



The Virtual Candidate Experience:

Student Benchmarks

*Executive Summary*

JUNE 2021

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SCOTT RESOURCE GROUP

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## About The Virtual Candidate Experience [VCX] Research Project

Scott Resource Group [SRG] conducted a comprehensive research project at 21 national universities to measure students' assessment of their virtual candidate experience during their job search for internship and full-time opportunities

VCX was fielded during spring semester 2021; 455 students opted in to participate, representing the following universities: Babson; Carnegie Mellon; Indiana; Kansas State; MIT; Ohio State; Penn State; Purdue; Temple; Texas Tech; the University of: California – Berkeley; Georgia; Illinois; Maryland – Baltimore County; Michigan – Ann Arbor; Southern California; Texas – Austin; Wisconsin – Green Bay; Wisconsin – Madison; Virginia Tech and Washington State

## Virtual Candidate Experience Research Findings: Content

- Participants' Recruitment Experience Assessment
  - Gap Analysis: MOST ['Company 'A'] and LEAST ['Company B'] Impressive and Effective Virtual Candidate Experiences:
    - Process Factors
    - Virtual Platforms and Tools
    - Brand Factors
    - Engagement Factors
  - Authenticity of Job Search Sources
  - Future State: Recruiting Preferences
  - Text Commentary Summary [Standalone Appendix of Qualitative Data]
  - Research Takeaways
  - Final Thoughts
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## Selected VCX Findings

- In stark contrast to usage for *job search* [where 67% had valued using university platforms] only 32% of students indicated that they had valued outreach from employers using portals that generate candidate messaging campaigns; roughly the same percentage had experienced same and NOT valued it, with the remaining third lacking experience in receiving such templated emails;
- Just under 55% of those who had attended a virtual career fair valued the experience, with close to 30% NOT valuing their participation; in comparison, slightly more [59%] who had attended a virtual recruiting event [university-sponsored or employer-specific] were favorable in their assessment;
- Students were most likely to agree that they had: learned about opportunities at previously unknown employers [76%]; gained interview opportunities from attending a virtual event [63%] and that they preferred attending virtual events hosted by a specific employer [58%];
- Among the statements students evaluated specific to their perceptions of their candidate experience with the MOST impressive and effective employer [‘Company A’], that they “treated me with respect” was the top-rated of 30 factors; it also represented the 7<sup>th</sup> biggest gap in comparison with the LEAST impressive and effective [‘Company B’]; the full roster of employers evaluated by students for this research project follows, but is NOT attributed by category;
- Using “two-way/live video interviewing platforms” was a top-rated attribute of ‘Company A’; the dramatic increase in acceptance of such platforms [Zoom] for first round/screening interviews will impact future campus recruiting strategy;
- Among those employers tagged as ‘Company A’, having “representatives who were able to answer my questions” and “were friendly and enthusiastic” were ranked 3<sup>rd</sup> and 9<sup>th</sup>, respectively. Of more significance, all four engagement factors [which also included “made a genuine effort to build a relationship” and “made me believe they were interested in ME”] ranked among the **top 10 gaps**.
- Consistent with SRG campus research conducted in the two years prior to COVID, Gen Z expects and values **authenticity** as an assumed building block of their job search/candidate experience – face-to-face, virtual or hybrid.
- Whether through their unaided commentary throughout the survey, or in response to the questions specific to their future state preferences, survey participants clearly indicated a hope and expectation that, once pandemic protocols are finally behind us, employers will return to campus and “invest” in recruiting them. Whereas virtual recruiting is convenient, it lacks authenticity.

## Full Report of VCX Findings:

- Slide deck of comprehensive, comparative data with analysis
- Appendix of unaided, verbatim responses to text questions
- Zoom call to discuss research findings and implications
- Available for purchase as of June 1, 2021: \$1,950

APPENDIX: 'Company A' and 'Company B' CompendiumROSTER OF MOST AND LEAST IMPRESSIVE AND EFFECTIVE EMPLOYERS \*

1Cademy	Cisco	Foxblossom
3 Degrees	Citadel	Frank, Rimerman + Co. LLP
<b>3M *</b>	<b>Citi *</b>	FULLBEAUTY Brands
7-11	Citrix	Gecko Robotics
AARP	Clark Condon	<b>General Mills *</b>
ABA Therapy	Clark Construction	<b>General Motors *</b>
Abbott	Clorox	Geo Global Partners
Abercrombie and Fitch	Cognizant	<b>Gilead *</b>
ABT	CohnReznick	<b>Goldman Sachs *</b>
<b>Accenture *</b>	Colgate-Palmolive	<b>Google *</b>
Acuity	Comcast	Grant Thornton
<b>Adobe *</b>	Commerce Bank	Halliburton
Aerodynamic Advisory	ConfirmD.io	Hanbury
Aerojet Rocketdyne	Costco Wholesale	HBO
ALKU	Coupage	HDR
AlphaSights	<b>Credit Suisse *</b>	H-E-B
<b>Amazon *</b>	Cummins	High Radius
AMD	D&D	Highland Homes
American Cast Iron Pipe	Davita	HOK
Anderson, Eckstein & Westrick,	<b>Deloitte *</b>	<b>Honeywell *</b>
Apple	Department of Defense	HRL Laboratories
Aptiv	Dick's Sporting Goods	Human Capital Services
Argonne National Lab	Disney	Idaho National Lab
ARUP	<b>DRW *</b>	IGN
Ascension	DTE	Insomniac Events
ASML	DuPont	Intel
<b>AT&amp;T *</b>	Ectasy	<b>Intuit *</b>
Braun Medical	Edward Jones	<b>Jane Street *</b>
Baker Hughes	Edwards Lifesciences	JHUAPL
<b>Bank of America *</b>	<b>Eli Lilly *</b>	John Snow Inc
Bates White	<b>Epic *</b>	<b>Johnson &amp; Johnson *</b>
Baxter	Ethicon Stryker	Jones Carter
BDO	<b>EY *</b>	Jukin Media
Berry Global	<b>Facebook *</b>	Jumpstart
Black and Veatch	FANUC	Kimley Horn
BlackRock	FBI	KOCH
<b>Boston Consulting Group *</b>	FDA	Koda Health
Building Controls and Services	Fidelity Investments	<b>KPMG *</b>
Cape Cod Baseball League	Fincanterri Marine Group	KTGY
CB2	<b>Five Rings *</b>	Lafarge Holcim
CH Robinson	<b>Ford Motor Company *</b>	Land O' Lakes

[EMPLOYER ROSTER \[CONT'D\]](#)

LatentView  
 Learning AZ  
 Leidos  
 LexisNexis  
 LinkedIn  
 Little Caesars  
 LK Architects  
**Lockheed Martin \***  
 L'Oreal  
 Los Alamos National  
 Laboratory  
 Lucid  
 MathWorks  
**Matician \***  
 McCormick  
 McCownGordon Construction  
 Merrill Edge  
**Microsoft \***  
 Milwaukee Tool  
**Morgan Stanley \***  
 Morningstar  
 Moser Casting  
 Moss Adams  
 Motorola Solutions  
 Muddy Princess  
 Mueller Associates  
 NASA  
 National Parks Services  
 National Security Agency  
 Naval Nuclear Lab  
**Neuberger Berman \***  
 Nielsen  
 Nike  
 Nomura  
**Northrop Grumman \***  
 NRC  
 Office of Binational Border  
 Health  
**Otis Elevator \***  
**P&G \***  
**Palantir \***

Participate, Inc  
 PEAK6  
**PepsiCo \***  
 Perkins Eastman  
 PGAV Destinations  
 Plastic Omnium  
 PNC  
 Principal Financial  
 PVH  
**PwC \***  
 Ramboll  
**Raytheon \***  
 Regeneron  
 Relativity  
 RLG  
 Roanoke Animal Hospital  
 Royal Ambulance  
 RPS  
**RSM \***  
 Salesforce  
 Samsung  
 Schaefer  
 Schlumberger  
 Seminole Sports  
 Shell  
 SiriusXM  
 smartsheets  
 Southwest Key  
**SpaceX \***  
 Sprinklr  
 Stanton Optical  
**Stryker \***  
 T Rowe Price  
 Target  
 Teach For America  
**Tesla \***  
 Thermo Fisher Scientific  
**T-Mobile \***  
 Trane  
 TriCity Mental Health  
 Trinity  
 Turner Construction

UCSF  
 Under Armour  
 United Airlines  
 United Launch Alliance  
 UNITY  
 University of Michigan Farm\*  
 US Navy  
 USDA  
 UW-Parkside  
 Valero  
 Verizon  
 Veteran Affairs  
**VISA \***  
 VISIO Lending  
 VMDO  
 Walmart  
 Waltron Bull & Roberts LLC  
**Whirlpool \***  
 X-Energy  
 Yanfeng  
 ZGF  
 Zimmer Biomet  
 Zoe Meyer  
 Zulily

**\* Multiple evaluations**

The Virtual Candidate Experience:

Early Talent Benchmarks



VCX

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