A Guide to University Recruiting In the Mass-Apply Era

Introduction

AI and automation are **reshaping** early-career recruiting

Candidates are applying **faster and more broadly** than ever

Today's challenge: **standing out and screening at scale**

What is the Mass-Apply Era?

70%
of students

use AI tools in their job/internship search

71%
of students

apply to *more* jobs than they would have otherwise

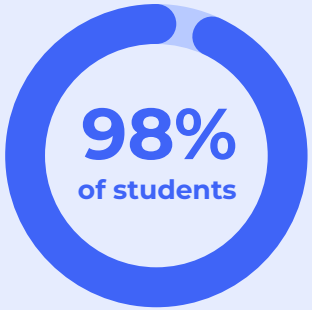
Recruiters face

record-high volume

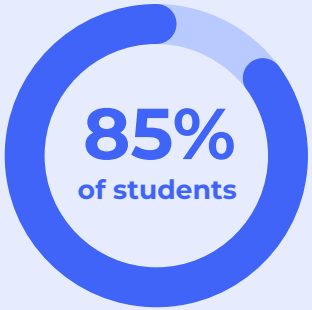
with less clarity on quality

CAREER READINESS

The Disconnect



feel confident in professional communication



say they're ready to learn new tools on the job

60% of employers have fired a Gen Z employee

Signals a gap between **perceived** and **actual** readiness

CAREER READINESS

Solutions

To bridge the gap:

- **Help students build job-relevant skills *before* applying**
- **Offer realistic interview practice tools**
- **Meet them online, not just at career fairs**
- **Use platforms that highlight fit *and* help candidates self-assess**

SOURCING

Traditional Volume ≠ Quality

More applications

doesn't mean

more qualified candidates

High volume creates

a false sense

of hiring pipeline strength

Many employers still miss **key skills** or **diversity targets**

SOURCING

4 Smart Strategies

Audit gaps
in both current and past pipelines

Integrate skills assessments
at the top of the funnel

Use sourcing automation
(e.g., RippleMatch) to find aligned talent

Go beyond "top schools"
—focus on capabilities, not just pedigree

SOURCING

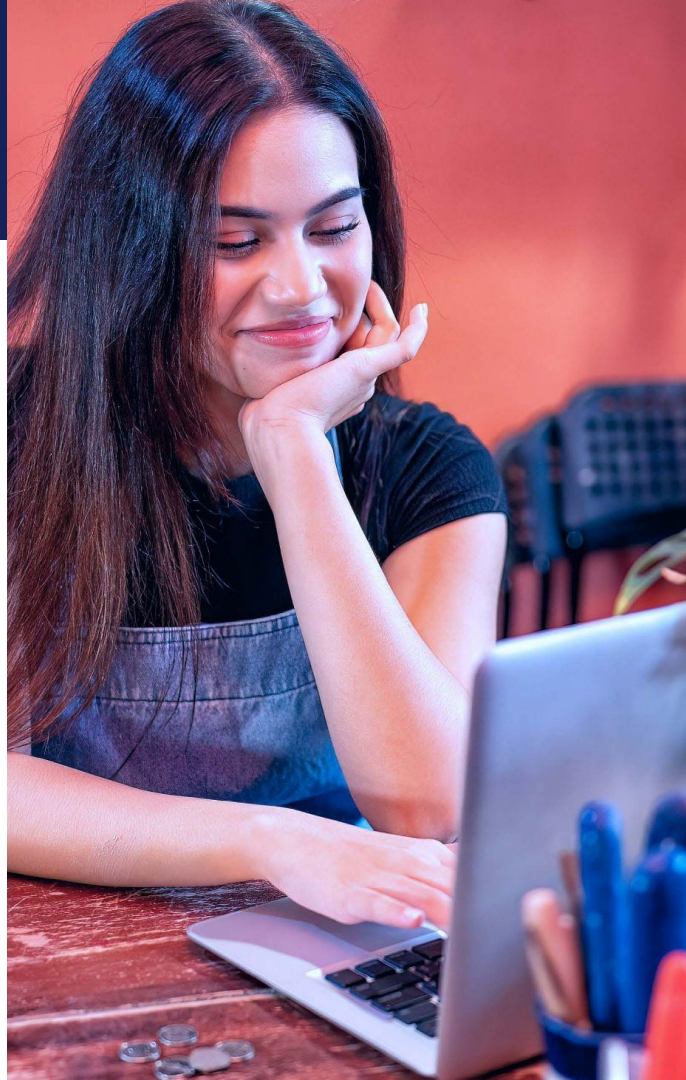
Nonprofits + Top Talent

Partner with orgs like ColorStack, Black Career Women's Network

Reach underrepresented groups preparing for tech careers

CodeSignal's data-driven ranking shows top CS talent isn't just Ivy League

Schools like Stony Brook and San Jose State made the Top 10



SCREENING

The Resume Bottleneck

Recruiters spend just
6 seconds
per resume

98% of candidates
are rejected
—often with minimal review

This method isn't **scalable or inclusive**

SCREENING

Why Skills Assessments Win

Assessments offer **objective evaluation** over credentials

Help **surface talent** with non-traditional backgrounds

Look for tools that **integrate with your ATS** to streamline sending

Managing AI in Technical Assessments

If you're **AI-cautious**	If you're **AI-supportive**
Use tools that **flag** suspicious patterns or AI-generated code	Use tools that allow candidates to **collaborate with AI**
Look for **telemetry-based** trust scoring	Assess how they problem-solve using **real-world tools**

INTERVIEWING

Structure = Fairness

Structured interviews lead to

- **Reduced bias via consistent processes**
- **Better interviewer prep and alignment**
- **Smoother candidate experience (e.g., warm-up → hard questions)**

INTERVIEWING

Speed + Tools Matter

70% of Gen Z expect updates every 5–7 days—even at the interview stage

Scheduling delays = drop-off risk

Use tools
(e.g., **RippleMatch Interview Scheduler**) to move fast

For technical roles:
CodeSignal's live IDE
simulates real dev work

OFFER RENEGES

Why They Happen

60% keep job searching *after* accepting

Up to 25% renege on offers

Why?

Better compensation

Stronger alignment elsewhere

Fear of missing out (FOMO)

OFFER RENEGES

How to Prevent Them

1. Ensure offer is aligned with their long-term goals
2. Clearly communicate the value of the role
3. Stay in touch post-offer (don’t go silent!)
4. Set clear expectations for what’s ahead
5. Always have a backup candidate in play

Winning the Mass-Apply Era

Small teams can hire **smarter, faster**—with the right tools

RippleMatch helps you **source, schedule, and engage**

CodeSignal helps you **assess, simulate, and streamline**

Let's make early-career recruiting **more intentional**—and **more human**

Questions