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2020 Student &
Fall Recruiting Surveys

Student Survey

As students pivoted to remote learning in the midst of COVID-19, career services staff shifted their career fairs from in-person to virtual using the virtual career fair module. Symplicity surveyed students on what makes a successful virtual career fair.

75% OF STUDENTS HAD QUALITY OVER QUANTITY INTERACTIONS

90% OF STUDENTS WOULD ENGAGE WITH A PROSPECTIVE EMPLOYER IN A VIRTUAL CAREER FAIR

68% OF STUDENTS PREFER VIDEO CHAT OVER TEXT

61% OF STUDENTS SEEK 1:1 INTERACTIONS IN A VIRTUAL CAREER FAIR
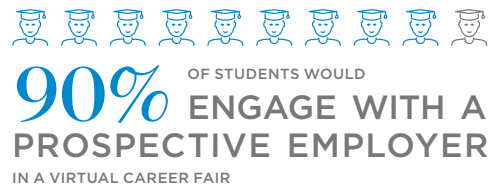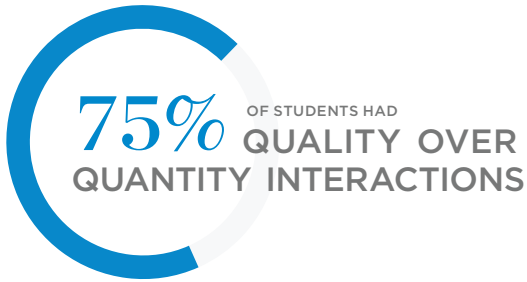
WHAT DO STUDENTS WANT IN A SUCCESSFUL VIRTUAL CAREER FAIR?

"[The] ability to have meaningful conversations with employers...the option for video chatting to enable a more realistic conversation to occur. This could be an additional option for employers to get to know the candidate more."

"Host employers who are actively looking to hire college students and recent graduates. More diversity in majors is also necessary for career fairs instead of just having people looking to hire finance and accounting majors."

VIRTUAL CAREER FAIRS WITH SYMPLICITY

Having video capability for a virtual career fair was incredibly important to students surveyed. Those surveyed strongly wanted to engage in meaningful conversations with employers without having to wait in a long queue. Students and employers also wanted to have an equal opportunity to the information they shared. Employers wanted to readily have a student's resume on hand, while students wanted to know about open positions at a company.

We listened by bringing full transparency and direct communication tools to the virtual career fair experience.

Symplicity's virtual career fair video chat capabilities are compatible with Zoom, Microsoft Team, WebEx, and other video conferencing platforms. to streamline your engagement with students. Students can upload their resumes for employers to view, and employers can provide students with data on job descriptions, employer positions, and contact information. Students can also actively view job postings to see which positions employers are actively recruiting to provide students with the power of full transparency.

With Symplicity, career services staff can analyze one-on-one interactions, group chats, employer-student chats, and more with full customization capabilities.
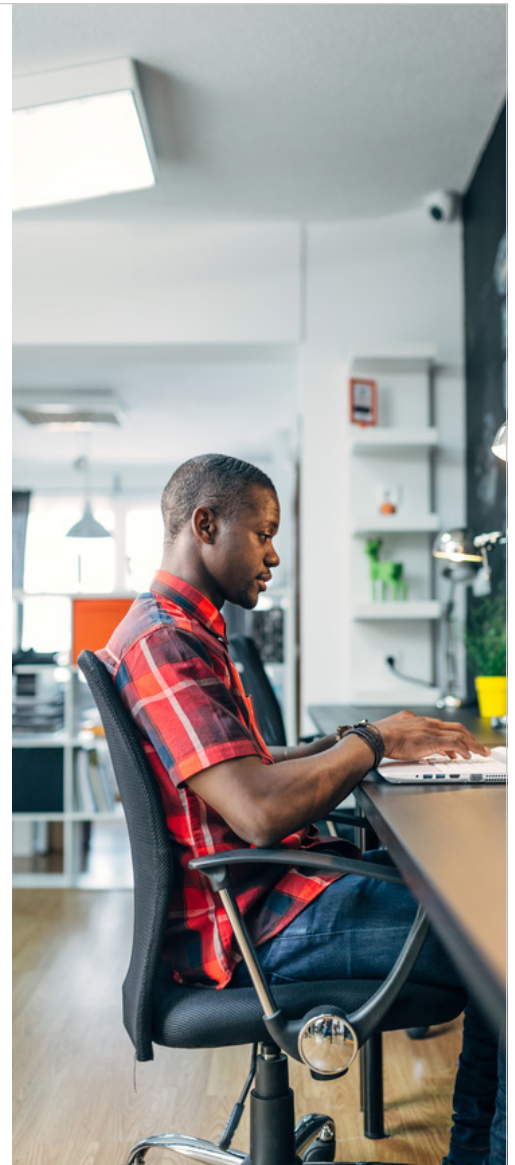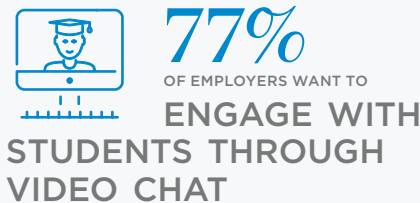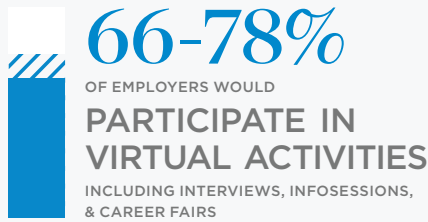
ABOUT THE SURVEY

Symplicity surveyed hundreds of students, employers, and career services staff on their experiences with Virtual Career Fairs. The survey was distributed to Symplicity clients, students, and employers conducted over a three-week period through Survey Monkey.

Employer Survey

Shifting to an entirely virtual work world can be a challenge, with many go-to strategies for employer recruitment out the window. Yet, employers in virtual workplaces need to find ways to promote and interact with post-grad college students whether for an internship or a full-time job. Symplicity surveyed employers to find how they utilize Virtual Career Fairs to recruit and capture a student's interest in their company and find the right candidate for the job.

66-78%
OF EMPLOYERS WOULD
PARTICIPATE IN VIRTUAL ACTIVITIES
INCLUDING INTERVIEWS, INFOSESSIONS, & CAREER FAIRS

63% OF EMPLOYERS WOULD REACH OUT TO STUDENTS INDEPENDENTLY
FROM A LIST OF ATTENDEES

77%
OF EMPLOYERS WANT TO
ENGAGE WITH STUDENTS THROUGH VIDEO CHAT

STUDENT INTERACTION AND ENGAGEMENT
WITH A SPECIFIC CANDIDATE MARKS A
successful **virtual career fair**
FOR EMPLOYERS

EMPLOYERS GAVE CANDID ADVICE ON WHAT THEY WERE SEEKING IN VIRTUAL CAREER FAIR

"... sure you are recruiting for the roles you need, but you also need to get your brand and name out there, so students know what you do and what opportunities there are."

"Be fully prepared to discuss all available opportunities, answer all questions, be clear and specific, get the students to engage, provide contact info if students want to reach out for additional info that they did not want to speak about during the fair."

Virtual Career Fairs with Symplicity

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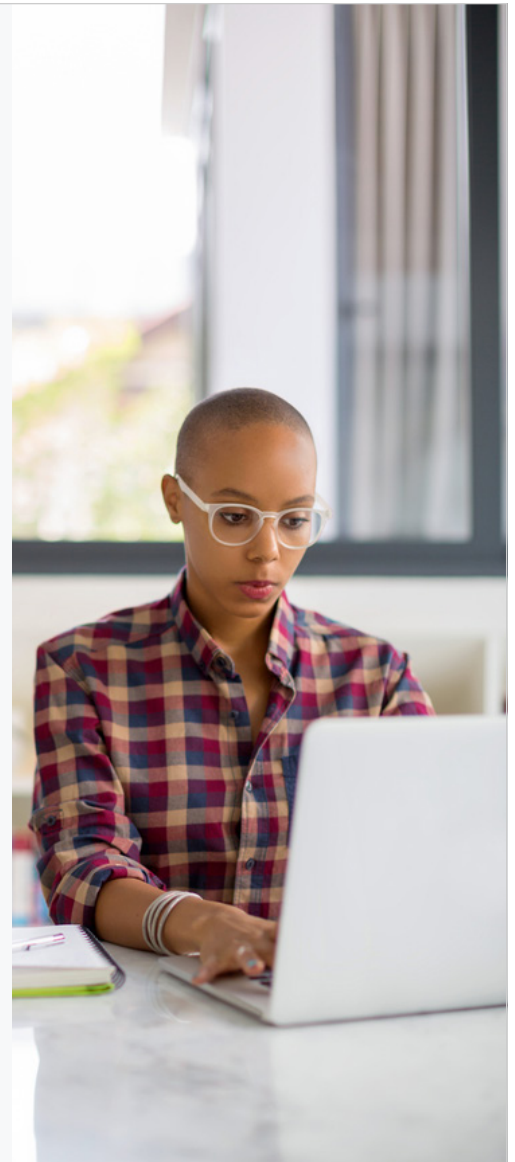
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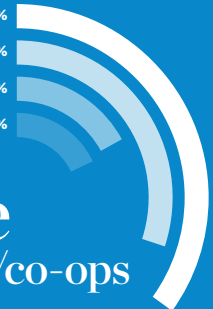
Career Services Staff Survey

Career services staff often rely on in-person career fairs with booths, colorful signage, free giveaways, and months of work. With the pivot to online, career services staff shifted their focus to virtual career fairs and what fall recruiting will look like for them. Symplicity surveyed career services professionals to find out what's ahead.
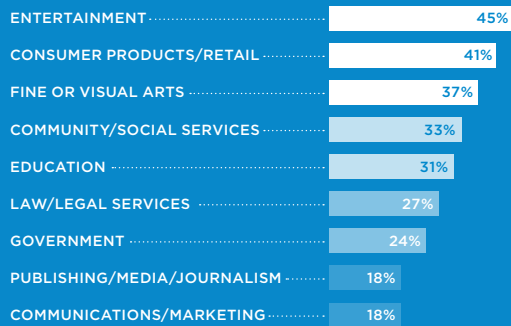
52% OF CLIENTS WILL **UTILIZE A HYBRID OF IN-PERSON & VIRTUAL** FOR FALL RECRUITING

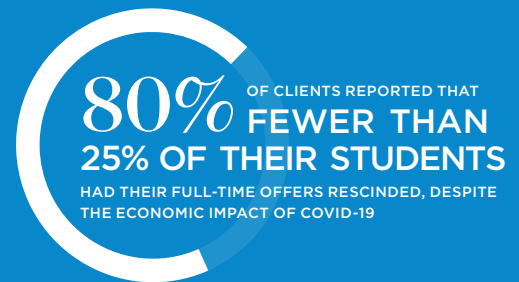< 25%: **35%**
< 50%: **30%**
> 50%: **17%**
> 75%: **18%**

INDUSTRIES
most impacted
by COVID-19

(FALL RECRUITMENT ACTIVITIES/INTERNSHIPS)

Industry	%
ENTERTAINMENT	45%
CONSUMER PRODUCTS/RETAIL	41%
FINE OR VISUAL ARTS	37%
COMMUNITY/SOCIAL SERVICES	33%
EDUCATION	31%
LAW/LEGAL SERVICES	27%
GOVERNMENT	24%
PUBLISHING/MEDIA/JOURNALISM	18%
COMMUNICATIONS/MARKETING	18%

PERCENTAGE OF
remote
internships/co-ops

80% OF CLIENTS REPORTED THAT **FEWER THAN 25% OF THEIR STUDENTS** HAD THEIR FULL-TIME OFFERS RESCINDED, DESPITE THE ECONOMIC IMPACT OF COVID-19

WHAT ARE YOU DOING TO HELP STUDENTS CONNECT WITH EMPLOYERS?

"We are working with local non-profits to create project opportunities for our students to gain experience and help the local community in the process. They are funded by fellowship and alumni."

"We have reached out to other employers and are trying to provide other opportunities to replace anything that was cancelled."

WHAT MAKES A SUCCESSFUL VIRTUAL CAREER FAIR?

"User-friendly platform, for both students and employers; good number of student attendees; good number of employer participants; excellent technology support for the entire process; provision of good communication and marketing pieces from the virtual platform provider; good reporting; a web-based dashboard would be nice too."

VIRTUAL CAREER FAIRS WITH SYMPLICITY

Having video capability for a virtual career fair was incredibly important to career services staff surveyed. Those surveyed strongly wanted students to engage in meaningful conversations with employers without having to wait in a long queue. Across the board, those surveyed in career services wanted to have access to seeing student-employer engagement and actively help their students find jobs, regardless of whether the campus was open or not.

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