWN BY ETHNICITY/RACE

- 44% of Hispanic/Latinx students said they would be discouraged from applying to a position if the benefits are unclear or missing from the job description compared to 37% of Black students, 34% of Asian students, and 32% of White students.
- 59% of Hispanic/Latinx students also feel discouraged to apply to positions that don't specify a salary range, compared to 53% of Black students, 51% of Asian students, and 50% of White students.

Recommendations

- Don't make a wish list of qualifications. Instead, keep only the requirements actually necessary to complete the tasks of the job. Challenge hiring managers to think about which qualifications are truly necessary to do the job and which skills can be learned on the job.
- Include salary range and benefits.
- Give an example of the type of work the employee would be expected to accomplish or a typical "day in the life." Students are much more likely to be turned off by a vague job description than one that is too long.

How to improve job descriptions

A student's perspective on job descriptions

We asked students what was one thing they wished to see more of in a job description. In line with our prior question in the survey, more clarity and specificity around many different parts of the job description was one of the most common responses we got.

Too often employers rely on the use of buzzwords to hype up entry-level positions, instead of providing key information, such as salary and benefits and day-to-day activities to describe the job.

When it comes to investing time in applications and interview processes, Gen Zers would like to see companies showing more appreciation for them as candidates by including all pertinent information upfront. When students lack essential information, it's hard for them to decide whether investing time in the application process is worth their time.

A SUMMARY OF STUDENT'S FEEDBACK ON WHAT THEY WISHED TO SEE MORE OF



Salary and benefits



Work modality and other logistics (i.e. work hours if applicable, H1B sponsorship availability, internship start, and end dates)



Realistic work experience minimums

“The [required] experience for many entry-level jobs and internships is unrealistic. How do you gain experience for entry-level roles if they ask for 2-3 years of experience.”



Realistically required work qualifications, not simply a wish list of qualifications



More details about the responsibilities of the role. Examples of day-to-day activities or types of projects that will be assigned

“Wish to see more of the actual day-to-day activities, not just the job/title/description.”



A statement of the company's mission and values, including DEI initiatives

“Listed efforts towards diversity and inclusion; not just the pasted legal disclaimer, but conscious movements within the company.”



More information about the work environment

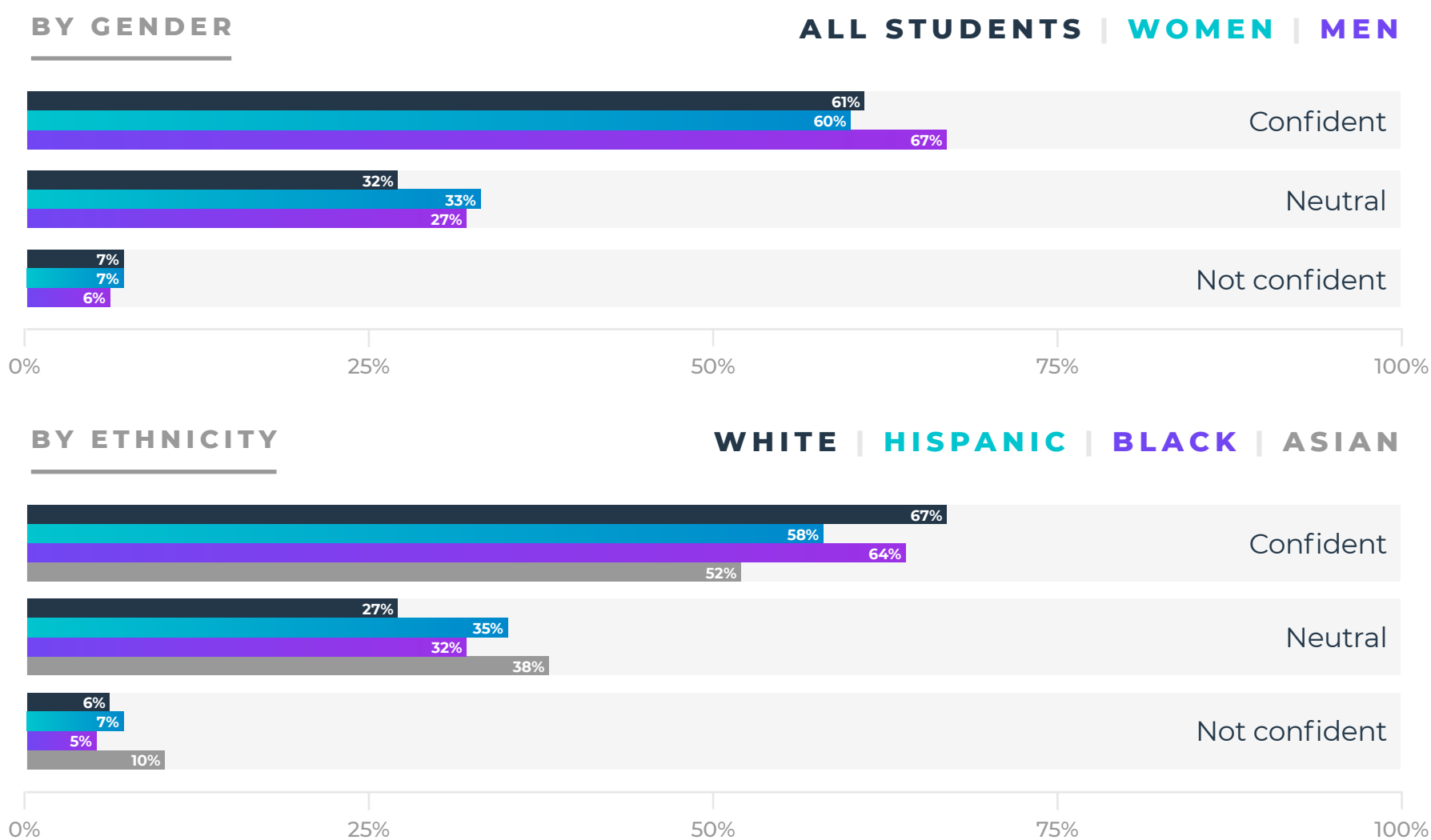
“Actually describing the work environment instead of using cliches such as ‘dynamic and fast-paced environment.’”

Student confidence upon graduation

Students are confident that they'll graduate with the necessary skills needed to succeed

In recent years, especially after the pandemic, questions have come up regarding students' preparedness for coming out of college and into the workforce. Our survey shows that 61% of students feel confident and another 32% feel neutral that they'll graduate with the necessary skills to jump into their desired careers.

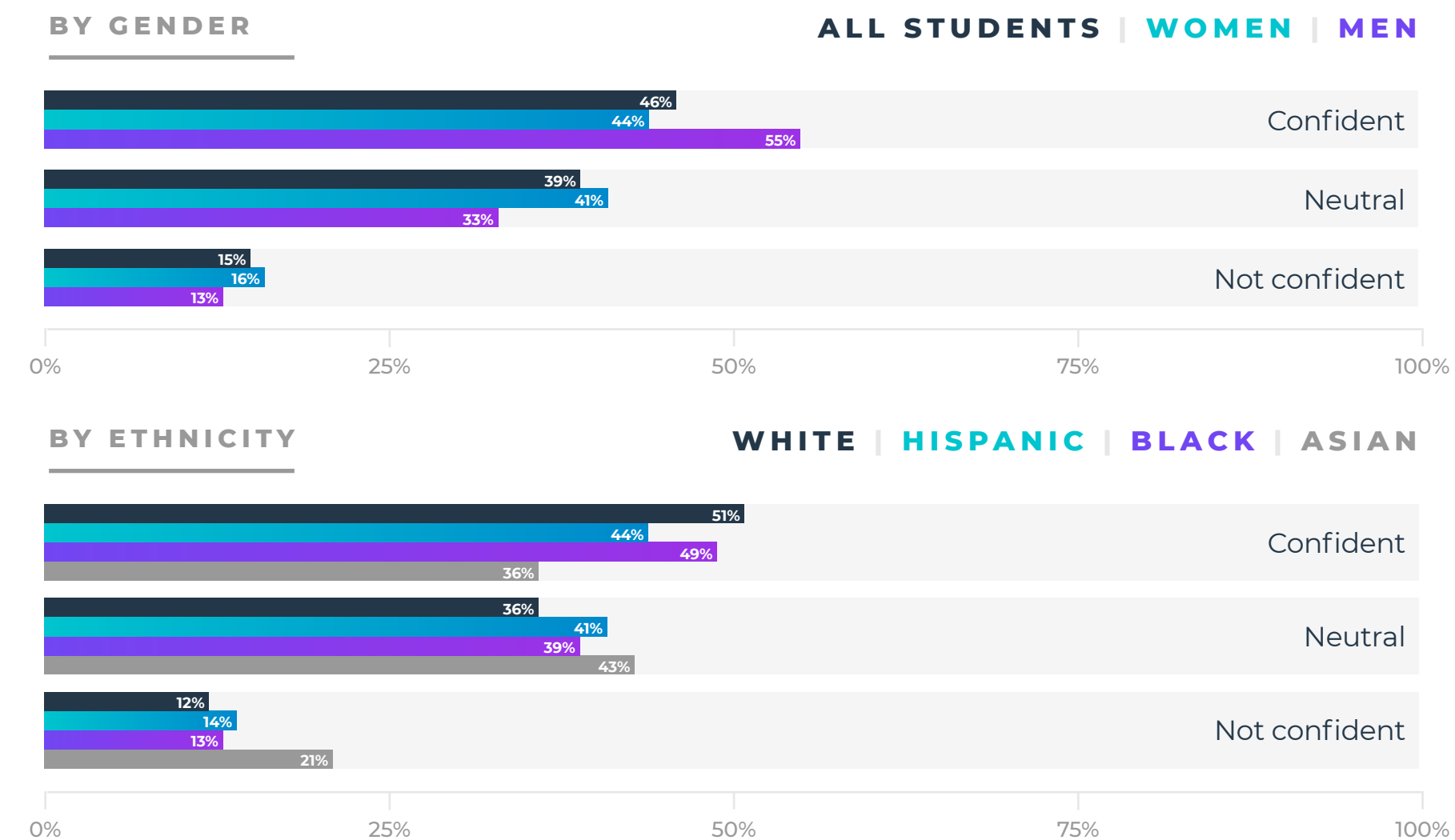
How confident are you that you'll graduate with the necessary skills for the next step in your career after graduation?



Students are less confident about securing a job after graduation

Students are not as confident in their ability to secure a job as they are with the skills they are graduating with. Despite the current economic situation though, a majority of students are still either confident or neutral about being able to find a job (46% are confident and 39% are neutral).

How confident do you feel in securing a job after graduation?



A Deeper Dive

BREAKDOWN BY GENDER

- Between men and women, men are slightly more confident in their skills post-graduation. In our survey, 67% of men surveyed say they feel they have the necessary skills for the next step in their career vs 60% of women.
- When comparing levels of confidence across genders in different majors, women majoring in business felt less equipped with the necessary skills than men. This statistic was more equal across genders in STEM majors.
- This trend is similar to students' confidence in securing a job.

BREAKDOWN BY ETHNICITY/RACE

- Out of all ethnic groups, Asian students feel the least confident with the necessary skills to enter the workforce. 51% of Asian students report not feeling confident that they'll graduate with the skills they need for their careers compared to 58% for Hispanic/Latinx students, 64% for Black students, and 67% for White students.
- Again, when comparing by majors, we saw that the difference in confidence was not simply because of the types of majors and skills acquired in those majors. Asians in Business, Social Sciences, and STEM majors had less confidence than their peers in the same majors.
- This trend is similar to students' confidence in securing a job.

Key Takeaways



An employer's website is still very important and the number one source of information for students researching new jobs or internship opportunities.

This is consistent with what we found in our 2022 Student Survey so we will emphasize again the importance of investing in your website and making sure your career pages are up-to-date. Beyond including open roles, make sure to include your company's mission and vision statements, steps taken to improve DEI and benefits. Employee testimonials, especially videos, are also beneficial, as well as ensuring your website is ADA-compliant.



Review your job descriptions.

Lack of clarity and too many qualifications in a job description were top pain points mentioned by students. When describing responsibilities, focus on actual job duties so the candidate has a clear picture of what a typical day would look like. When considering qualifications, be realistic with your expectations for the entry-level job you're hiring for, as most students are not equipped with extensive experience or loaded resumes. If needed, have a separate section for "nice to have" qualifications from "required" qualifications.



Women continue to experience a confidence gap compared to men.

While this is not new news, it is interesting to see that such trends are still so prevalent with Gen Z students. Across several of the questions asked, it was noticeable that there was a difference in confidence levels between women and men. Women were more concerned about having the necessary qualifications at the start of their job search and more likely to not apply for a position if they didn't meet all of the requirements listed. Our research also shows that women also feel less confident coming out of college with the skills they need for their future careers as well as securing a job post-graduation. Women were also less likely to find career fairs helpful than men.

The Application Process

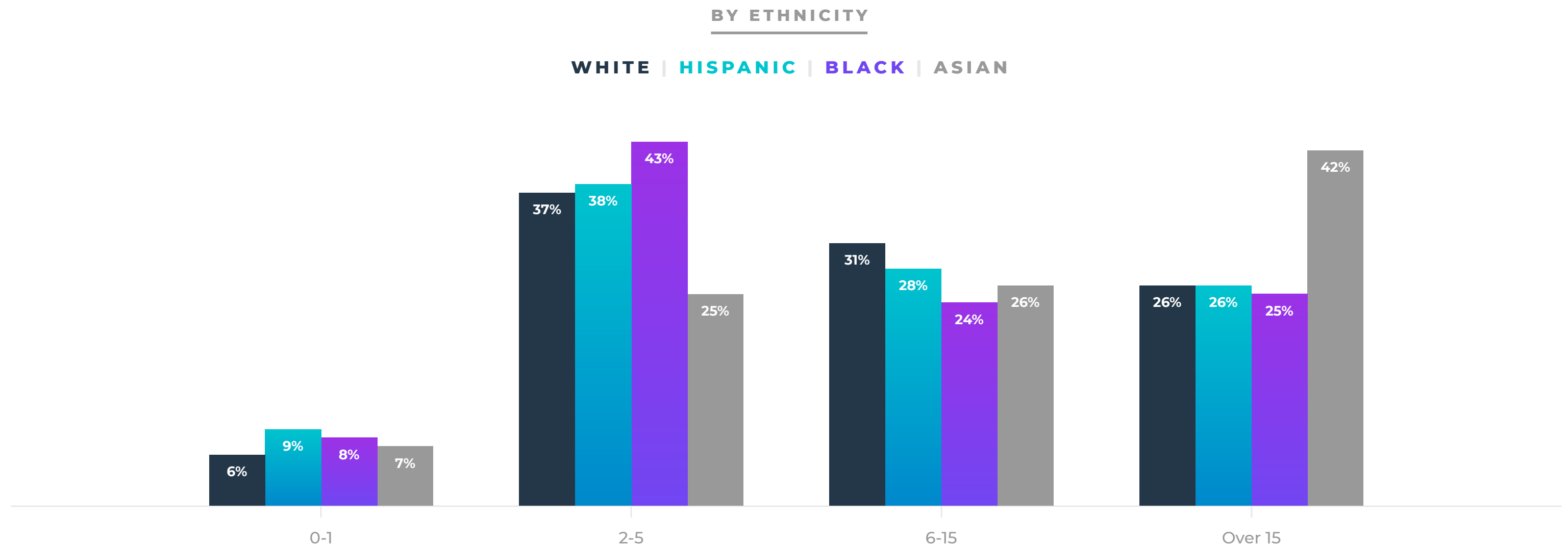
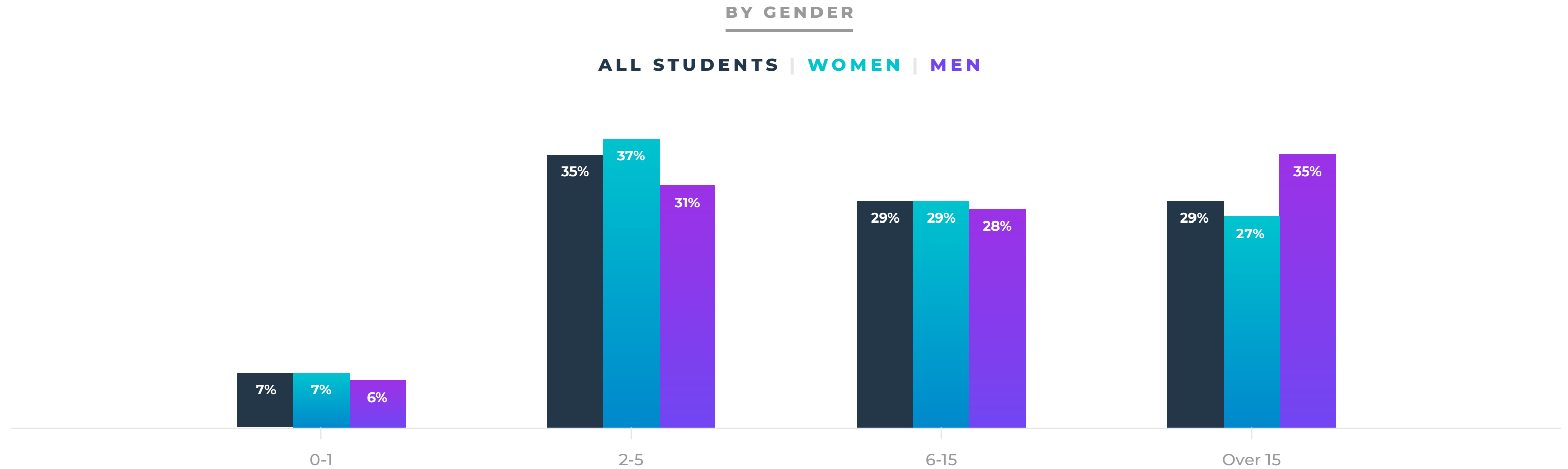
THE APPLICATION PROCESS

How many jobs are students applying to?

Application submissions are evenly distributed from as little as 2 to over 15 per student

Our research shows that for students looking to find an internship or full-time position, roughly one-third submit between two to five applications, another third submit between six to 15 applications, and another third submit over 15 applications before finding a job. However, this varies by student population, as we see that men tend to submit more applications, with 35% submitting over 15 applications, compared to 26% of women. In addition, Asian students submit more applications than other students with 42% submitting over 15 applications compared to 25% for other students.

On average, how many applications do you submit until finding an internship or full-time position?



Top challenges in the application process

Meeting qualifications is one of the top challenges for students when applying

Applying for and finding a job for the first time can be a daunting task. We sought to understand once students started to actually apply to jobs, what were they struggling with the most and where were there opportunities for recruiters to fill the gap and stand out in students' minds. **Finding roles where qualifications were met (60% of students), getting an interview (56%), and feeling prepared for the interview and other assessments (55%) were some of the top challenges that students selected.**

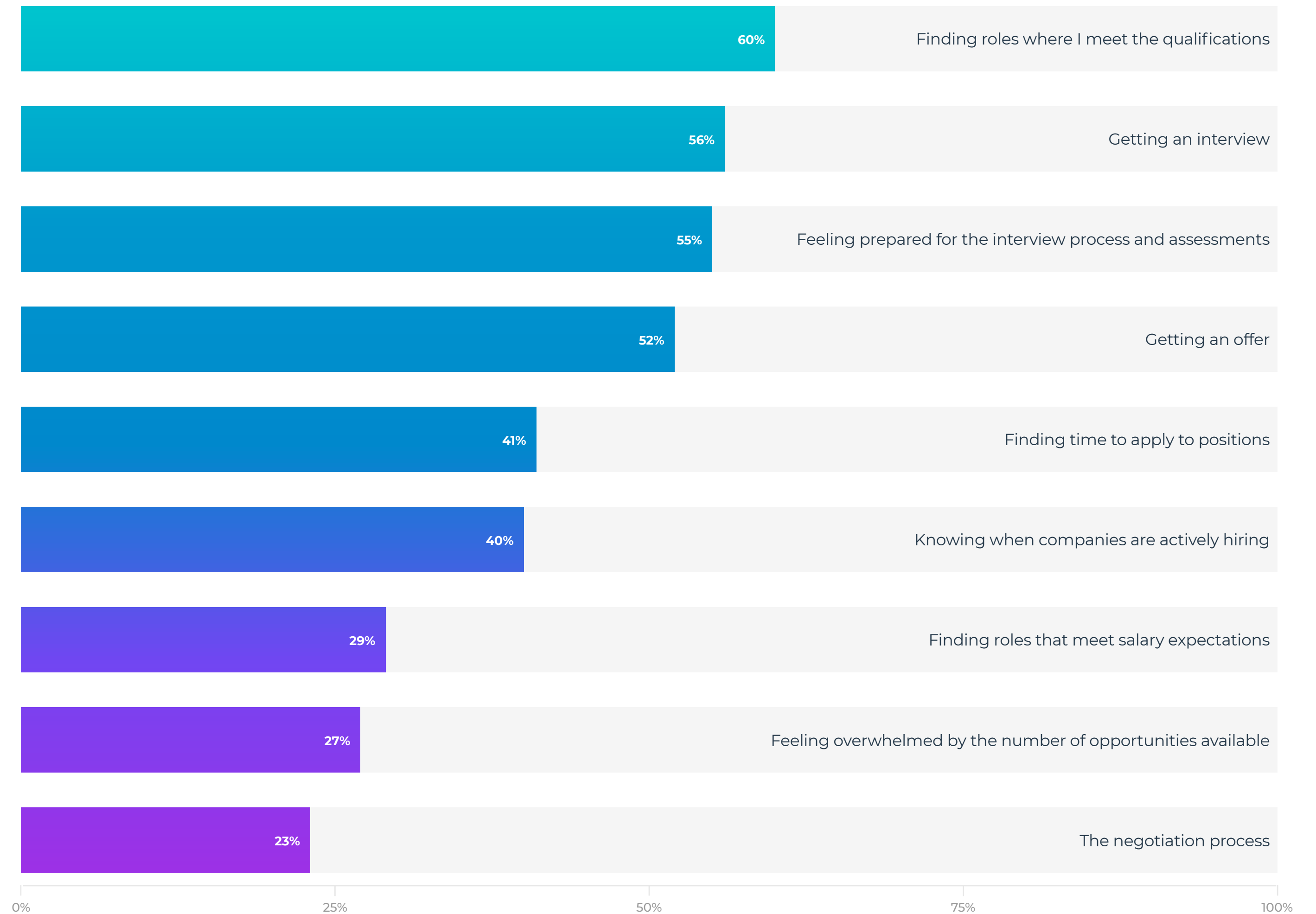
These results are in line with other survey questions that found that job descriptions with too many qualifications were a top reason students were discouraged from applying and meeting qualifications was a top concern before even starting the job search process.

A Deeper Dive

BREAKDOWN BY GENDER

- Similar to the results of other questions, we again see that women are more likely to have a hard time finding roles because they don't feel they meet all the qualifications, regardless of the major.

What were your biggest challenges during the application process? Select all that apply.



Top resources used during the application process

Online research was the most commonly used resource to prep during the application process

While there are many resources available to students that are active in the job market, a few stand out more than others. 68% of students cite Google research as the main source of information when trying to prepare during the application process, with 62% relying on family and friends.

Outside of what's easily accessible, the career center is the next most commonly used resource with 50% of students using their services to try to prepare during the application process. Online research and the career center were also popular resources when students were asked in a different survey question how they normally found job opportunities.

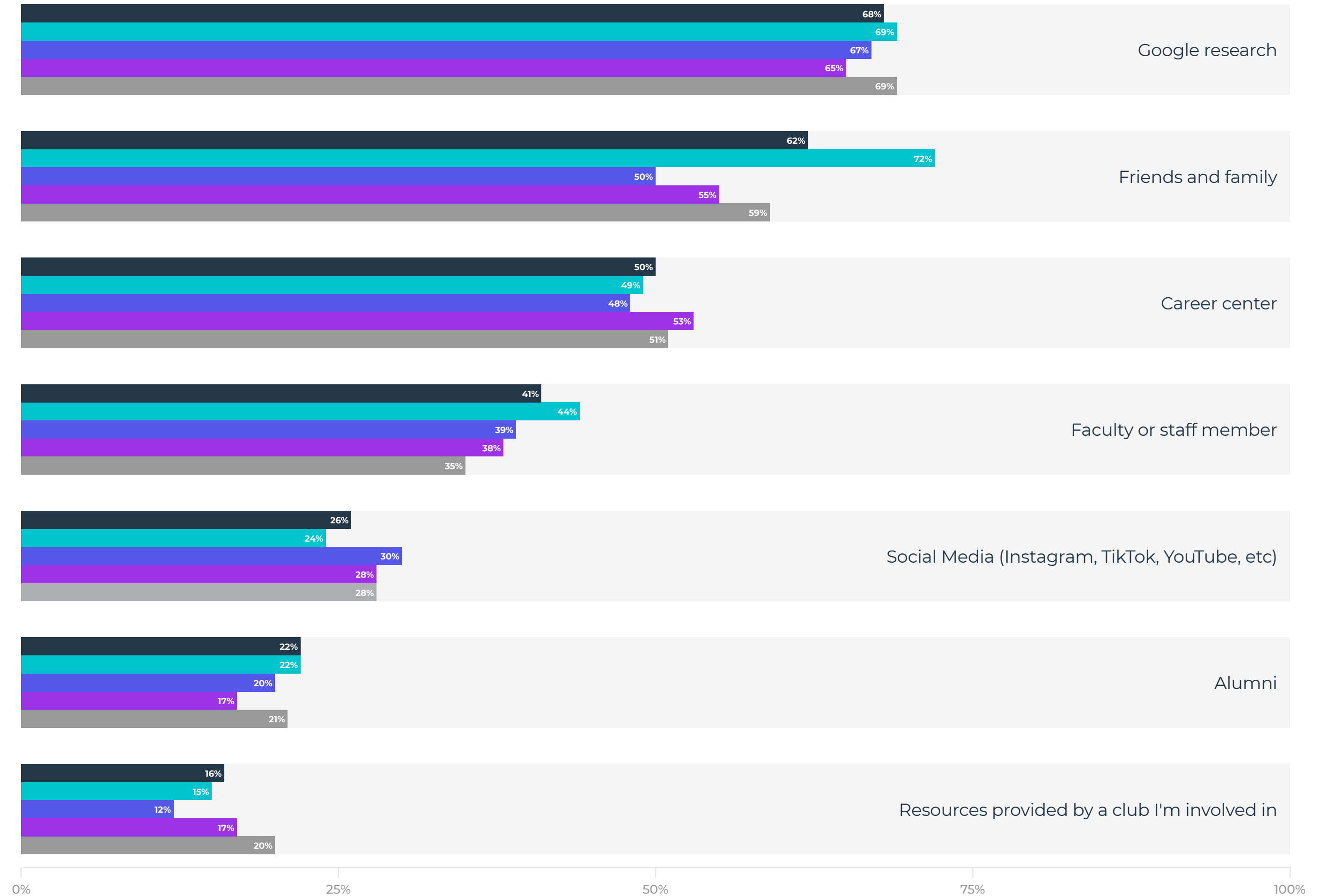
A Deeper Dive

BREAKDOWN BY ETHNICITY/RACE

- Our survey shows that 72% of White students rely on their personal network to prepare during the application process compared to 59% for Asian, 55% for Black, and 50% for Hispanic/Latinx students. This is a good reminder that not all students have access to the same resources. Evaluate your interview and assessment process to ensure it is as equal as possible for all candidates.

Which of the following resources did you use or speak with when trying to prepare during the application process? Select all that apply

ALL STUDENTS | WHITE | HISPANIC | BLACK | ASIAN



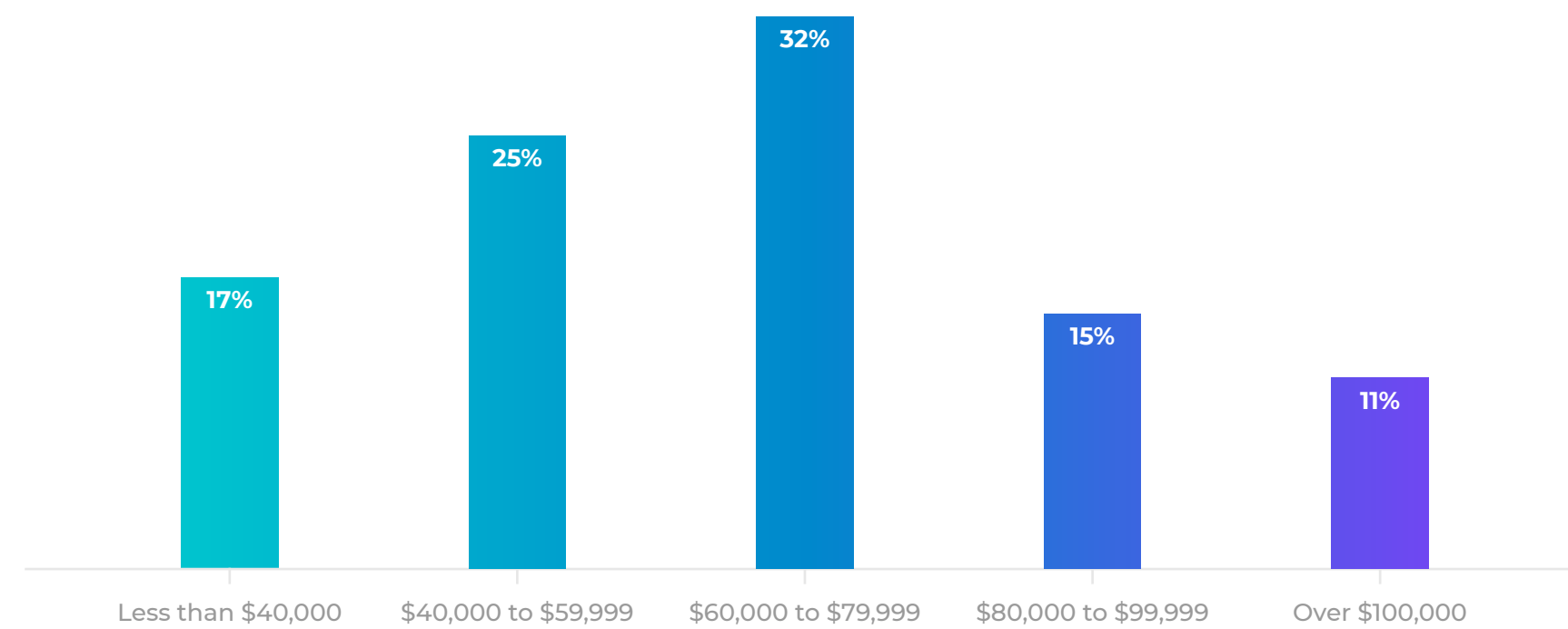
Student salary benchmarks

Salaries students are accepting are aligned with what they are expecting

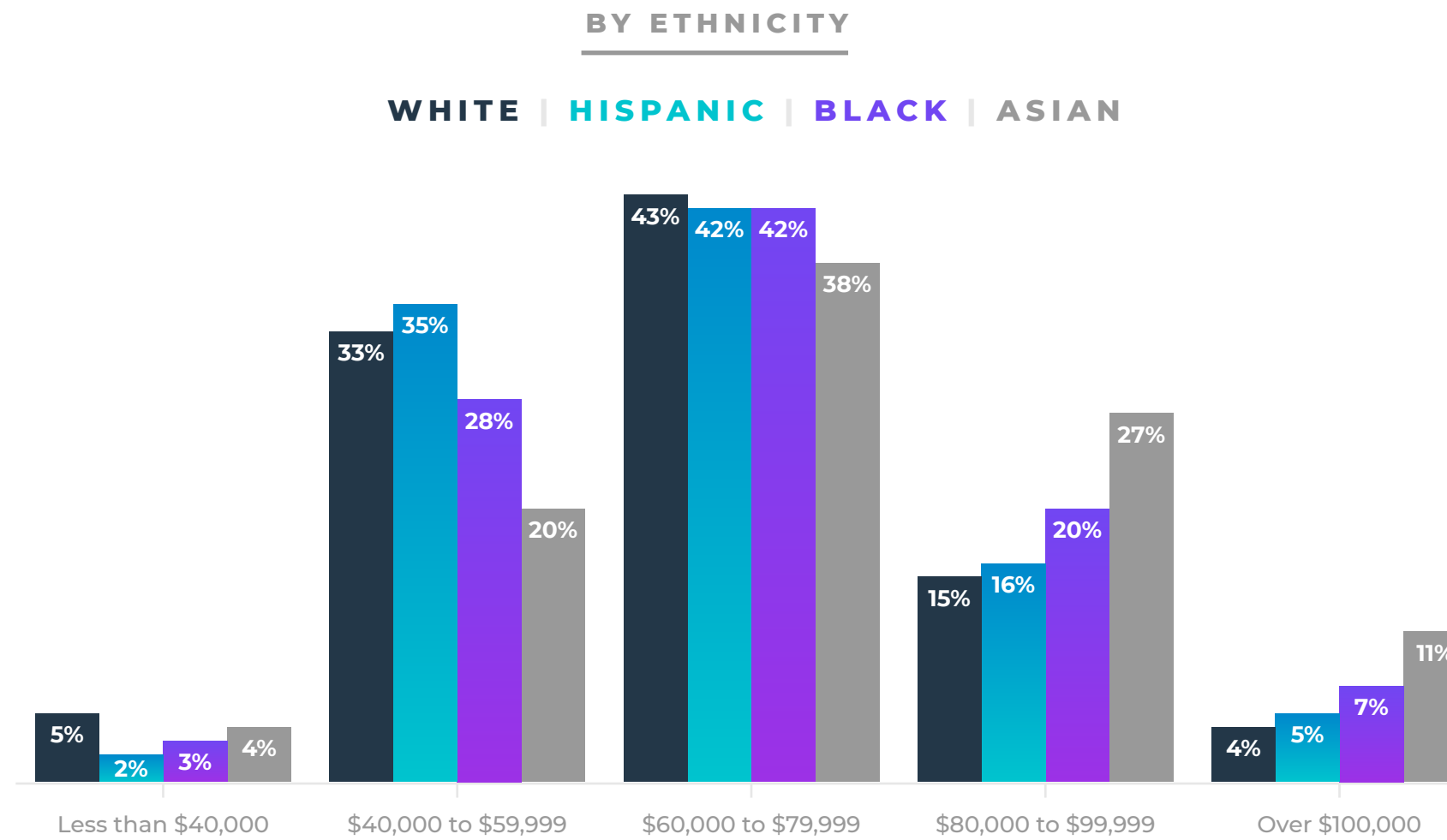
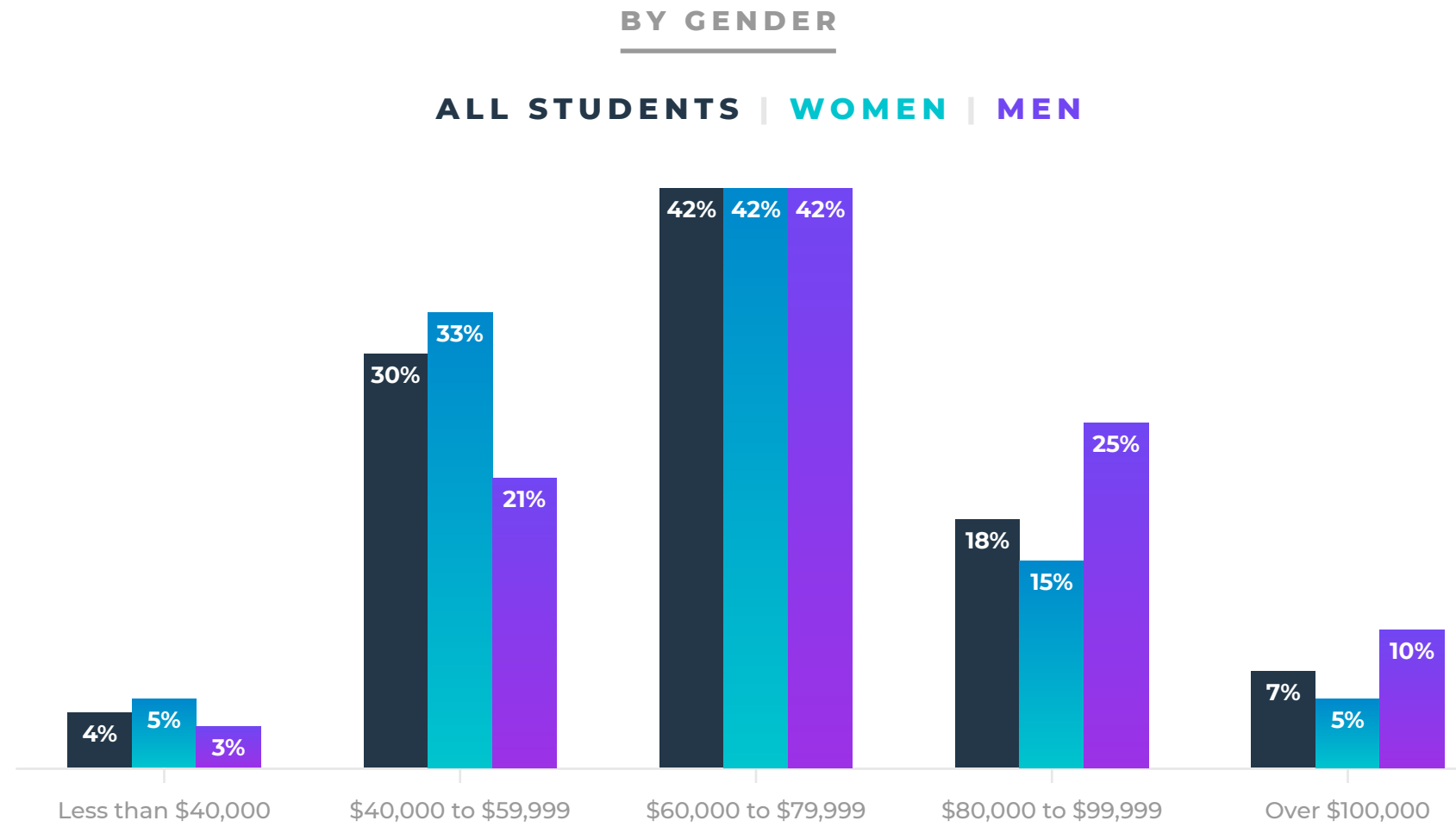
Gen Z is a generation that doesn't hesitate to be open about their salary expectations and what that should look like given the current economic state of the country. Our research shows that 30% of respondents seek opportunities with a starting salary of \$40,000 to \$60,000, and 42% seek a salary between \$60,000 and \$79,999.

Although most respondents haven't received any offers for full-time positions yet, of those who have their starting salaries align with the range they're seeking.

If you already have an offer for a full-time position after graduation, what was the starting salary offered? If you had multiple offers, select the highest.



When looking for a full-time position for after graduation, what is the starting salary you are looking for?



A Deeper Dive

BREAKDOWN BY GENDER

- When compared to men, a higher percentage of women expect to find a job with a lower salary range. 33% of women look for positions offering a salary range between \$40,000 and \$59,999 compared to 21% of men.
- While some of the disparity can be attributed to the types of majors more popular among women (such as Art and Humanities instead of STEM) when comparing across the same major, women still expected a lower salary than men.
- When looking at the actual salaries women are getting compared to their men, the same trend continues with women receiving slightly lower pay. One area in which this differs is for STEM majors where the distribution of salaries offered is the same between men and women.

Key Takeaways



Finding jobs where qualifications are met is a challenge for many students, particularly for women.

This is a consistent theme we've seen across the survey with several of the questions asked. Women entering the workforce straight out of college have less confidence in their qualifications and are more likely to not apply for a job at all if they feel like they don't meet all of the requirements. Simple changes in the job description to neutralize the language make it so that it's inclusive of all candidates. By encouraging all to apply even if not all requirements are met, employers help attract a more diverse and balanced candidate pool.



Feeling prepared for interviews and assessments is another top challenge for students.

Most students will be going through the interview process for the first time and will understandably be very nervous. Any interview tips you can give to students will not only be greatly appreciated, but will help you stand out in the minds of students as you humanize the process. The advice can be mentioned on your website through a "FAQ" section, in person when meeting students at career fairs or info sessions, or during initial phone screenings before a candidate is advanced through additional rounds.



Most students are expecting to find a job with a base salary between \$40K and \$80K, with a range of \$60K to \$80K being the most common.

This is also consistent with the offers that students are actually receiving. Of course, this will differ by the type of job, but unless you are seeking students in a very competitive field such as software engineering or consulting, this is a good benchmark to know to ensure your offers are competitive and match expectations.

Concluding Thoughts

As the new kids on the block, Gen Z continues to be a major talking point in the workforce. We hope this guide sheds some light on Gen Z's experiences around the job search and helps you shape your recruiting strategy. We covered a lot of data and insights in this report. To boil it all down, below are some of the key themes that continued to pop up. If you ever have additional questions, or just want to say hi, don't hesitate to drop us a line.

Too many desired qualifications on job descriptions discourage candidates, especially women, from applying.

Across several of the questions asked in our survey including top challenges when starting the job search, top challenges during the application process, and job description pain points, a consistent theme was that the amount of work experience or the list of qualifications needed was a key concern. This was even more magnified among women in comparison to men. While hiring managers may want to shoot for the moon to find their ideal candidate, it is important to remind them that listing too many qualifications and desired skills can actually *discourage* applicants from beginning the application process altogether, particularly women.



Gen Z values transparency across multiple areas of the job application process, particularly around salary and job responsibilities.

When asked which DEI efforts matter the most to students, pay transparency was ranked as the most important to all students, but especially among underrepresented talent. When asked what candidates wish to see more of in job descriptions, it was salary ranges and more details around the actual day-to-day job responsibilities. This could be done in a more detailed job description or on the careers page of your website (which is one of the top resources students reference when looking for jobs). Adding the additional information will help eliminate confusion and encourage more students to apply, particularly the diverse talent you are hoping to hire.

Hybrid or remote work is becoming less important to Gen Z.

As a generation that entered higher education in the middle of a pandemic, Gen Z no longer wants to experience life through computer screens. They're hungry for human interaction. Although remote work heightened in popularity for a few years, it is now less a priority and incoming new hires are vouching for more in-person time to improve their sense of comradery with coworkers and superiors. As newcomers, early talent wants to be able to establish their own networks and create spaces in which fruitful mentorships can develop.

Methodology & Audience Details

Symlicity Recruit surveyed 3,780 students currently enrolled in over 180 four-year colleges and universities across the United States in March 2023. All students surveyed attend a university that is part of the Symlicity network. The majority of the students surveyed (98%) are working towards a Bachelor's degree and are scheduled to graduate between the summers of 2023 and 2024.

Student Details

When are you scheduled to earn your degree?

I have already graduated - 1%
 I will earn my degree by summer 2023 - 31%
 I will earn my degree by summer 2024 - 44%
 I will earn my degree by summer 2025 - 17%
 Other - 6%

In the past year, which of the following have you recruited for?

Full-time or part-time internship - 48%
 Full-time position for after graduation - 15%
 Part-time position - 28%
 None - 33%
 Other - 2%

Gender

Prefer not to respond - 3%
 Female - 65%
 Male - 30%
 Non-binary - 3%

First generation college student

Prefer not to respond - 3%
 Yes - 24%
 No - 73%

What is your area of study?

Arts and humanities - 13%
 Business - 20%
 Health and medicine - 7%
 Multi-interdisciplinary - 1%
 Public and social services - 3%
 Science, technology, engineering, math - 31%
 Social science - 12%
 Other - 14%

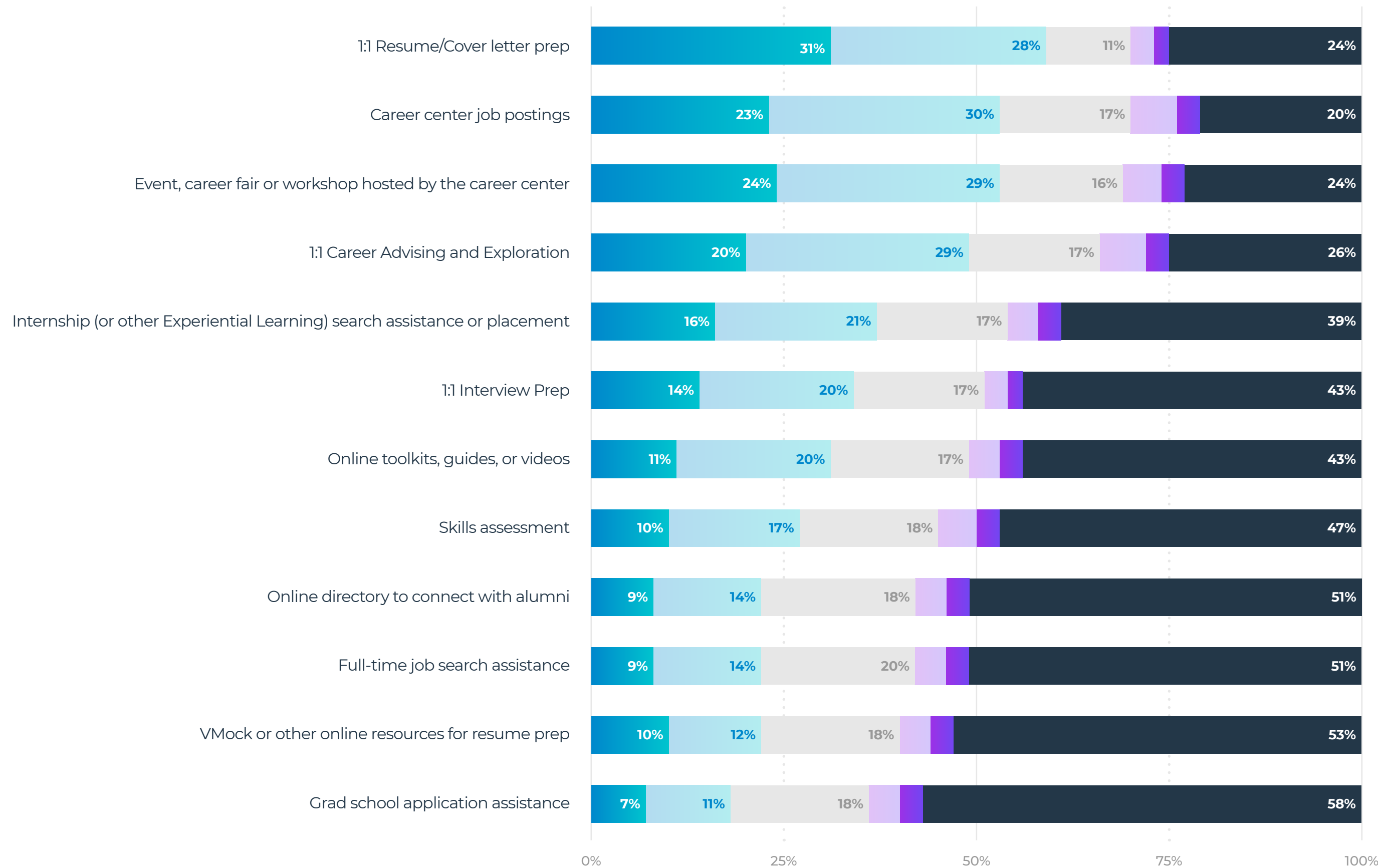
Race/Ethnicity

Prefer not to respond - 5%
 American Indian or Alaskan Native - 0.3%
 Asian or Pacific Islander - 18%
 Black or African American - 10%
 Hispanic or Latinx - 14%
 International student with non-immigrant (visa) status in the U.S. - 2%
 Multiracial - 5%
 White or Caucasian - 46%
 Other - 1%

Career Center Usage

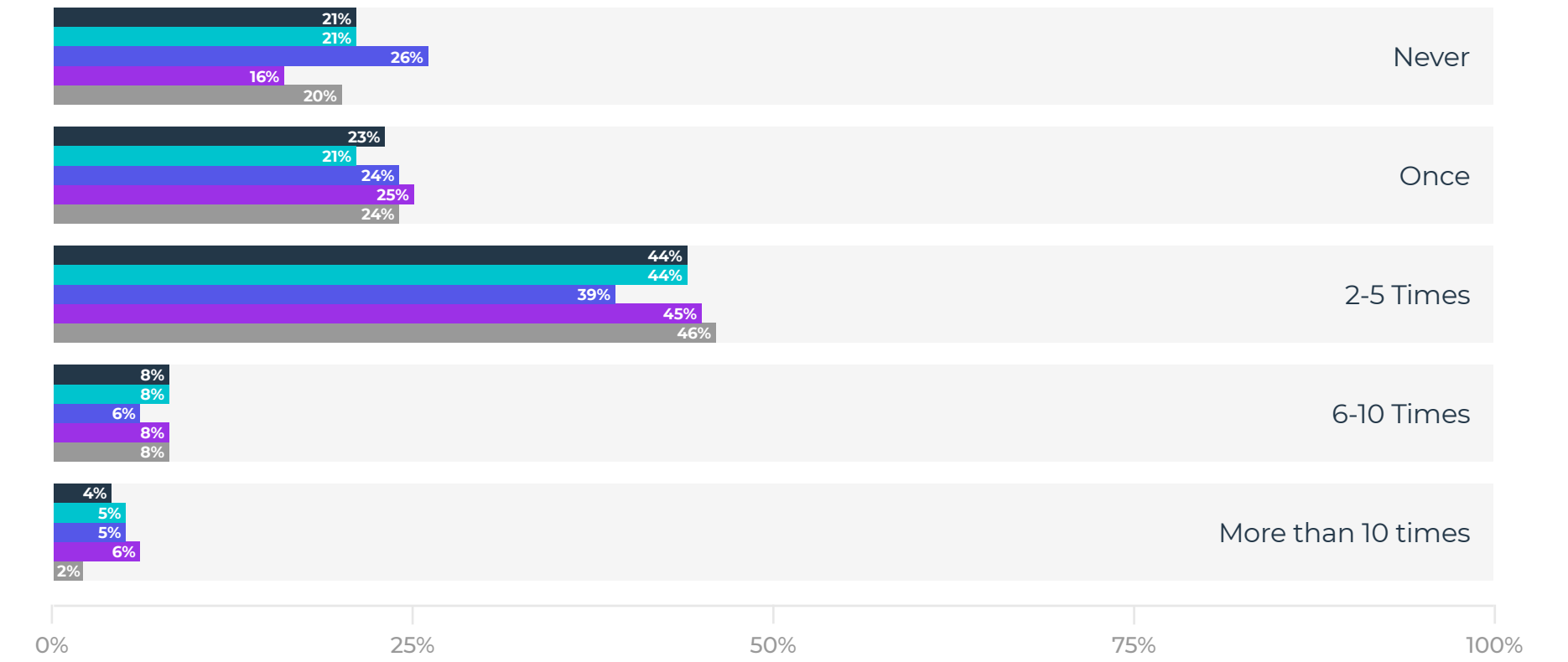
How helpful did you find any of the following resources through your career center?

VERY HELPFUL | HELPFUL | NEUTRAL | NOT VERY HELPFUL | NOT HELPFUL | DID NOT USE



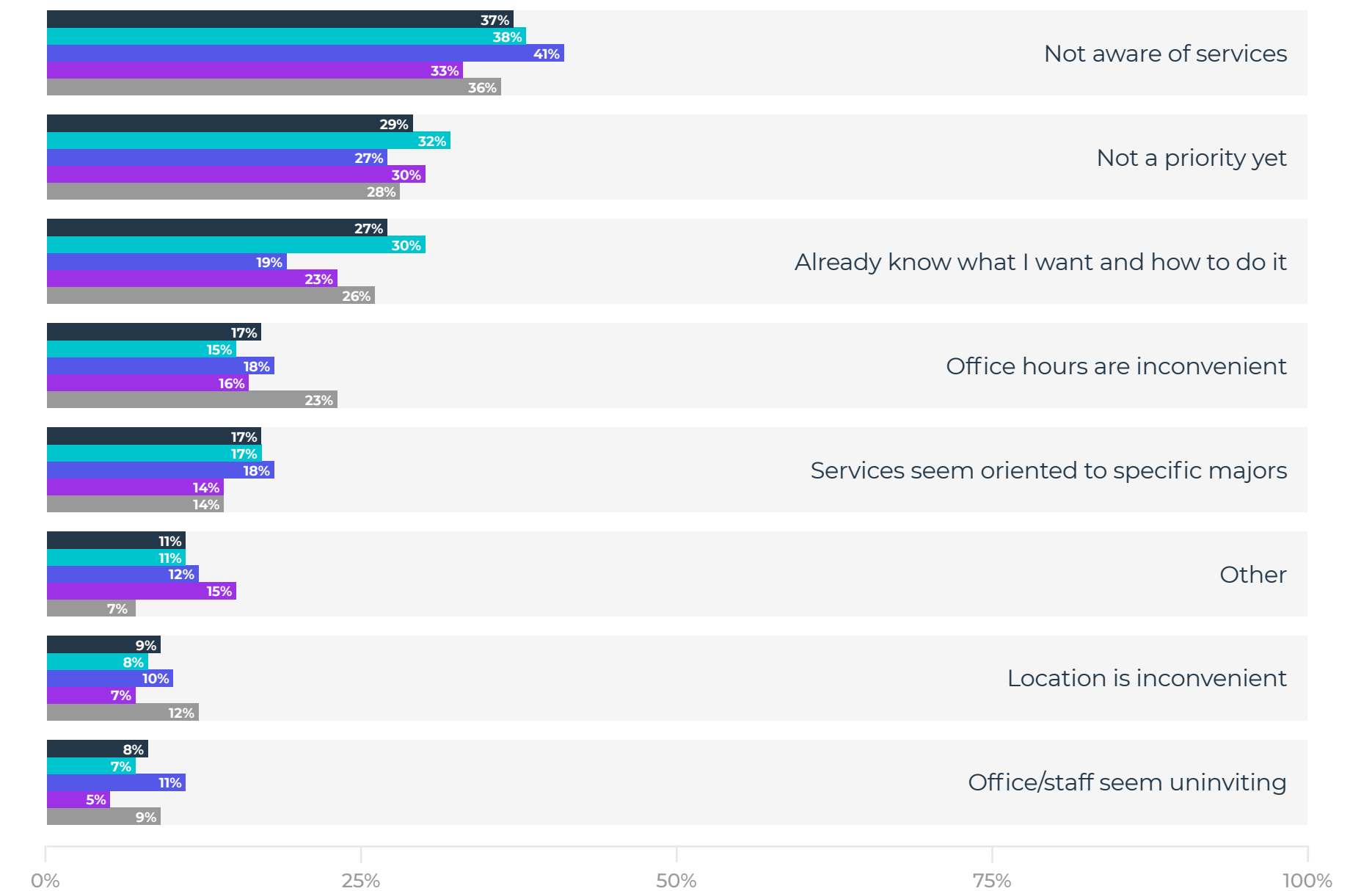
Throughout your college career, how often have you spoken with someone (either in-person or virtually) who works in the Career Center office at your school?

ALL STUDENTS | WHITE | HISPANIC | BLACK | ASIAN



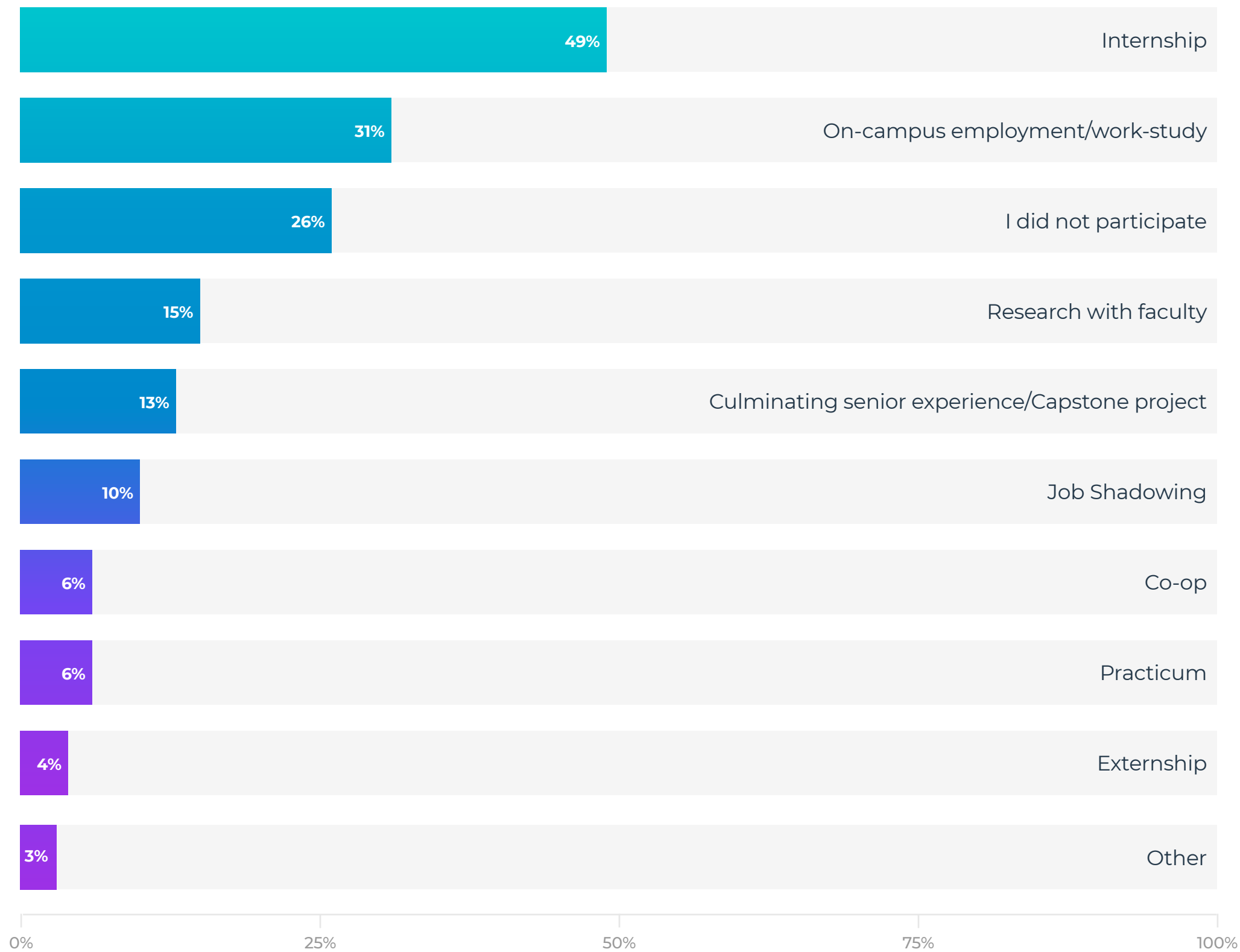
If you have not used the career center services, indicate why. Select all that apply.

ALL STUDENTS | WHITE | HISPANIC | BLACK | ASIAN



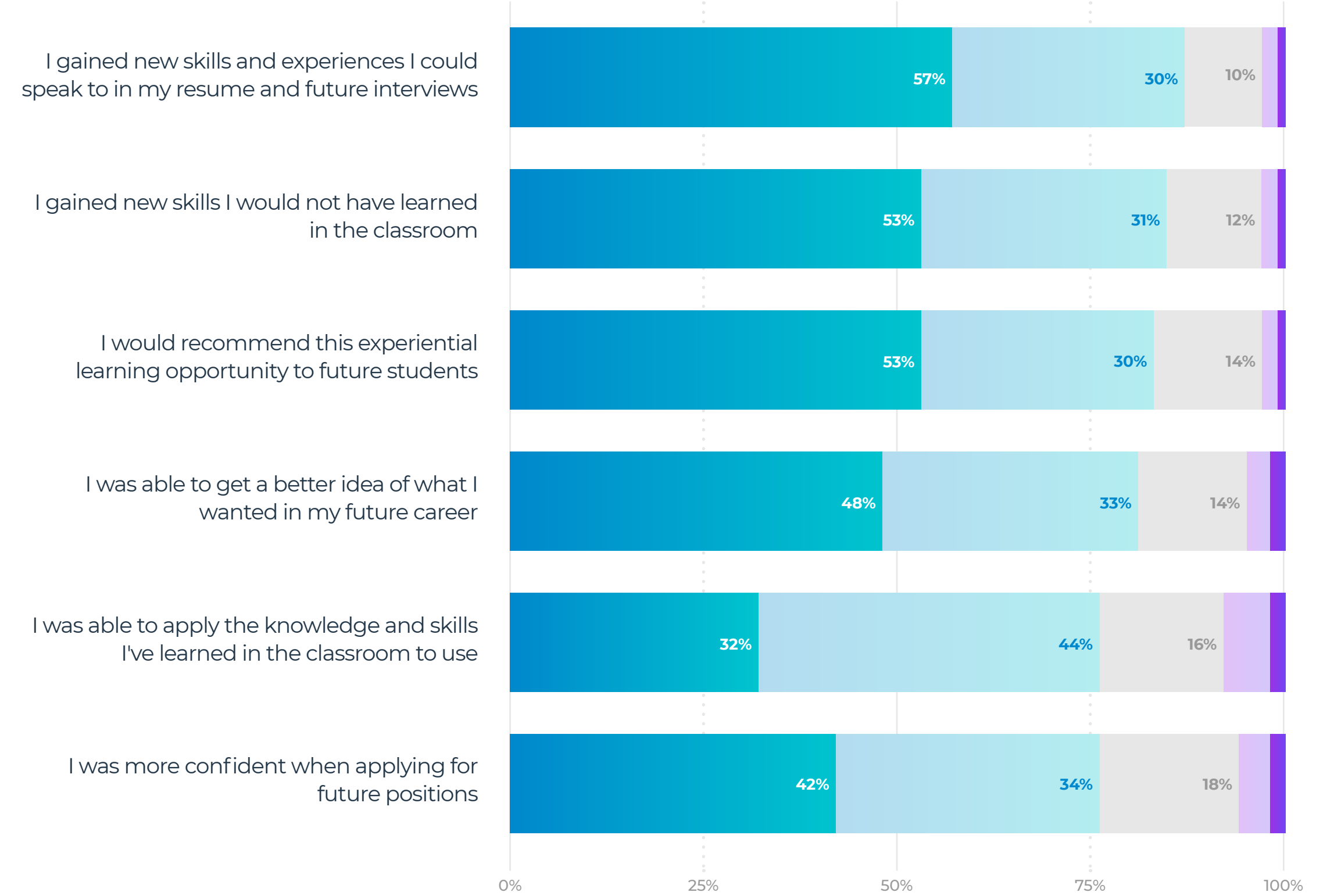
Experiential Learning

Did you participate in any of the following experiential learning opportunities during your college career? Select all that apply.



If you participated in an experiential learning opportunity, to what extent do you agree or disagree with the following statements?

DEFINITELY AGREE | MOSTLY AGREE | NEUTRAL | MOSTLY DISAGREE | DEFINITELY DISAGREE



Student Feedback

We asked students what recommendations they would give to career centers trying to attract more students to attend their events. Common feedback included:

More accessibility and flexibility with the time and duration of events. Host events at a variety of times to reach students with different schedules.

More individualized/specialized help by major, i.e. providing help with technical interview

Get in front of students as early as possible, in their freshman and sophomore years, so they know what services are available when the need arises.

Talk more about success stories, success rates, and the benefits students can gain from career center services and attending different events.

In general, more advertising is needed. Whether that is through flyers in popular social areas/dorms, on tv screens in student unions, emails, social media, coming to classes to speak, or tabling in high-traffic areas.

Offer free food and swag

More availability of 1:1 appointments, office hours, or drop-in hours.

Get professors involved. Ask them to announce events to their students or to even find ways to make it a requirement or extra credit.

Offer more events and opportunities for different majors or those seeking careers outside of typical business roles.

Nothing! "I think they do a great job. I wouldn't change anything"

About Recruit

Symplcity Recruit is the premier early talent recruiting platform connecting employers with our exclusive global network of academic institutions. We empower employers with the technology to find the right candidate amongst our pool of over 6 million active students in an efficient, targeted way.

To learn more about Symplcity Recruit, visit:
[simplcity.com/employers](https://www.simplcity.com/employers)



RECRUIT KEY FEATURES



Job Posting

Post into our network of 6+million students. Refresh on demand or extend and refresh with one 1-click.



Global Search

Discover and send personalized emails to career-ready students and recent grads from our resume database.



Recommended Candidates

Within minutes of posting a job, our AI technology will automatically search through our database and find qualified candidates for recruiters to invite to apply.



Smart Invites

Automated proactive outreach to students looking for similar jobs inviting them to apply to yours (over 70% open rate).



Diversity and Inclusion

Discover and engage with underrepresented talent from any school on our network utilizing our sourcing and campaigns features.



Brand

Publish your company profile to all connected schools with a single click and measure brand awareness based on student following at each school.



Analytics

Identify top connected schools based on a composite engagement score to better understand which schools to focus on. Get recommendations for other schools with high student engagement to connect to.