



DATA INSIGHTS

The State of Spending: University Recruitment Spending Benchmarks

Today's Speaker

I run community, insights, and brand at RippleMatch. I foster educational programming for the university recruitment community and conduct our research on Gen Z & talent trends. Connect with me on LinkedIn to stay in touch!



Kate Beckman

Director, Community
and Insights

RIPPLEMATCH

RippleMatch Is The Recruitment Platform That Works For You

RippleMatch is the AI-powered solution for all your early career recruiting needs, empowering your team to consolidate tools, reduce spend, eliminate manual tasks, and transform the candidate experience with faster response times and more intentional connections.

The image displays a user interface for the RippleMatch recruitment platform. At the top right, a green starburst badge indicates a **98% Fit Score**. The main profile card for **Olivia Thomas** includes a profile picture, her name, and affiliation with the **University of Michigan**, starting in **June 2024**. Key attributes are highlighted in colored boxes: **Computer Science 3.8 GPA** (blue), **Open to work in Austin, TX** (orange), **First-Generation College Student** (green), and **Python, Solidity, CSS** (pink). Action buttons for **Reject** and **Advance** are visible.

Below the profile card, a card for an **Engineering Expo, Fall 2024** is shown, featuring a photo of a university building. Details include the location **Rosenfeld Hall** and the date **Aug 11, 2024 11:30AM EST**. A **Not Interested** button and an **RSVP** button with a checkmark are present.

To the right, a list of **Automatched** candidates is shown with a vertical list of icons. Below this list are two floating action buttons: **Add 8 Candidates to Community** (with a person icon) and **Send email to 8 candidates** (with an envelope icon).

About Today's Data & Trends

We'll be walking a set of data collected in October from university recruitment teams to understand how budget is allocated and its estimated ROI.

Recruitment Team Survey

In the month of October, we emailed verified leaders or managers of university recruitment programs and invited them to contribute to our survey.

53 total responses

80% of teams hired for engineering roles

54% hired for sales/marketing roles

52% hired for finance/business roles

49% hired for product/project management roles

45% hired for consulting roles

17% hired for 'Other' roles

Teams had varying budget sizes and we'll be analyzing the budget allocation by budget size in the coming slides. All data on budget size refers to spending outside of personnel and employee salary costs.

University Recruitment Budget Allocation & ROI

Overarching Trends: All Budgets

Key insights on how teams are spending their budgets



Traditional campus recruitment and in-person activities taking up prominent share of budget for budgets of all sizes



Internship programming & in-person office events also a large share of budget

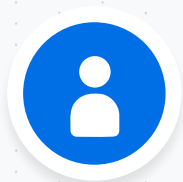


Lowest ROI strategies identified as conferences and swag, number of campus visits

Budget Size: \$20,000 or Less

Budget Trends: \$20,000 or less

Key insights on small budgets \$20,000 or less



76% of teams with this budget hire 50 or less interns & entry-level candidates per year



Largest share of budget goes toward career fairs, swag, internship programming, and in-office visits

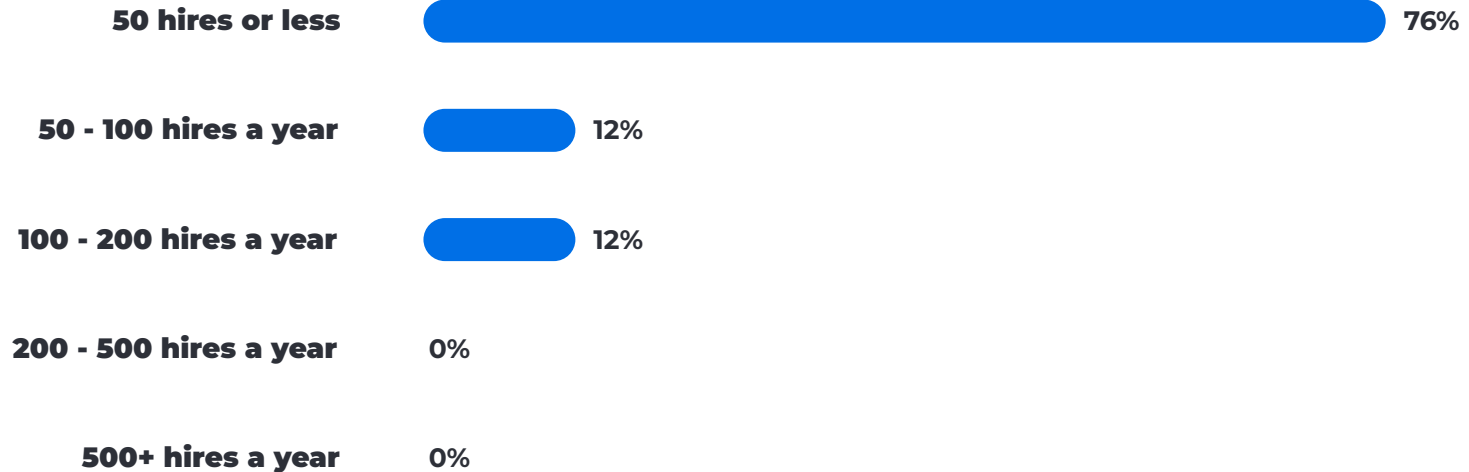


Job boards & conferences marked as lowest ROI spend, internship programming and in-office visits as great ROI

SMALL BUDGET - \$20,000 OR LESS

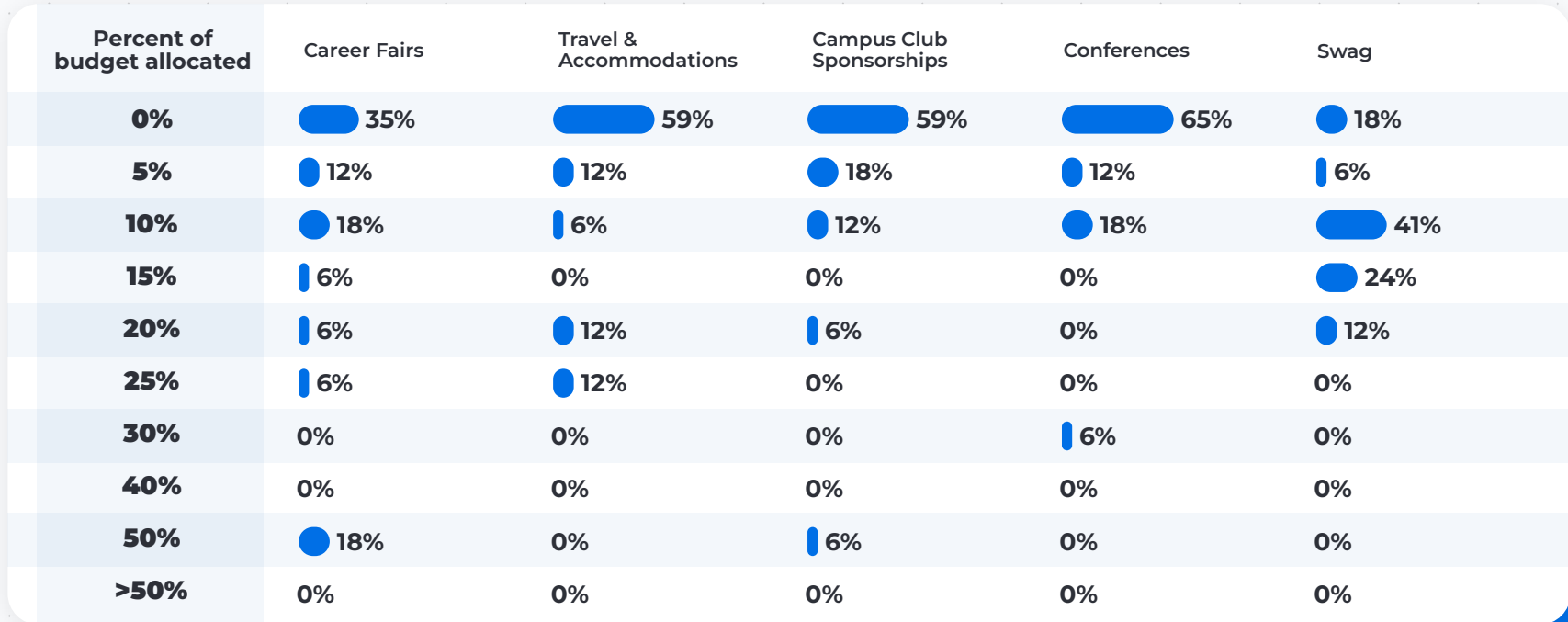
Teams with a \$20,000 or less budget largely make 50 EC hires or less a year

We asked: 'How many hires a year is your team expected to make using that budget?'



Campus visits contribute to largest budget allocation spend

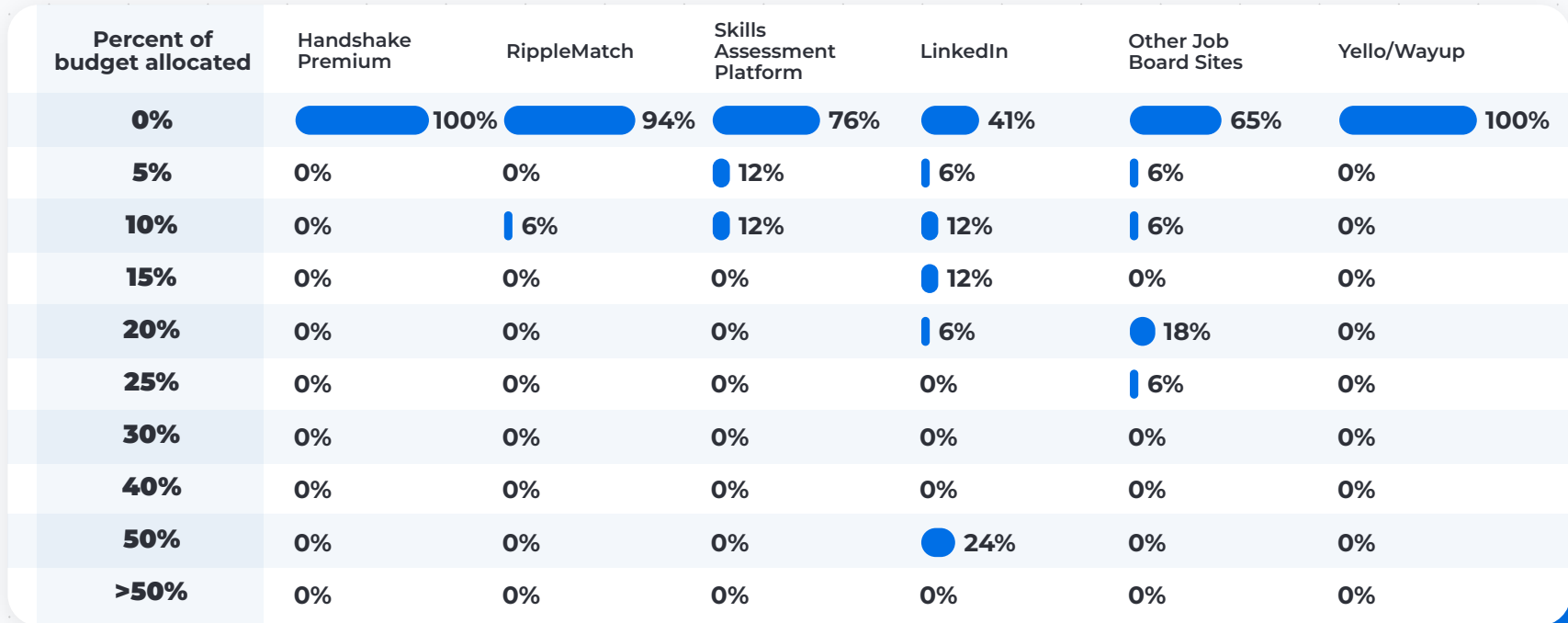
We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



% of teams that selected option

Most teams with small budgets aren't leveraging tech outside of LinkedIn

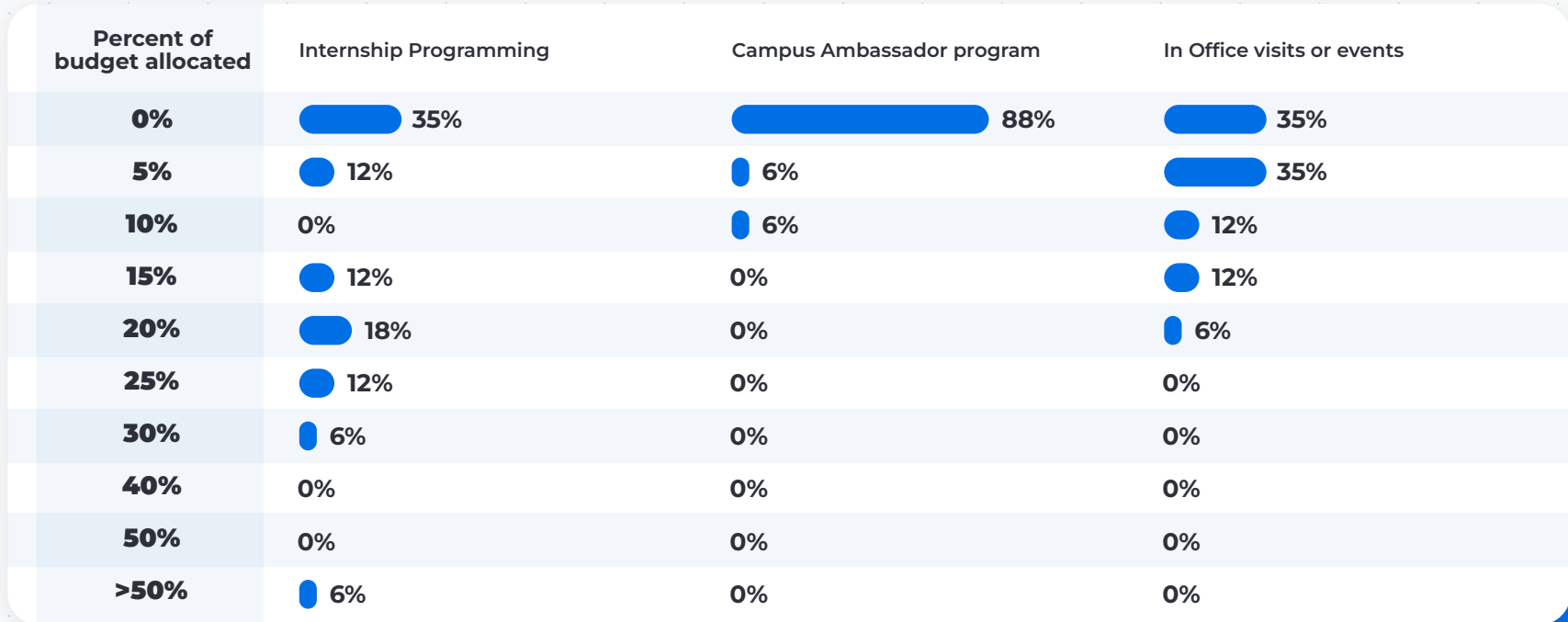
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% of teams that selected option

Internship programming is another large share of budget

We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'

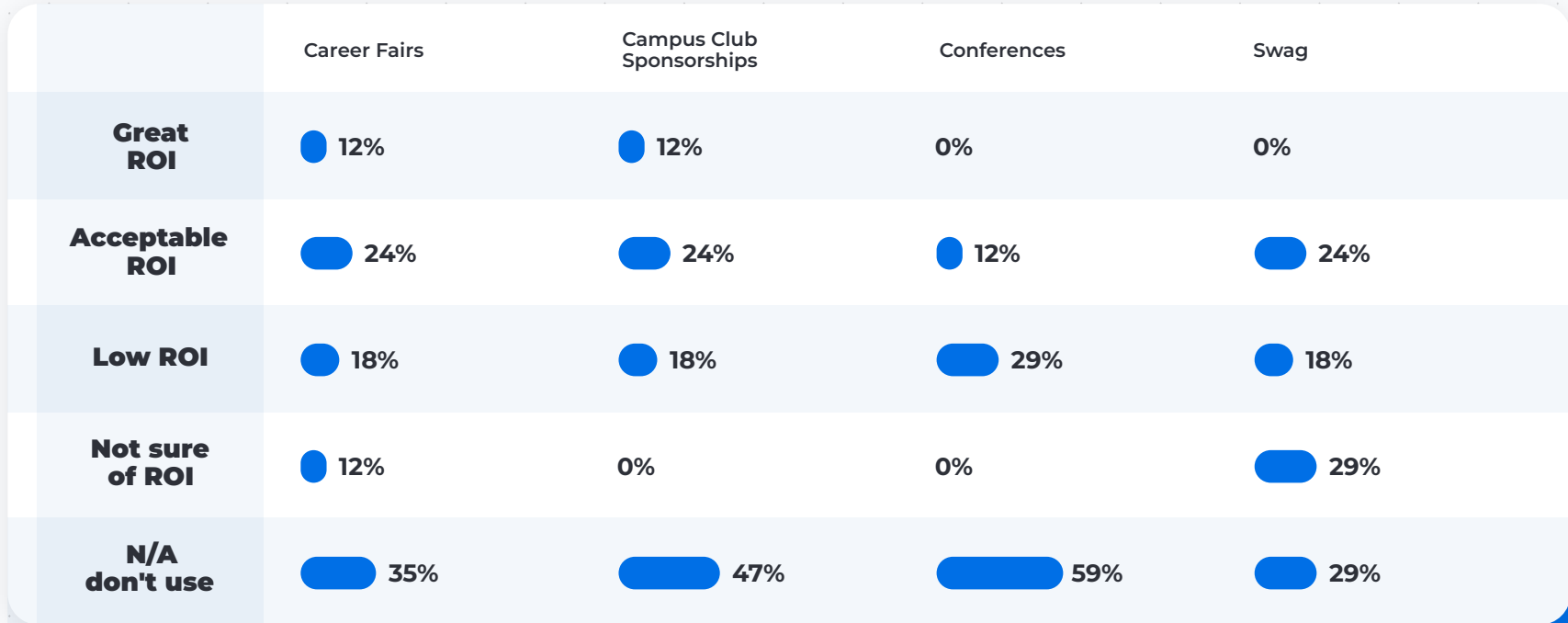


% of teams that selected option

SMALL BUDGET - \$20,000 OR LESS

For teams with small budgets, conferences are deemed to have low ROI in comparison to other activities

We asked: 'How would you categorize the following programs, tech, and events when it comes to ROI for your early career recruitment goals?'

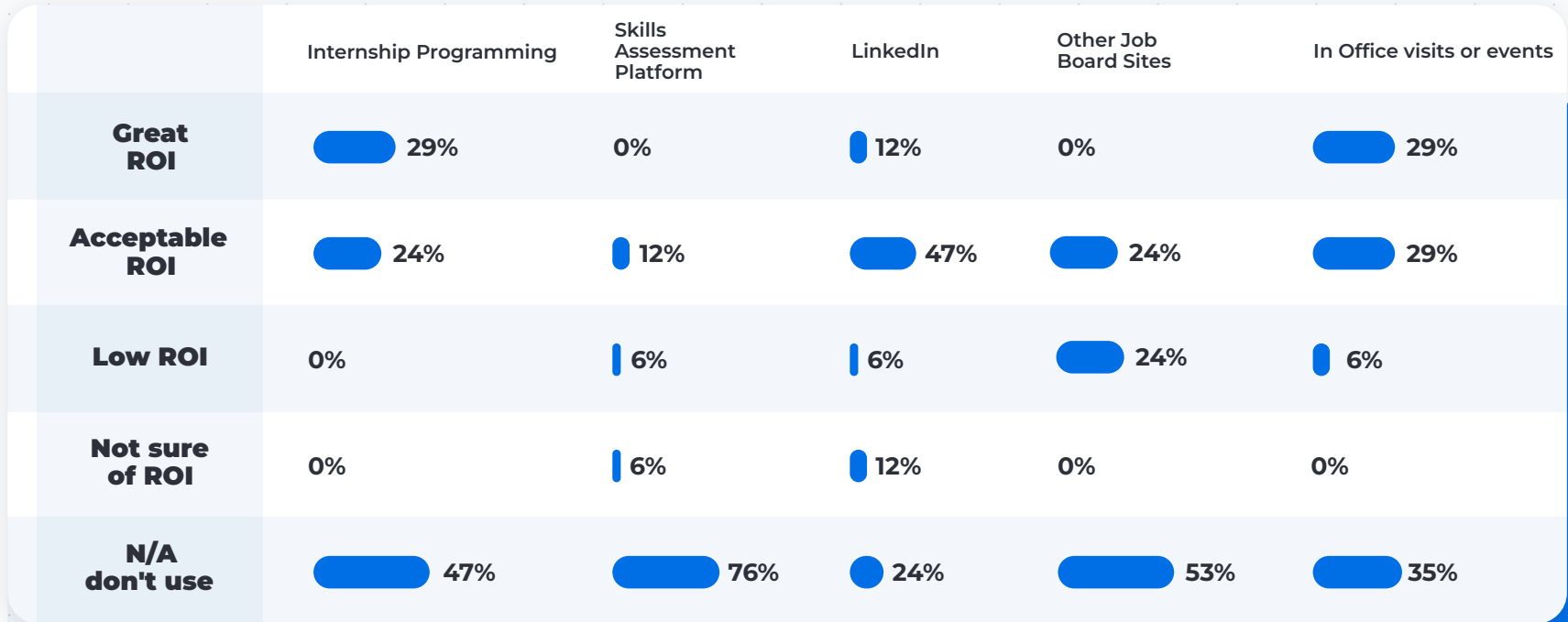


% of teams that selected option

SMALL BUDGET - \$20,000 OR LESS

Internship programming delivers positive results for teams with small budgets

We asked: 'How would you categorize the following programs, tech, and events when it comes to ROI for your early career recruitment goals?'

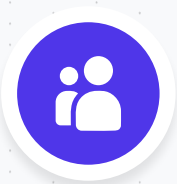


% of teams that selected option

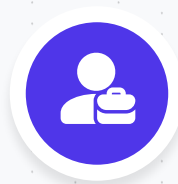
Budget Size: \$20,00-50,000

Budget Trends: \$20,000 - \$50,000

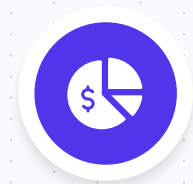
Key insights on budgets \$20,000-\$50,000



43% of teams with this budget hire 50-100 interns & entry-level candidates per year; 43% hire 50 or less



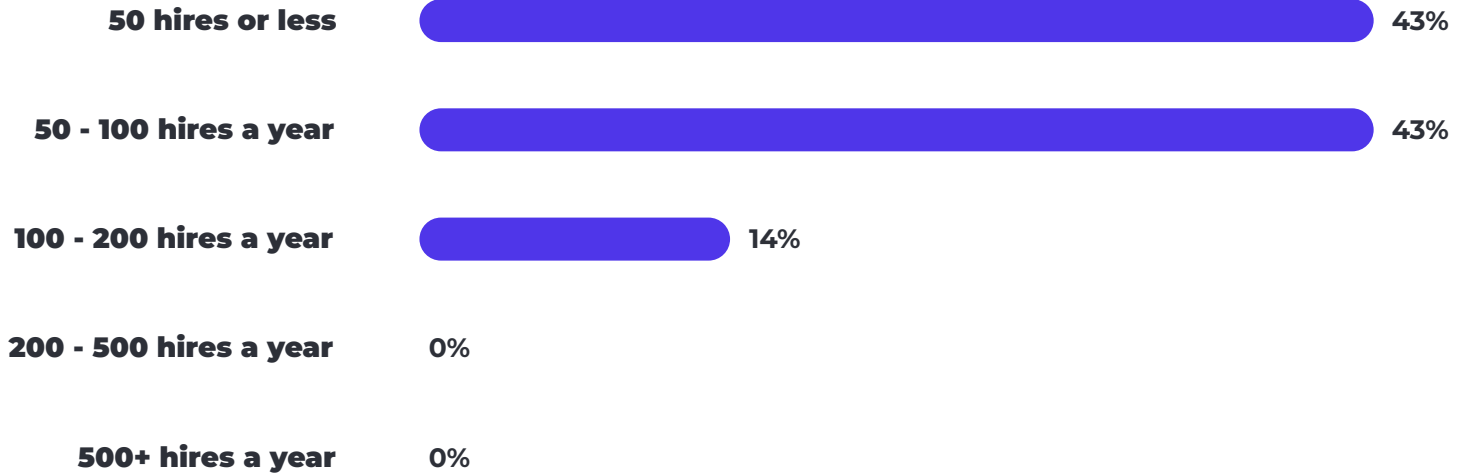
Largest share of budget goes toward career fairs, travel & accommodations, and internship programming



Career fairs and swag selected as lowest ROI spend most often; internship programming selected as great ROI most often

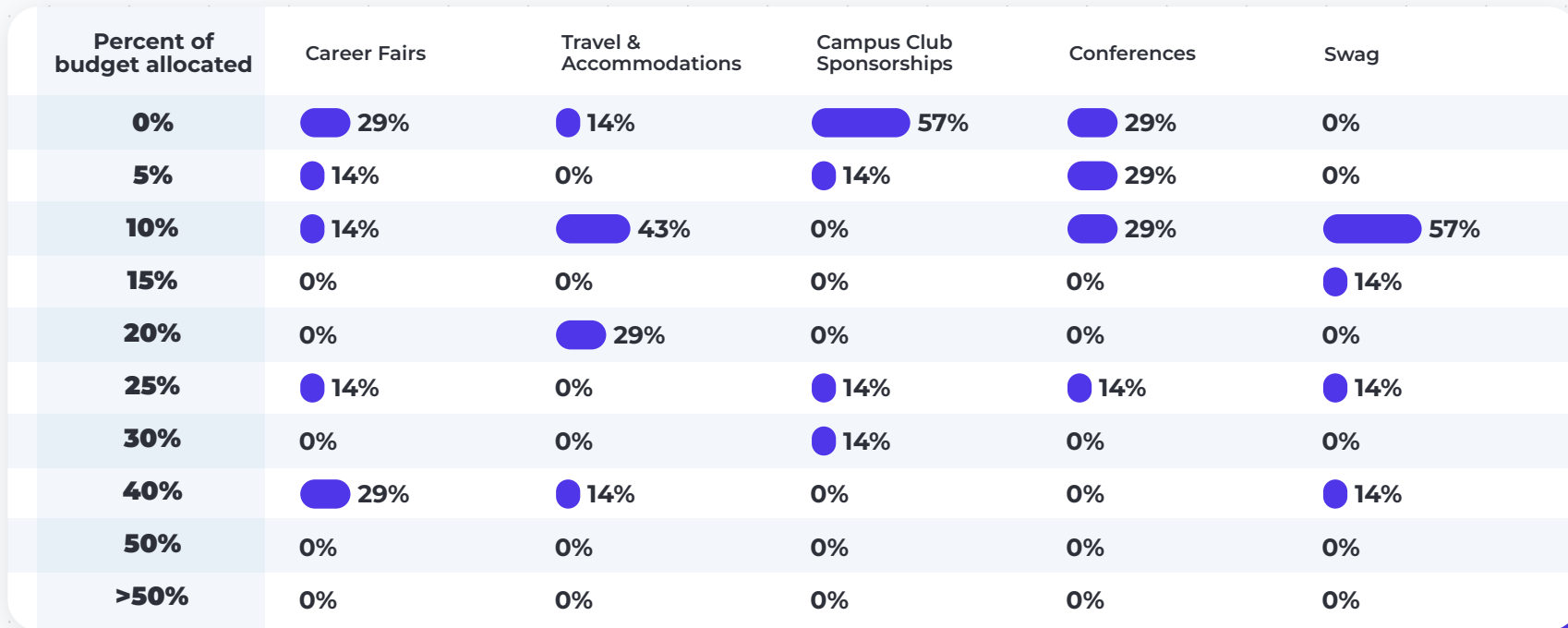
Teams of this budget range most often hire closer to 100 hires a year

We asked: 'How many hires a year is your team expected to make using that budget?'



Campus visits are a significant part of budget allocation

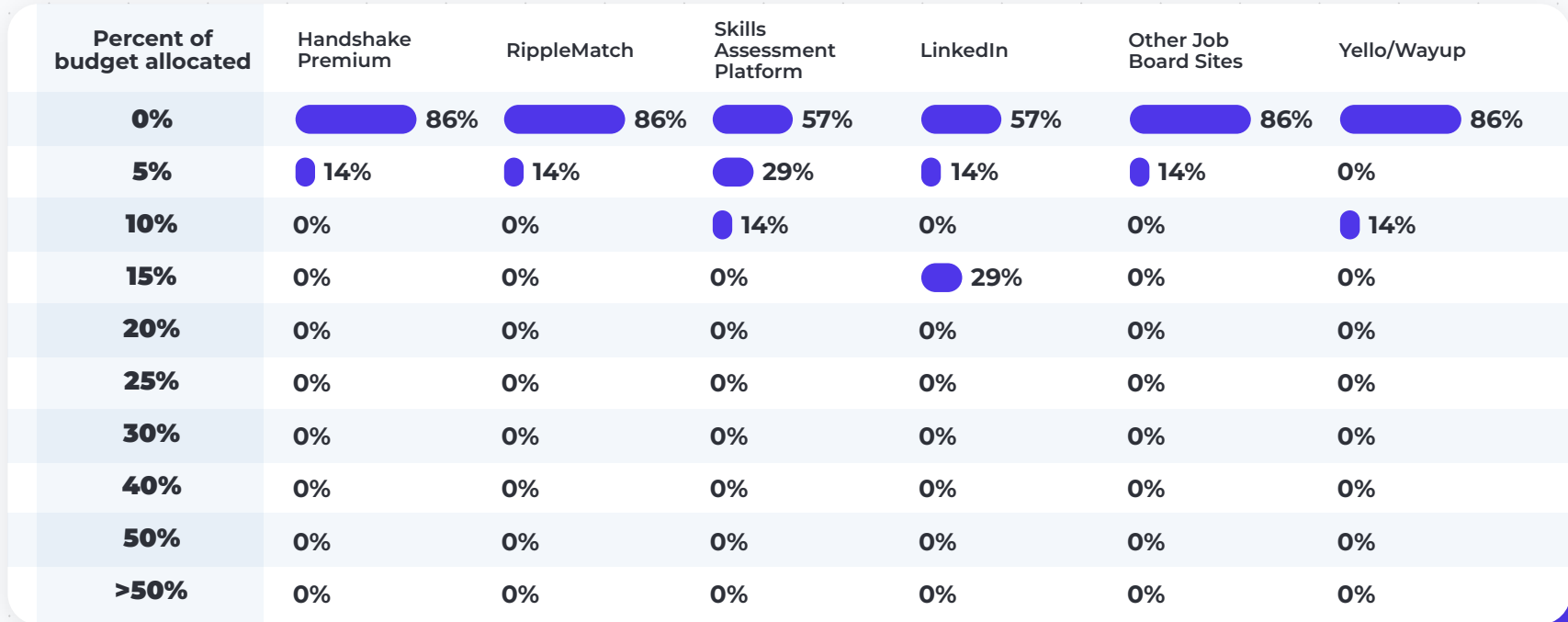
We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



% of teams that selected option

Technology is a significantly smaller share of budget comparatively

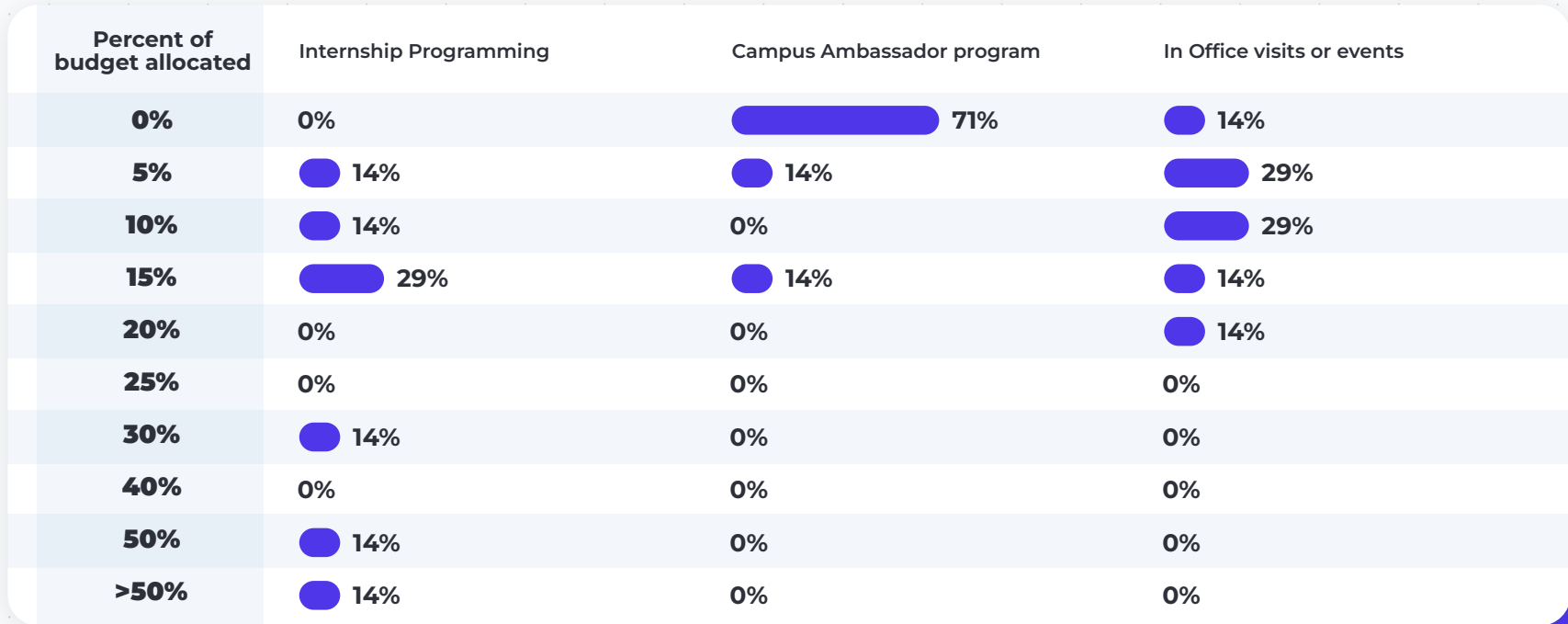
We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



% of teams that selected option

Internship programming remains core part of budget allocation

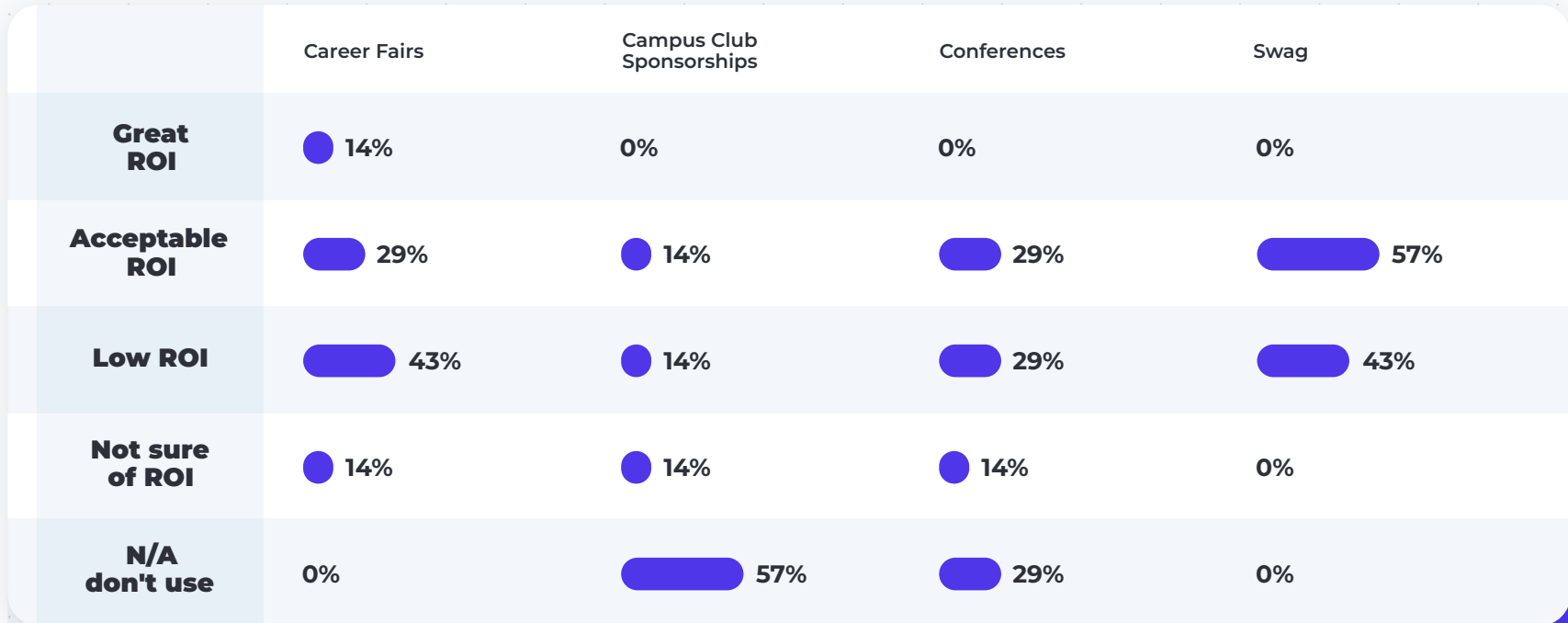
We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



% of teams that selected option

Career fairs, conferences, and swag have questionable ROI

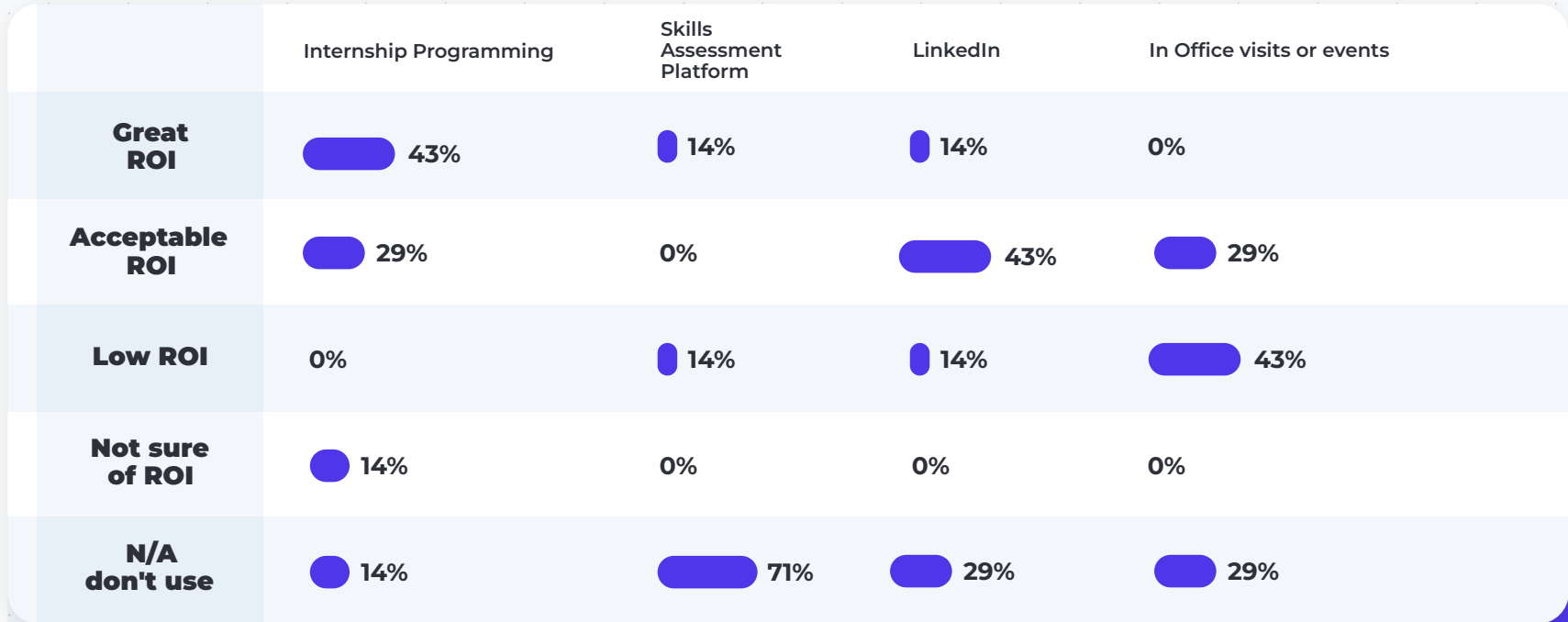
We asked: 'How would you categorize the following programs when it comes to ROI for your early career recruitment goals?'



% of teams that selected option

Internship programming has greatest ROI of selected programming

We asked: 'How would you categorize the following programs when it comes to ROI for your early career recruitment goals?'



% of teams that selected option

Budget Size: \$50,00 - \$100,000

\$50,000 - \$100,000 Budget Trends

Key insights on budgets \$50,000-\$100,000



50% of teams with this budget hire 100-200 interns & entry-level candidates per year; 38% hire 50-100 a year



Largest share of budget goes toward career fairs, travel & accommodations, swag, and internship programming

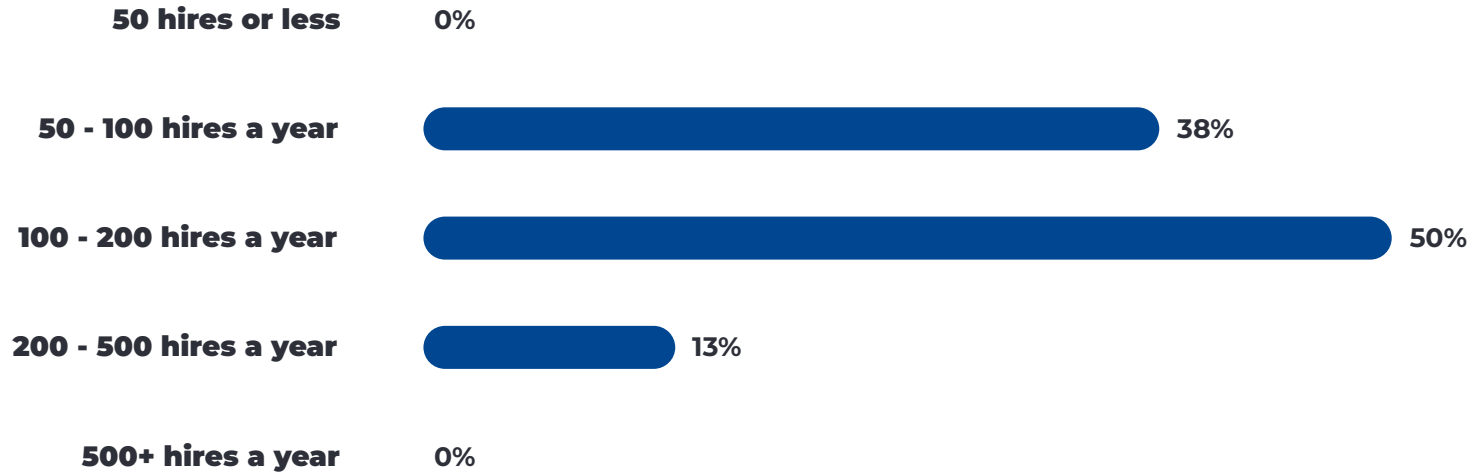


Campus club sponsorships, swag, and conferences most often selected as low ROI; internship programming selected as great ROI

MID BUDGET - \$50,000 - \$100,000

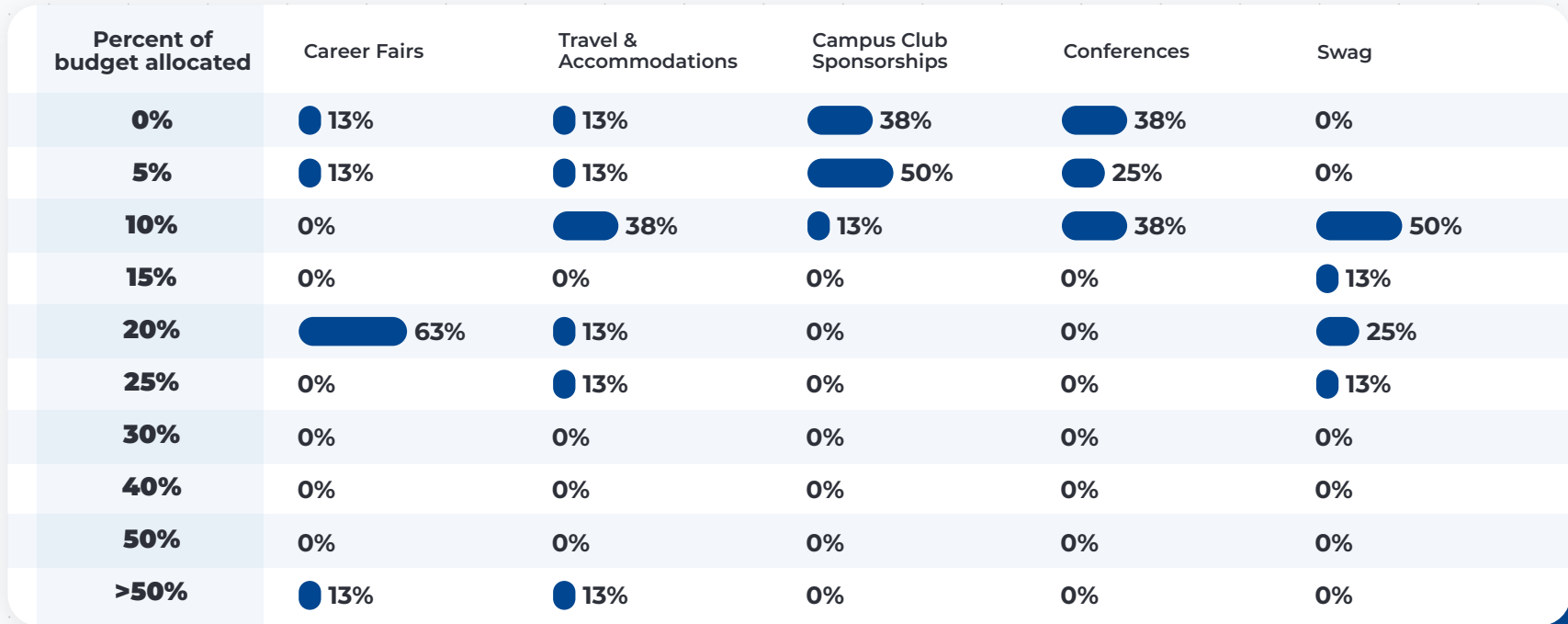
Majority of programs in this budget range are hiring at least 100-200 hires a year, or slightly less

We asked: 'How many hires a year is your team expected to make using that budget?'



For most teams with this budget, career fairs take up 20% of spend

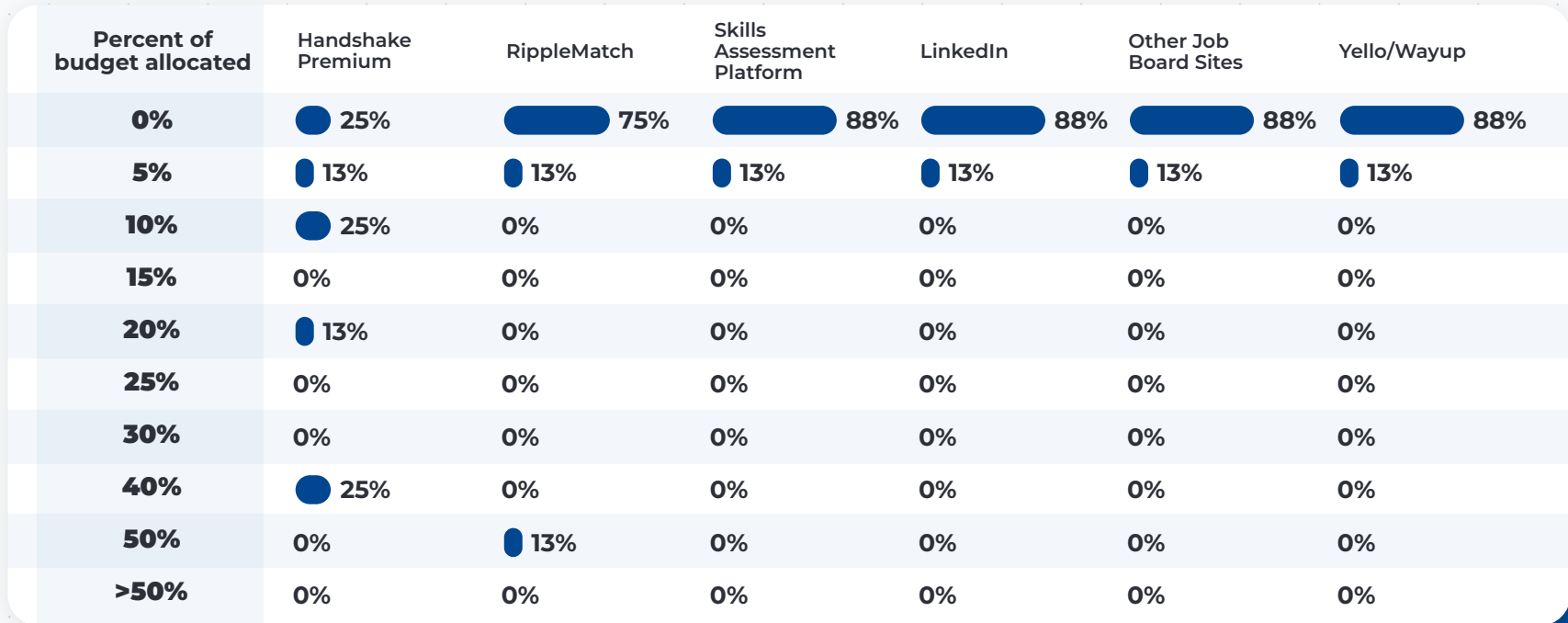
We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



% of teams that selected option

In-person programming still accounts for higher share of budget than technology

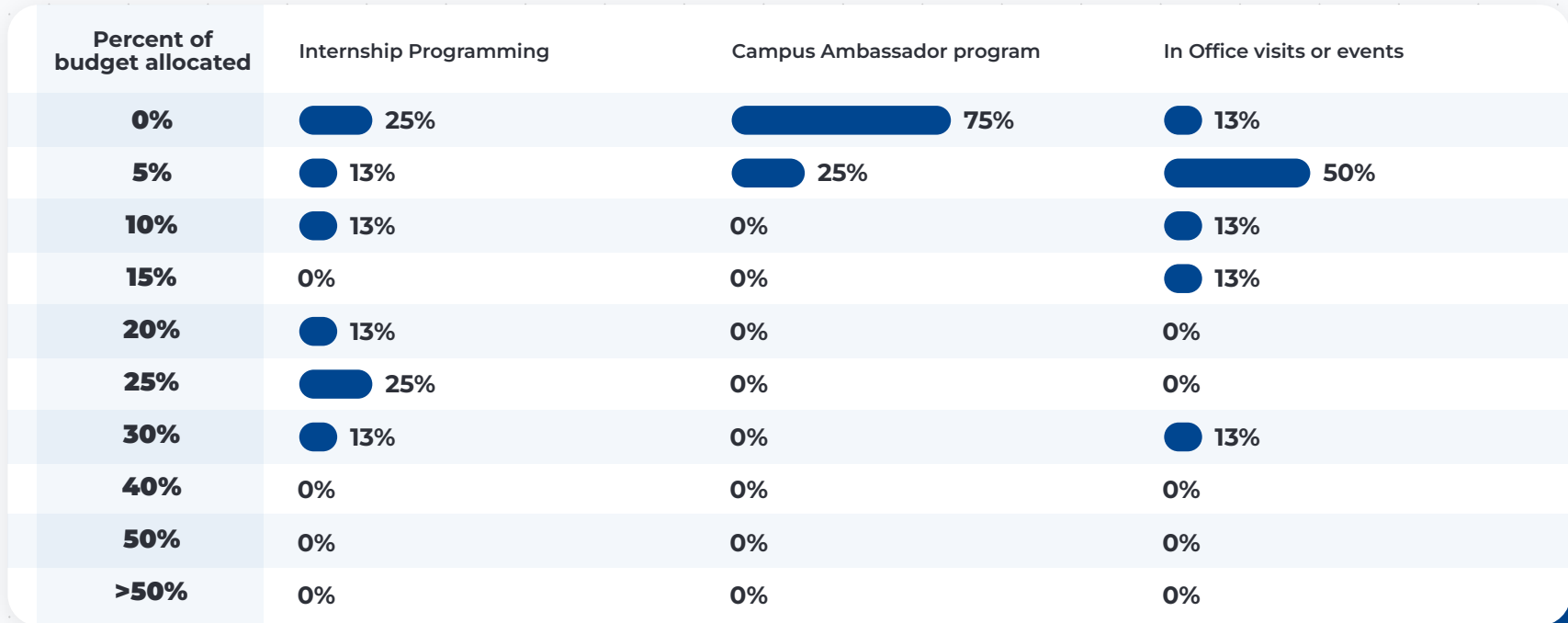
We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



% of teams that selected option

For teams at this budget level, in-person events match internship programming spend

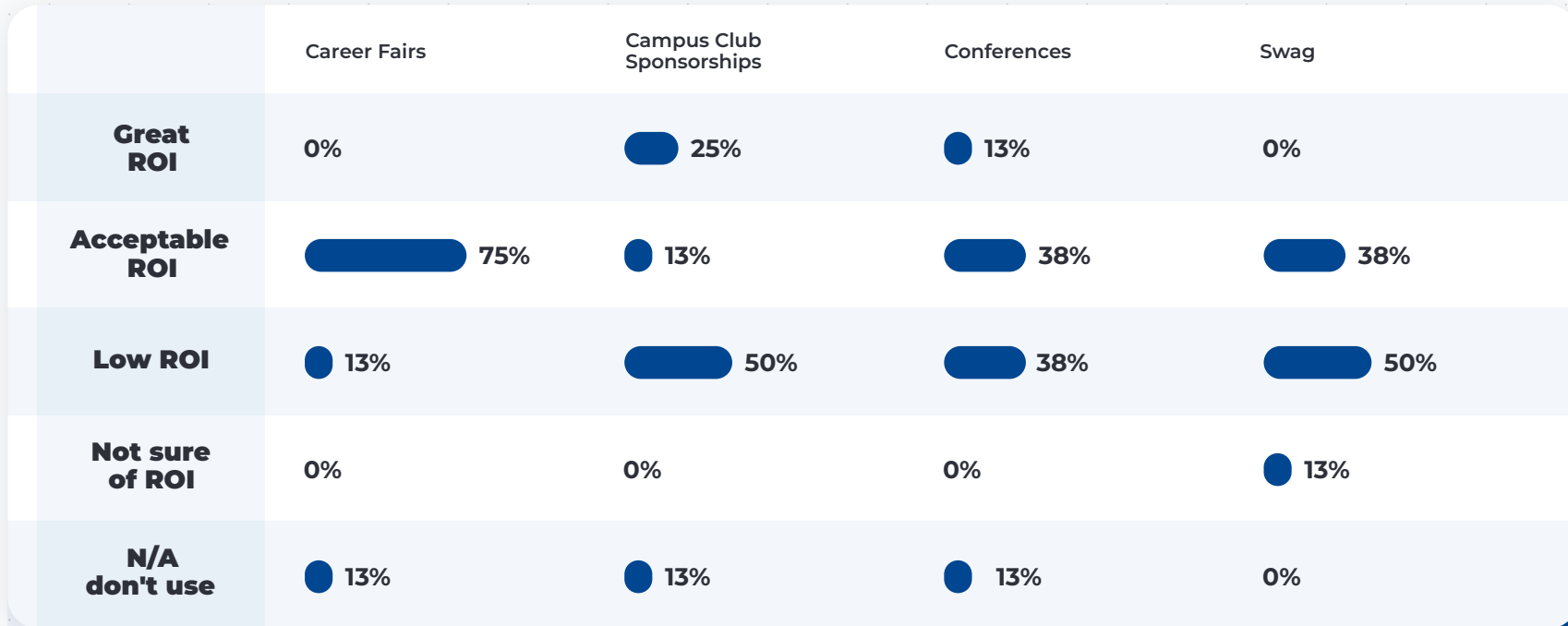
We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



% of teams that selected option

Campus club sponsorships, conferences, and swag seen as low ROI spending

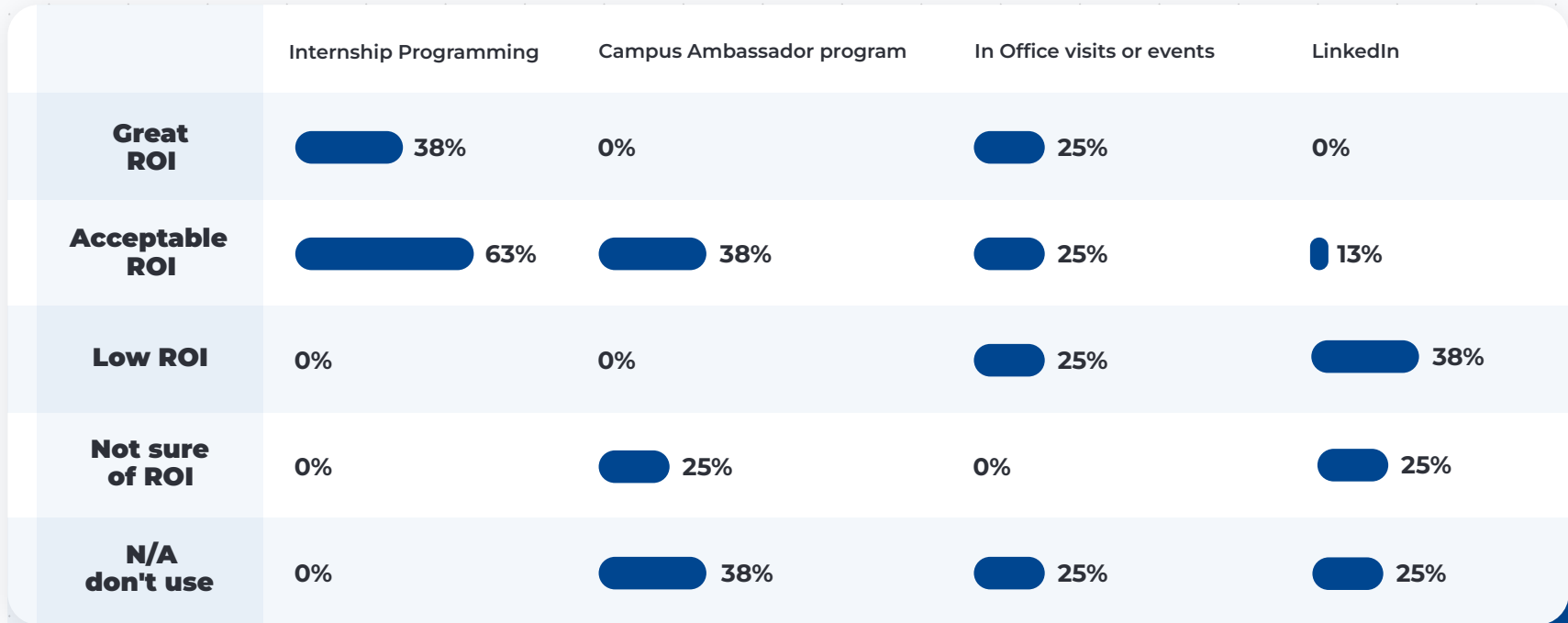
We asked: 'How would you categorize the following programs when it comes to ROI for your early career recruitment goals?'



% of teams that selected option

Internship programming marked as great or acceptable ROI by 100% of teams

We asked: 'How would you categorize the following programs when it comes to ROI for your early career recruitment goals?'



% of teams that selected option

Budget size: \$100,000+

Budget Trends \$100,000+

Key insights on budgets (\$100,000+)



44% of teams with a budget of \$100k-300k hire between 100-200 a year; 42% of teams with a budget of 300k+ make 500+ hires a year



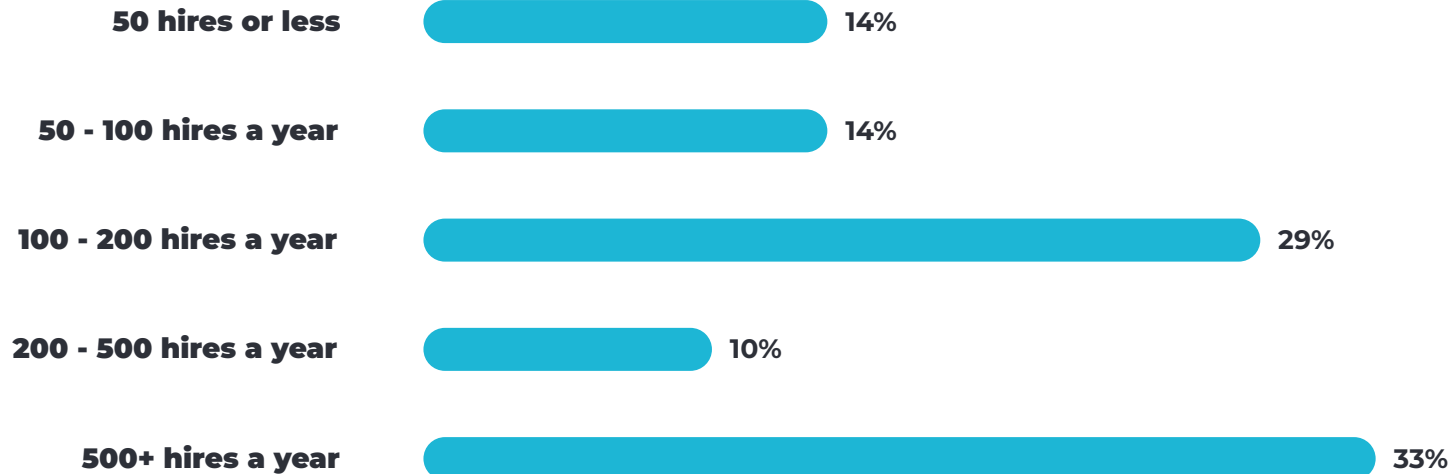
Largest share of budget goes toward career fairs, travel & accommodations, conferences



Conferences overwhelmingly selected as being low ROI, with 52% of respondents selecting this option

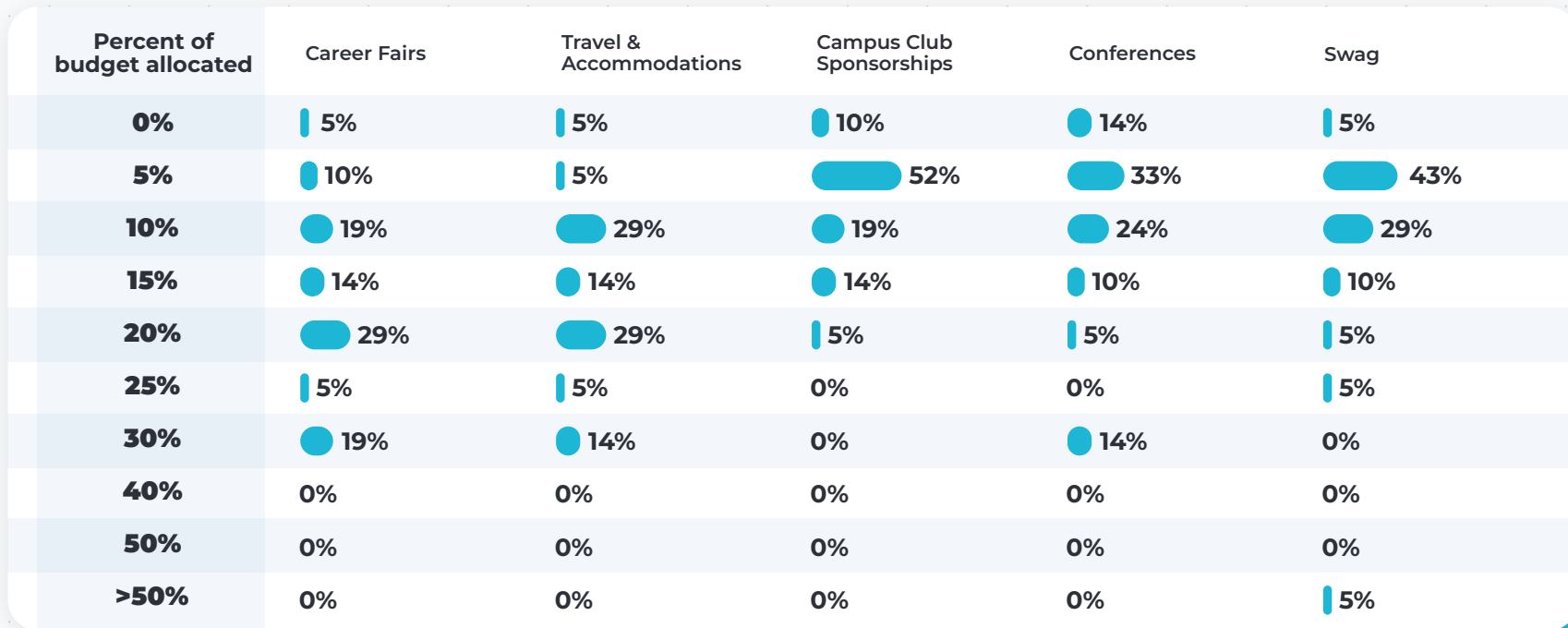
Teams with a \$100k+ budget have a high-volume of early career hiring each year

We asked: 'How many hires a year is your team expected to make using that budget?'



High-budget programs typically spending 20-30% on in-person recruitment strategies

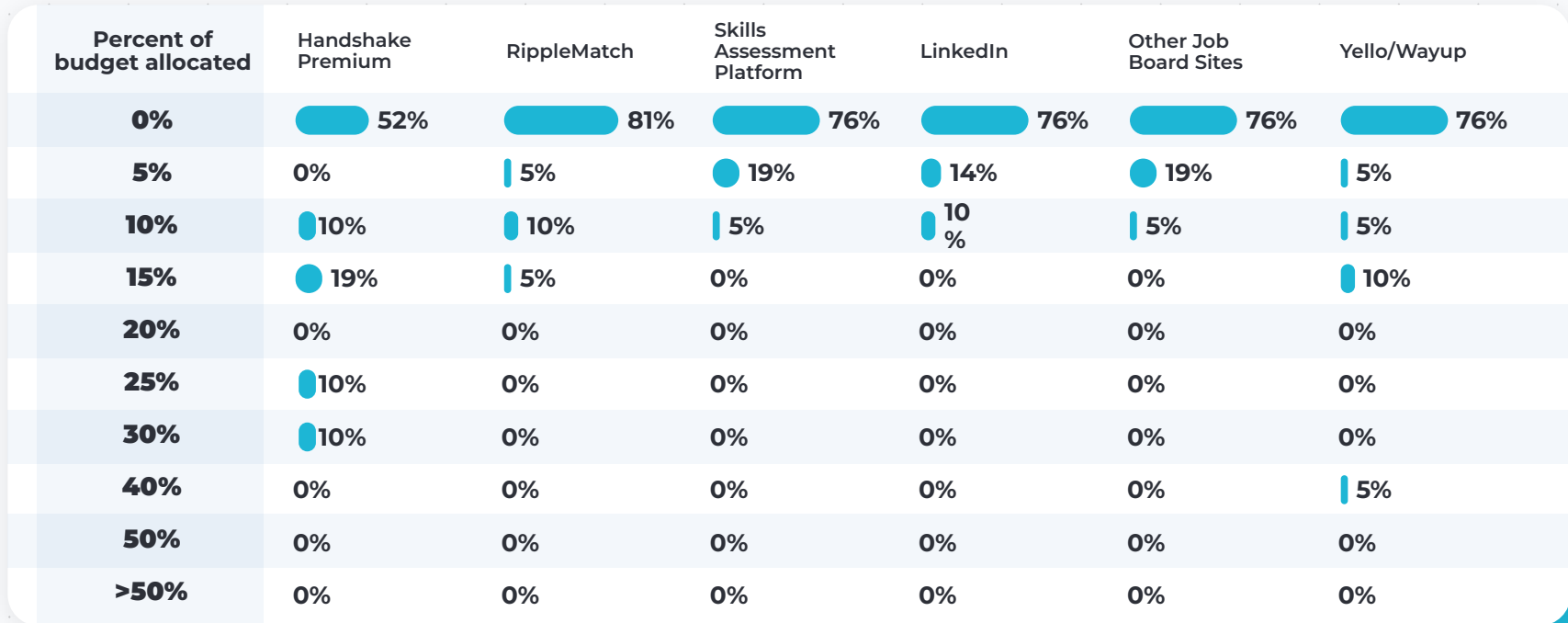
We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



% of teams that selected option

Technology budget allocation increases in larger budgets but is still a small share

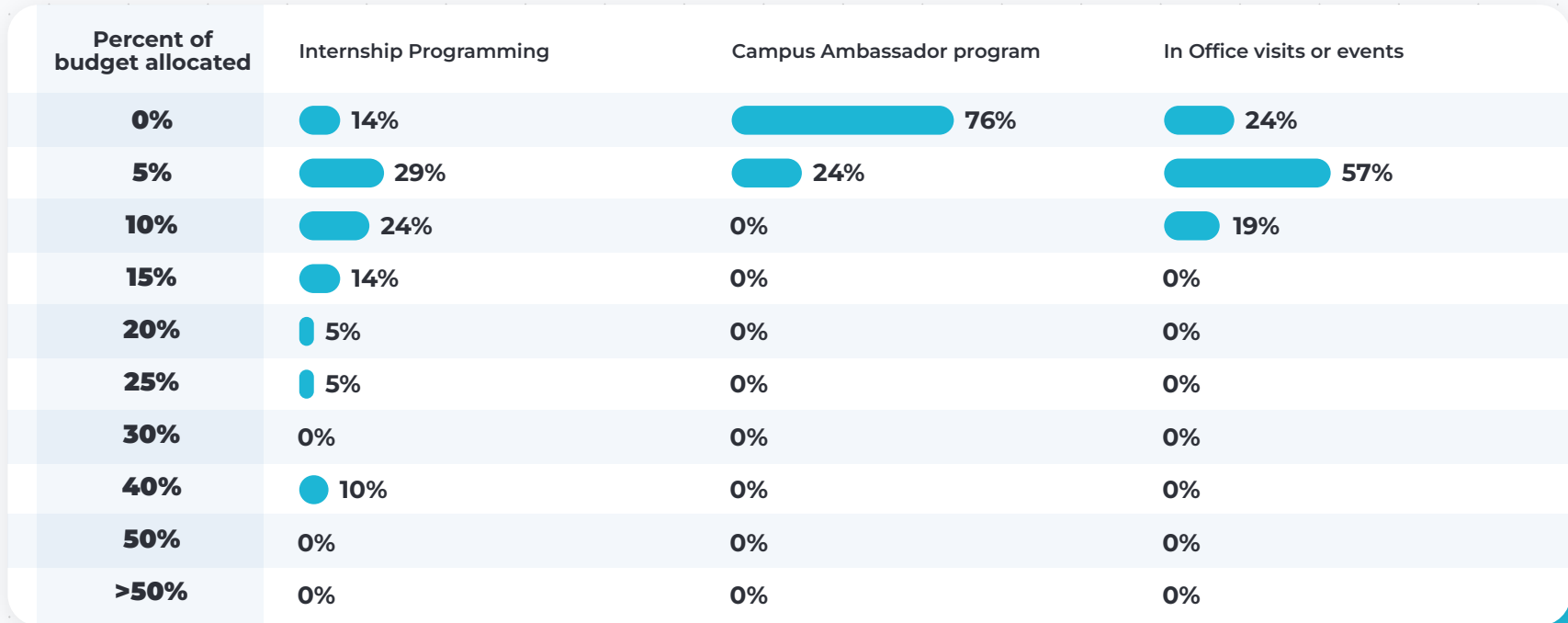
We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



% of teams that selected option

Many teams host in-office events but they are a small share of overall budget

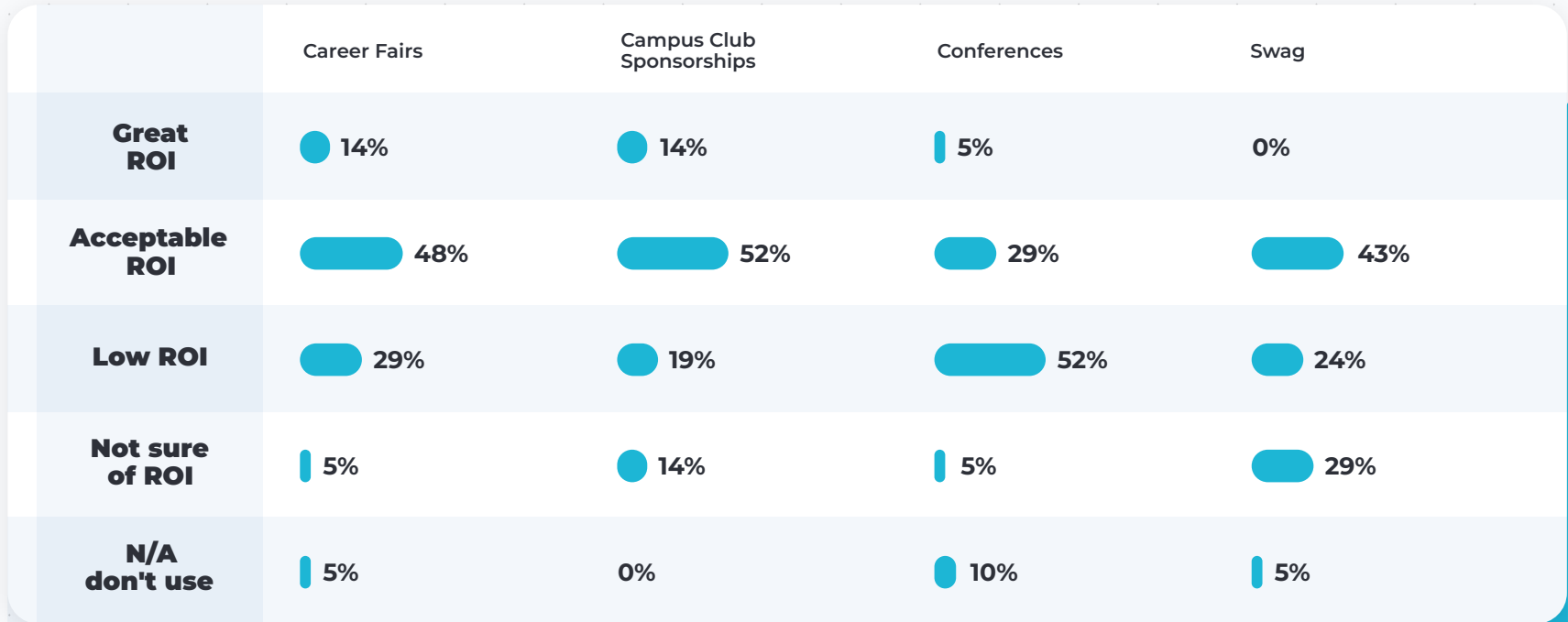
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% of teams that selected option

More than half of teams categorize conferences as low ROI spend

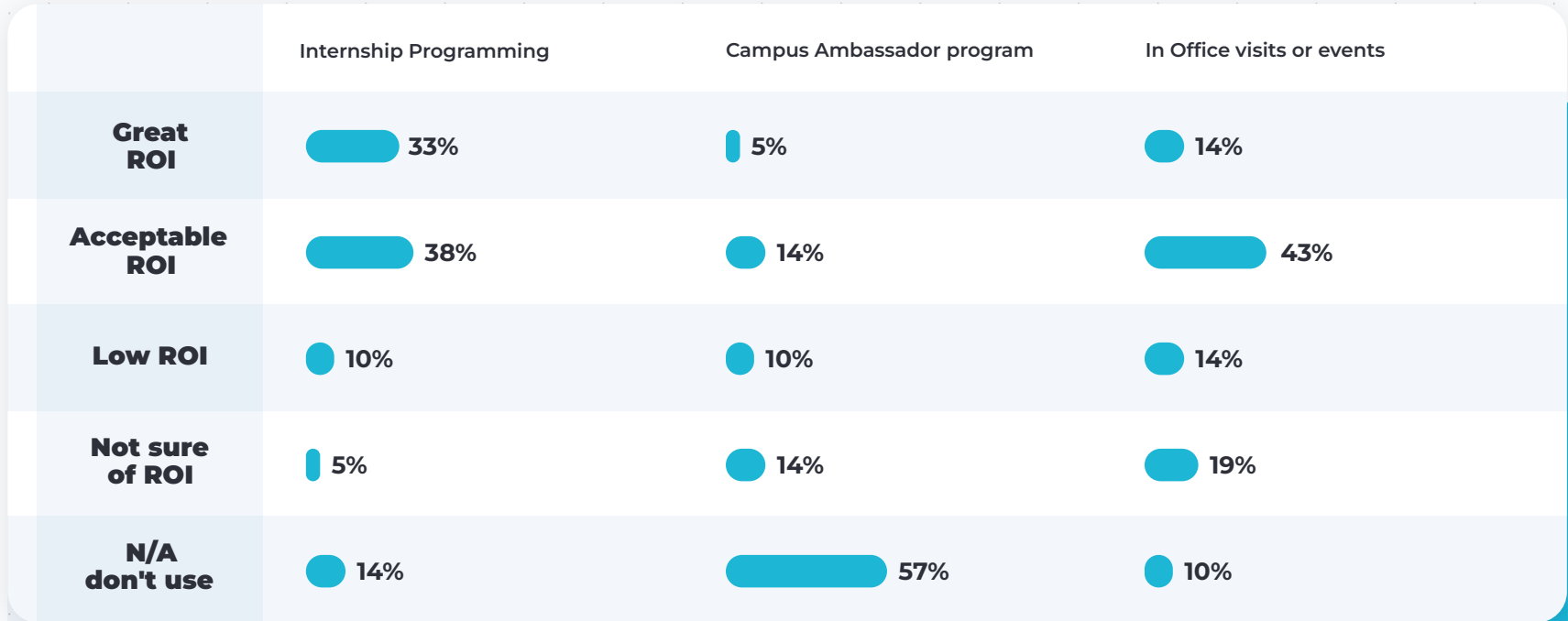
We asked: 'How would you categorize the following programs when it comes to ROI for your early career recruitment goals?'



% of teams that selected option

Internship programs and in-office events are reliable source of ROI

We asked: 'How would you categorize the following programs when it comes to ROI for your early career recruitment goals?'



% of teams that selected option

Additional Budget Trends

OVERALL BUDGET TRENDS

Larger budgets will mostly stay the same in 2025, and small budgets may get even smaller

We asked: 'Do you anticipate any changes in your university recruitment budget for next year, 2025?'

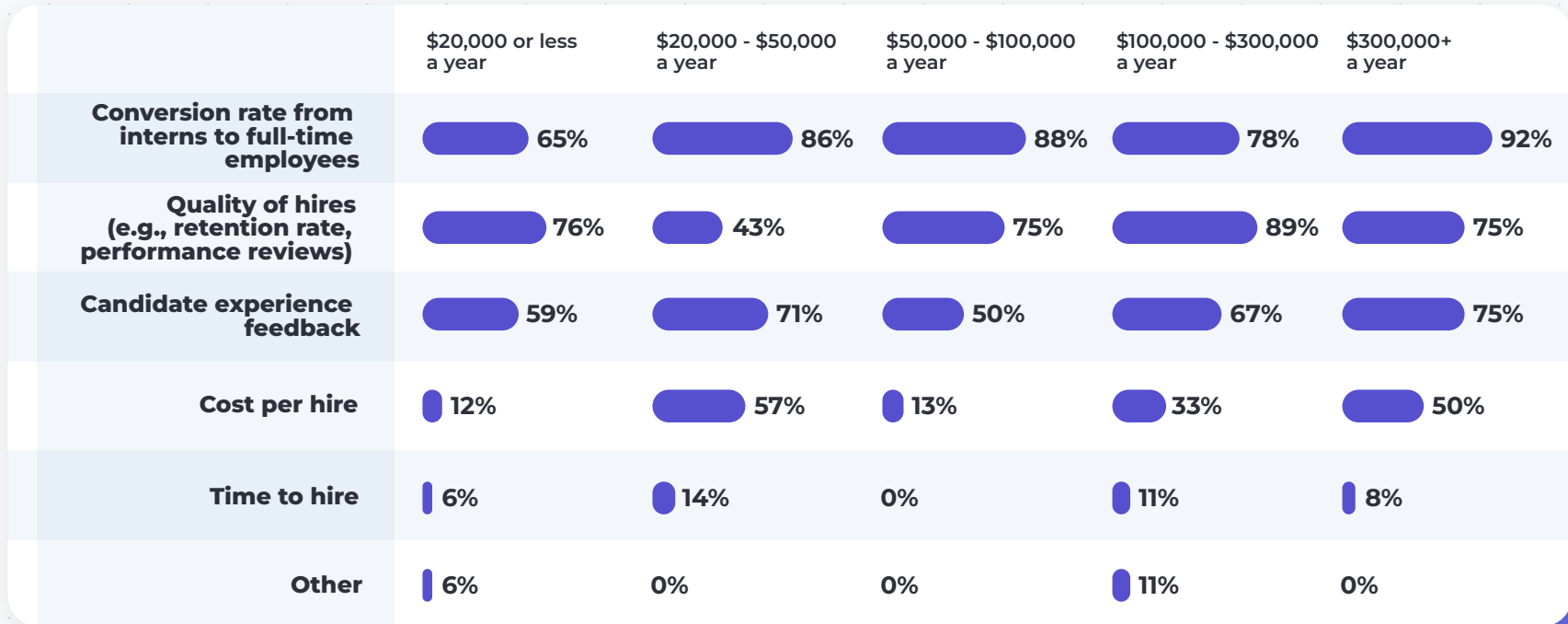


% of teams that selected option

OVERALL BUDGET TRENDS

Intern conversion rate and quality of hires top metric of measuring ROI

We asked: 'How do you measure the return on investment (ROI) for your university recruitment efforts?'



% of teams that selected option

OVERALL BUDGET TRENDS

Number of campus visits main source of cost reduction, if required

We asked: 'If you were asked to decrease your early career recruitment spend while achieving the same hiring results, where would you look to decrease first?'



% of teams that selected option

Budget Takeaways



In-person events are on the chopping block for budget decreases and efficiency gains



Swap in-person activities with virtual tools and strategies



Review your own high-spend, low ROI strategies to emerge stronger and more effective in the new year

Q&A