

THE 2019 RAKUNA ANNUAL STUDENT SURVEY



INTRODUCTION

Campus recruiting is an ever-changing landscape and one can only win top talents by grasping a deeper understanding of students. The 2019 Rakuna Annual Student Survey dives into the mind of college students and recent graduates to bring out insights on their views and expectations in career aspirations and job application process.

The first-ever Rakuna Annual Student Survey pursues a closer look into how today students aspire to build up their career paths. The report spotlights valuable statistics to help campus recruiting leaders clear their vision for a powerful college recruitment strategy.

Key insights includes:



Growth: More than 80% of respondents deemed career advancement opportunities the most influential factor when considering a job offer.



Communication: Communication is key to everything. 90% of respondents prefer to use email and phone as professional communication channel and hear from recruiter within one week after the first interaction.



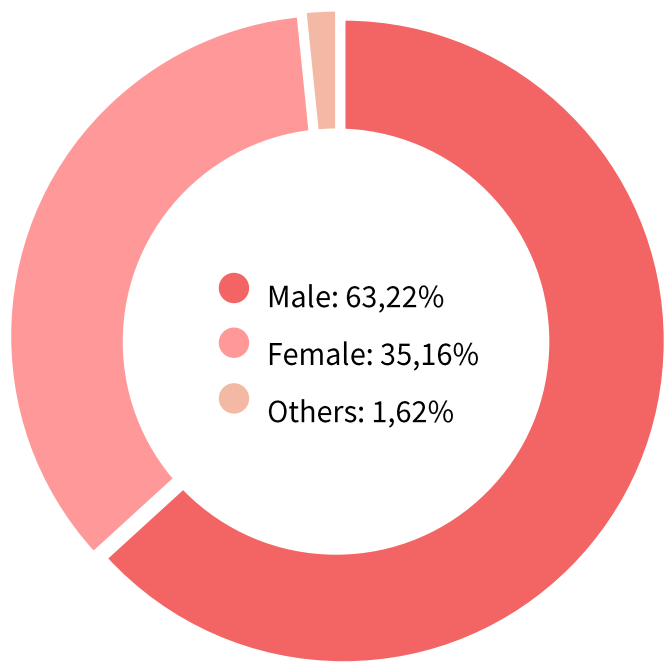
Flexibility: More than 80% of respondents are willing to relocate for job/ internship opportunities.



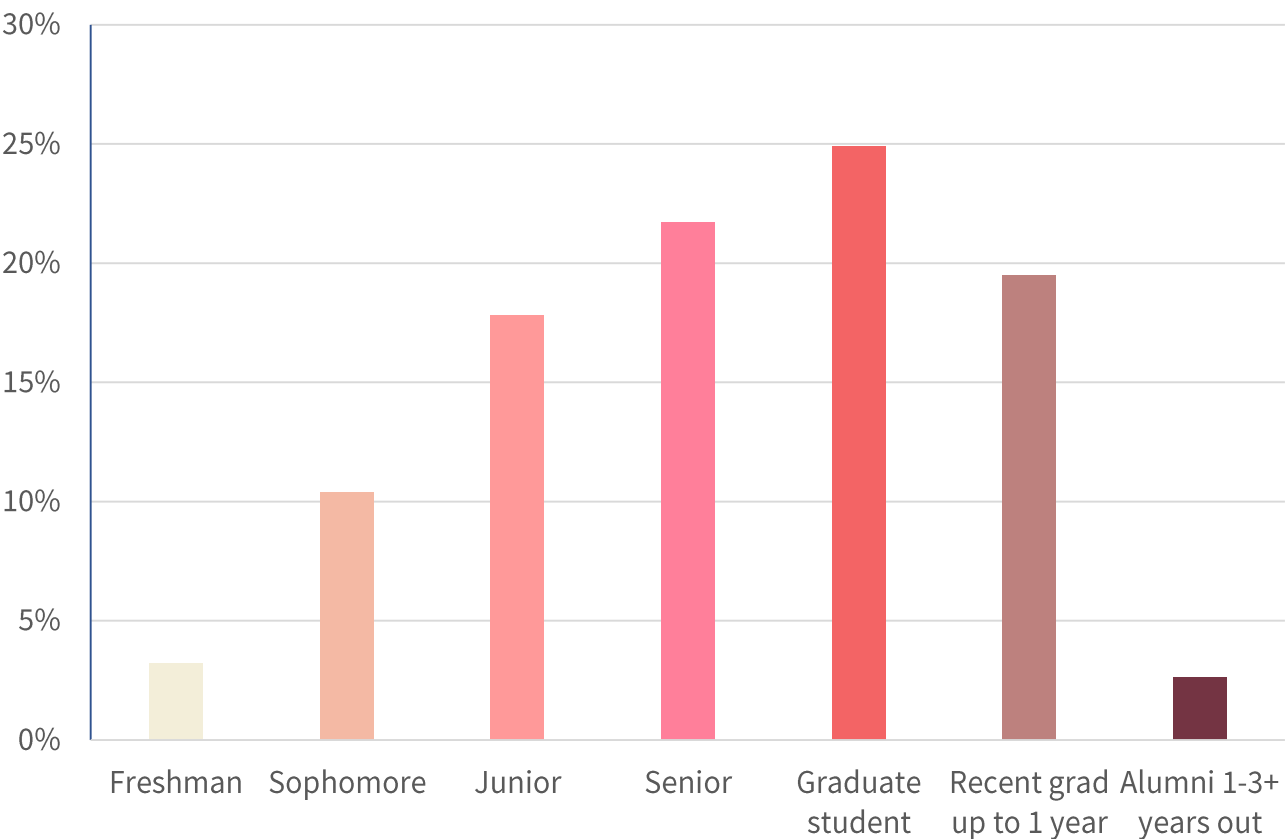
METHODOLOGY

Rakuna surveyed over 500 random students, graduates and post-graduates in all 50 U.S. states. The goal of this report is to shed light on the mind of a gen Z and provide valuable insights that can help recruiters win college talents with authenticity.

GENDER

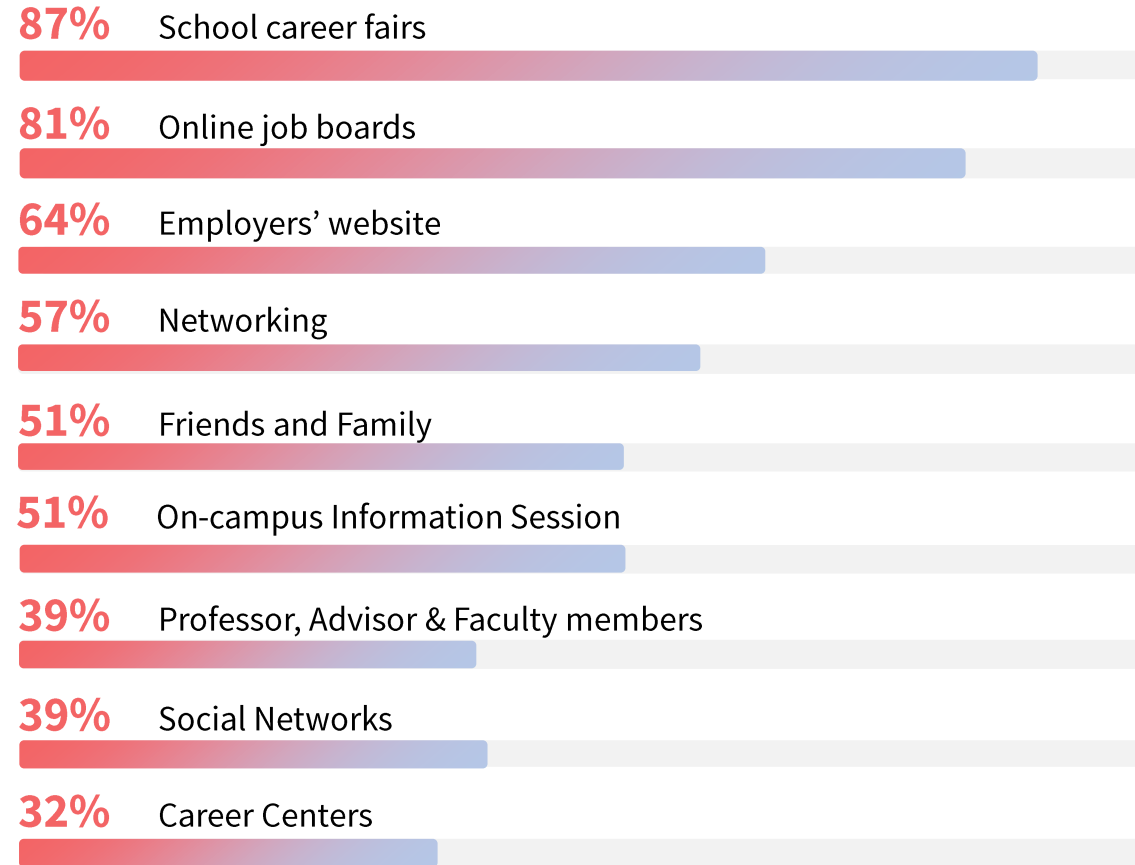


YEAR OF STUDY



JOB SEARCH INSIGHT

CHANNELS USED BY STUDENTS TO FIND JOB OPPORTUNITIES



Nearly 90% respondents said that school career fairs are their main source of job opportunities



1 in 2 respondents finds job opportunities via referral (Friends and Family & Networking)



Only 32% respondents come to career centers when searching for internship/job opportunities



Quick Tips to Get The Most Out Of Career Fairs

As school career fairs is the top channel for students to look for job opportunities, it is a good idea to invest more in this channel and make sure you have a stellar performance at career fairs which can both communicate your employer brand genuinely and leave a compelling impression on your future candidates.

1. Get the word out that you'll be there

You can attract more relevant candidates just by letting them know they can meet you in person at a career fair. Maximize your reach with a social media campaign or an announcement on your website.

2. Have your materials together

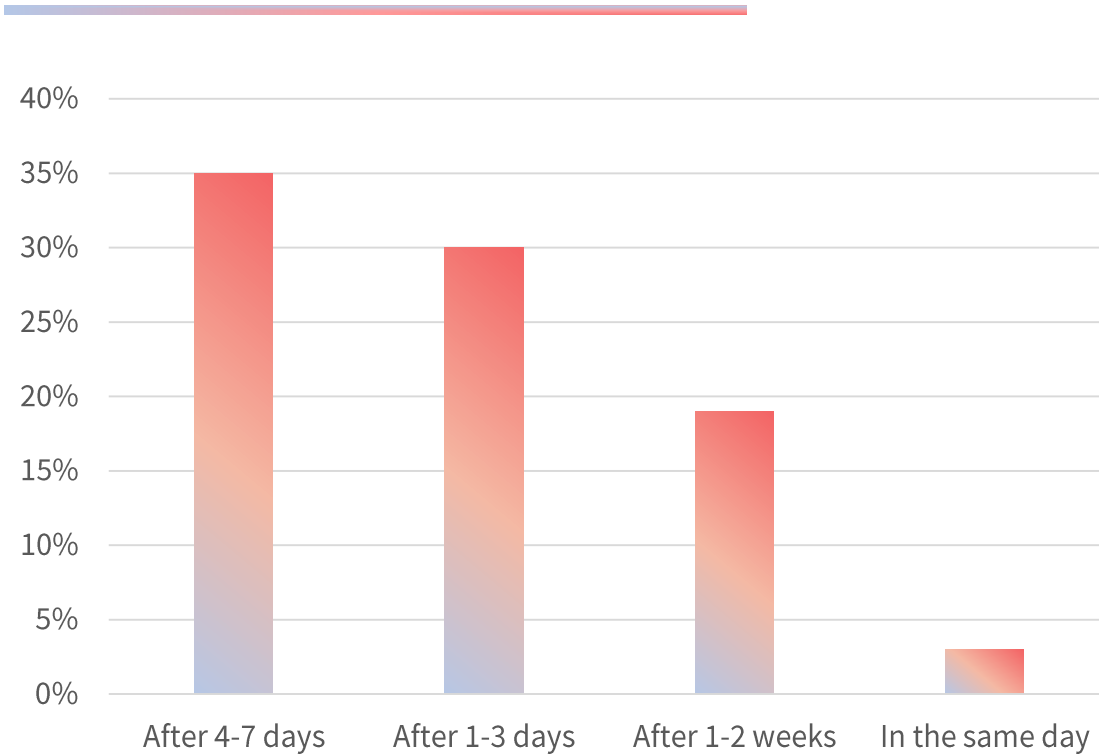
You need to attract potential candidates to your booth at the fair is a display that will wow them. A booth with a colorful display of your company's mission will give your organization credibility (not to mention draw a nice crowd to your recruiters). Keep plenty of company literature on hand for starting conversations and helping applicants keep your organization in mind. Business cards will also go very far toward keeping conversations going after the fair.

3. Be engaging

Looking good doesn't mean much if your recruiters aren't making potential candidates want to stay. Your representatives should be on their feet engaging with fair attendees as much as possible. From the start of the fair to the end, there should be someone at your booth who is ready and able to give their undivided attention to potential applicants. A great way to make good use of your time at a career fair is to conduct "pseudo-interviews" to pre-qualify candidates. Prepare a list of evaluation questions that could be used to gauge potential applicants' skills, background, and interest in your organization.

INTERVIEW INSIGHT

WHEN DO YOU EXPECT TO HEAR FROM RECRUITERS AFTER INTERACTING WITH YOU



Communicate in a timely manner and relevant channel can strongly improve candidates' experience in the interview process:

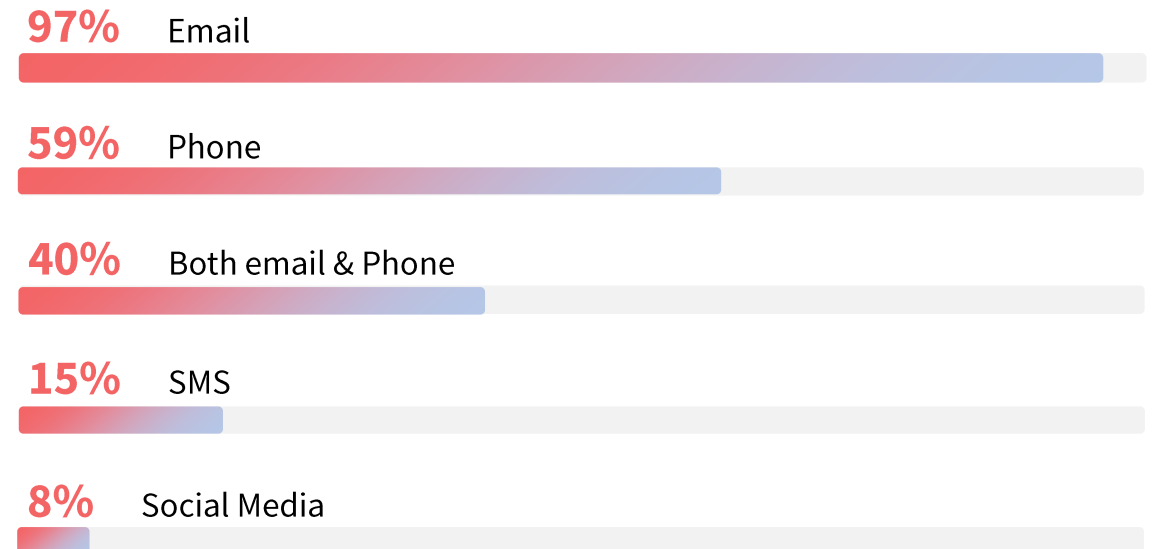


2 in 3 prefer to hear from recruiter within one weeks from first interaction



97% prefer email as the main communication channel.

PREFERENCE IN COMMUNICATION CHANNEL



03 WAYS TO PERSONALIZE CANDIDATE COMMUNICATION

College talents prefer to be contacted by email and phone, that's a hard fact. However, knowing the communication channels is not enough, it's more about **HOW** you communicate with them

- **Reference Your Candidate Relationship History**

Personalization will be a dream if you don't remember anything about them, so log all your emails with candidates and take notes. Identify aspirations, preference and personal information that in conversation. Even the smallest details that you remember will remind your candidates that you see them as more than a paycheck. Keeping organized notes on candidates is hard, but a good CRM can help you and your team greatly on this front.

- **Personalize Your Candidate Email**

Include a personal touch in your candidate communications by personalizing Name, Job Profession, Time since your last interaction. Segment your bulk emails into categories to create relevant and compelling content. Customization should also come with a catchy subject line that is position or location-specific so that your candidates will be intrigued to open. Build call-to-action (CTA) links in your emails for deeper candidate engagement in the recruitment process. Keep your CTAs short and insert the word “now” in every email to create a sense of urgency with your candidates.

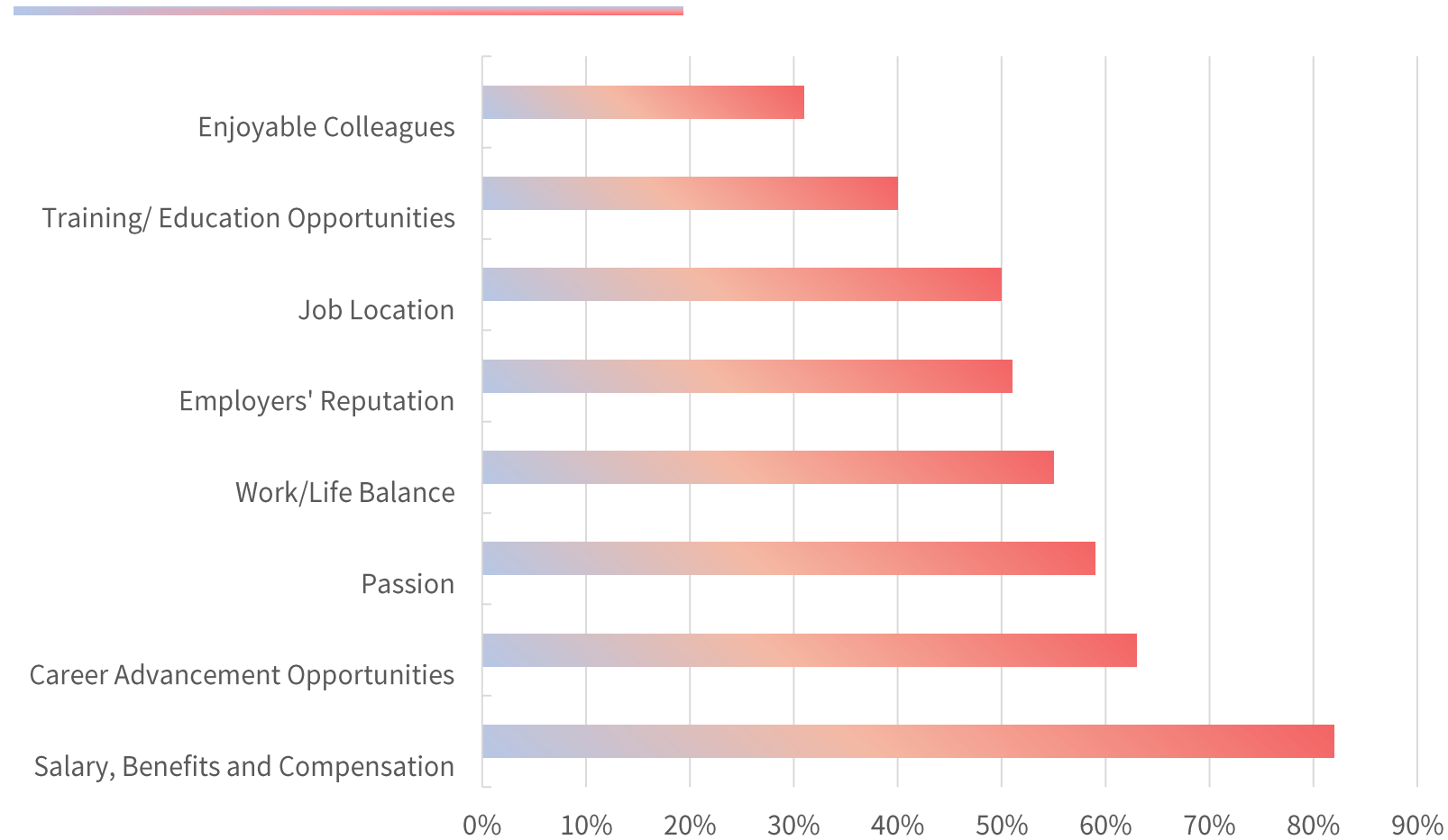
- **Provide Value Outside of Job Offers**

There are so many ways to assist a candidate outside of sending recent job openings. You can offer terrific career advice, an opportunity to network, interview guidance, or resume tips. Use the candidate profile you've developed and your history with your candidate to identify a way to provide value. Get creative!



OFFER CONSIDERATION INSIGHT

MOST IMPORTANT FACTORS TO STUDENTS WHEN CONSIDERING AN OFFER



TOP 03 COMPANY PERKS THAT ATTRACTS MILLENNIALS & GEN Z

1. Offer Mentoring Opportunities.

With more than 80% of the respondents yearning for professional career advancement, one way to attract and win top talents is to offer structured mentorship programs. An engaging mentoring program will help to develop organization talent while appeal to the young talent today (Millennial & Gen Z).

2. Incentives to Use Company Products

Millennials and Gen Z want to engage in work that they can be proud of. Employers can promote this kind of pride by offering their employees easier access to the companies' products and services. This is an excellent way to connect your employees directly to their efforts.

3. Create a Collaborative, Open Work Environment

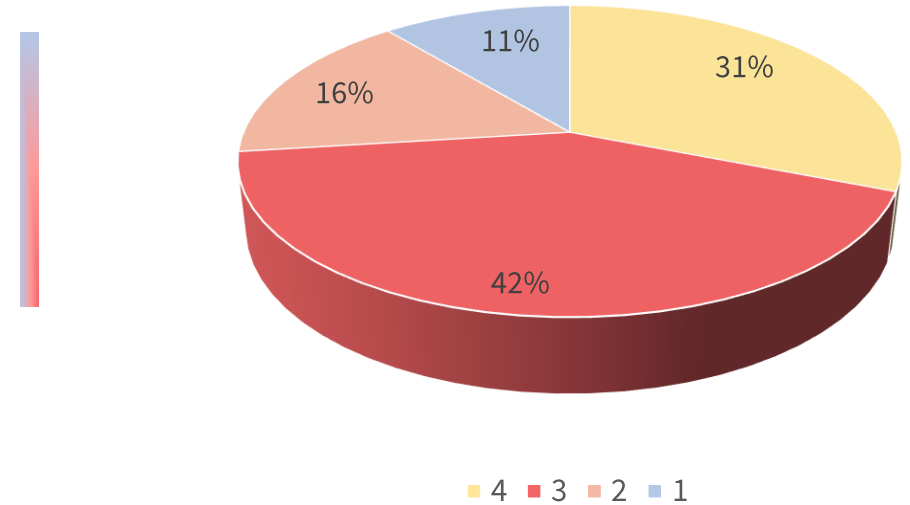
Millennials & Gen Z value work/life balance. For both, work is not only a source of income, but also a place of community. Employers that neglect the importance of collaborative and open communities will find it especially difficult to engage, attract and retain millennial & gen Z employees. Promoting work/life balance by designing work environment with Flexible Schedule, Community Engagement and Team Building can be a win-win for both employers and company's talents



OFFER CONSIDERATION INSIGHT

ON A SCALE OF **1 TO 4**, HOW IMPACTFUL DO A RECRUITER' S BEHAVIORS AFFECT YOUR DECISION TO ACCEPT A JOB OFFER?

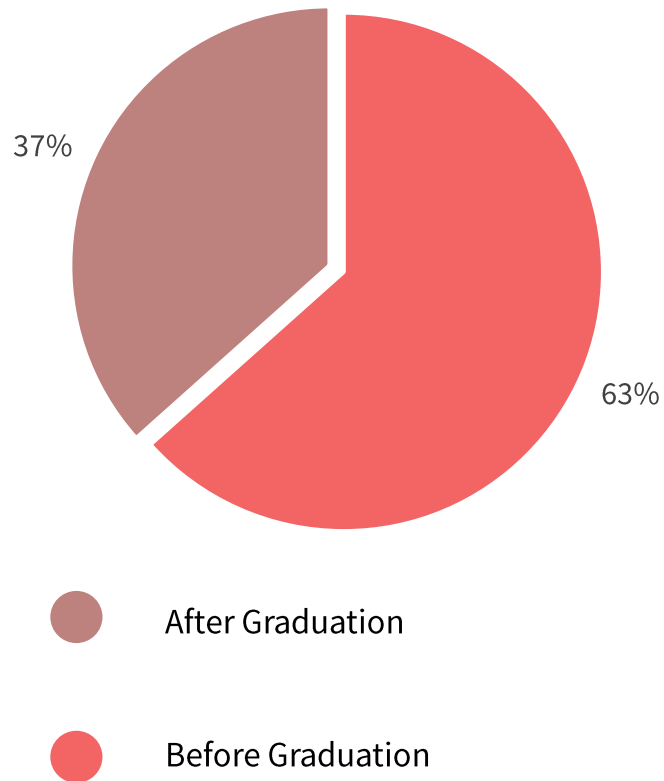
When polled, **more than 80%** responded that recruiters' behaviors have a strong influence on their decision to accept a job offer.



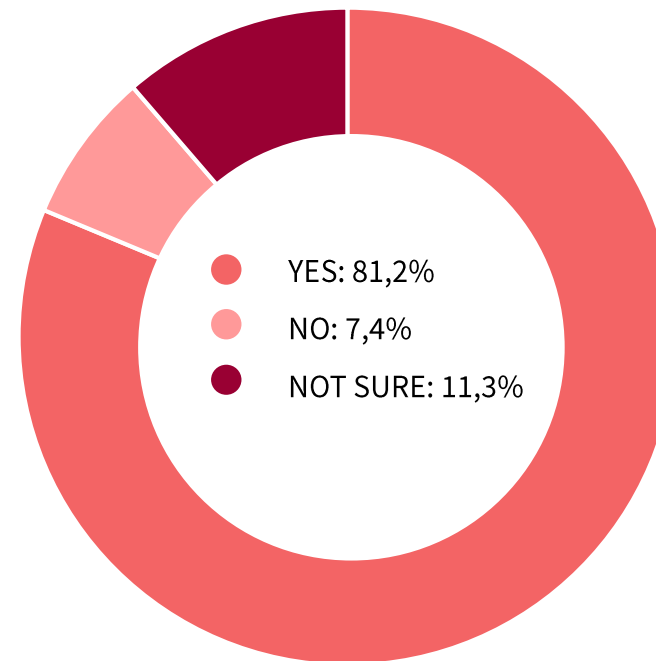
JOB PREFERENCE & EXPECTATION INSIGHT

Respondents are eager to build up their career path. **More than half of the respondents** began their job search before graduation. In addition, **over 80% of all respondent** said they are willing to relocate for job and internship.

WHEN DID YOU START FORMAL JOB SEARCHING?



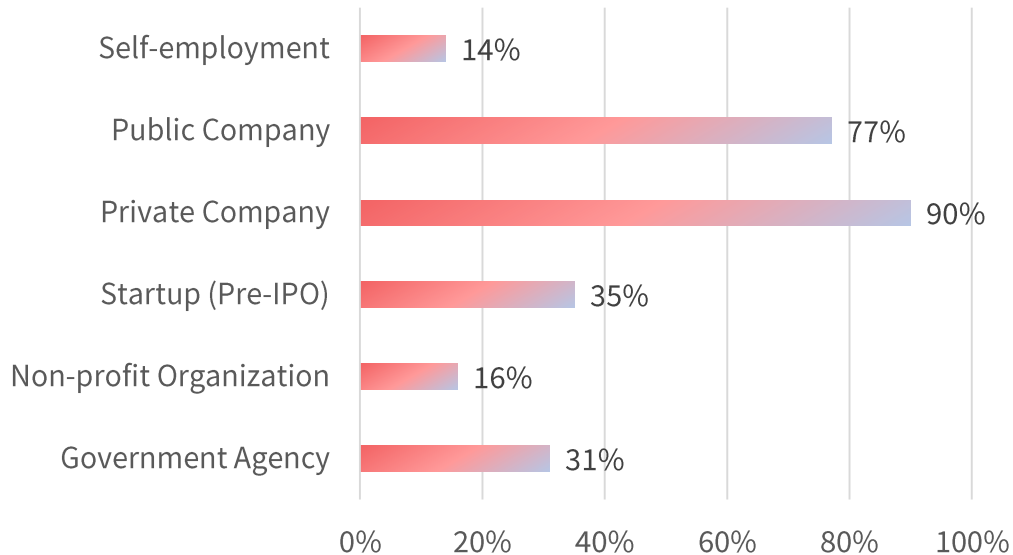
ARE YOU WILLING TO RELOCATE FOR INTERNSHIP/JOB?



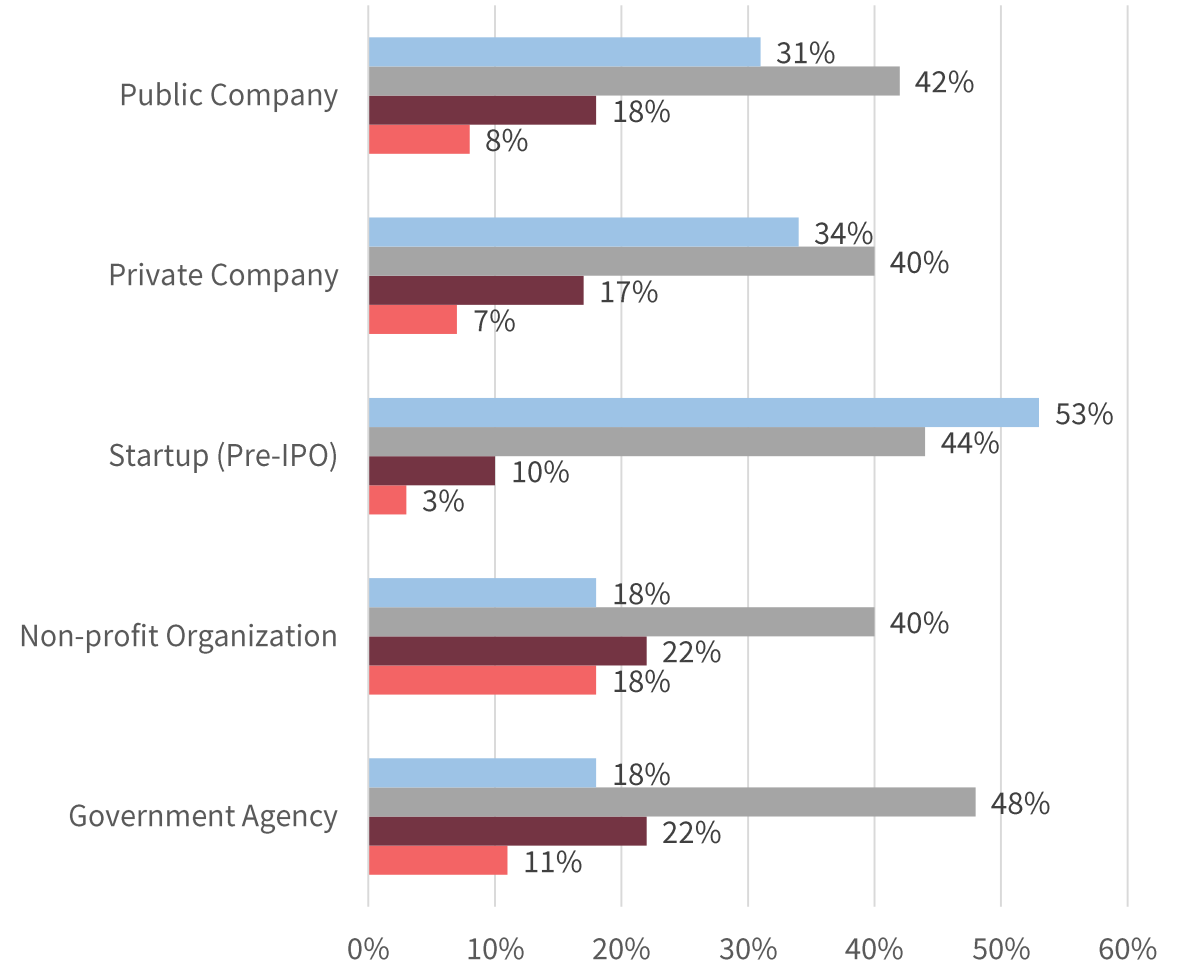
JOB PREFERENCE & EXPECTATION INSIGHT

TYPE OF COMPANY STUDENTS WANT TO WORK FOR

- **90% respondents** want to work for a Private company
- **1 in 3 respondents** opt for a career in government agencies
- **Only 16%** respondents want to work for a non-profit organization

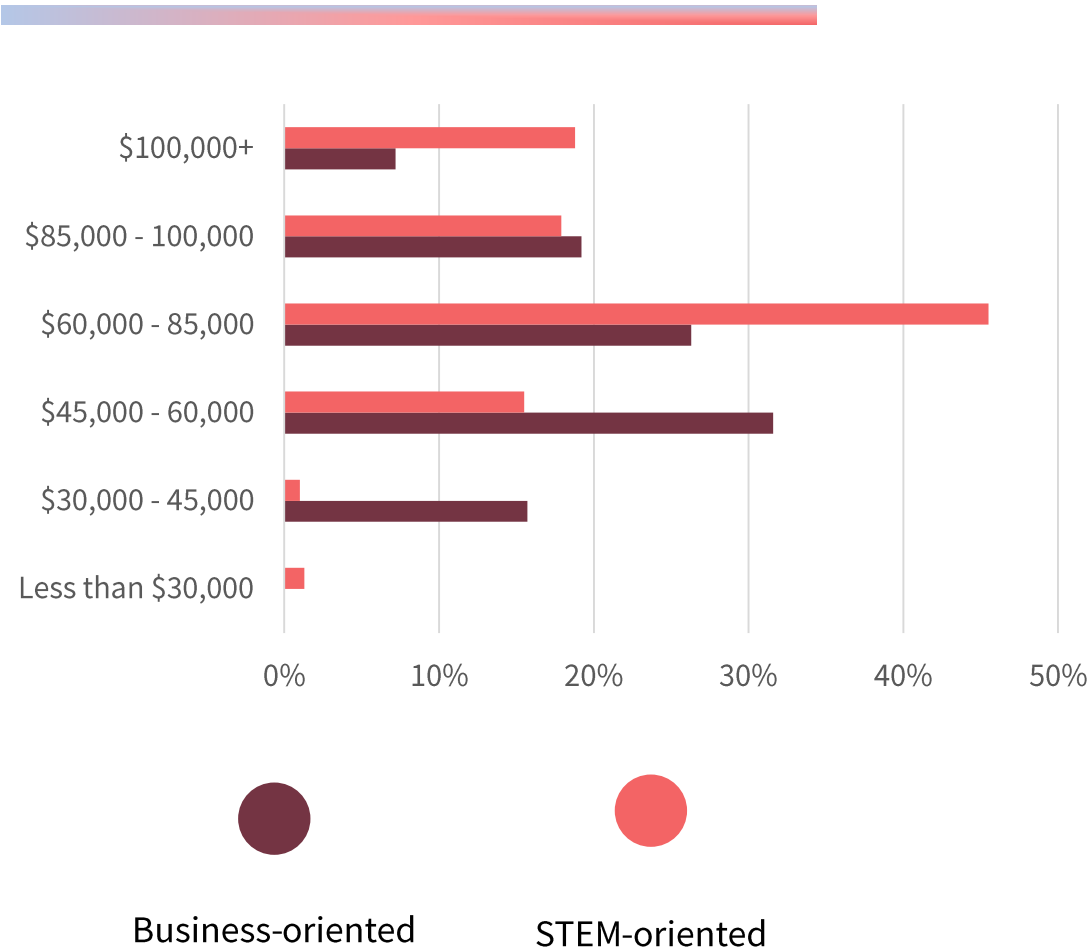


SALARY EXPECTATION BY TYPE OF COMPANY



JOB PREFERENCE & EXPECTATION INSIGHT

SALARY EXPECTATIONS BY STUDY AREA



- **More than twice** as many STEM majored students seek salaries of over \$100,000 than business major students.
- The majority of business major student expect salary between \$45,000 - \$85,000, while STEM students' salary expectation is higher with most STEM respondents expect salaries from \$60,000 – 100,000
- **15%** of Business students seek salaries of \$30,000 – 45,000, compared to 1% of STEM students.



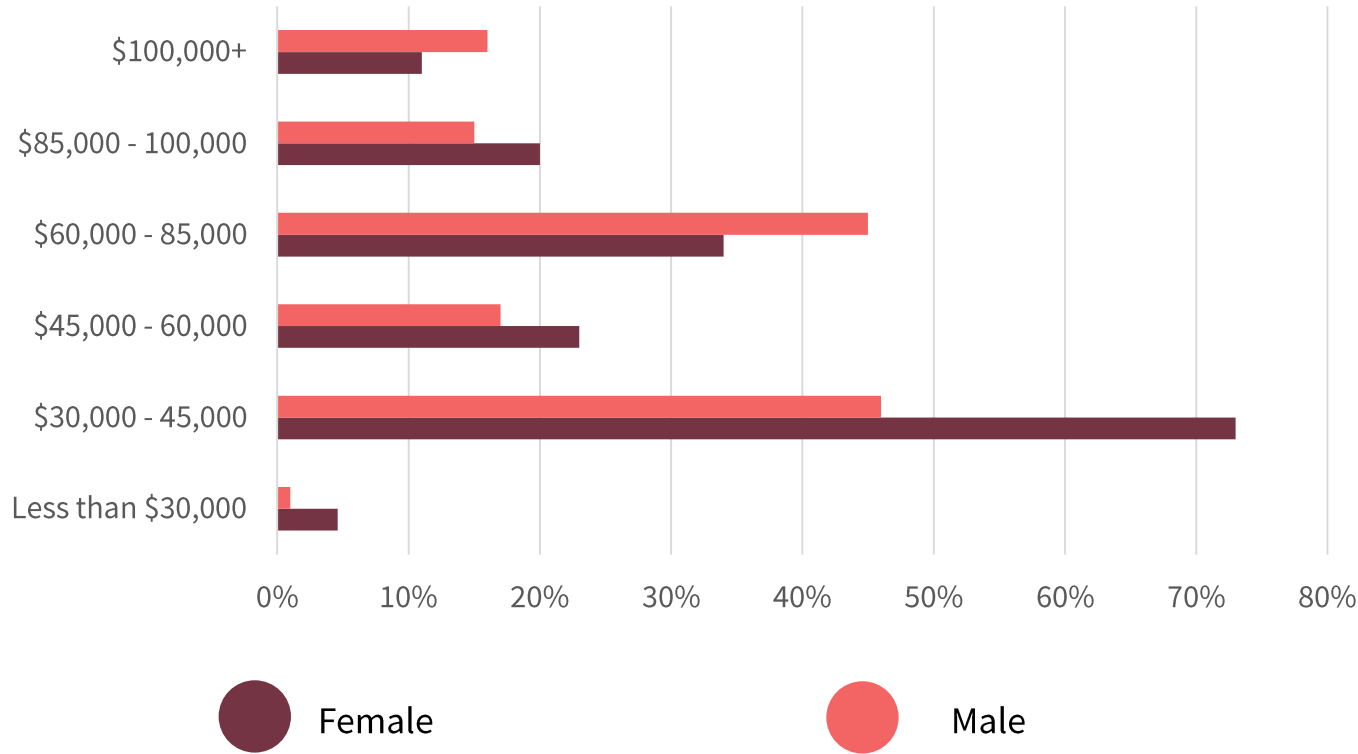
JOB PREFERENCE & EXPECTATION INSIGHT

SALARY EXPECTATIONS BY GENDER



Nearly twice as many men seek salaries of over \$85,000 than women

Only 1% male respondents accept salaries of under \$30,000, compared to 4% of female respondents



HOW TO IMPROVE GENDER EQUALITY IN WORKPLACE

1. Promote Flexibility

Implement policies that allow people to work from home—either full time or from time to time. Establish core business hours and then let people pick their schedules around that schedule.

2. Offer Negotiation Training For Staff

Since men tend to be overconfident, women tend to underestimate the abilities. Thus, one way to promote gender equality is to offer negotiation training for all employees, male and female. These negotiations can raise awareness about more subtle assumptions and results in positive changes for the organization.


3. Offer Management Training

People are promoted to management jobs based on their stellar performance as an individual contributor. However, being good at doing the work is just a part of the equation, the other is people management. In order to improve your workplace gender equality, make sure your managers are trained in how to manage. Get every manager trained and hold regular refresher courses so that your company is a great company to work for, in every department. Great companies attract great people, male and female.



CONCLUSION

With answers from over 500 students, Rakuna hope the insights from our study can prompt talent acquisition leaders to refine their campus recruitment strategies to be ready for the upcoming wave of aspiring talents.



ACTION PLAN

As career advancement and training opportunities possess great power to attract future leaders, companies need to offer growth plan and provide opportunities for employees to advance within the organization. Fostering a compelling narratives about career paths to engage top talents, and cultivate these talents into future leaders.

Most job seekers expect an optimized recruiting process with quick follow-up from recruiters, accelerate your hiring process by implementing a streamlined recruiting, scheduling and evaluation process with relevant recruitment technology.

Top students are willing to relocate for job opportunities as long as they are greeted with compelling recruiting experience. Companies that commit to improve and simplify the application and interview experience will be rewarded with accepted offers. Strengthen dynamic and meaningful interactions with candidates by implementing a strong recruiting CRM technology.