



**icims** Insights

# CLASS OF 2020 REPORT

Future of Work: The Employer's Guide to Gen Z Hiring

# Introduction

Now in its fifth year, the annual iCIMS “Class of” report provides hiring perspectives across both graduating college seniors as well as corporate recruiters and HR professionals responsible for acquiring and engaging future talent.

The purpose of this study is to better understand the realities of the job market and provide insights on how employers can navigate the future of work to drive business forward.

While current realities make this year unlike any other, there is still a class of 2020 college graduates with hopes for a new job and dreams of what that workplace will look like. As businesses navigate economic and cultural impacts in the “new normal,” this report will provide a better understanding of this unique class of graduates. The insights within can help HR connect their perceptions with those of emerging talent - to understand where they are the same and where they diverge.



## Snapshot of Expectations vs. Realities

	Class of 2020 Expectations	Recruiters' Realities	Employer Takeaway
<b>Salary</b>	2020 graduates are expecting to earn <b>\$48,781</b> for their first job after college.	Recruiting professionals expect to pay average entry level employees <b>\$54,585</b> .	Consider your total rewards package when offering entry-level candidates a position – don't just focus on compensation.
<b>Job Role</b>	College seniors most coveted roles include <b>HR (19%), Marketing and Business Development (18%),</b> and <b>IT (17%)</b> .	Recruiters expect to hire the most entry level candidates for <b>HR (50%), IT (25%),</b> and <b>Sales (20%)</b> roles.	It's OK to look outside of traditional talent pools to fill your most in-demand roles, as graduating seniors have varying interests and are hungry to land a job, especially in today's climate.
<b>Time to Hire</b>	On average, college seniors expect the hiring process to take <b>35</b> days. With the majority (79%) believing they should <b>hear from a recruiter within 7 days</b> of applying.	The average time to fill entry-level positions is <b>48 days</b> <sup>1</sup> .  Recruiters say <b>sourcing the right candidates'</b> applications and resumes and <b>screening out irrelevant applications are the top challenges</b> when recruiting entry level candidates.	Candidates expect to get a job, and they expect to get one fast. Use technology and advanced communication tools – like texting and chatbots – to speed up hiring efforts, without any added human recruiter efforts.
<b>Hiring Process</b>	<b>60%</b> of seniors say that <b>timeliness is pivotal</b> to them during the hiring process.	Recruiters are reporting an <b>increase of ghosting</b> , with 1 in 3 having lost contact with more than five candidates in the last year.	With the shift in the state of the labor market, employers likely have an upper hand and can expect fewer ghosting instances. Use a CRM to stay in touch with candidates throughout the year to keep them engaged and informed.
<b>Resume Boosters</b>	More than <b>3 in 4 (77%)</b> college seniors say that employers <b>believe past work experience is more important than their college major</b> , followed by around 2 in 3 who say that written or spoken communication skills (66%) and referrals or references (63%) matter more.	<b>Recruiting professionals agree</b> that past work experience (70%) followed by candidates' communication skills (61%), and referrals and references (43%) are more important than a college major when hiring entry-level applicants.	With an expected influx of candidates coming to your career portals, save on time by screening resumes and matching candidates to the appropriate open roles you are hiring for using AI-powered and automation tech along with mobile and texting tools.
<b>Workplace</b>	<b>Work type (68%), work perks and benefits (65%), and competitive pay (64%)</b> are at the top of college seniors' wish lists when they are evaluating an employer. <b>Only 32% of seniors felt a commitment to good corporate citizenship was important.</b>	<b>Employers continue to invest in CSR initiatives.</b> 65% give back to local communities, 57% offer company organized volunteer opportunities, and 46% match employee's charitable contributions.	Given the current climate, other priorities have shifted to the top of candidates' list of priorities. No need to change your CSR program, but consider how you position your offerings to new employees.
<b>Diversity and Inclusion</b>	<b>37% of graduating seniors evaluate an employer's D&amp;I initiatives when considering a job.</b> 85% believe that there is bias in the hiring process.	<b>91% of employers prioritize promoting their companies' diversity and inclusion initiatives.</b> 52% highlight having a diverse workforce on their career site and 31% offer multilingual job postings.	Highlight your diversity initiatives on your career site and develop job postings with inclusivity in mind. AI-powered chatbots, with the guidance of human recruiters, can help mitigate the risk of bias.



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# Lay of the Land

Graduates of the class of 2020 were on track to be welcomed by a strong job market. At the onset of their senior year, the economy was booming, unemployment rates were at record lows, and thriving companies needed top talent. Then suddenly, everything changed. This survey, conducted in late March, focuses on changes in the expectations of graduating seniors and *how* employers will recruit entry-level talent, and many of these factors will accelerate as the economy itself shifts gears. To reemerge from the uncertainty in a position of strength, business adaptation and evolution will be required.



**Steve Lucas,**  
CEO of iCIMS

**“How we work, and how we get work done, has radically changed in the past decade. The very term ‘workforce’ should reflect not just employees, but contractors, retirees, gig workers and more – because that’s what comprises the modern workforce. How we build that winning workforce – i.e. hiring – has and should radically change, as well.**

Building a winning workforce, post 2020, will become radically different. From **embracing virtual hiring capabilities and leveraging machine learning for precision hiring, to parsing out ‘work’ to contract and gig workers,** we’ll see a revolution here, enabling organizations to more closely hone in on engaging the right talent amidst an inevitable influx of applicants.”

Once viewed as a competitive edge, virtual recruiting capabilities are now a must-have for employers. Employers should expect to see a proliferation in technologies like texting, video, and chatbots as part of the hiring process. These tools enable faster, always-on communication from anywhere.

## Meet the Class of 2020 College Graduates

While working virtually will be new for many businesses, it is second nature to the tech-savvy Gen Z students in the class of 2020. Having been born in the internet and social media era, this new wave of talent is comprised of digital natives who are comfortable integrating virtual and offline experiences.

In fact, data from the iCIMS Class of 2020 survey shows that information technology (IT) is one of the top areas college seniors are hoping to work in after graduation, along with human resources, marketing and business development, and research and development.

## Rise of IT Workers: **17% of graduates want to work in IT,** up from 10% in 2019



**Al Smith,**  
CTO of iCIMS

“For the past several years, employers have been reporting a tech talent shortage. As a result, we’re seeing graduates answer that call. They realize these skills are in demand, and they’re taking classes – at college and online – to gain that sought-after knowledge and expertise. We can only expect to see this trend continue post COVID-19, as organizations more heavily depend on technology, calling for more software developers, engineers, data scientists and IT support analysts to keep them running, no matter what. Some organizations that previously prioritized digital transformation projects may initially pause pre-existing hiring plans, so this year’s tech graduates should focus on applying to core technology companies and sectors that are responding to the global health crisis.”

## Top U.S. metro areas offering entry-level hires STEM

- ✓ New York
- ✓ Chicago
- ✓ Dallas
- ✓ San Antonio
- ✓ Los Angeles
- ✓ Washington D.C.
- ✓ Seattle
- ✓ Atlanta
- ✓ Boston
- ✓ Phoenix



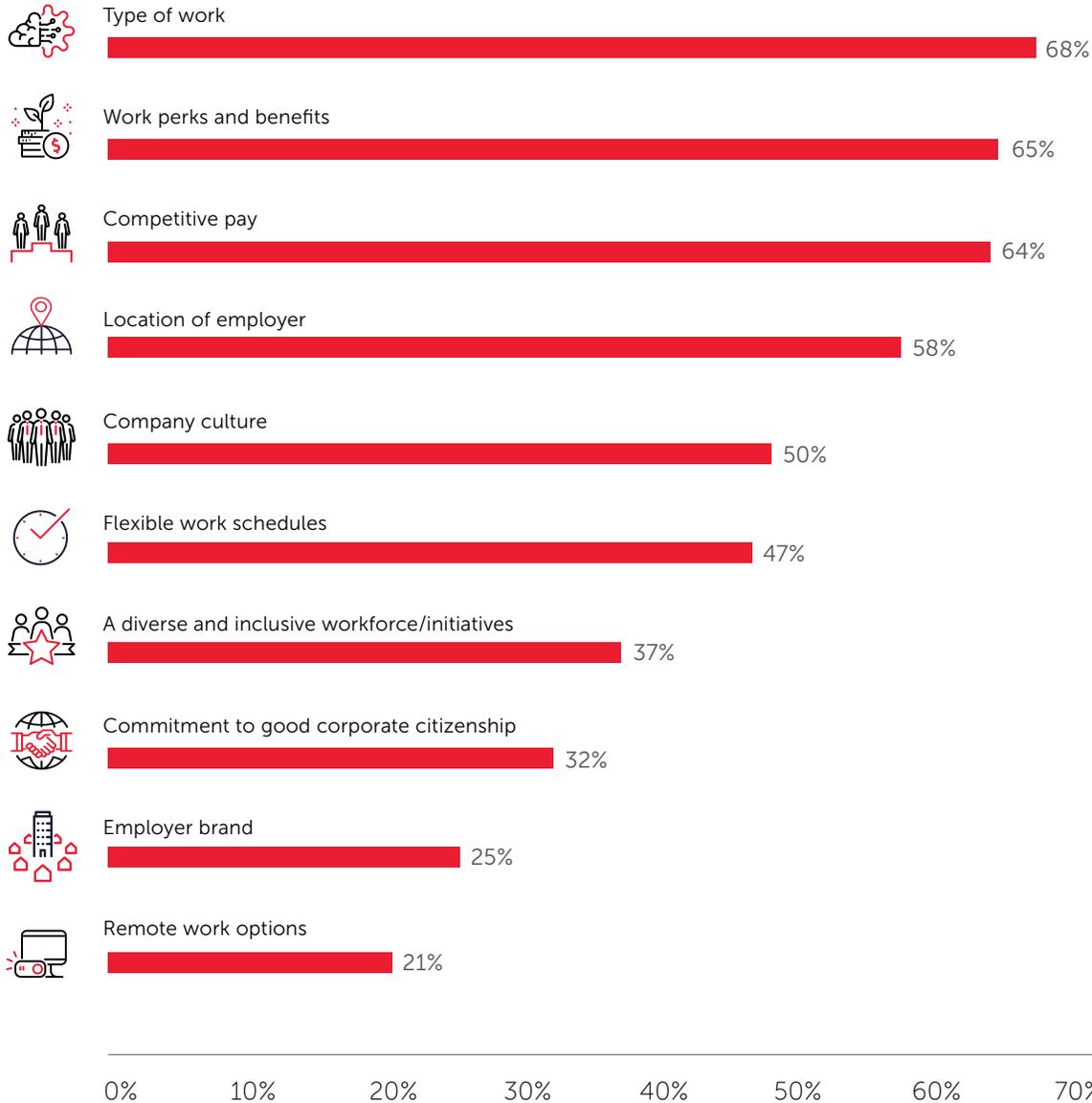
### Majors<sup>2</sup>:

When recruiting and engaging with candidates – across various position types, levels, and years of experience – it is important to understand their passions, motivations and communication preferences.

To reach Gen Z candidates, many employers have prioritized the benefit of giving back to the community and supporting environmental initiatives and other charities were of utmost importance. <sup>2</sup> has shown that members of this generation – more than their predecessors – are focused on moral responsibilities, letting their commitment to sustainability and ethics guide their consumption, employment, and purchasing decisions. In response, companies have beefed up their own commitments to corporate social responsibility (CSR) and diversity and inclusion (D&I).

In the current state of uncertainty, candidates are shifting their priorities and are more focused on other factors when considering employment.

## Most Important Factors When Considering a Potential Employer



Though job seekers may shift to a “take what you can get” mentality when it comes to landing a job, given the current state of the economy and remote work environment, it still pays to prioritize the total rewards package – benefits, perks, and competitive pay – to secure top talent against your competitors.

## Section 1

# SOURCING ENTRY-LEVEL CANDIDATES

## Fish Where the Fish Are

Finding the right talent is key to driving business success yet most recruiters say the biggest challenge when recruiting entry-level candidates is sourcing.

**33% of employers say more than half of entry-level applicants are not qualified for the position they applied to.**

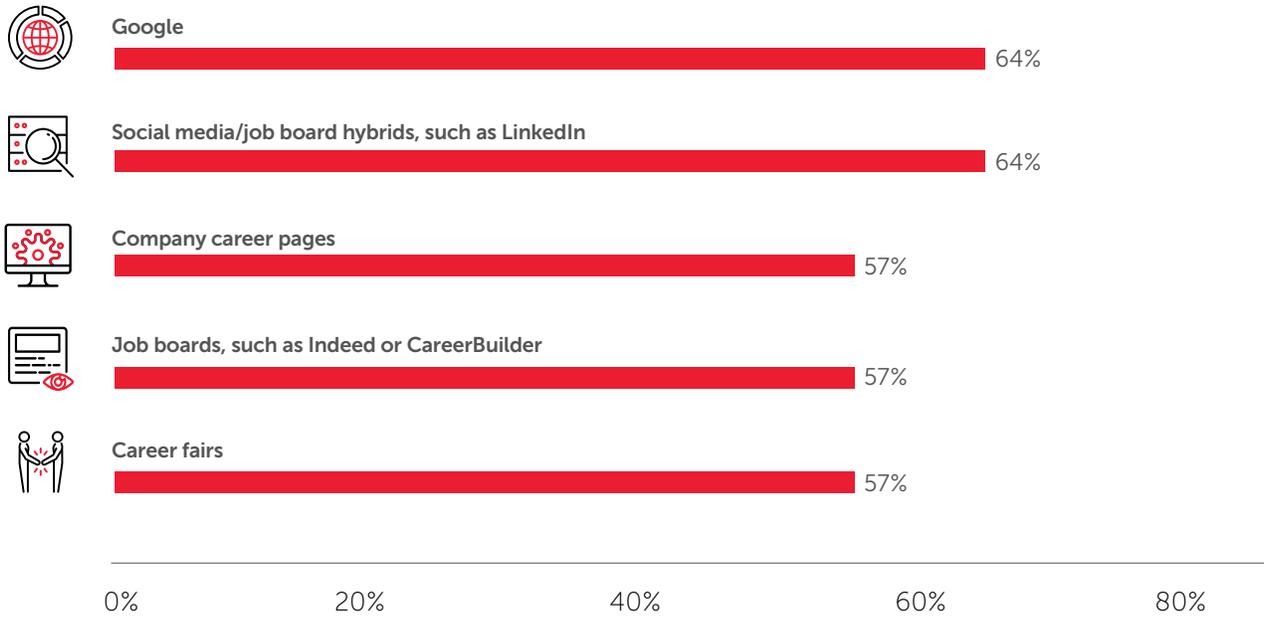


Recruiters looking to source more qualified candidates and hire with precision can gain a competitive edge by understanding where the candidates can be found online. Most college seniors are using Google and social media/job board hybrids such as LinkedIn to look for job openings, followed by company career sites.

College seniors are trying to get themselves in front of employers ASAP, with 82% intending to apply to an average of 12 jobs.

Up until mid-March, when most lockdowns went into effect, college seniors intended to apply for 10 jobs; the average grew to 20 jobs in the second half of the month. However, in fields considered essential at this time, new graduates may find themselves with a surplus of opportunities. Angela Clarke, a senior at West Chester University said, "I am graduating in August with a Public Health degree. I am feeling great about the response I've received. I applied to five organizations, interviewed at three of them, and have been hired for an internship at Hackensack Meridian Health, a hospital in New Jersey."

## College Seniors Are Searching For Jobs On Google, LinkedIn, And Company Career Pages





**Irene DeNigris**  
chief people officer  
of iCIMS

### Virtual Hiring Tip!

"With more than half of college seniors planning on looking for jobs from career fairs, employers should pivot their events strategy to accommodate for remote work and events, as well. Our own teams and our community of customers are relying on tools to host virtual career fairs when in-person events are not possible. Virtual career fairs can be hosted by human recruiters paired with chatbots to not only accommodate immediate challenges, but to also cut down on event costs, remove location and scheduling barriers, and reduce the time it takes to hire new employees.

In fact, our own chatbot, ARI, answered more than 172,000 questions and set up approximately 17,000 interviews in 2019 to get more people in open roles, faster!"



**Joe Essenfeld**  
VP of strategy  
at iCIMS

### Which of the following types of platforms or websites, if any, would you use to look for job openings?

"It's clear Google is an important source for hiring, and employers are taking advantage of that by optimizing their job advertisements to ensure pick up by the most effective source for hires. Looking at iCIMS data across our community of customers in 2019, Google outperformed every other source to be the most effective rate of hire. To improve the quality of job applicants and drive more relevant traffic to career portals, it is critical to focus on the SEO of job postings so they get picked up by Google."

A "healthy" career site has the ability to directly connect job candidates to open positions that are aligned with their unique skills, experiences and preferences. Rather than requiring recruiters to spend hours sifting through resumes and conducting fruitless interviews, enable them to focus on accelerating viable candidates by letting the technology do the work.

# Conduct a career site well-check

## □ Assess your existing job descriptions.

Use language that is current, correct, and genuine. Avoid gender-specific language or industry jargon. Rewrite your descriptions with the help of existing employees that are in similar roles to ensure you include the most up-to-date necessary skills and qualifications.

## □ Implement a proper SEO strategy when crafting job positions.

Search engine optimization is essential in getting open roles in front of job seekers. Help Google to better understand what you're looking for by providing structured data and tags by using Google's Structured Data Testing Tool to ensure your descriptions are properly optimized.

## □ Eliminate the use of stock images, when possible.

Include quotes, photos and video testimonials from all levels of staff and management to showcase your unique company culture to potential candidates.

## □ Integrate a channel that powers 24/7 contact.

Today's candidates expect to be able to communicate with a prospective employer anywhere, any time. Add a chatbot that can answer common questions around job responsibilities, salary range and application status.

## □ Review your career site content regularly.

Refresh images, videos and testimonials to ensure that you are showcasing real employees with timely and relevant photos and commentary.

Coordinate with all relevant internal stakeholders, including your corporate site owners so you can work together to support common themes and priorities.

## □ Put your experience and application process to the test.

Regularly ask employees – across various roles, departments and levels – to apply on your career site. Start the process from Google and apply from desktop, tablet, and mobile. Audit your competitors' career sites and those of other leading employers. Collect employees' honest feedback – discuss pain points, opportunities for improvement, ideas for enhancing the experience – and incorporate it into your regular well-checks.

In less than three years,

Google for Jobs has disrupted the industry and become the third largest source of job seeker traffic for iCIMS' 4,000+ customers worldwide. Through 2019, there was an **81% increase in job seeker traffic** and those candidates had a **2x hire rate** compared to candidates who came from other top job boards<sup>3</sup>.

In 2019 alone,

our chatbot, ARI, answered more than **172,000 questions** and set up more than **17,000 interviews**, benefiting both candidates and employers with **greater efficiencies, quicker response time and faster time to hire**<sup>4</sup>.

# Do a Thorough Review of Your Company's Efforts to Attract and Retain Diverse Talent:

## Are you embracing an inclusive workforce?

Gen Z is the most racially and ethnically diverse generation. According to Pew Research Center, nearly half (48%) of Gen Z is nonwhite. D&I is important to them, especially when it comes to their workplace.

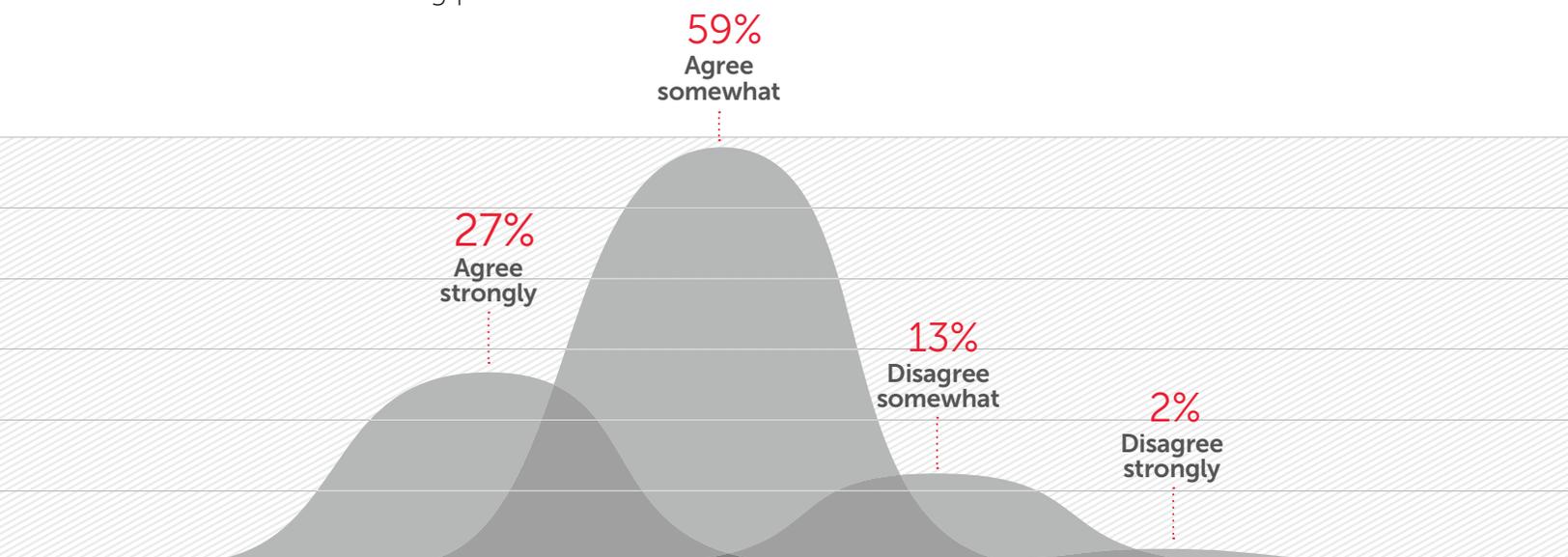
Nearly two in five (37%) graduating seniors evaluate an employer's D&I initiatives when considering a job, with more women (40%) than men (31%) saying that a diverse and inclusive workforce and initiatives are important to them

Seniors also are concerned about bias in the hiring process – with **85% believing that there is bias in the process**. Among those who believe there is bias at most companies, more graduating men (32%) than women (22%) believe that political leanings have an impact on hiring; and more men (23%) than women (13%) believe that religion has an impact, too. When it comes to assessing gender bias, however, about half of both men (50%) and women (51%) college seniors say gender has an impact on the choice of who will be hired.

Employers can show candidates they value diversity by highlighting a diverse and welcoming culture on career sites and ensuring there is transparency throughout the hiring process.

### The majority of entry-level job seekers believe there is bias in the hiring process. This is a problem that needs to be fixed.

How strongly do you agree or disagree with the following statement—at most companies, there is bias in the hiring process?



## QUICK GUIDE:

Now is the time to inspire change in the workforce to create a more inclusive future for generations ahead.



### Amy Warner, director of talent, iCIMS, shares five simple ways to ignite change in workplaces:

1

**Choose your words wisely.** Review existing job postings for gender-specific terminology. Rethink words like “strong,” “proven,” or “analytical,” as well as any industry jargon. Strip uninviting language out, and only include simple, welcoming verbiage. Keep this in mind when drafting future postings.

2

**Keep it simple.** In those same job descriptions, only include the must-haves for each role. Women are unlikely to apply for a position unless they meet 100% of the requirements, while men will apply if they meet 60% of the requirements. Make it simpler for you and for the candidates.

3

**Invest in your talent.** Once you’ve hired the right candidate, invest in their potential. Offer onsite training that focuses on in-demand tech skills. Whether it’s taught by in-house resources, or it’s outsourced, these trainings will allow you to build up and encourage your existing talent to take on new responsibilities.

4

**Extend your reach.** There is no better way to connect with candidates than through your existing employees. In addition to your regular employee referral program, create a female-led advocacy group that’s dedicated to recruiting other women in tech. Incentivize your employees with things like extra PTO, team activities or work-from-home days.

5

**Remember to celebrate.** Recognize those who exemplify inclusivity in your workplace. Call out managers and individual contributors alike who embody your welcoming company culture. Spotlight them on your social media accounts as well as your internal communication channels.



### How Jefferson Center for Mental Health Fills Roles Faster

Nonprofit, community-focused mental health care and substance abuse services provider, Jefferson Center for Mental Health, shifted from a manual recruiting approach, easing its recruiting workflows and becoming more strategic in sourcing candidates. Through the use of iCIMS' CRM, sourcing, and screening tools, the organization reduced its time-to-fill open positions by 50% and decreased average cost per hire to just over \$2,000, approximately half of the national average (\$4,129).

"[iCIMS] has really helped us change from a local recruiting model to a national recruiting model, and be able to effectively and efficiently promote ourselves as an employer of choice that generates high-quality talent"

- Jefferson Center for Mental Health

## Speed is Everything.

The class of 2020 may need to reassess expectations of a speedy hire. The overwhelming majority (95%) of job seekers entering the workforce anticipate hearing back from an employer in less than two weeks after applying for a specific position and on average the class of 2020 believes the total hiring process will take 35 days. In reality, the average time to fill entry-level positions is 48 days<sup>5</sup>.

Employers should prioritize transparency in application statuses, knowing that students are actively submitting to jobs, but companies may not be ready to hire until mid to late summer. And, in the current environment, this timeframe has the potential to dramatically shift as businesses scale labor based on situational needs. This is an opportunity to leverage CRM tools, texting, and online job portals to keep candidates engaged and informed.

## Section 2

# HIRING ENTRY-LEVEL CANDIDATES



### How One of the World's Largest Theme Park Operators Keeps 47,000 Candidates "Warm"

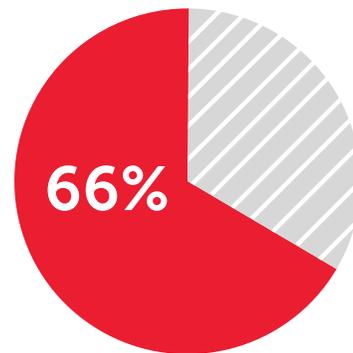
Theme park operator Cedar Fair's success hinges on its ability to carefully and efficiently keep 47,000 employees and candidates warm throughout the offseason.

In any given year, Cedar Fair projects about 85% of new hires will show up for their first day. To ensure its parks open fully staffed, Cedar Fair uses iCIMS' CRM to nurture new hires – with emails touching on everything from news at its parks to a to-do list of tasks. They monitor each new employee's engagement with their emails, and if they notice a drop off, recruiters use iCIMS TextRecruit to follow-up with text messages.

**85%**  
of new hires will show up for their first day.

## Ghosting Isn't Just for Online Dating

In the past year, there has been a dramatic rise in candidate "ghosting." Originally coined in the dating world, the concept of ghosting in hiring is a behavior defined by a previously engaged candidate cutting off all contact with a recruiter.



**Nearly 2 in 3 (66%) recruiting professionals say they have been ghosted by a candidate in the past year**—and nearly 1 in 3 (32%) say they have been ghosted more than five times.

Employers can avoid getting ghosted by keeping candidates engaged in the company. Entry-level job seekers value timely and comprehensive communications with recruiters.

## College Seniors Say Timeliness is the Most Important Factor During the Hiring Process

Which of the following would be most important to you during the hiring process?



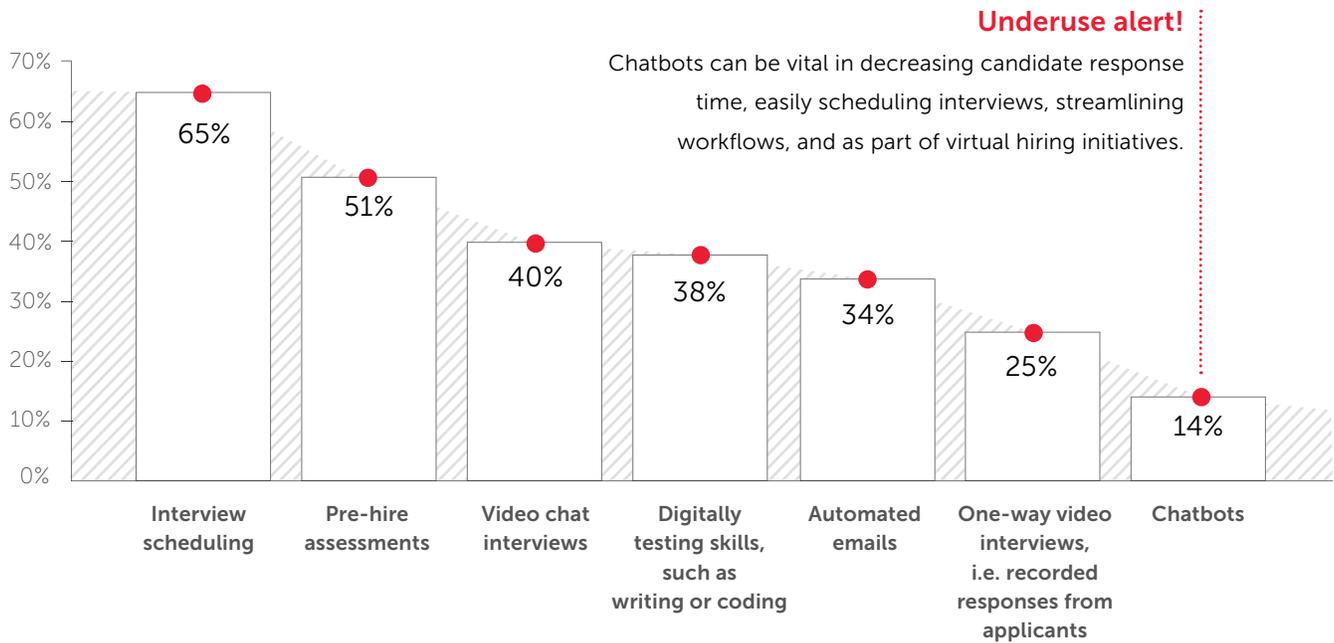
## Adjust the Way You Communicate with Your Candidates

It's no surprise that in 2020, the overwhelming majority (86%) of job seekers say receiving text messages from employers during the application process would be helpful<sup>7</sup>. In fact, according to data from the iCIMS Talent Cloud — which processes more than 4 million hires per year — more than 1 million applicants used texting to apply in 2019. This is before recent events, so it only stands to reason that in times of disruption, the ability to communicate and apply via text will become even more instrumental in providing candidates and existing employees with the experience that they deserve.

Using automated, modern communication channels, like texting and chatbots, helps accelerate response times while creating authentic recruiter interactions anytime, anywhere. Having this support to enable a more human experience is more important now than ever. Employers can communicate and get to know candidates around the clock, without creating additional work for recruiters, admins, or hiring managers.

**1 million+**  
applicants  
used texting to  
apply in 2019.

## Employers are Losing Valuable Time and Resources by Underusing Chatbots

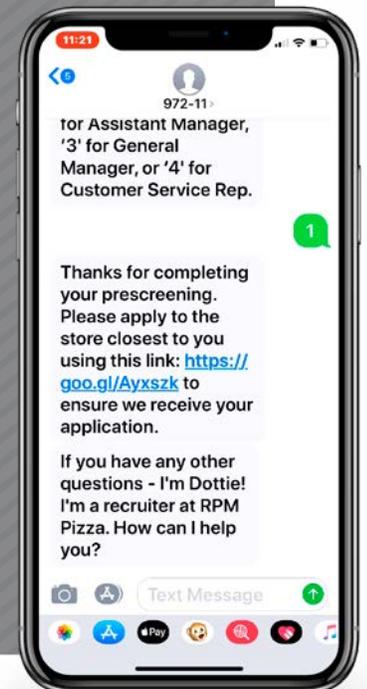


### Meet Dottie, the Chatbot That Helps RPM Pizza Hire 66% Faster

RPM Pizza, the nation's largest Domino's franchisee, uses an automated recruiting assistant named Dottie to help candidates apply on their phones.

Since Dottie's introduction, RPM Pizza sees a 99% open rate with text (vs. a 7% with email), and they have a 91% response rate with text (vs. a 2% response rate with email), and a 1-minute response time. This technology has allowed RPM Pizza to hire people 66% faster, and sometimes the company is even able to hire people within 24 hours. Dottie has also helped reduce turnover by half (and well under the industry average) by setting the tone for a fast-paced work environment early in the hiring process.

Many candidates show up for an interview or even their first day and ask for "Dottie" — the process is so personalized and seamless that candidates don't realize, or forget, that they are communicating with a chatbot!



**QUICK GUIDE:**

## Ready to give chatbots a try?

An AI-powered chatbot conducts business around the clock. As cited in Talent Function’s 2020 Recruiting Chatbot Capability Guide, a chatbot helps move candidates through the recruitment cycle faster by asking the right questions to find out if the candidate is qualified, saving the recruiter time. It “can improve candidate experience with the ability to respond to hundreds of applicants, in the least amount of time, and not leave a negative feeling with the candidate by leaving them in what is commonly known as ‘the black hole,’” the report states.



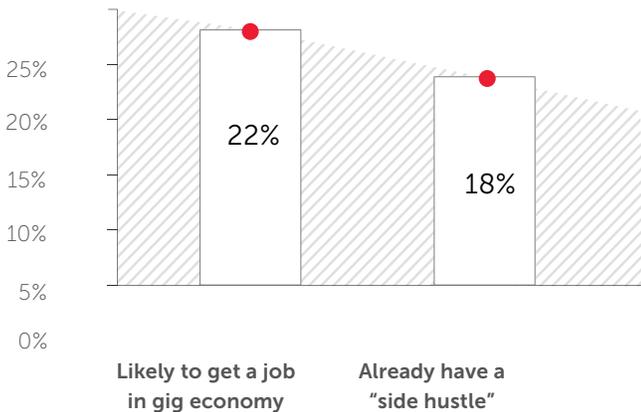
**Elaine Orler**  
founder & CEO  
of Talent Function

### THREE QUICK TIPS when choosing a vendor:

1. Inventory what you have – look at your technology stack and understand the capabilities of the tools you currently have access to.
2. Define your need specifically – get detailed about what problem you are trying to solve before engaging with solutions.
3. Identify the best-fit chatbot for your unique needs – consider the matrix within the [report] as an educational tool to help refine requirements and inform your purchasing decision for your new chatbot solution.

# Take a Cue from the Gig Economy

Among the class of 2020 graduates, 22% are very likely to get a job in the gig economy to supplement their main income. And, 1 in 5 Gen Z employees (18%) already have a “side hustle” in addition to their main job<sup>8</sup>.



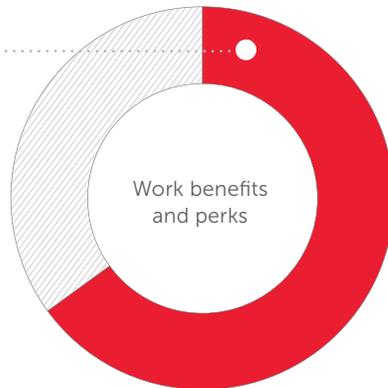
<sup>8</sup>The Workforce Institute at Kronos and Future Workplace, “Gen Z and the Gig Economy”, 2019

According to another study conducted by iCIMS, flexible work hours was cited as the top benefit of contract work. Employers can learn from the benefits associated with the contingent workforce and incorporate a flexible work arrangement in the interview and offer process.

As the majority of this year's graduates (65%) plan to prioritize work perks and benefits when deciding on a job, they could be swayed by the promise of a flexible work schedule – which is more possible now than ever before, given the widespread adoption of virtual tools and practices.

65%

Graduates who plan to prioritize work benefits and perks



The current climate could push more graduating seniors into the gig economy. Laura Mays, a December 2019 graduate of the University of Delaware, was offered a full-time job in public relations but the position was put on hold before her start date in March 2020. She decided to get entrepreneurial instead and built a small side business doing graphic design and social media freelance work.

## Laura Mays,

December 2019 graduate of the University of Delaware

"I didn't initially plan to pursue a side hustle but with the circumstances I found myself wanting to put my skills to use and continue building job experience, even if it wasn't in a traditional space," said Mays. "I'm hoping once I do find a full-time job, I'm able to keep this going. I'm really enjoying myself and it will be a great way to supplement my income."



## Section 3

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# HIRING ENTRY-LEVEL CANDIDATES



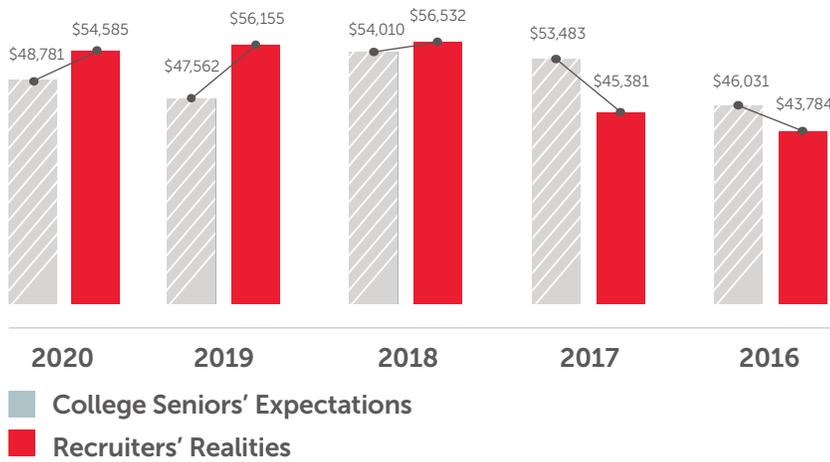
# A Change in the Tides:

## College seniors underestimate their worth

On average, this year’s graduates are expecting to earn \$48,781 for their first job out of school. College men anticipate a starting salary of \$51,654, while college women anticipate earning \$47,663.

They may be pleasantly surprised to learn employers are willing to pay quite a bit more, \$54,585, to be exact. While this salary is higher than job seekers expect, it does come in ~\$5,000 less than last year’s entry-level offering (\$59,765).

### Trend Watch: Entry-level Salaries Over the Years



## The Thank You Note: A Small but Powerful Communication

The thank you note is an often-forgotten part of the application process. However, entry-level candidates should reconsider its significance – it just might land them the job.

If you’re not taking note of which candidates send handwritten or digital thank you notes, you should. In a previous iCIMS survey, 63% of HR professionals and recruiters stated that they would be more likely to hire someone who wanted slightly more money and sent a thank you note, than someone who wanted slightly less money but did not send a thank you note.



**Susan Vitale,**  
chief marketing officer of iCIMS

“We take the candidate’s hiring experience to heart when we are filling a role. We want the process to be easy, efficient, and most importantly, reflective of our culture. A thank you note is a small token to help validate the candidate is the right fit. It reiterates their interest and demonstrates empathy – a potential sign of how they will treat your internal and/or external customers – and brings that candidate to top-of-mind. A thank you note can show the hiring manager a pop of personality to help them stand out from the crowd.”



### How Peet's Coffee Brings Candidates in the Door Faster

One of the largest U.S.-based coffee chains, Peet's Coffee approaches its hiring process the same way it approaches its coffee: with **"commitment to quality and meticulous attention to detail."**

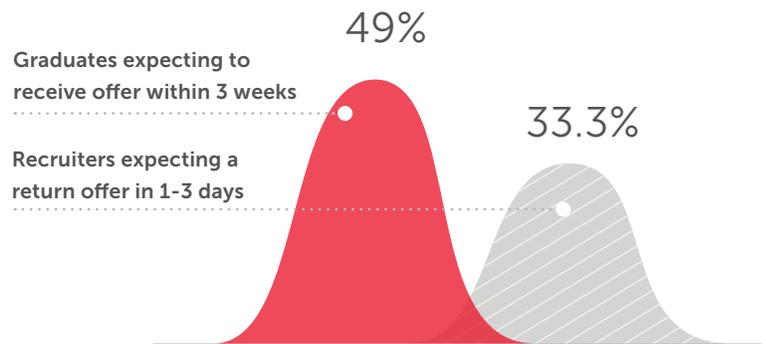
iCIMS Offer Management helps Peet's speed up its job offer process without sacrificing quality or control. Offer letter approval times are down 3.5 days and recruiters can now start background checks three days sooner.

Candidates and employees can also access and download their offer letters as needed, such as when applying for a car loan or apartment, without having to wait for recruiters. This has saved countless hours responding to offer letter copy requests — cutting the average number of employee requests from eight to zero.

**"The key is making things as easy as possible for the candidate. Now they can access their documents with the click of a mouse. But it's more than that. It's also a lot easier for us as users and has certainly sped up the hiring process."**

## From the Offer to the First Day

Aligning with the class of 2020's expectation for timely communication, nearly half (49%) of new graduates expect to receive an offer within three weeks of applying to a job. When it comes to the offer, time is of the essence for employers as well. A third of recruiters expect that candidates will return an offer in one to three days, with the average being seven days.



According to iCIMS research, **40% of employees say they've experienced a lack of communication during preboarding**, the time between when they accepted a job and their first day of work. Preboarding is a critical phase when employers must ensure essential paperwork is complete, while also creating a good impression for a new hire.

When they get the offer, close to **3 in 5 (59%) college seniors would prefer to complete their intake paperwork digitally**, namely by **emailed documents** and **digital or web-portal signatures**.

# In Conclusion

## Takeaways for employers navigating entry-level hiring

Employers looking to attract and retain entry-level talent must be strategic in their talent acquisition initiatives in the coming year and prioritize virtual tools. They will need to place an increased focus on precision hiring. This year, they'll undoubtedly have to navigate an influx of applications, especially due to early college graduations, requiring the proper tools and systems to efficiently identify qualified candidates in a timely manner.

**Whether you are facing rapid hiring needs, transitioning to a remote workforce, or currently keeping candidates warm while on a temporary hiring freeze, keep your business moving forward with these tips for virtual recruiting:**

### 1. Sourcing success.

Tech-savvy Gen Zers will not take kindly to a clunky career site or hiring process. It is critical you provide a seamless experience from their first touchpoint on a search engine to when they hit the final submission page on your career site. Ensure the most relevant job seekers are matched with your open opportunities by optimizing job postings for Google. And, regularly conduct career site well-checks to keep your hiring portal healthy.

### 2. Engage with ease — anytime, anywhere.

College seniors expect to be kept in the loop, and they are used to being always on no matter the day or time. Leverage automated communication tools – like texting and chatbots – throughout the hiring process. These tools can keep your team focused on more intensive recruiting efforts by efficiently handling administrative processes like sharing job openings, screening candidates, scheduling interviews and even sending new hire materials.

Employers like Esurance rely on video interviewing, text and audio solutions to save their hiring teams' time and resources and better connect with their candidates. The ability to communicate via various platforms at scale helps Esurance simplify its hiring processes while also reinforcing the convenience and speed the brand is known for.

### 3. From applicant to employee.

Don't lose your entry-level candidate at the final stages of the recruiting process. After going through the hiring process, the class of 2020 will be eagerly awaiting a timely offer and ready to get started with your company. Get your offer letters out quickly using automation tools. This will be especially helpful as an offer letter tool can help you manage offers at scale, reducing delays where a competitor can step in and take away your hard-won candidate.

## STAY UP TO DATE

**As business continues to operate in a state of uncertainty, iCIMS' experts will be keeping a close eye on the impacts on recruiting and hiring.** Stay updated on the state of the job market and get a read on the future of the economy by visiting [iCIMS Monthly Hiring Indicator](#), which looks at new job openings and hires each month, and [iCIMS Hiring Insights](#) for the latest updates.



## icims<sup>®</sup> Insights

# CLASS OF 2020 REPORT

## Future of Work: The Employer's Guide to Gen Z Hiring

### Survey Methodology

This survey was conducted among 500 U.S. college seniors and 500 U.S. human resources or recruiting professionals, between March 10 and March 23, 2020, using an email invitation and an online survey.

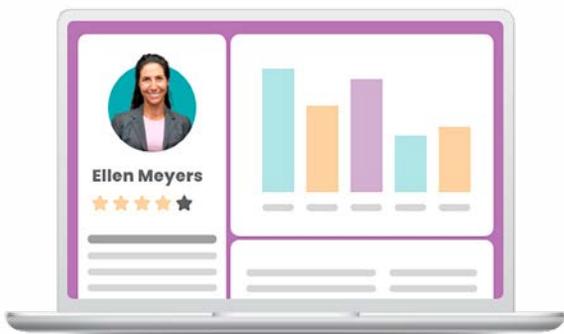
### About iCIMS' Proprietary Platform Data

iCIMS' platform data is drawn from our proprietary database of more than more than 75 million applications, 4 million hires, and 3 million jobs annually by more than 4,000 customers. iCIMS customers represent a broad swath of the U.S. economy, with expansive geographic, industry and occupational representation. Entry-level hires and candidates include people who had a graduation year listed as 2017, 2018 or 2019.



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The Talent Cloud



## Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

See it in action [www.icims.com/see-it-in-action](http://www.icims.com/see-it-in-action)