



# Virtual Campus Recruiting Is Here to Stay

COVID has changed campus recruiting - possibly forever - as virtual strategies become an important part of the campus recruiting mix. The [Yello 2020 Virtual Campus Recruiting Benchmark report](#) shows what's working, what's clicking with students, and what's ahead.



It's everywhere now.

**500%** increase in virtual campus recruiting vs 2019 with positive results

Year over year flip as 77% of campus recruiters turned from in-person to virtual strategies — and will remain part of the mix as recruiters embrace both strategies going forward

But some virtual tools are more effective than others.



- Video Interviews
- Virtual Group Interviews
- School Job Boards



- Non-School Job Boards
- Chat Bots

It gets results.



**45%** say it's easier to support diversity recruiting

**3/4** recruiters see positive results

Students like it.

**7/10**

Virtual Strategies Are Student Favorites



But students want personalized virtual experiences!



What It Means

Most recruiters say they will rely on a mix of virtual and traditional in-person strategies going forward.

While recruiters will return to on-campus recruiting at core schools, virtual methods will continue to expand their reach to more candidates, especially diversity candidates. See the full survey for complete results and recommendations.

It supports creative approaches & experiences

Wide choice of tools enable more creative, personalized candidate experiences.

- Live video interviews
- Social media posts
- Pre-recorded interviews
- Email campaigns
- Webinars/Live-Streaming events



It's here to stay

Post pandemic, **2 in 3** recruiters will continue using virtual campus recruiting strategies.



- 63% will use hybrid virtual/in-person model post-pandemic (8% will use it 100%)
- 79% will leverage hybrid or all-virtual strategies in 2021 (regardless of pandemic)

Try these 7 steps:

Put virtual campus recruiting strategies into your mix now. Yello has you covered.

- 1 Put students first - make virtual experiences fun and stress free.
- 2 Create amazing video interviewing experiences.
- 3 Go beyond career fairs with branded webinars and virtual group interviews.
- 4 Learn how smaller companies leverage other virtual options.
- 5 Expand niche sourcing with STEM, diversity, high school, military and more.
- 6 Leverage tech tools fully with platforms like Yello.
- 7 Develop a long-term virtual strategy now.



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Yello offers virtual recruiting tools to support your campus recruiting processes – with seamless candidate scheduling, virtual interviewing, engagement and more.