



# **Building Buy-In: Integrating New Technology While Balancing Traditional Campus Recruiting Strategies**

# Today's Speakers



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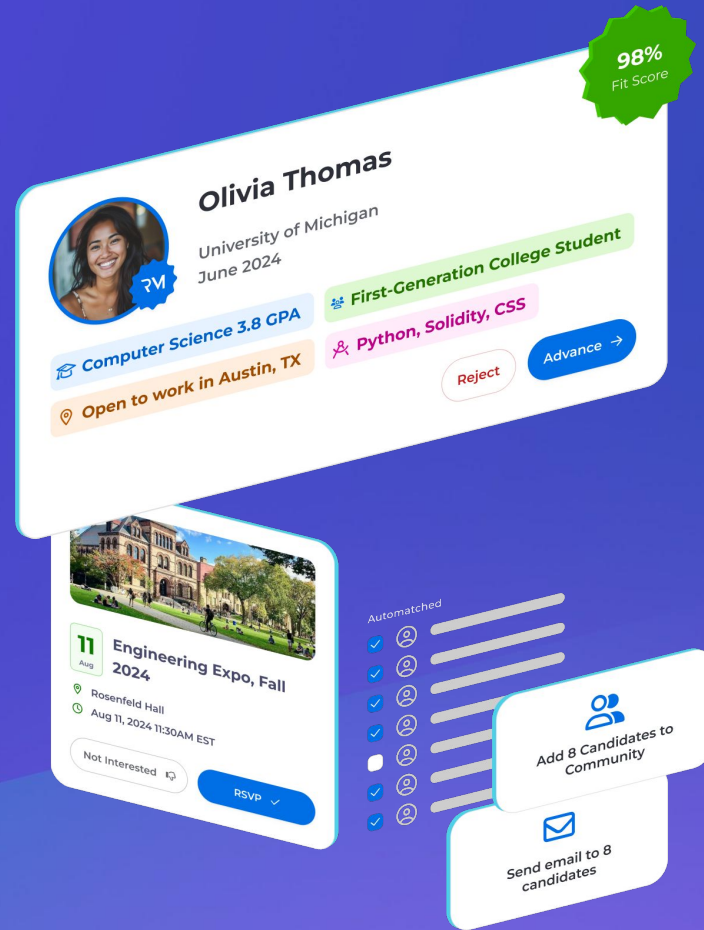


**GE APPLIANCES**  
*a Haier company*

# RippleMatch Is The Recruitment Platform That Works For You

We bridge the gap between employers and Gen Z talent by delivering a curated, AI-driven job & internship search experience that aligns with Gen Z's preferences for personalized experiences and guides them towards the roles best suited for their skills.

Unlike high-volume job boards, RippleMatch delivers intentional, curated matches to recruiters – reducing time spent on resume review and entirely eliminating cold messaging.



# Today's Agenda

- Introduction & brief data insights
- Real Life Strategy: How a University Relations Manager has Built Buy-in for Technology
- Q&A

# About Today's Brief Insights

We'll be walking through a set of data collected between in November and December 2024 (and earlier for additional context) to provide a picture of what recruitment teams are doing as well as Gen Z students seeking jobs and internships.

## Recruiter Pulse Data

We'll be walking through data from the award-winning programs in RippleMatch's Campus Forward Awards. There are 200 total programs, as there are 50 in each size category: 100 or less, 100-200, 200-400, and 400+ early career hires annually. We'll also share some platform activity data.

## Candidate Pulse Data

We'll be walking through data of our latest survey of more than 600 candidates, conducted in December 2024, as well as a few past surveys for context.

## CANDIDATE TRENDS

# Gen Z candidates allocate job search efforts online

We asked: 'How would you describe each method of finding a job or internship?'

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We asked: 'How many applications and how many offers did you receive this fall?'

178

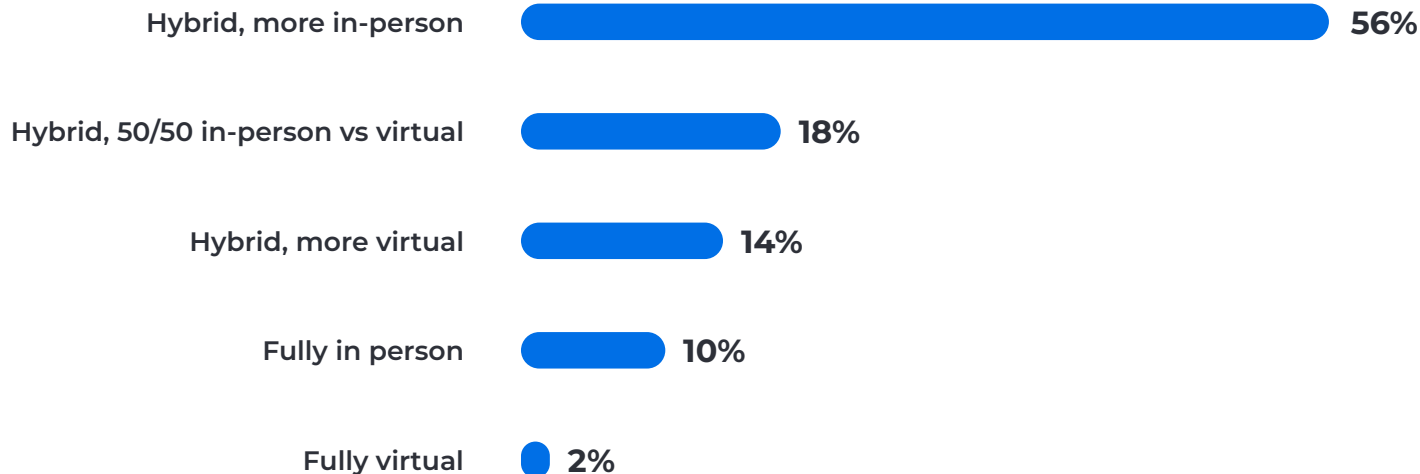
Applications submitted on average by a student job seeker

2

Offers received on average from that number of applications

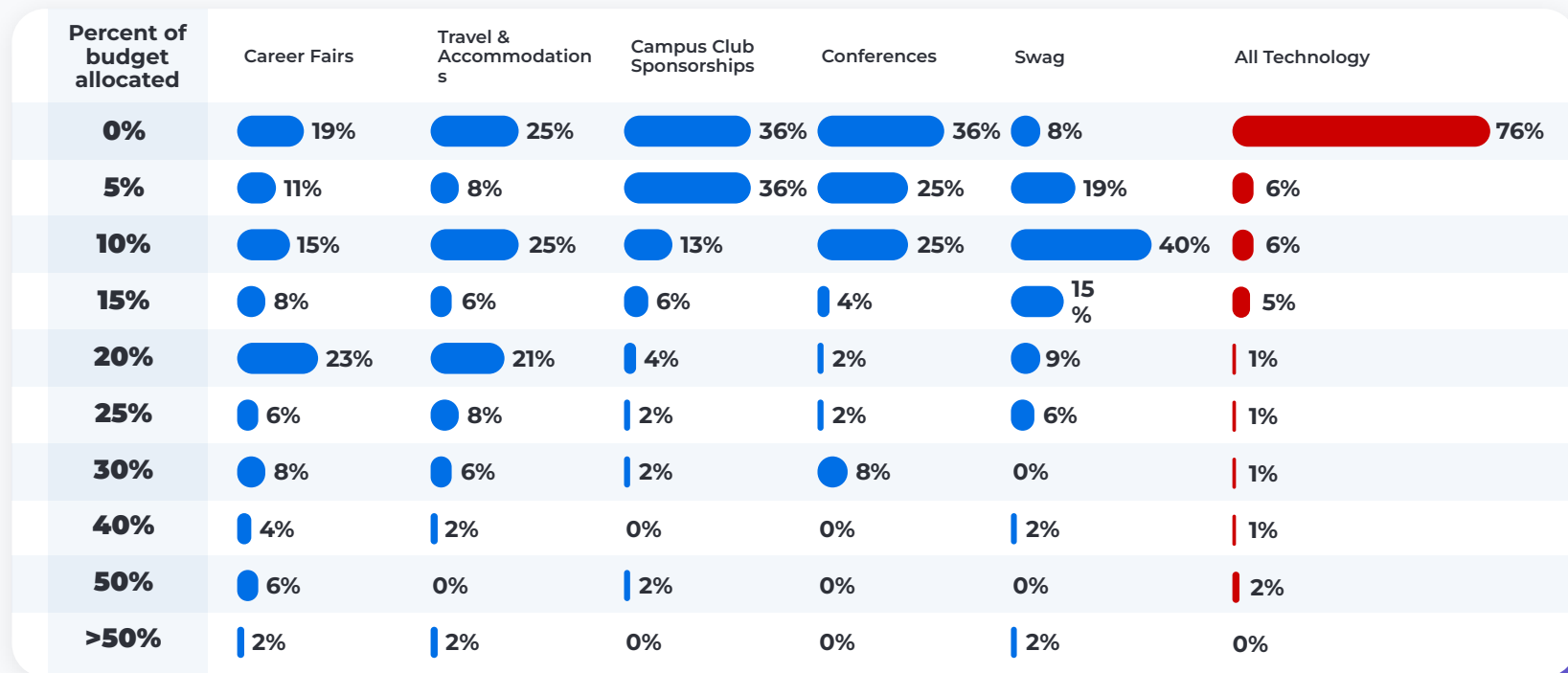
# Contrast this with the recruiter strategy: In-person strategies are most common

We asked: 'Regarding your early career recruitment strategies, please select the most accurate breakdown of the strategies (virtual vs. in-person) you are executing during the Fall 2024-Spring 2025 recruitment season.'



# In-person recruitment activities & internships biggest source of spend for teams in 2024

We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



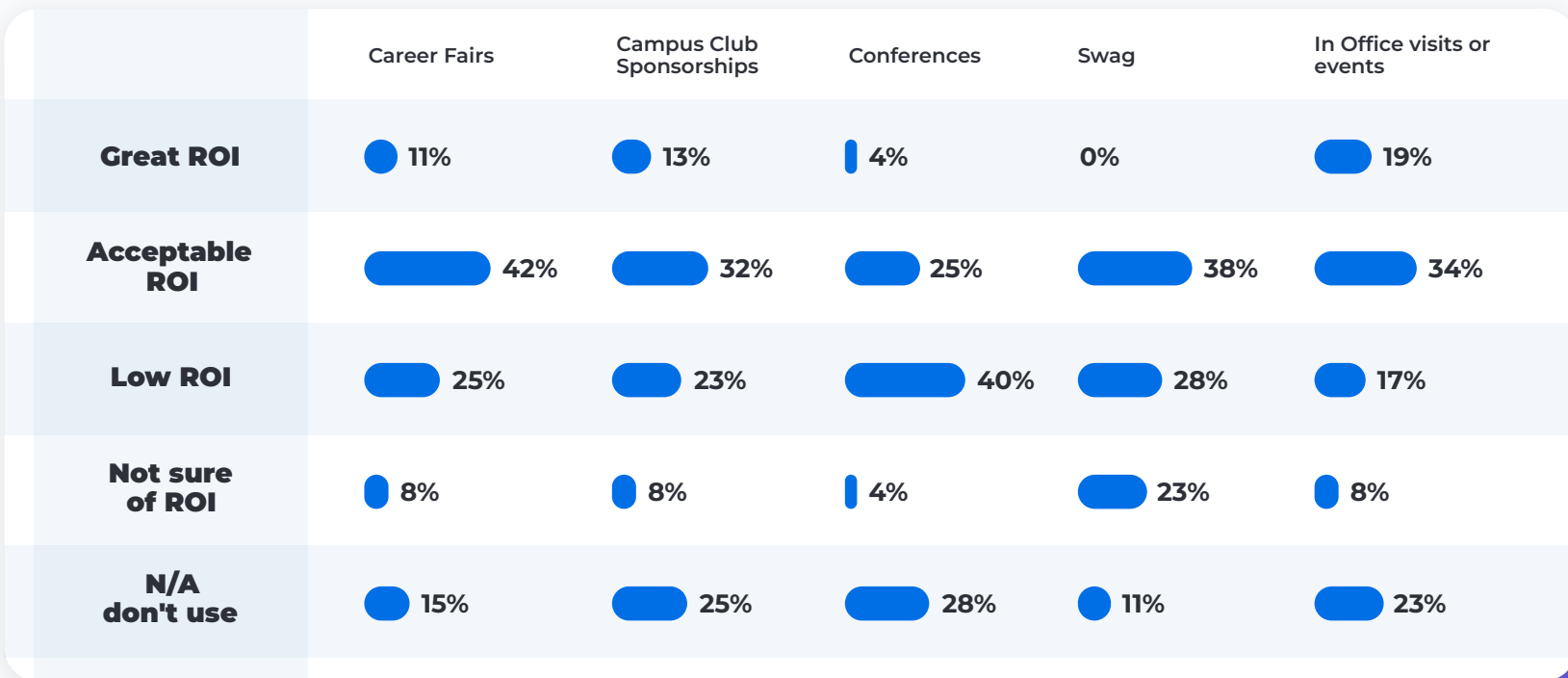
% of teams that selected option



## EVENTS TRENDS

# Career fairs, conferences, and swag have questionable ROI

We asked: 'How would you categorize the following programs when it comes to ROI for your early career recruitment goals?'



% of teams that selected option

**With these trends in mind, it's clear that teams should incorporate technology to meet Gen Z where they're at and make the process more efficient. But how?**

**Let's dive in to our real life example...**

# **Building Buy-In: Integrating New Technology While Balancing Traditional Campus Recruiting Strategies**

# About Today's Speaker



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Nguyen**

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## WORK EXPERIENCE

In this role

**1 year**  
+

Served in the same role  
at Mohawk Industries

**3 years**

And transitioned to  
**corporate** from **HE** and  
**Career Services**

**5 years**



## ROLE RESPONSIBILITIES

Managing all of our

**Core school  
partnerships**

**Volunteer recruiting  
teams**

**Campus events**

**Full-cycle recruiting**  
for intern, co-op, and  
development program hires



## ROLES WE HIRE FOR

We hire across the  
**business** roles from

**Sales, Marketing,  
Finance, Accounting,  
HR, Supply Chain,  
MIS, Computer  
Science**

to our **engineering**  
roles for

**Mechanical,  
Electrical, Industrial,  
Software, and  
Computer  
Engineering**

*The recruitment team includes Jessica, 1 recruiters and one part-time coordination and they are responsible for 500-600 interns a year and another 80-100 entry-level hires*

Before you joined the team/when you first joined the team, what was the status quo of the recruitment strategies?



### Siloed Functions

Functions were siloed and there were “campus leads” in each function that led efforts with their school partners - school partners were just picked based on where they wanted to go - a lot of alma maters, as you can imagine.



### Many events, little tracking

When I arrived, we were going to events at about 45 different schools and no one was tracking what events people were going to and how many people they were sending. Teams also weren't great at using technology to help track attendees.



### Difference in approach across business functions

- Some ‘competition’ existed between some of our teams that hire the same majors instead of it being “GE Appliances” on campus recruiting.
- Some functions had HR and HMs handling the recruiting for intern roles while my one recruiter was supporting 2 functions. This led to errors discovered after the fact of not hiring based on minimum qualifications and a lot of overworked people.

# What are the technology(s) you've implemented and what are the core use cases?

## ATS

We used SAP Success Factors at Mohawk and currently use Workday at GE Appliances



## Yello → RippleMatch

Both companies used Yello when I first started for tracking campus events and students we spoke to, along with interview scheduling at GE Appliances.

We switched to RippleMatch at both due to the small team size (myself and 1 recruiter) and needing assistance on the sourcing/applicant review front.

**What are the top  
3 challenges you  
face(d) as a lean  
team with high  
volume  
recruitment that  
technology helps  
solve?**



## **CHALLENGE 1**

**Reviewing resumes and identifying qualified candidates to screen; increasing candidate pool from more than just our partner schools.**

## **SOLUTION**

### **Using AI to speed up sourcing**

RippleMatch uses AI to help source candidates that meet our minimum qualifications while identifying those unqualified in a bucket that we can quickly disposition, cutting down on our need to open and review every resume while responding quickly to candidates. It can also be integrated with your ATS so will review and identify qualified/unqualified candidates that apply directly and aren't sourced through RM.

### **Using technology to expand reach**

Helps show our teams what other talent there is out there for them to consider - helping to fill roles when we haven't met our school quotas currently, but hoping this extends into more spots reserved for a more agnostic hiring approach using RM.

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## CHALLENGE 2

Scheduling interviews with  
teams/hiring managers

### SOLUTION

#### Finding stronger technology

**Yello** allowed us to schedule interviews right after fairs with our volunteer recruiters, but **we had to identify them ahead of time, have them complete a form of their availability, and then someone from our team had to add their schedules to Yello before the event** so they could then send emails to students to select a time.

**RippleMatch** takes away a lot of that administrative work by syncing with all of our volunteer recruiters' calendars and making it so they can easily send mass interview schedules out with just a few clicks while at an event or right after. RM also **allows them to send them the exact application we need them to apply for before the interview happens**, taking that follow up time to send links out off my recruiter's plate before she can extend offers.



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## CHALLENGE 3

### Providing Detailed Analytics

#### SOLUTION

##### Automatically generating analytics

Before, it was a manual process. Now, I can just go to our RM dashboard and see how many events we attended, how many students we talked to, where they are in our pipeline, diversity metrics,, average GPA, schools, and majors which makes reporting out to our functions and leadership much easier.

I can even see what states students are coming from which can help us identify where we should be pulling from for best conversion metrics.

# What are the primary ways you have introduced the idea of technology as a time saver to leadership and gotten buy-in to implement it?

## AI Sourcing

One recruiter filled 466 roles last year - many from our volunteer recruiters helping at career fairs and next-day interviews, but quite a lot still through her own working of reqs.

## Diverse candidate pool

We battle our teams having these school partnerships, some for 10+ years in place and we wanted to expand our applicant pool to more schools and potentially higher quality candidates.

RM allows us to still focus on our core 15 schools while also quickly sourcing on applicants from other areas of the country. We also can host virtual sessions to share about our roles with students across more than one school at a time.

## Possibility for expansion

Our TA director loved the concept and possibility of expanding RM use to Experienced Recruiting team for entry level roles they may be trying to fill - the fact that it could support multiple hiring groups was a huge selling point for cost.

# What are the most effective ways you maintain that buy-in?



## Capacity and strategic thinking

If our functions want to continue hiring at the volumes they are and want us to handle the whole process, we have to have tools to support us or we'll burn out and we won't be able to dedicate time to other parts of our jobs or strategizing ways to improve.



## Appealing to Executive Buy-in for AI

We're lucky that our President/CEO really supports AI and is constantly challenging us to find new ways to incorporate and use it to make our daily tasks faster and more effective - RM does that for us



## Showing success through candidate quality

Let candidates speak for themselves - we just got RM, but going forward, we can track applicants from RM versus career fairs and compare how they are performing, who we're inviting back, and who is converting to FT.

# What were the biggest pushbacks to implementing new technology, and how did you overcome that pushback?

**Cost**



**Trading one system for another**

**Cost was the biggest pushback and required trading one system for another.**

Needed to be useful to more than just campus - we've started with campus, but are working this year to identify other roles where RM could help, including their connections to technical colleges to help fill our technician roles.

**Learning a new system**



**Creating a framework for support and feedback**

**150+ volunteer recruiters had to learn a new system**

To overcome this, **we provided multiple trainings, feedback/Q&A sessions, added a training to our LMS, and have an entire folder in our SharePoint drive with quick how-to videos**, a step-by-step guide, and they can reach me or our RM consultant at any time for assistance.

I have also been doing feedback sessions every couple of weeks during this first recruiting season to hear what they struggled with and address concerns, but also to hear what they like about it and what's easier with the new system for them. RM makes updates/adjustments to the system based off our feedback as well.

# What are the ways you still maintain a traditional campus recruitment strategy?

## Core partner school list

We still have a core partner school list that we do on campus recruiting events with and still conduct next-day interviews, though more are happening virtually versus on campus

## Leveraging volunteer recruiters

This is a big piece of our recruitment efforts we continue to maintain. It wouldn't be possible to hire at the volume we do without their help

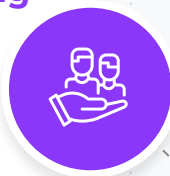
## Centralized campus recruitment under TA rather than through different functions

This has allowed us to be more strategic in what schools we go to, how much we're spending, and to send multiple functions to the same events if they're able to recruit from them

# How has incorporating technology allowed you to focus more on the personal & human elements of recruitment?

## Increased personalized sourcing & interviewing scheduling

Being able to personally invite students to apply for our roles and schedule interviews has been a tremendous help and allows us to speak to more students instead of waiting on the administrative tasks to be completed.



## Speeds up recruitment process

Makes our hiring process faster for improved candidate experience.



## Improved relationships with volunteer recruiters

These team members see us as more useful and making their lives easier instead of trying to just come in and change things/take their roles away.



## Empowers us to look at new school partners

With more efficiency, we can consider attending events with an expanded set of schools and uncover new talent pools.



# What are the most useful metrics you can track by adopting new technology?



**Being able to see quickly how many students go apply to our roles** after a career fair/other campus event



**Seeing how many students we've talked to**, average GPA, top list of majors, top list of schools, and where students are located is valuable



**Seeing how many offers/acceptances** we had from this most recent period of events

# What closing advice do you have for lean teams with traditional strategies that want to incorporate new technology into their process, but are facing challenges?

**A system could replace a head count and be cheaper than one, especially if you have a leader telling you there isn't budget for another person on the team**

In my previous role, I was told I could get a system or another person - the system was cheaper but kept our workload manageable and gave me a little money towards other things.

**Have champions of new technology in place.**



Some of our volunteer recruiters played around with RippleMatch long before campus events started. We were able to use them as examples and have them talk about how much easier they found the process than our last one.

**Have lots of resources available!**

Understand there will be pushback, learning curves, and bumps in the road so when they happen, you don't get discouraged by them and can keep the teams happy and understanding of hurdles/challenges you might face as a group but that you'll also solve together to keep their buy-in.



**Q&A**