



# UR's Hidden Hero: How AI Can Open Up Budget for More People-First Investments

Please say hello and introduce yourself in the chat!

# Introducing Today's Speakers



**Kate Beckman**

Director, Community  
and Insights

RIPPLEMATCH



**Tucker Fross**

Head of Product

RIPPLEMATCH

# Today's Agenda

- Introduction
- The evolving recruitment landscape
- AI in Recruitment: Who's Using It
- AI Tools: Problems it Can Solve
- AI Solutions: Real Life Applications

# 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** (June 2024). Below this, several key attributes are highlighted in colored boxes: **Computer Science 3.8 GPA**, **Open to work in Austin, TX**, **First-Generation College Student**, and **Python, Solidity, CSS**. 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, the location **Rosenfeld Hall**, and the date **Aug 11, 2024 11:30AM EST**. It includes a **Not Interested** button and an **RSVP ✓** button. To the right, a list of **Automatched** candidates is shown with a vertical list of person icons, each accompanied by a checkmark. Two callout boxes are positioned below the list: **Add 8 Candidates to Community** (with a person icon) and **Send email to 8 candidates** (with an envelope icon).

# Spark24'

**Join us for our 2024  
virtual conference!**

**Join us for the 2024 Spark  
Conference where you'll hear  
from expert panels of UR leaders,  
Gen Z candidates, and  
participate in community  
discussion with other Talent  
Acquisition & Campus  
Recruitment pros. Tickets to this  
virtual community conference  
are available for free for the first  
thousand registrants!**



# **The Shifting Landscape: Evolving Challenges & Technologies Through the Years**

**2016 - 2019**

## **The Pre-pandemic recruitment status quo**

- Campus-centric strategy
- Oldest members of Gen Z just beginning to enter a very candidate-friendly market, bringing new challenges
- Teams are prioritizing D&I
- RippleMatch customers are early adopters of AI-driven matching technology
- **Job boards or school-specific job boards are status quo technology**



## Early 2020 - Late 2020

# The Pandemic Upheaval

- Massive, immediate shift to online recruitment and online work
- Uncertainty and drawbacks on some early career programs
- Renewed focus on D&I and building inclusive cultures & pipelines
- **Embrace of new technologies and innovation to adjust to new normal**





2021 - mid 2022

## The Early Career Boom

- Candidate-driven market returns as companies increase hiring targets and prioritize growth
- Navigating new challenges of remote-first generation of interns and new hires
- Some strategic returns to in-person events
- **Continued embrace of technologies that power virtual strategies**



## Mid 2022 - Present

# A New Landscape Once Again

- Many companies make cuts or adjustments to their early career programs in face of economic challenges
- Companies settle in to hybrid recruitment strategies
- Teams grapple with reduced resources and shifting priorities
- **New AI technology – including ChatGPT – transforms capabilities to make recruiting more efficient**



## WHY THESE SHIFTS MATTER

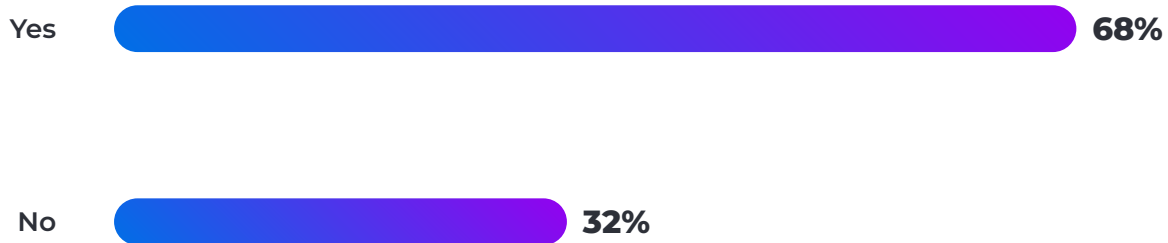
The landscape has been constantly shifting in the last 5 years – it's easy to get whiplash when identifying new strategies yet again.

**Let's walk through the latest massive shift (AI) in more detail.**

# AI in Recruitment: Who's Using It?

# Candidates kick off fall season with widespread adoption of AI tools

We asked: 'Are you using/plan to use AI tools to assist with your job/internship search?'



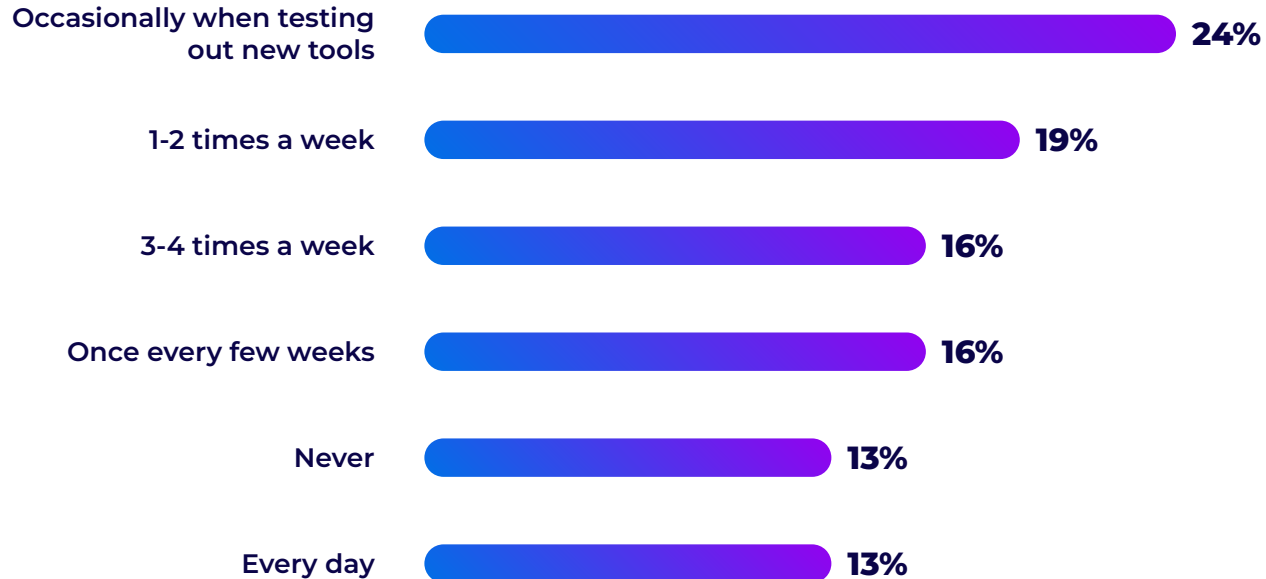
# Candidates most likely to leverage AI to help with resume tailoring & communication

We asked: 'Which of the following ways are you leveraging AI while applying and interviewing for internships/jobs?'



# 48% of recruiters are using AI tools at least once a week

We asked: "How often do you use AI of any kind in a typical work week?"

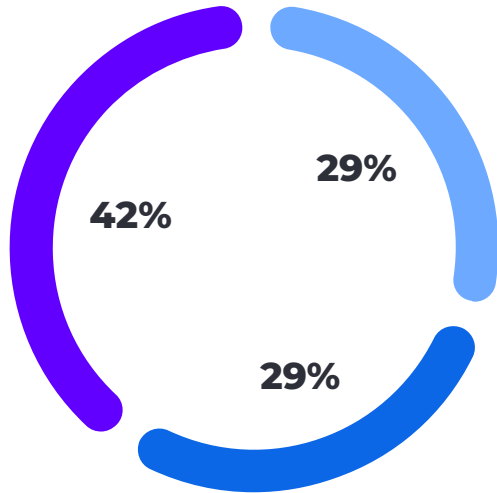


# AI Tools: What Problems Can it Solve?



# High-volume approach to recruitment remains unchanged for fall 2024 – 71% will submit at least 100 applications

We asked: ‘How many applications do you estimate you will need to submit to land a job or internship offer that you plan on accepting?’



**42%**

100-300  
applications

**29%**

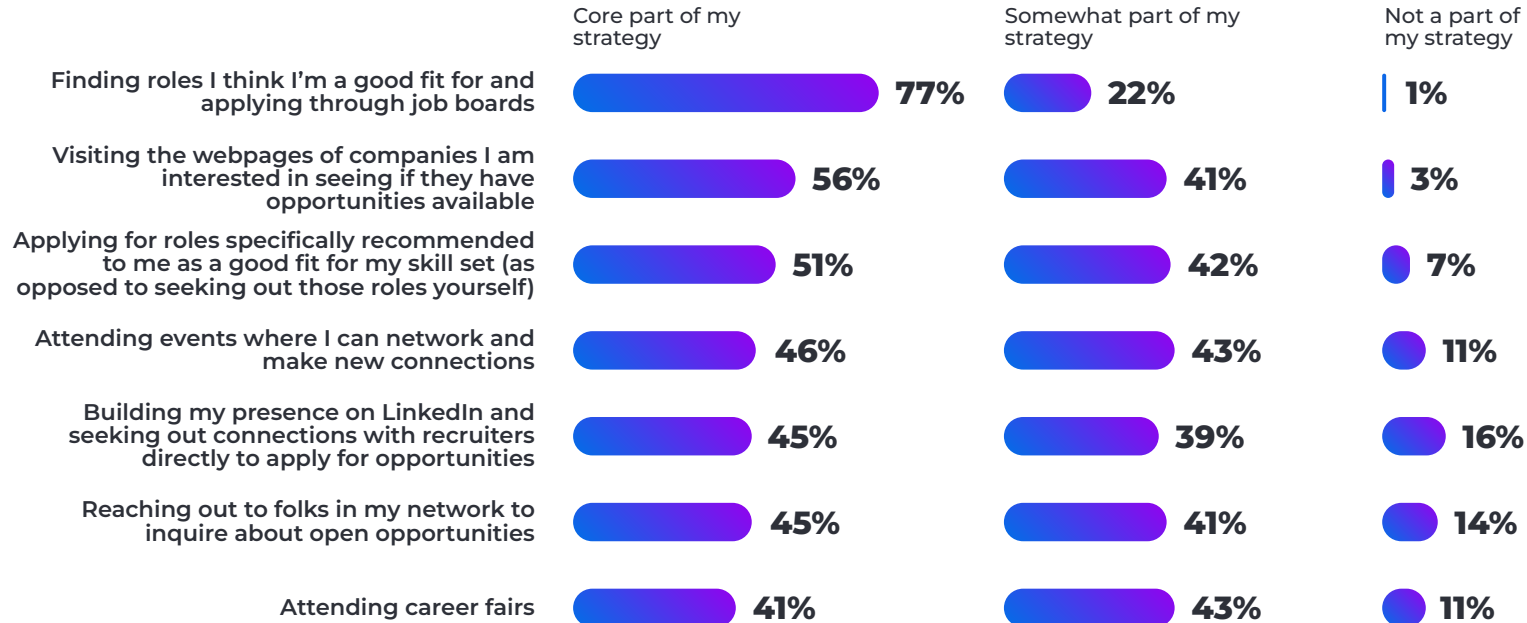
300+  
applications

**29%**

Less than 100  
applications

# Online resources are a core part of job search strategies, outweighing in-person methods

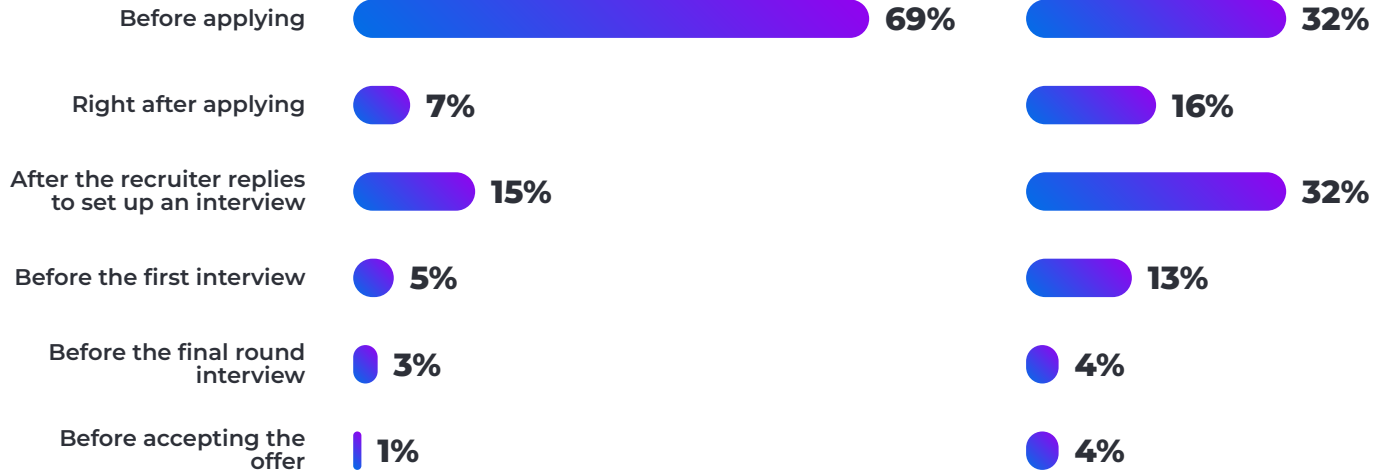
We asked: 'How would you describe the strategies listed below and the role they play in your plan to land a job or internship offer?'



# Candidates most likely to conduct research on company before applying and when a company reaches out for an interview

At what stage of your job/internship search do you read the *entire* job description (so beyond the title and initial description) for a role?

At what stage of your job/internship search do you conduct additional research on a company to determine if you're interested in working there?

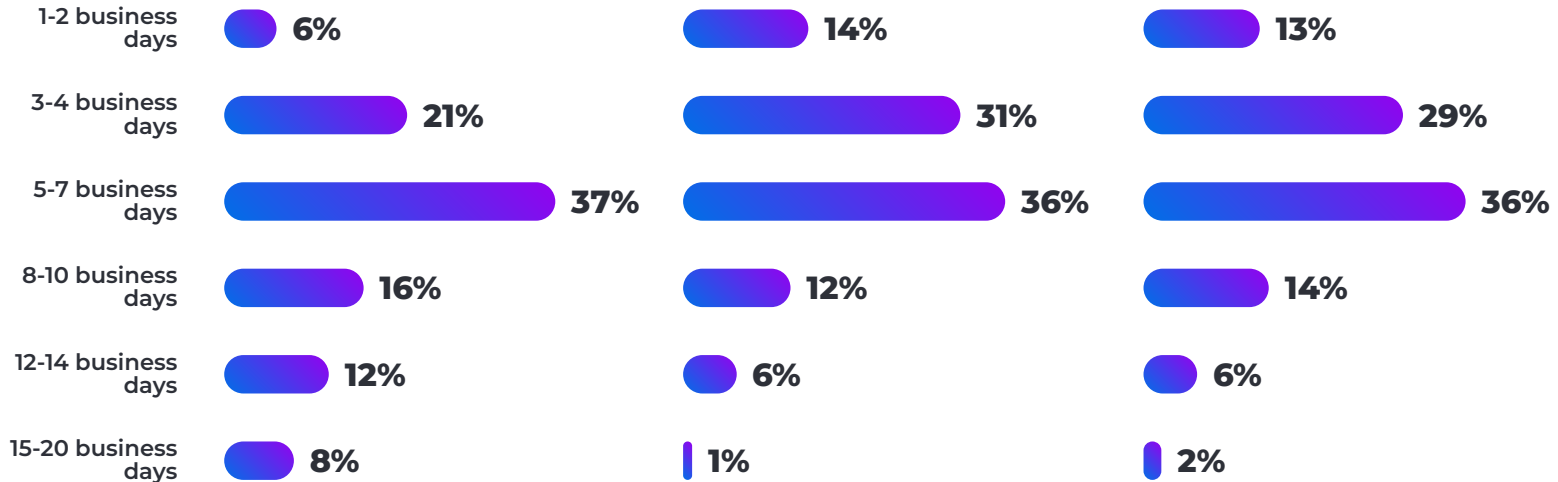


# Candidate expectations to hear back at all stages of hiring process are within 5-7 day range

After submitting an application, what is your expectation of how quickly you should receive a notification that you are being selected for a first round interview or rejected for the role?

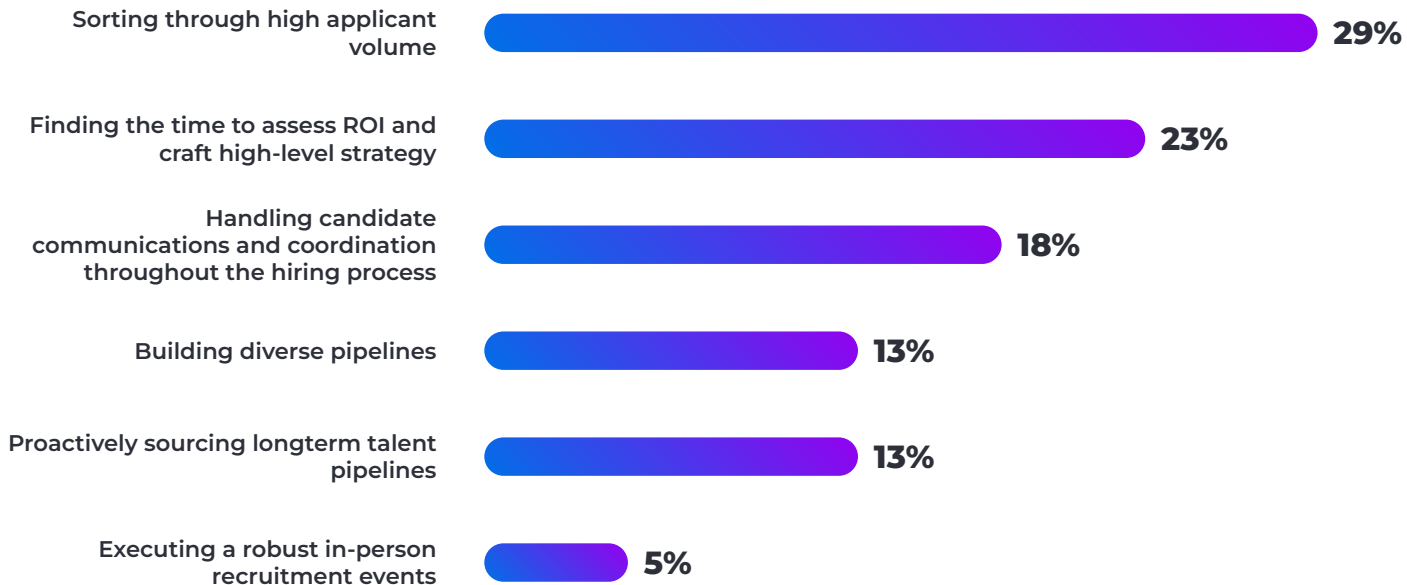
After completing a first-round interview, what is your expectation of how quickly you should receive a notification that you are being moved forward or rejected for the role?

After completing all interviews and assessments, what is your expectation of how quickly you should receive communication that you are being offered a position or rejected for the role?



# Top challenge for lean teams is applicant volume and time for high-level strategy

We asked: 'Select your top challenge of being in a lean team.'



# AI has become a necessity for employers to adapt to market conditions



## Candidate Behavior is Changing

Candidates are submitting 200+ apps, powered by AI. Employers need automation to find the best fits and provide a good experience



## Leaner Teams Are Stretched Thin

Many teams have gotten smaller and need to automate time-consuming tasks like sourcing outreach and interview scheduling



## Early Career Hiring are Tighter than Ever

Tight budgets make it harder to reach diverse talent at conferences and on campuses – and for less known brands to stand out

# How AI Fits Into Modern Recruitment



**AI streamlines administrative tasks**, freeing up time for strategic work.



**Enhances candidate engagement** through personalized interactions.



**Supports team bandwidth** during peak recruitment periods.

## AI Tools

Single-function applications designed to assist with specific tasks within the recruitment process.

## AI-Powered Platforms

Comprehensive solutions that integrate multiple AI functionalities to manage the entire recruitment process end-to-end.

# AI for Enhanced Candidate Communication

## Automate and Personalize Communication

AI tools ensure timely, tailored interactions with candidates.

## Support Candidate Inquiries

Chatbots handle questions, and guide candidates through the application process.

## Craft Candidate Communications

Generates personalized email templates and automates responses to common inquiries.





# AI for Writing Inclusive Job Descriptions

## Inclusive Job Descriptions

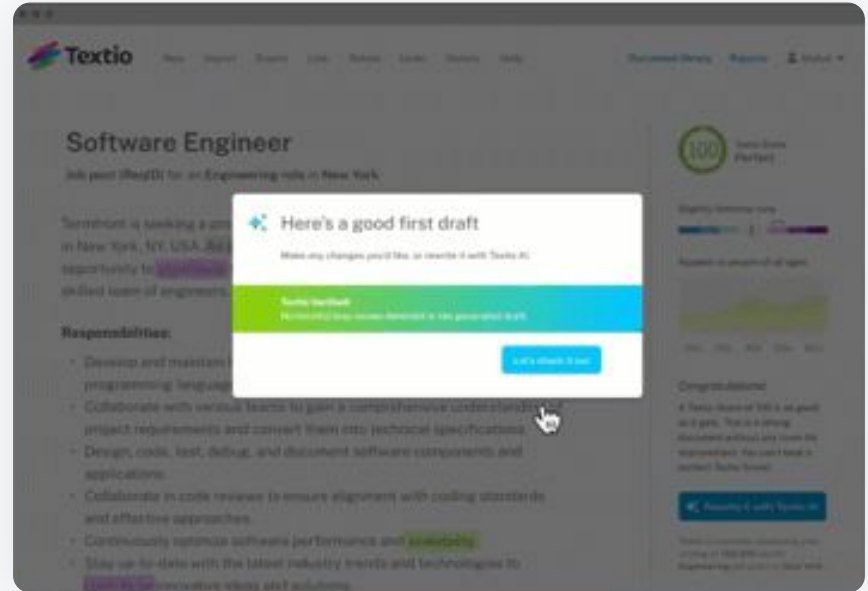
Create engaging and inclusive job descriptions to attract diverse candidates.

## AI-Powered Suggestions

AI analyzes and improves language to promote inclusivity and broaden appeal.

## Bias-Free Postings

Ensure job postings are unbiased and attract a diverse talent pool.



# AI for Applicant Review and Sourcing

## Candidate filtering

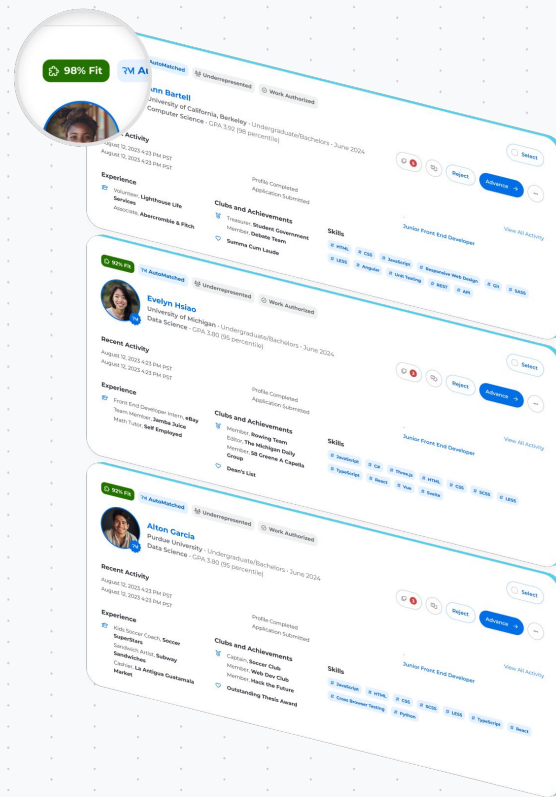
AI can help filter the best-fit candidates to the top of your feed to help prioritize

## Move through candidates quicker

Identifying candidates that aren't a fit can help speed up rejections and advances

## Automate sourcing

AI platforms with a connection to a talent pool can automate your sourcing process



# AI for Candidate Engagement

## Personalized Engagement

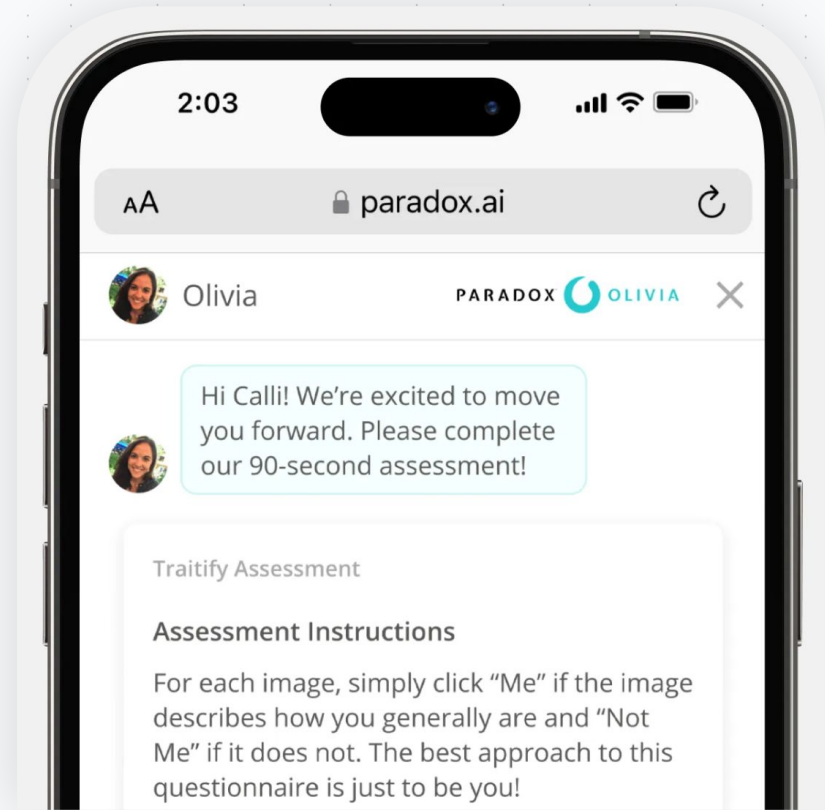
Tools that attract and engage candidates through tailored interactions.

## Conversational Interfaces

Connect with top talent via chat-based tools.

## Continuous Dialogue

Keep candidates interested with ongoing communication, enhancing their experience.



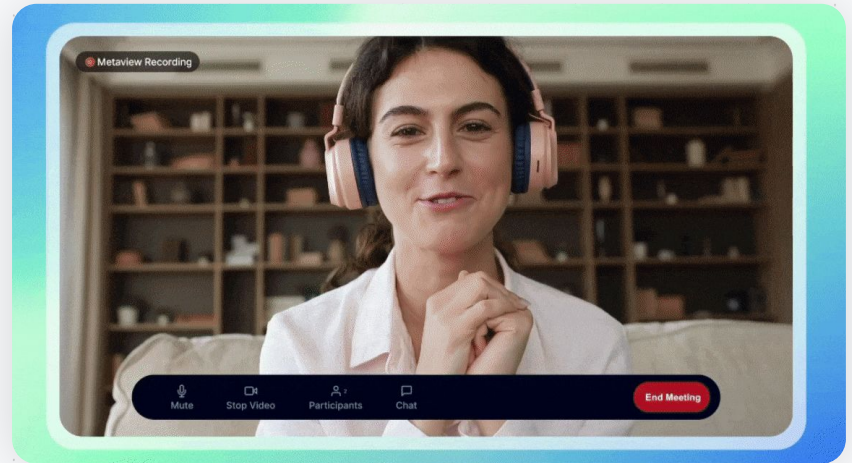
# AI for Streamlining Interview Processes

## Automating Interview Data Capture

AI transcribes interviews in real-time so recruiters can focus on the conversation instead of note-taking.

## Improving Interview Logistics

AI can automate scheduling, coordinating between candidates and interviewers, creating a seamless process.

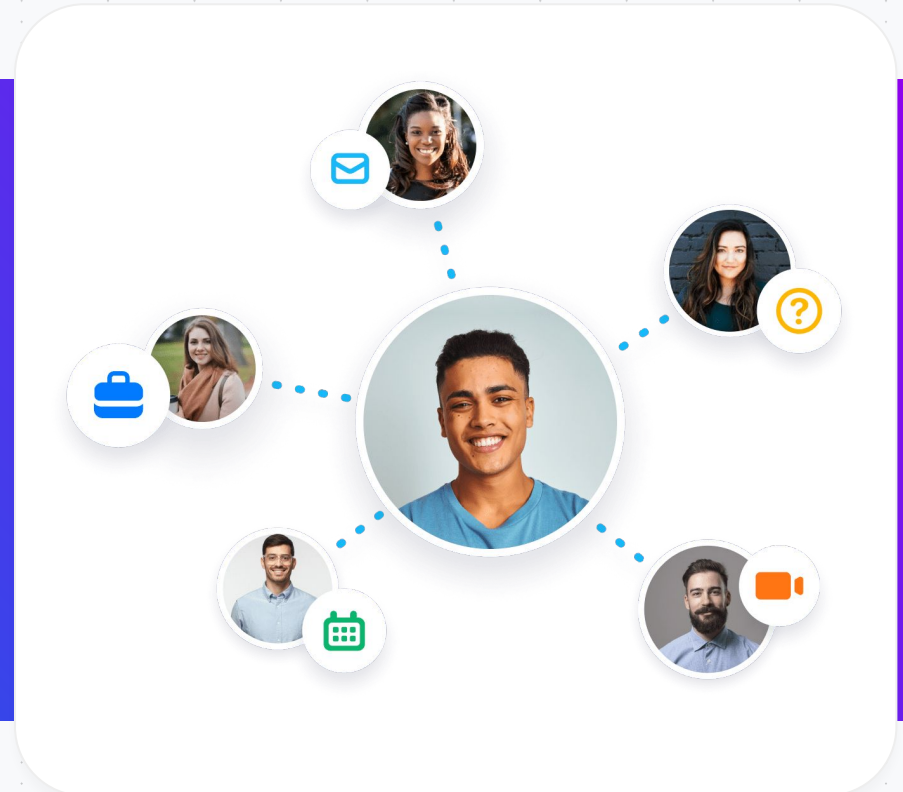


# Broader Advantages of AI-Powered Recruitment

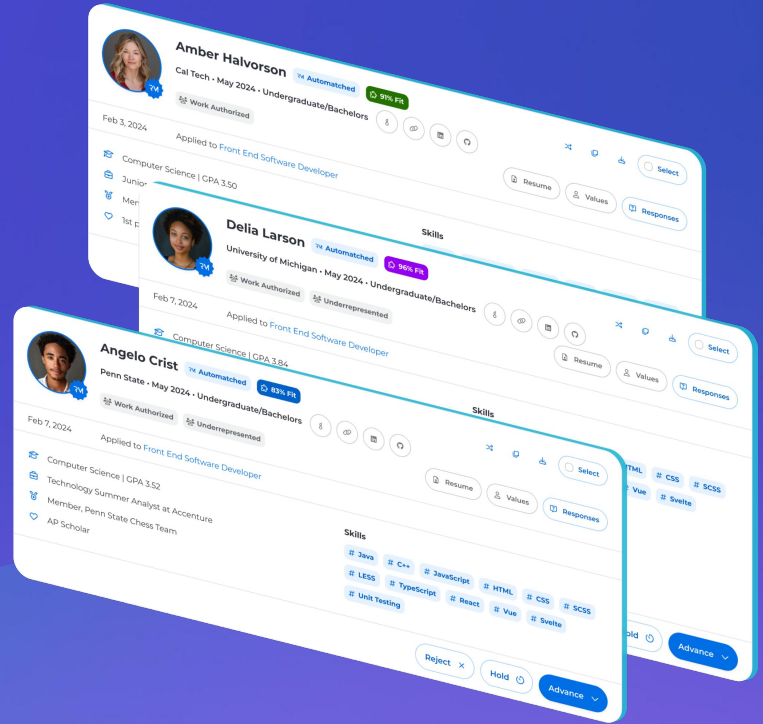
*Candidates are utilizing AI and recruiters need an AI solution to keep up.*

## Ideal solution would:

- Saving time and reducing operational costs.
- Strengthening candidate relationships through personalized interactions.
- Supporting team bandwidth during peak recruitment periods.
- Improving decision-making and speeding up the hiring process.



# RippleMatch & AI



# An AI-Powered Hiring Platform To Address Modern Challenges

Our goal was to build a whole new way to help employers be radically **more efficient**, reach and **win the best talent**, and **hit diversity goals**.

## Employer

 Desired Qualifications

 Diversity Goals

 Locations

RM

ebay

Software Engineering  
Internship



UT Austin 2024  
BA Computer Science

## Job Seekers

 Experience & Skills

 Career Goals

 Location Preferences

# RippleMatch has been spearheading AI-powered recruitment tech since our founding in 2016

## BUILDING INTENTIONAL AI

- RippleMatch has gone through 3rd party bias audits to certify ethical approach to AI
- Our technology aims to enhance what recruiters can do, not replace them





# AI Sources at Scale in a Way that Recruiters Cannot



## Billions of Data Points

Candidates tell us their career interests, skills, education, and experience, along with EEO and work authorization, while their in-app choices help us make the best matches.



## Objective & Unbiased

Our automated sourcing ensures objectivity, removing unconscious bias and marketing positions to candidates based on their qualifications, fit, and likely interest.



## Reach the Right Talent at Scale

Our platform markets your roles to qualified, diverse candidates at 1700+ schools and confirms their interest, achieving a 92% response rate vs 3-6% on legacy platforms.



# AI is changing how Early Career Teams Source Talent

## Status Quo Team

Spends a lot of money and time sending manual messages via legacy sourcing platforms with low response rates.

Get overwhelmed by a high volume of unqualified applications.

## Team Using RM

Uses automation to generate interested & qualified matches.

AI helps them identify the absolute best candidates in their inbound so they can get back to them quickly.

Leverages free job boards and maximizes the talent they get from those sources.



Uses AI-powered sourcing to automatically generate a pipeline of warm and qualified leads, which allowed them to do more with their bandwidth and budget.

“RippleMatch enables us to build meaningful connections with diverse talent that actually wants to work for us. It eliminated all the noise we saw on Handshake Premium.”



**Grace Williams**

Global Director of Early Talent and Inclusive Recruiting

# AI is changing how Early Career Teams Review Resumes

## Status Quo Team

Manually reviews every applicant coming from all their sources, including job boards, events and referrals.

Takes 3+ weeks on average to get back to applicants, losing some of the best talent in their pipeline.

## Team Using RM

Uses AI to instantly surface the best fit candidates across all their applicants.

Is able to get back to every candidate in 1 - 5 days, allowing to secure top talent and provide a great candidate experience for all applicants.



Over 20,000 candidates apply to eBay's internships and full-time programs each season.

Using AI-powered matching, they are able to quickly identify the top fit applicants and build a strong pipeline of qualified and diverse candidates.

“Centralizing applicant review on RippleMatch has reduced our overall applicant review time by 70%.”



**Cindy Loggins**

Global Head of University  
Recruiting

# AI is changing how Early Career Teams Maximize Events

## Status Quo Team

Attend a few events & conferences with big spend, limited data visibility, and unpredictable ROI.

Handle post-Events follow-up manually – and struggle to match the best attendees with the right jobs for them

## Team Using RM

Effortlessly markets their events to the right audience for their company and their positions with AI.

Seamlessly captures attendee data, follows up with targeted messaging, and measures the ROI of each event in terms of apps, hires, and diversity.



“We chose to partner with RippleMatch because the platform allows us to easily source qualified talent, elevate our events strategy, and streamline our applicant review process across the board.

RippleMatch’s Event Capabilities have allowed us to very easily drive qualified attendees from across the country to our virtual events. It’s as quick as pressing a few buttons.”



**Katelyn Peker**

Director of Global Early Talent

# AI is changing how Early Career Teams Build Pipelines

## Status Quo Team

Struggles to get accurate, self-reported diversity data on their full pipeline.

Has valuable data on relevant candidates — but it is spread across their ATS and dozens of spreadsheets, with no good system for building pipeline.

## Team Using RM

Measures diversity outcomes with self-reported data and doubles down on the strategies that really work.

Builds pipeline over time automatically. Every RSVP, applicant, or other touchpoint is stored and can be automatically segmented and engaged



Uses RippleMatch to automatically source qualified talent, manage Events, and maintain relationships with qualified, diverse talent.

“We love RippleMatch's Communities feature. It helps us manage and communicate with all our eligible internship candidates through webinars and events, which allows us to stay connected with top candidates and keep them engaged.”



**Gracie Tolman**

Senior Manager Talent Acquisition

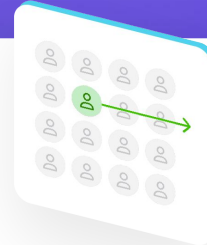
# One Platform. Powered by AI.

## Find the Perfect Match

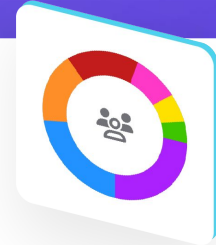
RIPPLEMATCH PLATFORM



Automate Sourcing



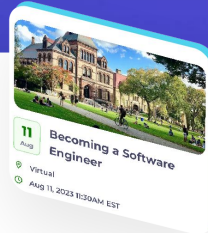
Automate App Review



Understand Your Funnel

## Engage Your Future Hires

ENGAGEMENT SUITE



Maximize Your Events



Build Future Pipeline

# Building Your Team's AI Transformation Roadmap



## Choose AI Native Vendors Dedicated to Ethics

Partner with vendors with a long-standing commitment to AI ethics and transparency, including public audits



## Focus on Fundamental Capabilities

Consider which part of your process will truly benefit from AI and transformation and have meaningful impacts on your efficiency,



## Complement your In-Person Strategy with Automation

Complement your Events Strategy by using AI to market your Events to the right audience, automate manual work, and convert attendees to hires.

**Q&A**