



Meeting them where they're at: How To Navigate Gen Z's Preference for an Online Job Search if You Have a Campus-Centric Strategy

Today's Speakers



Kate Beckman

Director, Brand and
Community

RIPPLEMATCH



Ryan Maestre

Senior Early Talent
Recruiter

 MongoDB

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. It features a candidate profile for Olivia Thomas, a University of Michigan student graduating in June 2024. Her profile includes a 98% Fit Score, a 3.8 GPA in Computer Science, and skills in Python, Solidity, and CSS. She is also identified as a First-Generation College Student and is open to work in Austin, TX. The interface provides 'Reject' and 'Advance' buttons for the candidate. Below the profile, there is a section for an 'Engineering Expo, Fall 2024' at Rosenfeld Hall, with an RSVP button. To the right, a list of 'Automatched' candidates is shown with checkboxes and profile icons. Two callout boxes are present: one for 'Add 8 Candidates to Community' and another for 'Send email to 8 candidates'.

98%
Fit Score

Olivia Thomas
University of Michigan
June 2024

Computer Science 3.8 GPA

Open to work in Austin, TX

First-Generation College Student

Python, Solidity, CSS

Reject

Advance →

Engineering Expo, Fall 2024
Rosenfeld Hall
Aug 11, 2024 11:30AM EST

Not Interested

RSVP ✓

Automatched

Add 8 Candidates to Community

Send email to 8 candidates

Today's Agenda

- The Data on Gen Z: Understanding How to Meet Them Where They're At
- Real Life Strategy: How MongoDB is Meeting Gen Z Candidates Where They're At
- Q&A

About Today's Data & Trends

We'll be walking through a set of data collected between in November and December 2024 (and earlier for additional context) to provide a picture of what recruitment teams are doing as well as Gen Z students seeking jobs and internships.

Recruiter Pulse Data

We'll be walking through data from the award-winning programs in RippleMatch's Campus Forward Awards. There are 200 total programs, as there are 50 in each size category: 100 or less, 100-200, 200-400, and 400+ early career hires annually. We'll also share some platform activity data.

Candidate Pulse Data

We'll be walking through data of our latest survey of more than 600 candidates, conducted in December 2024, as well as a few past surveys for context.

INSIGHTS

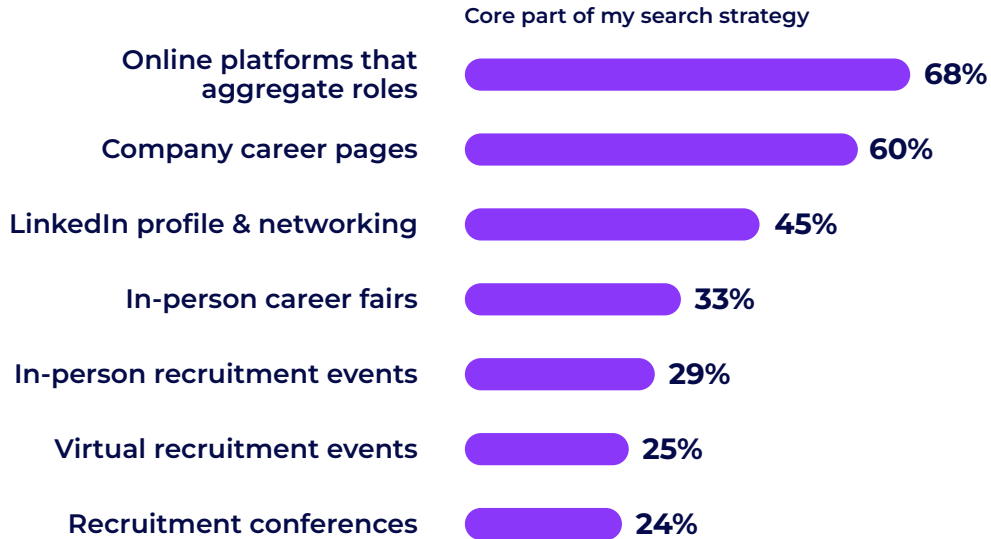
Meeting Gen Z Where They're At: What the Data Tells Us

CANDIDATE TRENDS

The top methods for Gen Z to find jobs & internships

We asked: 'How would you describe each method of finding a job or internship?'

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We asked: 'How many applications and how many offers did you receive this fall?'

178

Applications submitted on average by a student job seeker

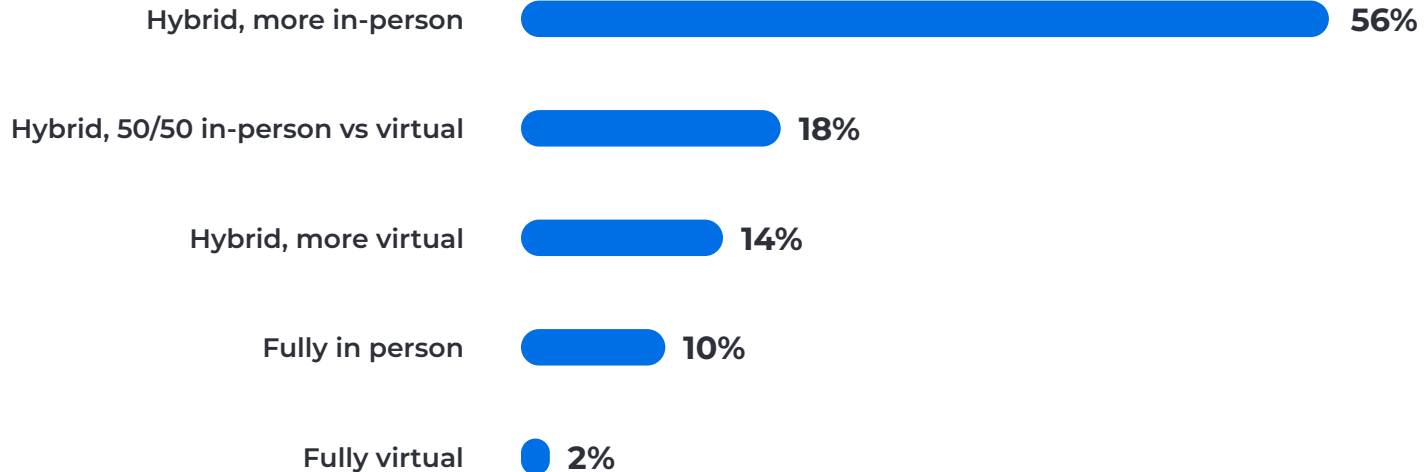
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Offers received on average from that number of applications

RECRUITMENT STRATEGY TRENDS

Contrast this with the recruiter strategy: In-person strategies are most common

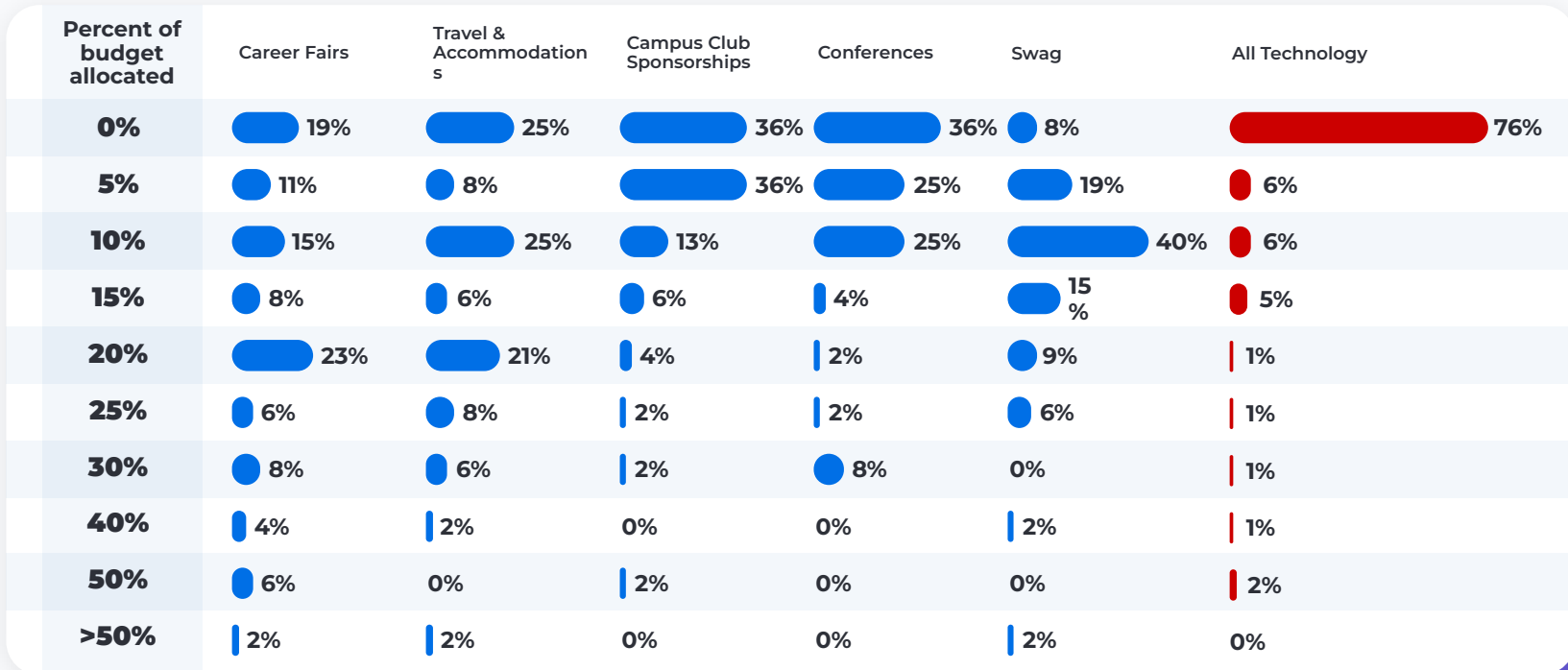
We asked: 'Regarding your early career recruitment strategies, please select the most accurate breakdown of the strategies (virtual vs. in-person) you are executing during the Fall 2024-Spring 2025 recruitment season.'



EVENTS TRENDS

In-person recruitment activities & internships biggest source of spend for teams in 2024

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?'

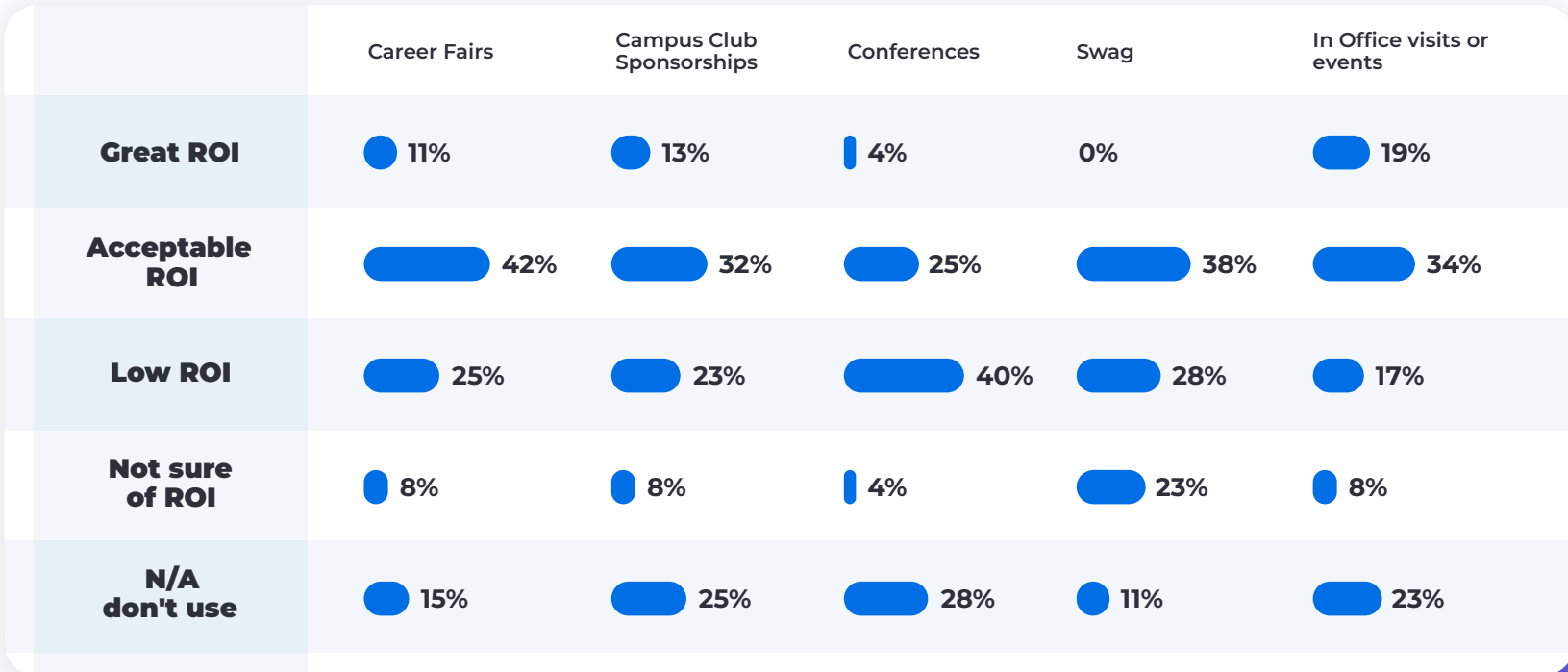


% of teams that selected option

EVENTS TRENDS

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

CANDIDATE TRENDS

The top 3 methods for Gen Z to find jobs & internships

We asked: 'How would you describe each method of finding a job or internship?'



Online platforms that aggregate jobs

68% of candidates say that online platforms are a core part of their search, higher than anything else



Visiting career pages

60% head directly to a company's website



Networking on LinkedIn

Students don't want to be confined to where they're physically located

Improving your strategies



Online platforms that aggregate jobs *How to improve your strategies*

Challenges to meet Gen Z here

- Candidates often leverage job boards for mass volume applying – you don't want higher volume of unqualified candidates
- Many online sites don't have sophisticated recommendations for early career talent

Solutions to meet Gen Z here

- Invest in online job platforms that focus on quality recommendations, not just volume (like RippleMatch)
- Add clear criteria/screening to limit number of unqualified candidates (or find a software that helps)

Improving your strategies



Maximizing your career page *How to improve your strategies*

Challenges to meet Gen Z here

- Companies with limited brand recognition may not have candidates visiting their webpage
- Candidates may mass apply for roles they aren't qualified for just to get on the company radar
- You may have limited influence on overall company career page

Solutions to meet Gen Z here

- Begin brand exposure and outreach to candidates early on in college
- Have a clearly defined section for Early Career on your webpage if you have a dedicated program
- Add a CTA to join a talent community if you don't have open roles

Improving your strategies



Leveraging LinkedIn *How to improve your strategies*

Challenges to meet Gen Z here

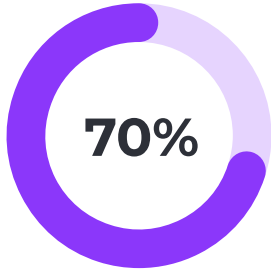
- Not every recruitment team member has the desire or tool kit to be active on LinkedIn
- Encouraging connections/interactions on LinkedIn aren't always efficient and can result in spam from students, especially to those who aren't relevant

Solutions to meet Gen Z here

- Decide on whether you WANT LinkedIn to be a recruitment channel for your team
- Get volunteers to be LinkedIn Voices
- Create a posting framework and interaction guidelines, including template responses to messages

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

Do you use AI tools to assist with your job/internship search?



of candidates answered 'Yes'

Which of the following ways do you leverage AI while applying and interviewing for internships/jobs?



DIGGING DEEPER

Responding to AI usage

1

Establish your stance on GPT-assisted resumes: Does your team care if students use AI to streamline comms?

2

Add more weight to ‘Why are you interested in the company?’ type questions in screening interviews (or anything else important to your team!)

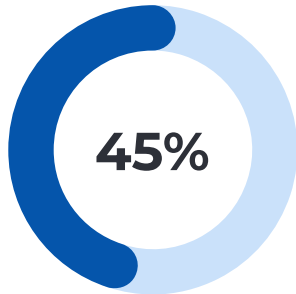
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Lean into candidates’ desire to use technology for career readiness

CANDIDATE TRENDS

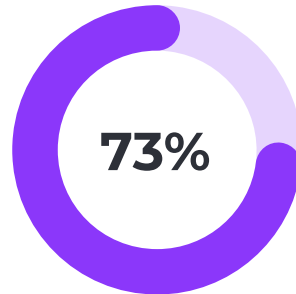
When they're not online, are candidates attending events? Yes! But they need some fine-tuning...

Have you attended a virtual recruitment event this academic year?



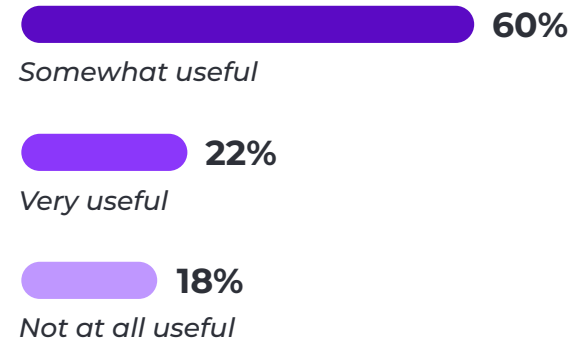
of candidates answered 'Yes'

Have you attended a career fair or recruitment event on campus this academic year?



of candidates answered 'Yes'

How beneficial for your job/internship search do you find career fairs hosted on your campus to be?



CANDIDATE TRENDS

Aside from career fairs, info sessions are most common event students attend

We asked: 'What types of in-person recruitment events have you attended besides career fairs?'



Information sessions or presentations



Company-hosted networking events



Coffee chats or informal meetups with recruiters



Skill-building workshops



On-campus interviews



Other

We asked: 'What types of virtual recruitment events have you attended?'



Company webinars or panels



Virtual career fairs



Virtual networking sessions or coffee chats



Online skill-building workshops or hackathons



Other



Virtual office tours

CANDIDATE TRENDS

Students have recommendations for career fair improvements

As an open-ended question, we asked: 'When it comes to career fairs, what do you think employers could do to make them more useful for you?'



Transparency About Roles and Requirements

Employers should clearly state available positions, whether they are hiring for internships, full-time roles, or specific majors, and if they sponsor visas.



Streamlined and Personal Interactions

Candidates want meaningful discussions instead of *only* being directed to apply online – what can you share that sparks genuine interest?.



Improved Communication and Follow-Up

Share clear timelines, provide contact information, and follow up with students to ensure their time at the fair is valued.



Enhanced Career Fair Organization

Separate fairs by industry, offer both virtual and in-person options, and improve advertising and scheduling to ensure accessibility for all students.

Strategy Improvement Recap



Intentionality in online platforms

- Choose to dedicate your efforts to online platforms that help create more quality connections and serve as trusted advocate for candidates



Invest in strategic branding

- Get on candidates' radar early on
- Update your careers page for EC
- Approach LinkedIn with intentionality



Update your process with AI in mind

- Candidates are using AI – do you know where you stand?
- Lean into candidate desire to use AI for career readiness



Add more value to in-person events

- Include information that makes stopping by booth worthwhile
- Have clear guidelines for next steps or ways to follow up with the application

PART 2

Meeting Gen Z Where They're At: Real Life Inspiration

Please share your role, the size of your team, and the roles you primarily hire for



**Ryan
Maestre**

Senior Early Talent
Recruiter



GENERAL TEAM SIZE

Team of
30

Early Talent
**Sales Development
Hiring**
**Diversity
Recruitment**



HIRING TEAM SIZE

Internship/
New Grad
hiring team is

9
members



ROLES WE HIRE FOR

Technical and non-technical
roles including

Software Engineering

Product Management

**Technical Program
Management**

Legal

Sales

Industry Solutions

Analytics

and more

What are the ways you use RippleMatch in your recruitment strategies/processes?

Matching Algorithm

RippleMatch helps us efficiently identify top talent, **ensuring a strong candidate pipeline.**



Events Tab

With 25+ events last season, we rely on RippleMatch to **streamline event planning and engagement.**



Communities Tab

Allows us to segment students for future roles, enabling **faster candidate movement through our hiring process.**



Analytics & Insights

We leverage data to demonstrate recruiting performance to leadership, **showcasing impact and effectiveness.**





What are the
in-person
recruitment
strategies
you have?

City Events Initiative

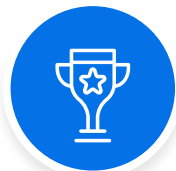
Last fall, we launched **on-site networking events** in our San Francisco, NYC, and Dublin offices, all hosted through RippleMatch. **These invite-only events gave candidates an opportunity to meet MongoDB employees and get a feel for our workplace.**

Ambassador Program

Go on campus to **partner with former interns-turned-new grads** to host recruitment events within engineering-related student organizations, **helping drive interest in MongoDB opportunities.**



How did the team identify that these were the most impactful ways to approach in-person recruitment?



Enhanced Candidate Experience

Meeting employees in person and visiting our offices help candidates feel **more comfortable with the interview process and company culture.**



Stronger Offer Acceptance Rates

We saw **90%+ (!) offer acceptance rates** from candidates who attended our in-office events, **proving the value of in-person engagement.**



Authentic Connections

Students appreciated hearing directly from recent hires, **making the transition from intern to full-time feel more tangible.**



What are the virtual recruitment strategies you have?

MongoDB Learnathons

We hosted **9 virtual sessions** covering topics such as MongoDB technology, our interview process (in partnership with Karat), networking strategies, and day-in-the-life Q&A panels.

Non-profit Partnerships

We partner with ColorStack to **reach students through career fairs and networking events.**

Early ID Summits (WiCS & Next in Tech)

These virtual events in May target sophomore students, **offering an introduction to MongoDB and early career opportunities.** Some summit attendees later joined our city events.



How did the team identify that these were the most impactful ways to approach virtual recruitment?



Scalability & Accessibility

Virtual events **allow us to engage a larger, more diverse talent pool** without geographic limitations.



Data-Driven Engagement

Attendance and follow-up application rates help us **gauge interest and refine content for future events.**



Multi-Touchpoint Approach

Candidates who engage with us virtually first (e.g., through Learnathons) are **more likely to attend an in-person event or apply later.**

Given that many students are going directly to a company's website/online pages to explore career opportunities, are there any ways you are optimizing your pages to cater to inbound, interested applicants?

Employer Branding Team Collaboration

We work closely with our employer brand team to **amplify job opportunities and recruitment content across social channels.**

Alumni & Employee Advocacy

We leverage former interns and current employees to **organically share open roles and testimonials on LinkedIn and other platforms.**

Ripplematch & Career Site Integration

We ensure our job postings, events, and application processes are streamlined for a **seamless candidate experience.**

Is there anything else the audience should know about how you're striving to truly meet Gen Z candidates where they're at?

Multi-Channel Engagement

We balance virtual and in-person strategies to **cater to different student preferences.**

Transparency & Education

We provide clear insights into our hiring process (via Learnathons, summits, and office visits) to **demystify recruitment for students.**



Community & Relationship Building

Instead of one-off interactions, **we focus on long-term engagement with students** from their early university years through full-time hiring.

Q&A