

# **Fast-Tracking Gen Z Hiring: How to Find and Engage Early-Career Talent with a Short Timeline**

# Session Speaker

**I run community, insights, and brand at RippleMatch. I foster educational programming for the university recruitment community and conduct our research on Gen Z & talent trends. Connect with me on LinkedIn to stay in touch!**



**Kate Beckman**

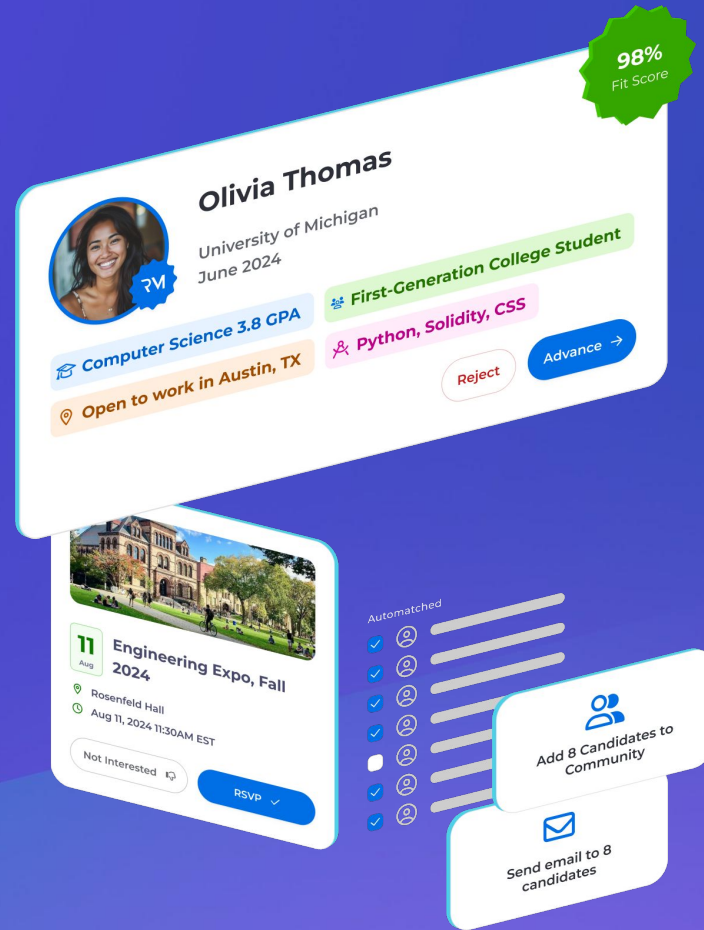
Director, Community  
and Insights

**RIPPLEMATCH**

# 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

- **Community Poll: The Landscape of Fast-Tracked Hiring**
- **Section One: Backfilling Due to Reneges**
  - Why candidates renege
  - How to backfill strategically
  - Preventing reneges in the future
- **Section Two: Building a Gen Z pipeline on short notice**
  - Where to look
  - Strategic optimizations
- **Onboarding & retention**
- **Q&A**

INSIGHTS

# Community Poll: The status of hiring right now

## POLL NO. 1



**If you are actively hiring interns & entry-level talent right now, what is the main reason?**

- **Need to make last-minute hires due to reneges**
- **Need to make last-minute hires due to requests for more headcount**
- **Got a later start to traditional campus hiring and are still filling our normal headcount**
- **Decided recently to hire interns or entry-level talent**

## POLL NO. 2



**Have you experienced reneges  
this year from interns or  
entry-level hires?**

**Yes**

**No**

## POLL NO. 3



**What was the most common reason candidates provided for renegeing on offers?**

- **No reason given**
- **Another company is offering higher pay**
- **Another company is better cultural fit**
- **Preferred work format at other company**
- **Preferred location at other company**
- **Disagree with recent company business choices**



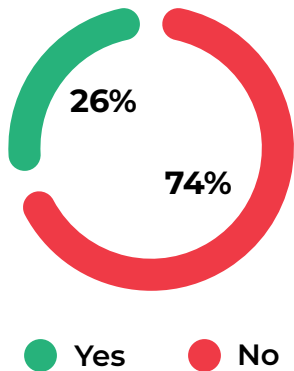
## SECTION ONE

# Backfilling due to reneges

We'll be looking at data points collected by surveying 1,000+ Gen Z candidates in the last 6-12 months (and beyond, if relevant)! RippleMatch regularly surveys our Gen Z user base to understand the latest behaviors and expectations of early career candidates.

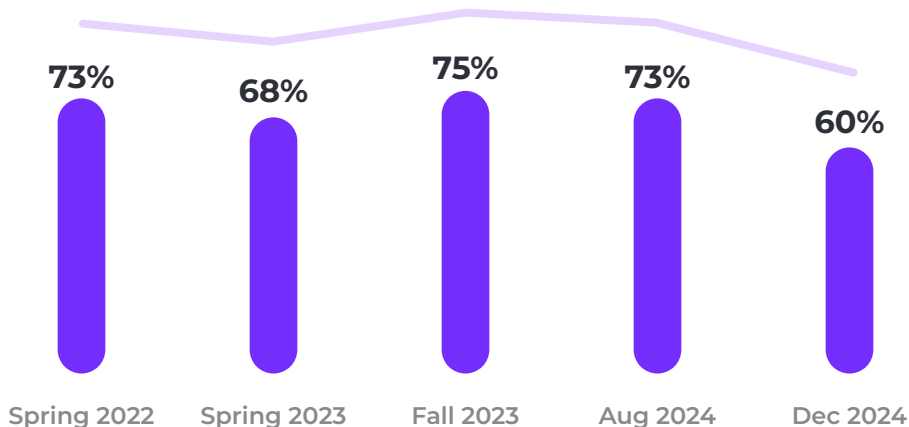
# The data on reneges: For years, Gen Z is likely to renege or continue searching for offers though the trend may be declining

Have you reneged on an offer for a new role?



April 2024

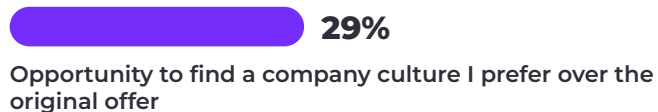
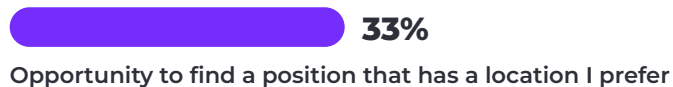
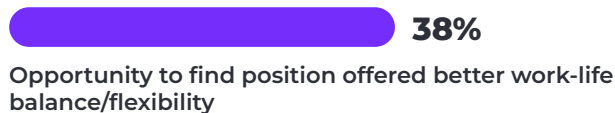
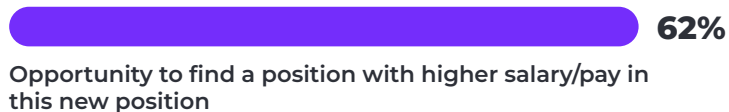
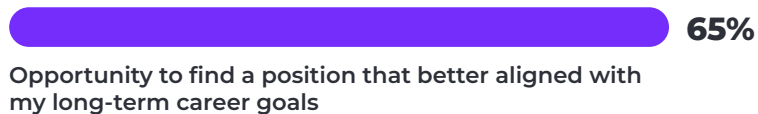
If you accepted an offer and a 'better' one came along, you rescind your original offer?



*% of candidates that said 'yes'*

# Why do they renege? Consistent data points to compensation and career goals

We asked: "What would be the reasons you would continue to passively search for another role?"



# Responding to reneges right now



## Start with a B-list

Rather than starting from scratch for 1 or 2 roles, circle back to the list of runner-ups for the role. There's a chance strong candidates may not have found a role yet!



## Turn recruiting back on in strategic places

Posting on a job board and getting thousands of new apps won't be very helpful for a quick fill. If you can be selective, choose strategic platforms like RippleMatch to post your role.



## Consider if it needs to be backfilled

Reneges happen – if it's just 1 or 2, consider how you can absorb the lower headcount into other responsibilities rather than scrambling to fill the role.

# Preventing reneges next year: 4 ways to strategize



## Refine interview & offer process

- Candidates care most about comp & career fit when assessing offer
- Does your interview process properly showcase those elements, and is there proper time for candidates to understand the full value of an offer (not just the \$ amount!)



## Integrate them into company community

- In addition to checklists, candidates want to connect with other interns, company mentors, and managers
- Identify the appropriate time to do this and ensure candidates know when they can expect these connections



## Craft a consistent comms strategy

- Candidates want to hear from you every 4-6 weeks after accepting an offer
- They want clear checklists of what to expect prior to their start date
- General company news is least valuable to them



## Make sure they know the stakes

- Candidates might not know that reneging takes the opportunity away from others
- Before they accept the offer include a reminder about how accepting an offer is a true commitment and they should be confident and excited in their decision

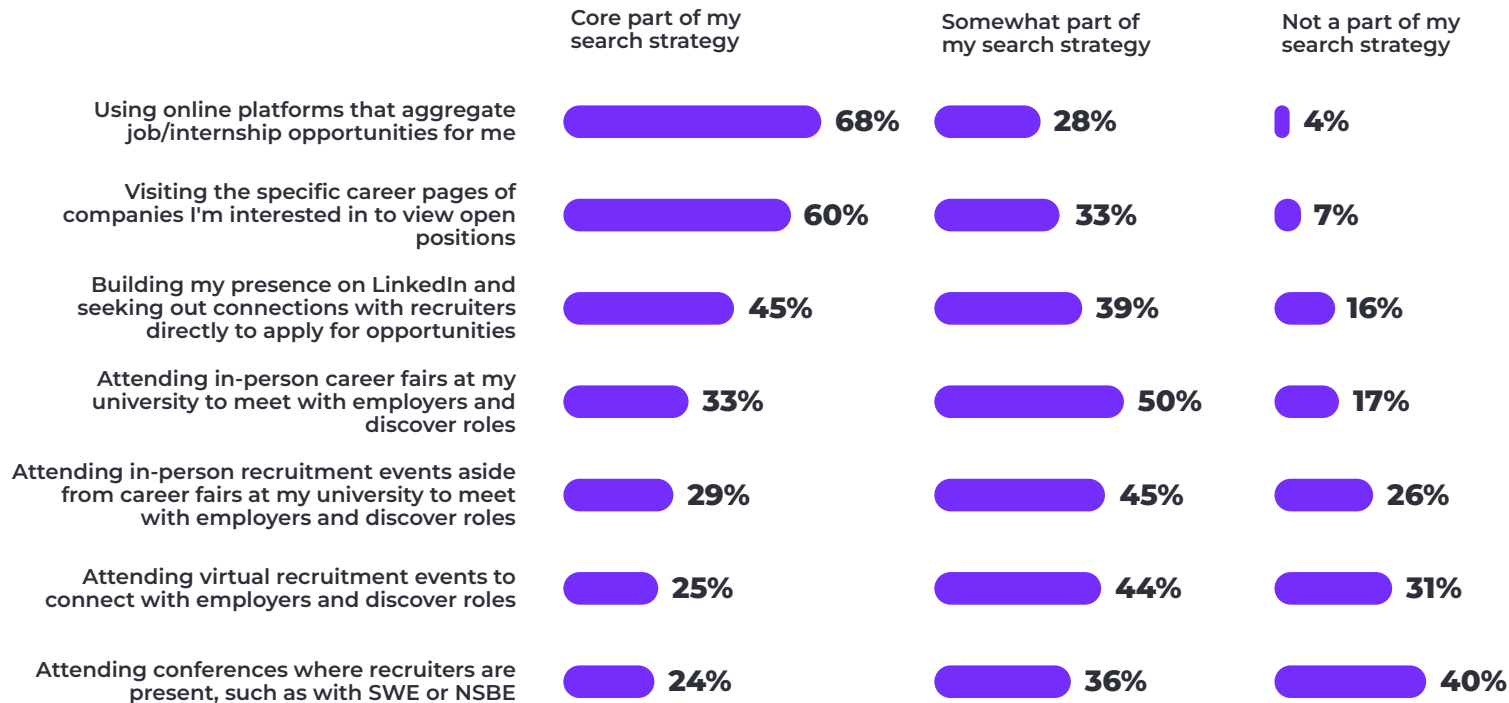
## SECTION TWO

# Building a Gen Z talent pipeline on short notice

# Where to Look

# Gen Z job search largely taking place online

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





# Focus your short-notice methods on the place where candidates are searching most often

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



## Online platforms that aggregate jobs

68% of candidates say that online platforms are a core part of their search, higher than anything else



## Visiting career pages

60% head directly to a company's website



## Networking on LinkedIn

Students don't want to be confined to where they're physically located

## Building your pipeline: Choose strategic platforms



### Online platforms that aggregate jobs *How to improve your strategies*

#### Challenges to be aware of

- Candidates often leverage job boards for mass volume applying – you don't want higher volume of unqualified candidates
- Many online sites don't have sophisticated recommendations for early career talent

#### Best way to optimize

- Invest in online job platforms that focus on quality recommendations, not just volume (like RippleMatch)
- Add clear criteria/screening to limit number of unqualified candidates (or find a software that helps)

# Leveraging your career page for talent discovery



## Maximizing your career page *How to improve your strategies*

### Challenges to be aware of

- Posting roles with a short turnaround may not capture the casual browsers
- Candidates may mass apply for roles they aren't qualified for just to get on the company radar
- You may have limited influence on overall company career page

### Solutions to optimize

- Include your role in a 'hiring right now' or high visibility section on your page
- If you've included a CTA for a talent community on your career page previously to capture casual interest, now is a great time to email warm, already interested folks about the open role

## Networking in action



### Leveraging LinkedIn *How to improve your strategies*

#### Challenges to be aware of

- Your team members might not have a broad network on LinkedIn and might not know what to post
- Encouraging connections/interactions on LinkedIn aren't always efficient and can result in spam from students, especially to those who aren't relevant

#### Solutions to optimize

- Choose key team members to post about the role on LinkedIn
- Craft messaging and clear instructions for recruiters or team members to include in the post
- Establish a system to screen or fast-track recommended candidates on LinkedIn if you choose to prioritize recs in this way

# **Other key optimizations for recruiting Gen Z quickly**

# Pay transparency impacts interest for half of candidates

We asked: 'If you are interested in a role but a company does not have a salary/pay range displayed on their job/internship listing, are you less likely to apply?'

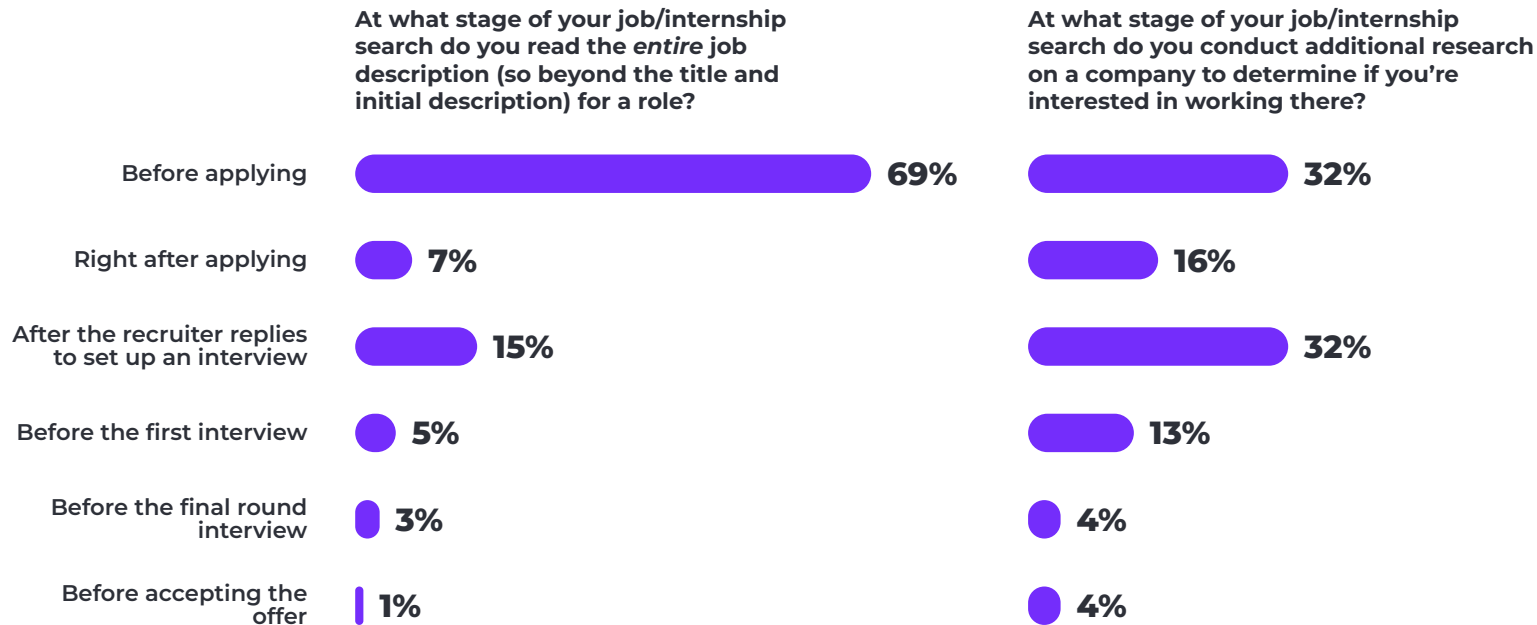
Yes I am less likely to apply;  
I don't want to waste my time  
if it is not in my ideal range



No I am not less likely to apply;  
I will wait and see what the  
pay range is in the interview  
process



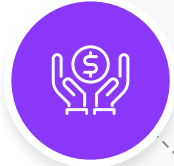
# Candidates most likely to conduct research on company before applying and when a company reaches out for an interview



# Anatomy of a Gen Z-friendly job description

## List pay range

Candidates are less interested in roles without pay listed. Including pay ranges can also filter out candidates with certain expectations.



## Hard requirements

If you have any disqualifying requirements (or require things like relocation!) list these in the JD so candidates can filter themselves out.



## Clear role function

Candidates care about career fit. Be clear in your JD about what they will do and how it fits in at the company.



## Relevant company info

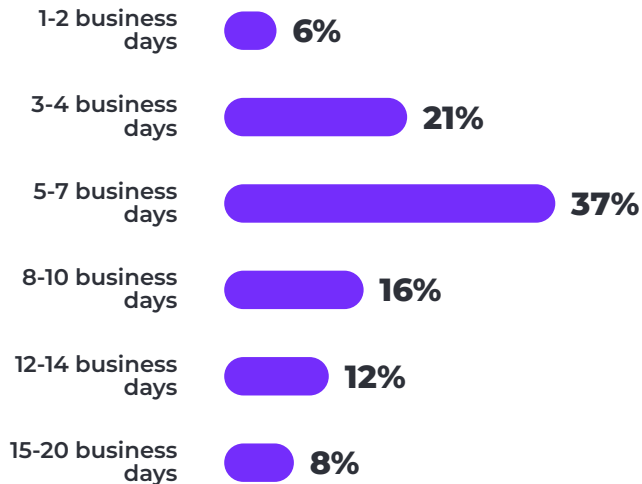
Candidates don't typically do additional research outside the JD when applying. Include any important info on your company in the JD.



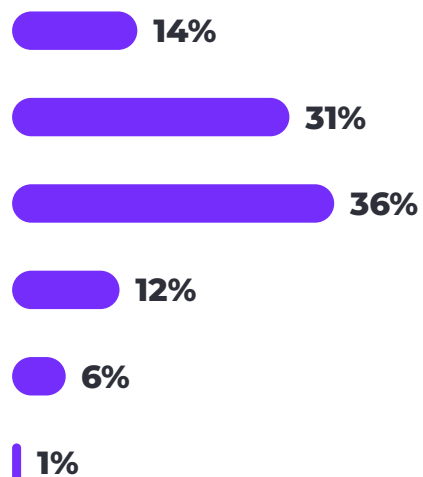


# Candidate expectations to hear back at all stages of hiring process are within 5-7 day range

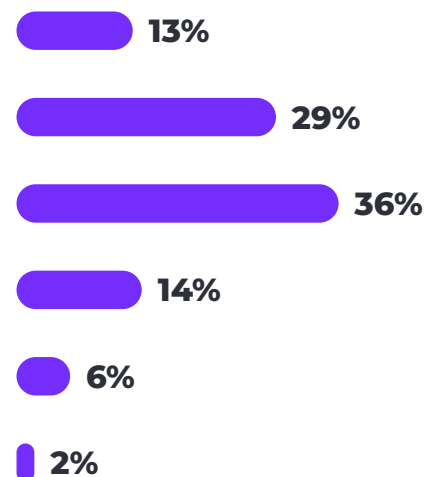
After submitting an application, what is your expectation of how quickly you should receive a notification that you are being selected for a first round interview or rejected for the role?



After completing a first-round interview, what is your expectation of how quickly you should receive a notification that you are being moved forward or rejected for the role?

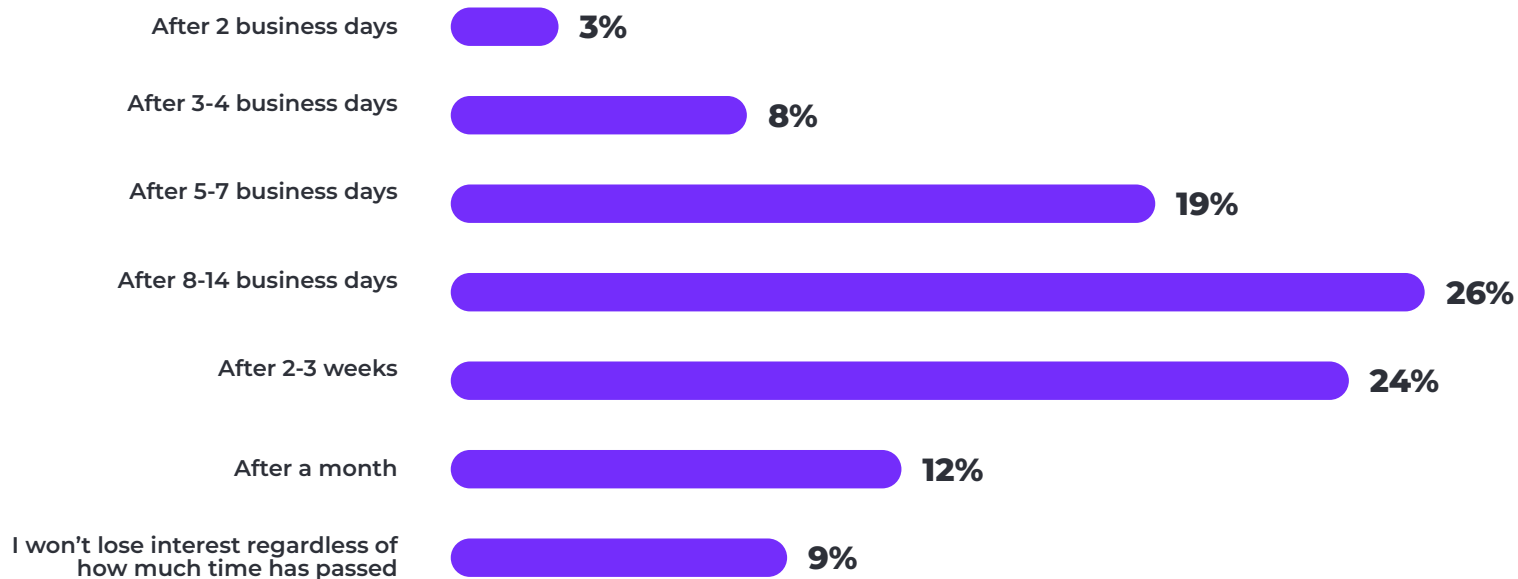


After completing all interviews and assessments, what is your expectation of how quickly you should receive communication that you are being offered a position or rejected for the role?



# Candidate lose interest within 2 weeks of applying

We asked: 'If you don't hear back from a company initially after submitting an application, after how many days do you begin to lose interest in their role, even if they were to eventually respond?'



# The importance of speed when fast-tracking hiring

## Respond to candidates within 5-7 days

Candidates have a high expectation to hear back from employers quickly, even losing interest after 2 weeks of no communication. Adopt a system to keep communication flowing.

## Identify where you can streamline the process

When you're facing a tight hiring timeline, identify the areas you can speed up the process. Are there blockers that come up from other departments? Is scheduling creating a backlog? Clear the obstacles to move quicker.

## Have onboarding materials ready to go

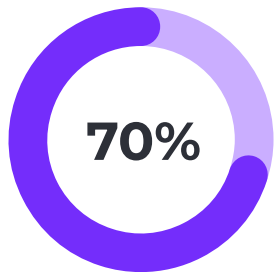
When candidates do accept the role, be ready to give them the necessary info to join the company so they feel at ease – from start dates to community connections.

### SECTION THREE

# Making the most of it: Successfully onboarding and retaining Gen Z

# Candidates have moved away from traditional career development sources in favor of technology

Do you use AI tools to assist with your job/internship search?



*of candidates answered 'Yes'*

Which of the following ways do you leverage AI while applying and interviewing for internships/jobs?

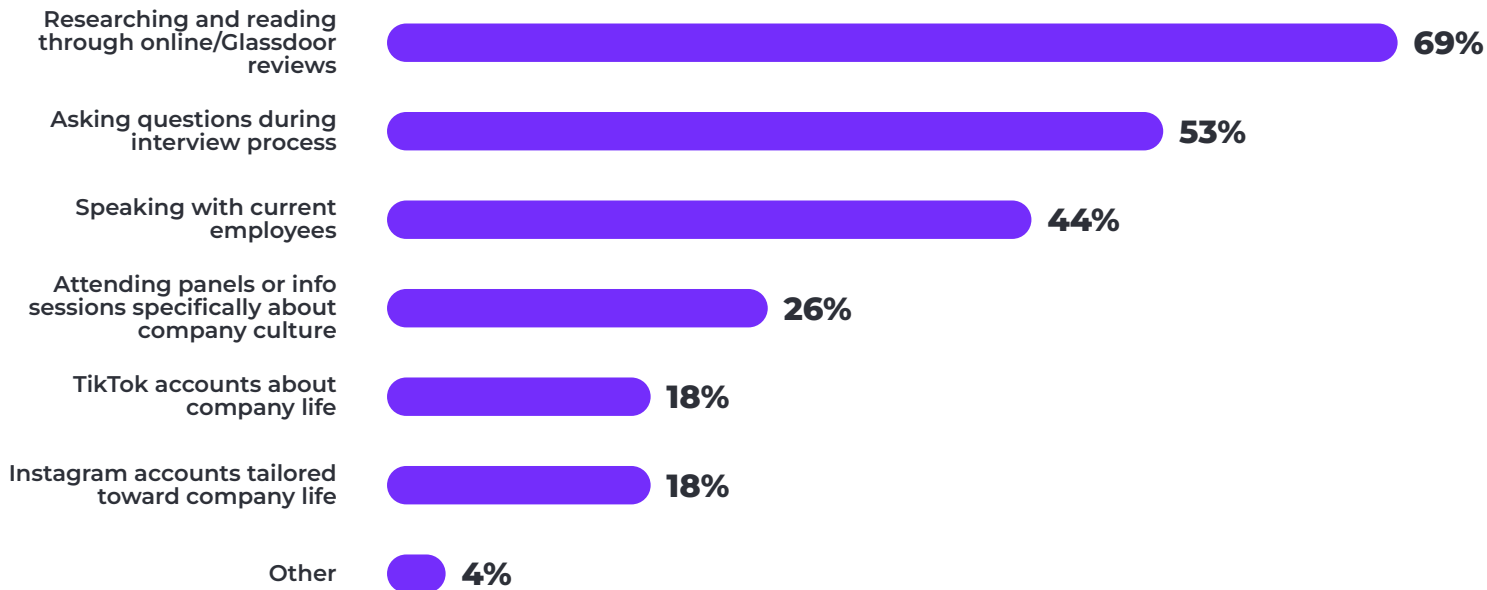


**29%**

*of candidates in a separate survey say they turn to career services for career guidance and help*

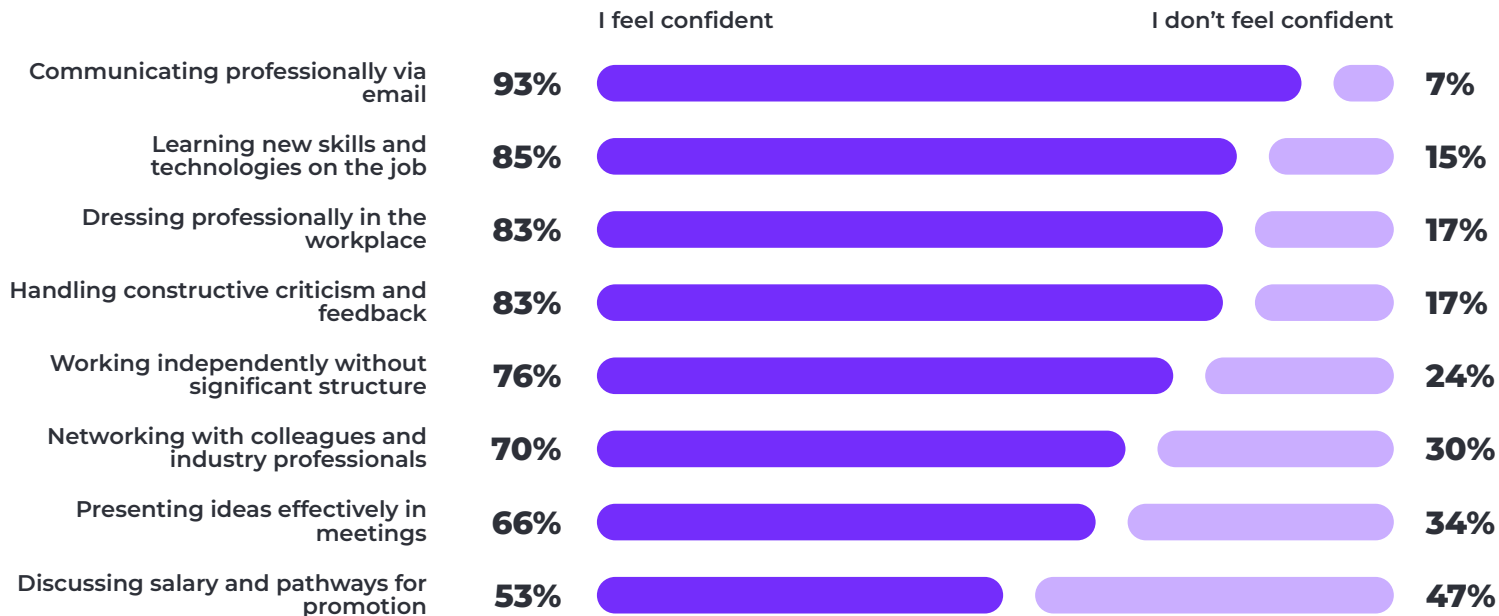
# Candidates leverage online reviews and interview questions to assess company culture

We asked: 'When interviewing for a role, how do you assess an organization's culture before joining?'



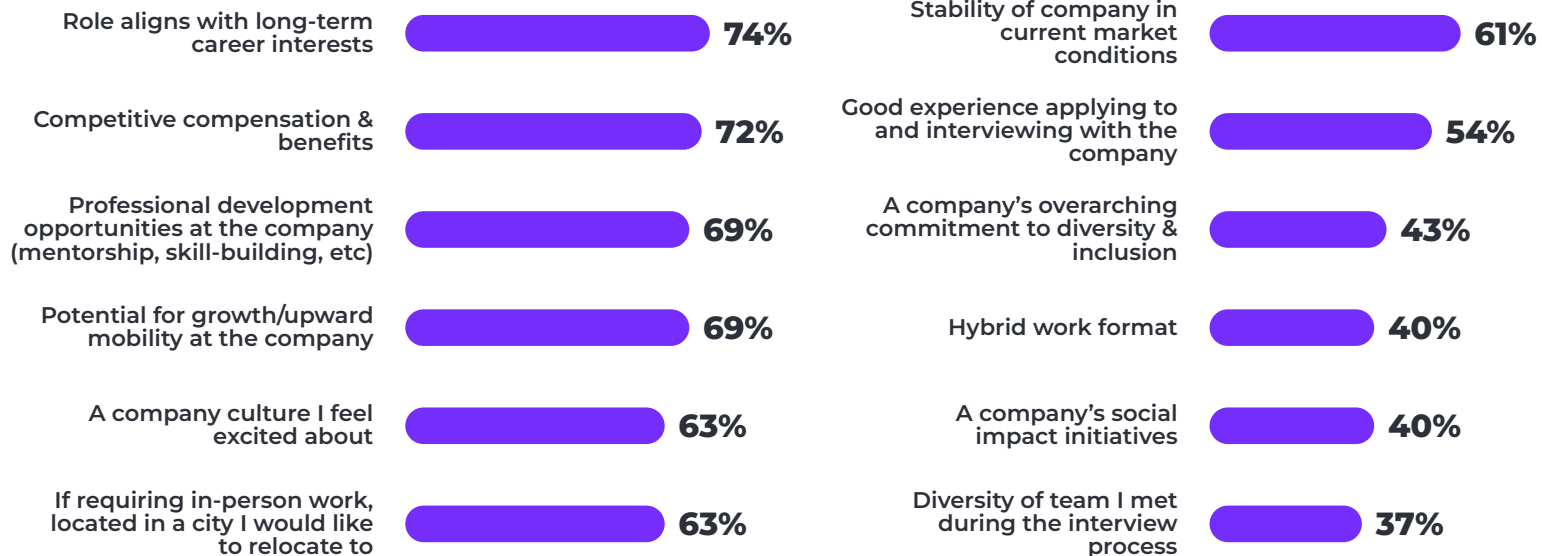
# Candidates feel they're prepared for the workforce

We asked: 'When entering the workforce this upcoming summer, either through an internship or a full-time role, please share how you are feeling about your skills/knowledge in the following areas'



# They also care about career progression & development

We asked: 'Which of the following are the most important factors that would influence you to accept a job or internship offer?'



\* Share of respondents that answered 'Very Important'



## However, many workplace managers don't find Gen Z prepared for the workplace or ready to progress



**6 in 10**

employers have fired a  
Gen Z employee



**46%**

say Gen Z lacks  
motivation



**44%**

say Gen Z lacks  
professionalism

# Tips for solving the disconnect: onboarding & managing Gen Z

## Mandatory onboarding for expectations

Gen Z employees have witnessed changing expectations and requirements in the last 5 years since COVID. How would they know what is the current work landscape? Create programming for the first few weeks on the job that cover professionalism, communication, and more.

## Communication & feedback loop

Feedback can be uncomfortable, but be prepared to tactfully give feedback to your Gen Z employees and let them know to expect feedback. Interns & new grads might not be used to receiving constructive criticism, so set expectations as to why it's important and how it will happen.

## Take time to learn about their expectations

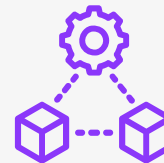
In addition to giving feedback, take the time to listen and understand what expectations Gen Z has around the workplace. Friction could stem from simple misunderstandings around what's expected in the workplace.

# Final Takeaways

## Make the most of job descriptions

For quick hiring, this is important real estate – be specific and intentional when writing these.

## Choose technology strategically



Whether you're backfilling for reneges or building a pipeline from scratch, choose the right technology to help you

## Communication is key

Whether you're prioritizing quick response times for candidates or connecting with new hires, Gen Z candidates appreciate transparent and frequent comms

**Q&A**