



2023 CAMPUS RECRUITING TRENDS

Authenticity, flexibility, and proactivity were key to campus recruiting success in 2023

At a Glance

IN

1. Skills-Based Hiring
2. Employer Brand on Campus
3. Early Access to Candidates

OUT

1. Outdated Hiring Filters
2. Inflexible Recruiting Practices
3. Campus Recruiting “Arms Race”

IN

Leveraging skills-based hiring was essential in entry-level hiring

92%

of employers viewed skills-based hiring as more effective than a traditional resume

Employers using skills-based hiring increased their candidate pool by

10x

IN

Employer brand was the

#1

most significant factor in campus recruiting

Employers invested in growing on-campus brand are the most likely to get through the noise and build their pipelines

IN

Early access to candidates was crucial in building the relationships that drive full-time conversion

69%

of college students wished employers had begun engaging with them earlier in their academic careers

“Sophomore year is the perfect year to interact with possible employers to explore future opportunities.”

OUT

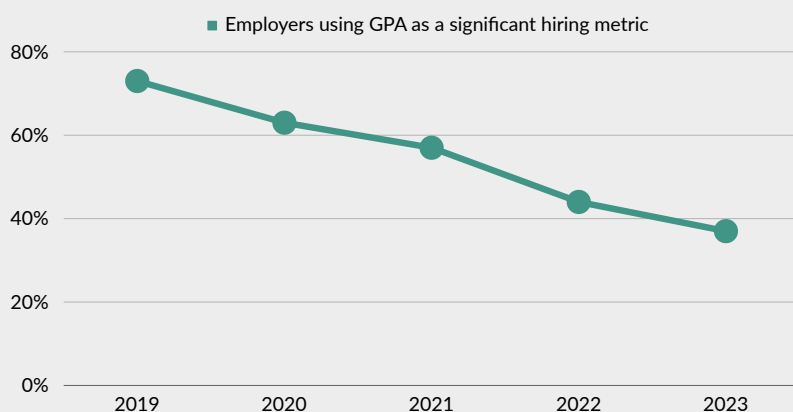
A one-size-fits-all recruiting approach continued to become less relevant for today’s entry-level candidates

"As a student-athlete, career fairs aren't my go-to. Time is tight between studies and sports. I'm looking for recruiting options that respect my schedule and adapt to my commitments."



OUT

Rigid, outdated hiring criteria, like GPA, diminished in importance in the screening process



OUT

Traditional recruiting efforts were less effective in engaging candidates

95%

of college students wanted to build real relationships with employers through paid, professional experience

Read the full 2023 recap at <https://www.parkerdewey.com/blog/campus-recruiting-trends-2023>

SOURCES

<https://www.parkerdewey.com/blog/2023-student-sentiments-on-campus-recruiting>
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