



Gen Z:

Changing the Rules of Campus Recruiting

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Picture This:

It's Summer Season! What this means for you as a Recruiter, is that it's the season for Campus Recruiting. You're excited to hire new, eager to learn blood to your workforce. But you realize, you don't know where to start!

Attracting Gen Z candidates is challenging. Standing out from other companies at a career fair and outside, giving them the learning opportunities they crave, and retaining them beyond are just some of the challenges that recruiters face today.

To be successful, you need to lock down your strategy before you begin your recruiting efforts at colleges and other educational institutions. A rinse-and-repeat that's worked in the past will not work for this new wave of potential hires.

Luckily, we've got 10 tips to get campus recruiting right mapped out for you in this e-book.



By the end of this guide, you'll know:

- The impact of Gen Z characteristics on their careers
- How to prepare for recruiting Gen Z candidates
- 10 tips that will make your employer brand stand out
- What tools and technology you need to source, track and hire college talent





Intro To Gen Z & What They Care About

Generations Currently In The Workplace

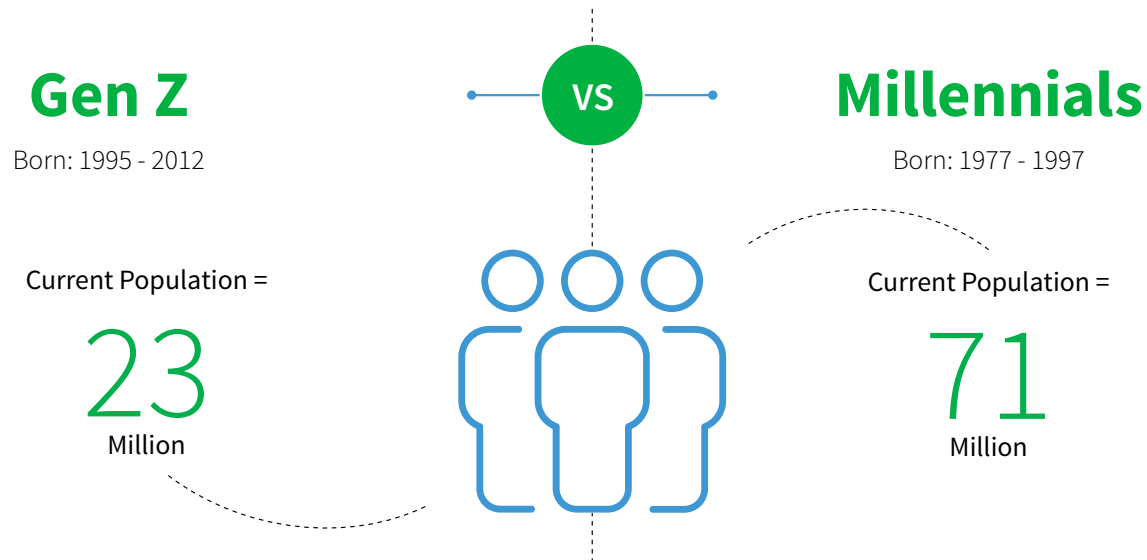
Is there much difference between the different sections of the workforce? You bet. That's why you'll need to be making some changes in how you recruit on college campuses and how you engage with today's students.

In a study conducted by Barclays, the following characteristics were identified for different sections of the workforce.

Characteristics	Maturists <1945	Baby boomers 1945-1960	Gen x 1961-1980	Gen y/millennials 1981-1995	Gen z 1995-2012
% of Workforce	3%	33%	35%	29%	Currently employed in part time/ internships
Aspiration	Home ownership	Job security	Work-life balance	Freedom & flexibility	Security & stability
Attitude towards technology	Largely disengaged	Early IT adopters	Digital immigrants	Digital natives	'Technoholics'
Attitude towards career	Jobs are for life	Organizational - careers are defined by employers	Loyal to profession, not necessarily employer	Work 'with' org and not 'for'	Career multi-taskers
Communication media	Formal letter	Telephone	Email & Text msg	Text or social media	Hand-held or integrated into comm devices
Communication preference	F2F meetings	F2F / email or telephone reqd	Text msging/ email	Online or mobile (text messaging)	Face time

Gen Z vs. Millennials

Generation Z, those born since 1995 are now beginning to graduate from college. Recruitment and hiring will certainly be changing as 23 million Gen Zers takes their place in organizations alongside 71 million older Millennials who range from about 25 to 40 years old.



How you attract this talent is vastly different

Some interesting statistics on Gen Z show that this generation focuses on the future in ways not shared by previous generations. For example:

55%
of high school students say they feel pressure to gain early professional experience

72%
want to start their own businesses, demonstrating a higher level of entrepreneurship

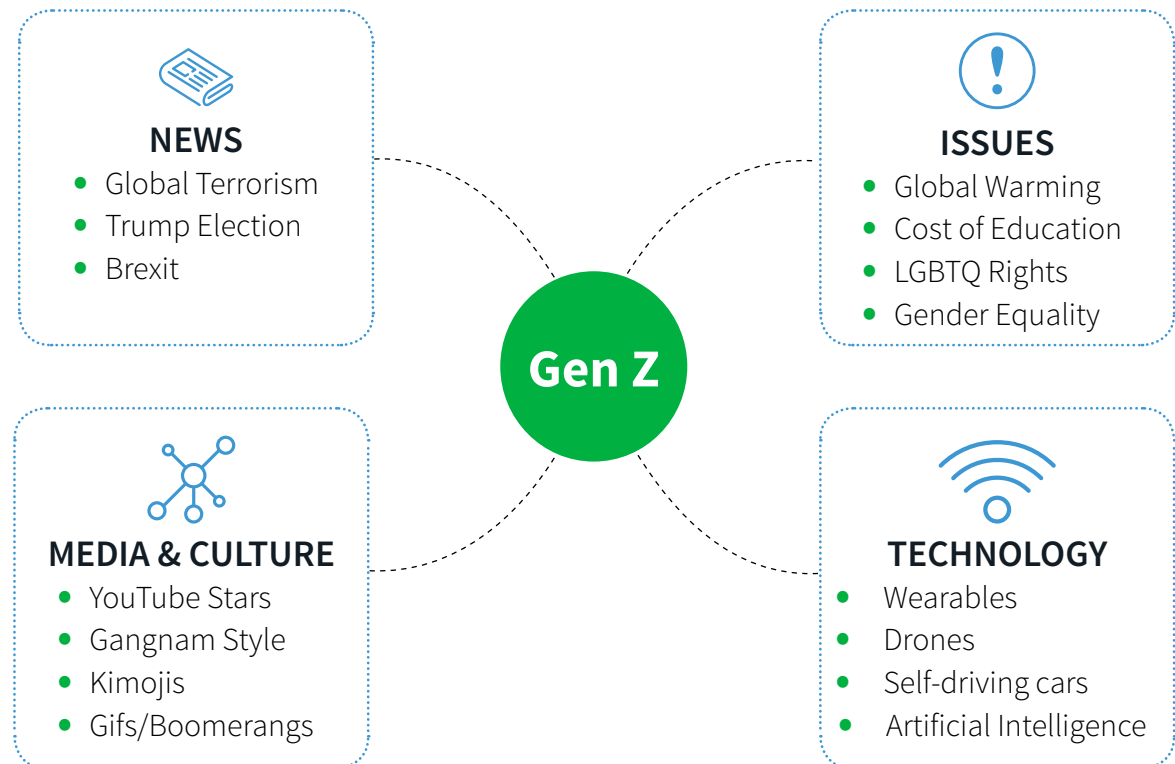
63%
of graduating college seniors have held internship or co-op positions

Source: Generations X, Y, Z and the Others WJSchroer

Gen Z Outside The Workplace

The more you understand **Gen Z**, the more effective you can be in your recruitment efforts

- What news are they growing up around?
- What political issues are they engaged with?
- What's the culture like?
- What tech are they using?

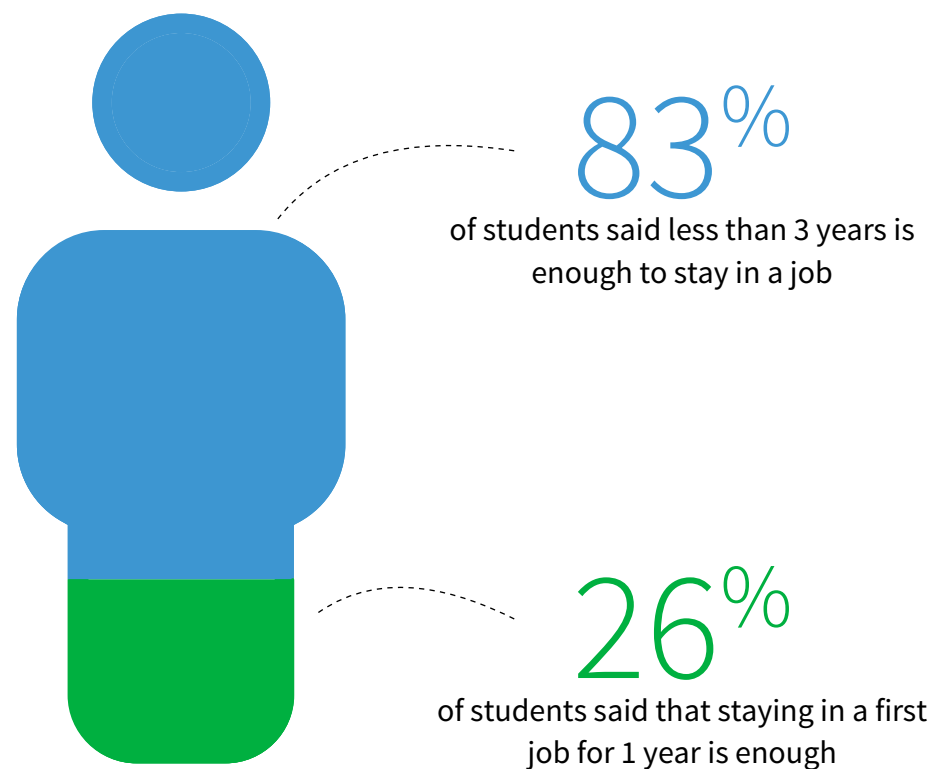


Gen Z And Employment

Gen Z candidates define a
'good employer' differently

Gen Z candidates might stay in a job for a shorter time, but it's not the lack of money that is compelling them to move away and seek other/new opportunities. It is because they feel that they aren't learning or growing as individuals.

What this tells employers is that more needs to be done in terms of career growth if we care about employee retention.



Prepare Before The Career Fair



COMPETITION

Knowing who else is going to be at the career fair will help you prepare better on what kind of job opportunities others are offering or what kind of swag is going to be at the booths



OPEN JOBS

Have a clear understanding of what open opportunities are being offered at the career fair now, what will open out in the future and what other opportunities are on the website



TARGET

Be clear about what kind of candidates are you looking for and plan to appeal to them in your conversations. Are you looking specifically for engineers? Have a plan!



10 Tips to Get Campus Recruiting Right

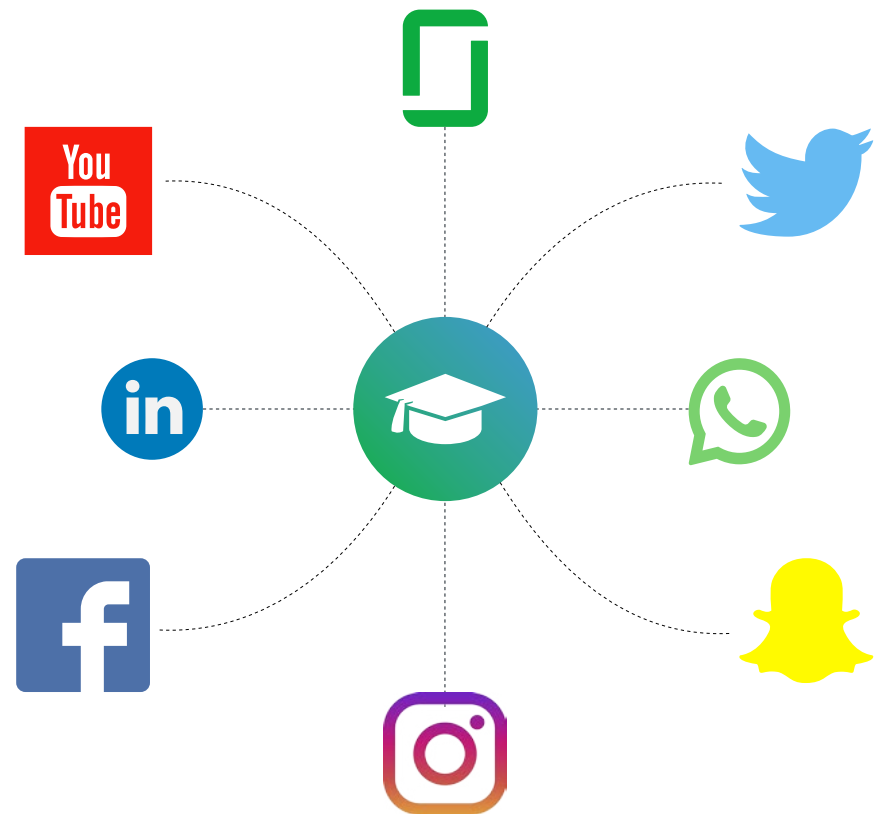
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Build Your Employer Brand Online

Top students want to know
what it's like working for your company

You're going to need to pay much closer attention to your employer brand to attract today's college students into your organization. And you'll need to make sure it's delivered engagingly online – not just on some static website, but across Twitter, Snapchat, YouTube, and Facebook.

Remember that today's young people have grown up in a world of “snackable” content, so keep it short and simple. They want to know more about your company than a specific job. What your organization cares about is way more important than how you make money.



Be Authentic In A Transparent World

Growing up in a world that's more transparent than ever, this generation is not easily fooled. So be authentic – completely upfront and honest. Introduce them to your team and give them a chance to understand your mission and values.

According to a Glassdoor survey:



90%

say it's important to work for a company that embraces transparency

Here are some tips:

- Be forthcoming in your company's job descriptions, mission and culture
- Be honest about a position's shortcomings and challenges from the get go
- Have multiple team members interview a candidate
- Don't over-embellish an entry-level position

3

Showcase Your Employer Value Proposition

Just as companies offer value propositions for their products and services that represent significance to customers, successful organizations who acquire the very best talent via college recruiting have a clear employment-related value proposition integrated into their employer brand.

So to attract Gen Z, communicating your organizational values and mission becomes more important than presenting specific jobs. This extends far beyond a business context to embrace how you address wider community and global issues.

Mission-driven companies demonstrate:

• 30% •

more innovation than
other companies.

&

• 40% •

higher level of
retention



4 Get Connected Early & Often

Hosting lunch-and-learn events, offering your executives as guest speakers in classes, sponsoring student events, and communicating often across social media all build rapport for future hiring success on college campuses.

If you've already engaged in discussions with students, the career fair becomes a chance to continue, not just begin, a dialog with promising candidates. If all you do is show up at a campus career fair, you're too late.



5 Develop Internship Programs

Internships are an excellent tactic for landing top talent among graduating students.



There's a huge volume of students that are engaged and invested in furthering their career and preparing for graduation. What this means for you as an employer is that there's a huge opportunity for you to tap into this pool of engaged, motivated students.

Source: NACE Survey, 2013

Don't Fixate On Majors

It's important to not fixate solely on majors, but to look for skills and behaviors instead. While this may not always be feasible, you should aim to look for these when you can. For example, we recently hired a marketing intern who had a lot of legal internships of their resume, but had the skills, behaviors and attributes that would make them successful in the marketing role.

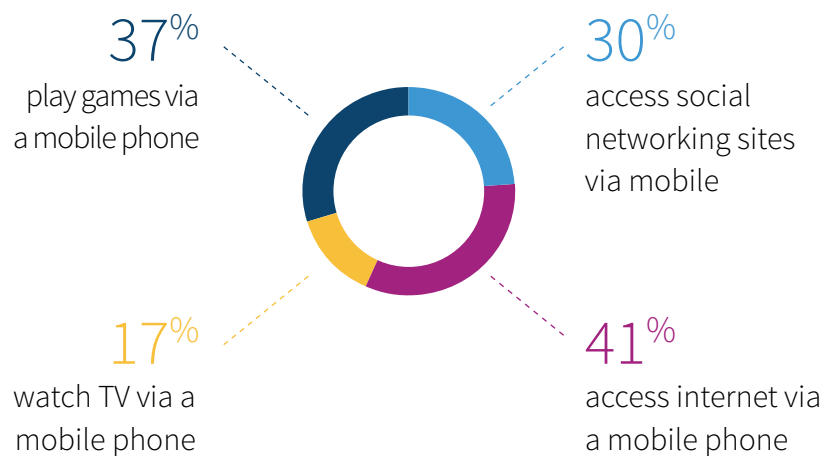
Keep in mind that majors aren't everything, especially when hiring recent grads. Recent grads will have a stronger skillset of behaviors that pure experience in their major so this will be the strongest attribute to hire off of.

Make It Easy To Apply

Gen Z's mobile phone behaviors can give you a huge insight into their mindset. To them, a phone is not just a phone; it's a portal into Gen Z's entire world. In fact, you'll hardly find any members of Gen Z that actually calls anyone anymore – they even text and Snapchat their parents!

Think twice before asking them to “put their phone away”. This generation expects to use their phones in every aspect of their lives, including at the workplace. They might even prefer texting their boss and coworkers over sending them an email.

So what's mobile used for?



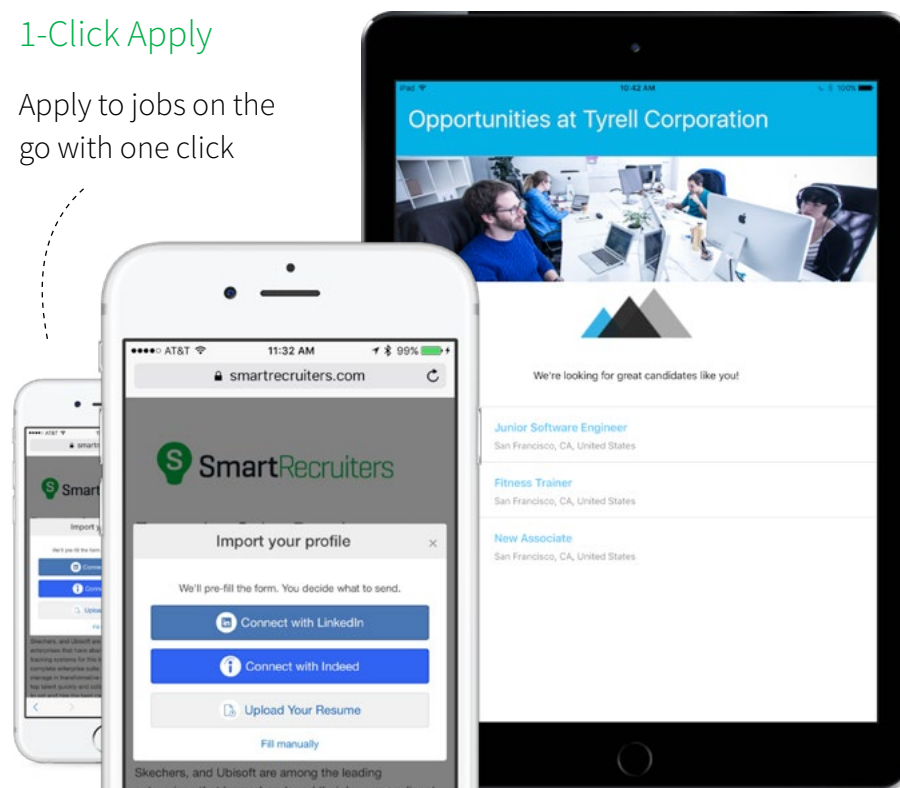
Knowing their high dependence on their mobile devices, it only makes sense to make it easy to recruit them on mobile.

Field Recruiting App

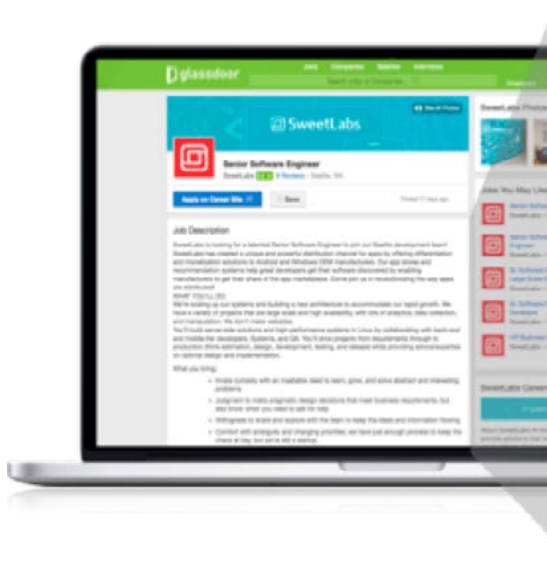
Quickly collect resumes with automatic resume parsing, save time and eliminate errors from manual data entry at the fair

1-Click Apply

Apply to jobs on the go with one click



Focus On The Work In Your Verbiage



Job Description
SweetLabs is looking for a talented Senior Software Engineer to join our Seattle development team! SweetLabs has created a unique and powerful distribution channel for apps by offering differentiation and monetization solutions to Android and Windows OEM manufacturers. Our app stores and recommendation systems help great developers get their software discovered by enabling manufacturers to get their share of the app marketplace. Come join us in revolutionizing the way apps are distributed!

WHAT YOU'LL DO:
We're scaling up our systems and building a new architecture to accommodate our rapid growth. We have a variety of projects that are large scale and high availability, with lots of analytics, data collection, and manipulation. We don't make websites. You'll build server-side solutions and high-performance systems in Linux by collaborating with back-end and middle-tier developers, Systems, and QA. You'll drive projects from requirements through to production (think estimation, design, development, testing, and release) while providing advice/expertise on optimal design and implementation.

WHAT YOU BRING:

- Innate curiosity with an insatiable need to learn, grow, and solve abstract and interesting problems
- Judgment to make pragmatic design decisions that meet business requirements, but also know when you need to ask for help
- Willingness to share and explore with the team to keep the ideas and information flowing

As you plan for college recruiting, think about Gen Z characteristics - they're career multi-taskers. They care about what they're going to learn over how much they are going to earn.

Rewrite job descriptions to be more evocative about what candidates will bring to your organization and what they'll actually do instead of required skills and duties to be performed. Sell the candidate on the role and what makes your company great.

Create Career Paths

Allow graduates to explore other departments and to work with individuals across multiple disciplines. Grads may change jobs, but that doesn't mean they have to change companies.

Highlight training and development programs, and encourage grads to find work they are truly passionate about - Creating career paths that show them what they'll learn in the job description is something that will excite them.



Impress By Human Connection

Don't take the CEO to the campus, take alumni for more human connection



Gift swag that is meaningful and useful



Gift swag that is visible to others long-term



10 Tips Revisited

10 Tips to Get Campus Recruiting Right

1 Build your employer brand online

2 Be authentic

3 Showcase your EVP

4 Get connected

5 Develop internship programs

6 Don't fixate on majors

7 Make it easy to apply

8 Focus on the work

9 Create career paths

10 Impress by human connection

SmartRecruiters

YOU ARE WHO YOU HIRE

SmartRecruiters' Talent Acquisition Suite is used by high-performance organizations for making the best hires. It has full functionality for recruitment marketing and collaborative hiring built on a modern cloud platform with an open marketplace for 3rd party recruitment services. Unlike the first generation applicant tracking systems it replaces, SmartRecruiters provides an amazing candidate experience, hiring managers actually want to use the product, and recruiters love us because we make their jobs easier. Companies like Visa, Skechers, Atlassian, Equinox, and Alcoa use SmartRecruiters to make recruiting a competitive advantage.

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