

Intern to Insight: Making the Most of Summer Internships to Refine Your Gen Z Talent Strategy



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Today's Agenda

- Welcome & Introduction
- Brief Insights
- Panel Discussion: Refining Your Gen Z Talent Strategy Through Internships
- Q&A

Introducing Our Panelists



Julia Szukala

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Panelist Introduction



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Panelist Introduction



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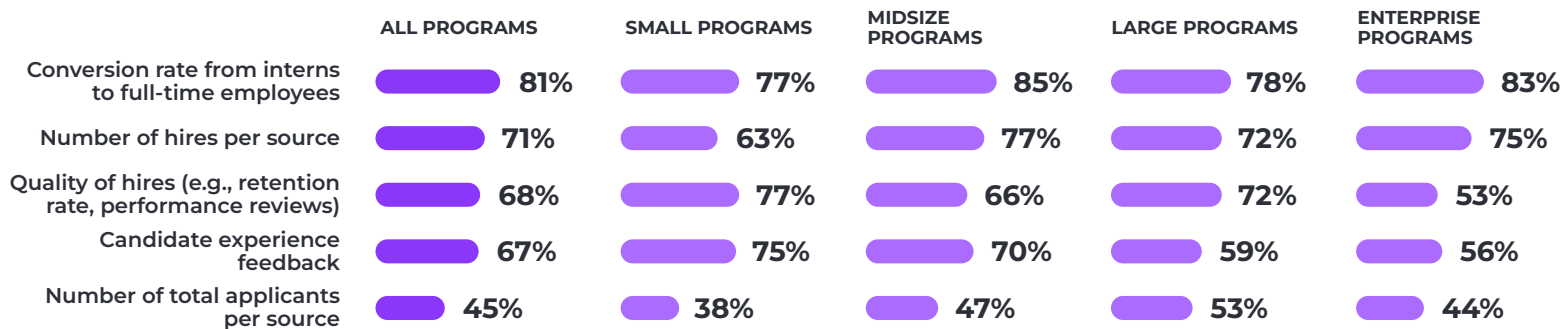


DATA INSIGHTS

Connecting with Gen Z Through Internship Programming

Employers & Students Agree: Internships should lead to full time employment

How do you measure the return on investment (ROI) for your university recruitment efforts?'



What do you hope to get out of your summer internship? Please rank which are most important, with 1 being the most important and 8 being the least. *(Below is the average selections, ranked)*

1 A return offer for a full-time role

2 Experience working on a real-world projects

3 New/more developed hard skills

4 Expanded professional network of folks more experienced than me

5 A reliable income for the summer

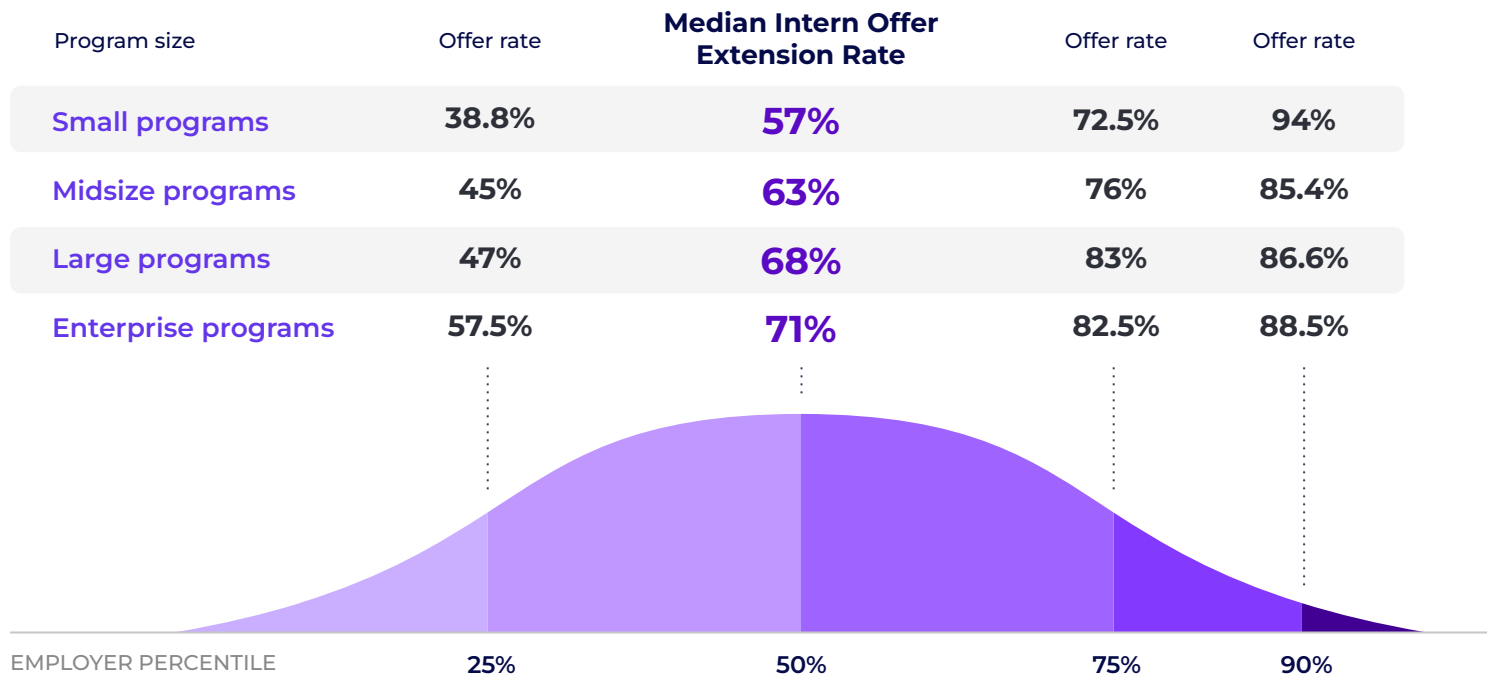
6 Expanded professional network of peers

7 New/more developed soft skills

8 Exposure to a new city

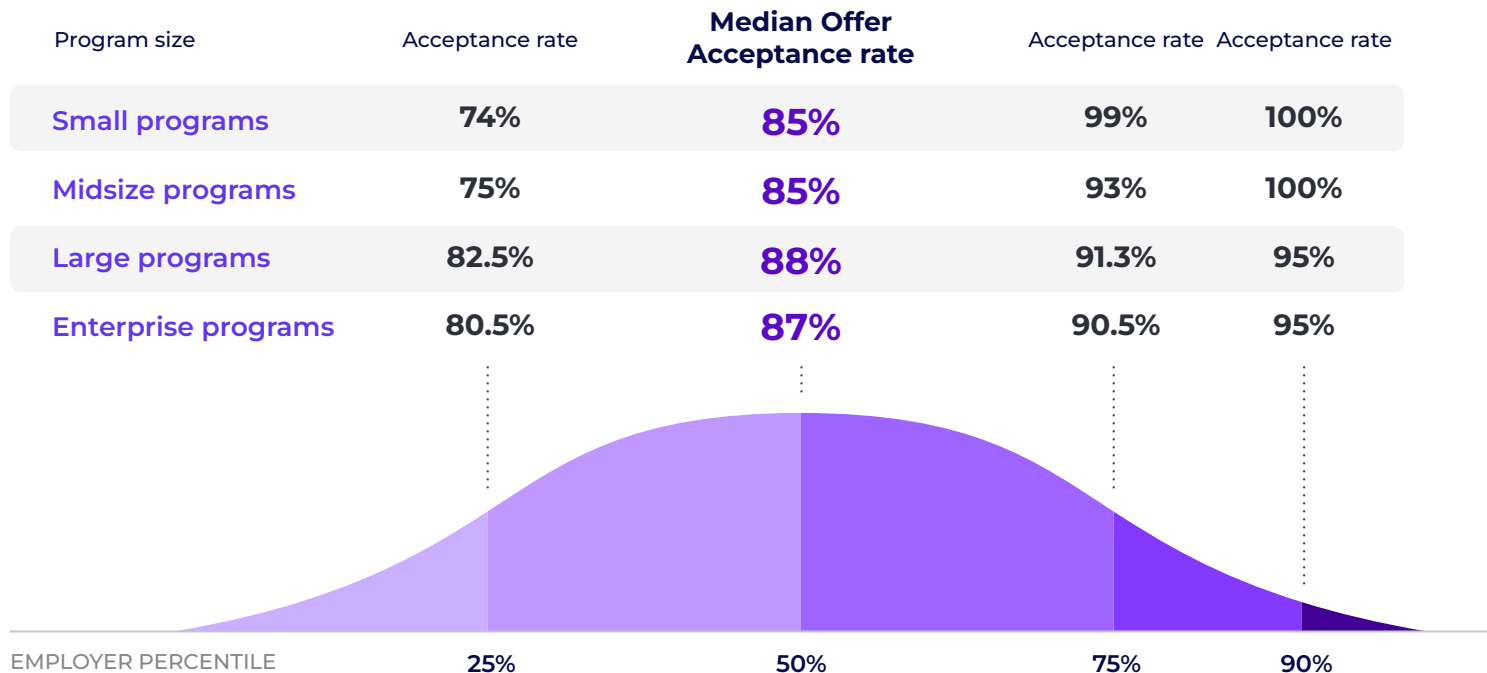
For employers, median offer extension rate exceeds 50%

We asked: 'One key sign of a standout internship and dedicated early careers program is an **'intern return rate'** – the percentage of interns that return as a full-time employee the following year. This year, what percent of your eligible interns did you extend return offers to?'



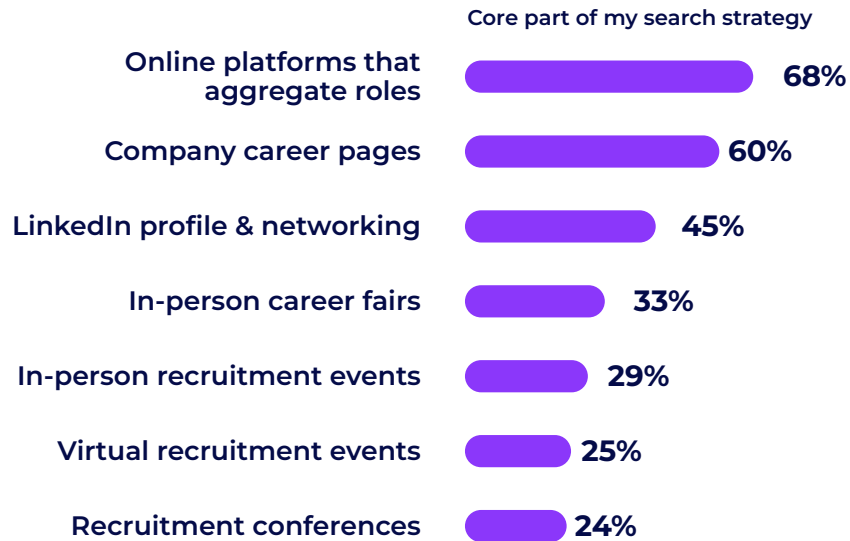
For interns, most accept return offers from top programs at a fairly high rate

We asked: 'This year, what percent of your interns that received return offers accepted those return offers?'

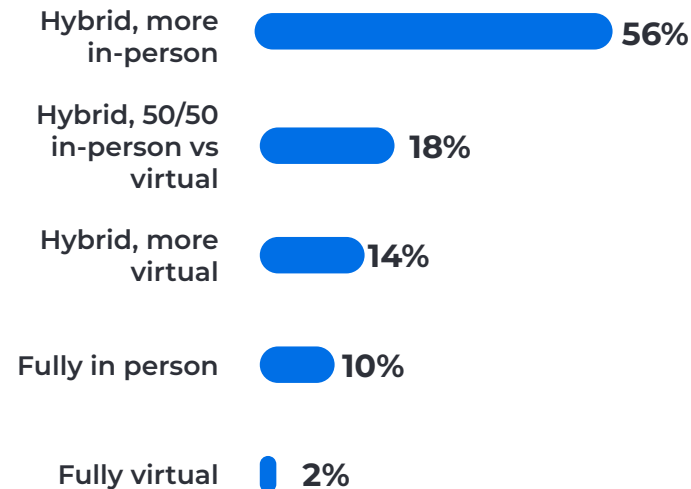


Candidates vs. Employers have differing approaches to the recruitment process

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

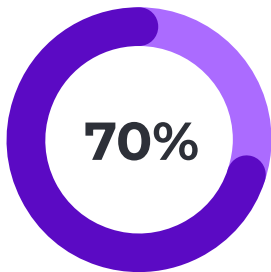


We asked recruiters: 'Please select the breakdown of the recruitment strategies (virtual vs. in-person) you are executing during the Fall 2024-Spring 2025 recruitment season.'



Candidates are also turning away from the 'traditional' sources of career guidance and towards AI

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

And finally, willingness to renege continues to stay high for Gen Z candidates

We asked: 'If you accept a job or internship offer, do you plan to continue to passively search for opportunities in case a better one comes along?'

Yes



60%

No



40%

'What would be the reasons you would continue to passively search for another role?'



Opportunity to find a position that better aligned with my long-term career goals



Opportunity to find a position that has a location I prefer



Opportunity to find a position with higher salary/pay in this new position



Opportunity to find a company culture I prefer over the original offer



Opportunity to find position offered better work-life balance/flexibility



Opportunity to find a position that has better job security



Opportunity to use a new role as leverage to receive higher pay from my current role



Other

With all these trends in mind, internship season presents an opportunity to answer some of the following questions:

1

How can we better understand Gen Z talent to improve the success of fall recruitment?

2

What keep-warm strategies actually work on Gen Z talent today? How early should these start in the fall?

3

What are the best ways to gather these insights during the internship season?

Panel Discussion

Q&A