



Making the Most of Your Lean Team: Key Stats and Clever Hacks to Use in 2025

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!



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Director, Community
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RIPPLEMATCH

Today's Agenda

Introduction

Key Data Points for Lean Teams

Lean Team Hacks

Q&A

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). 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 the **Engineering Expo, Fall 2024** is shown, listing the location as **Rosenfeld Hall** and the time as **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).

About The Data

On the coming slides, we'll be sharing a brief set of trends collected in spring & fall 2024 to provide some context on the recruitment landscape.



Recruitment Pulse Data

We'll be walking through data from two surveys of recruiters: One conducted on lean teams, and one conducted on university recruitment spending trends.



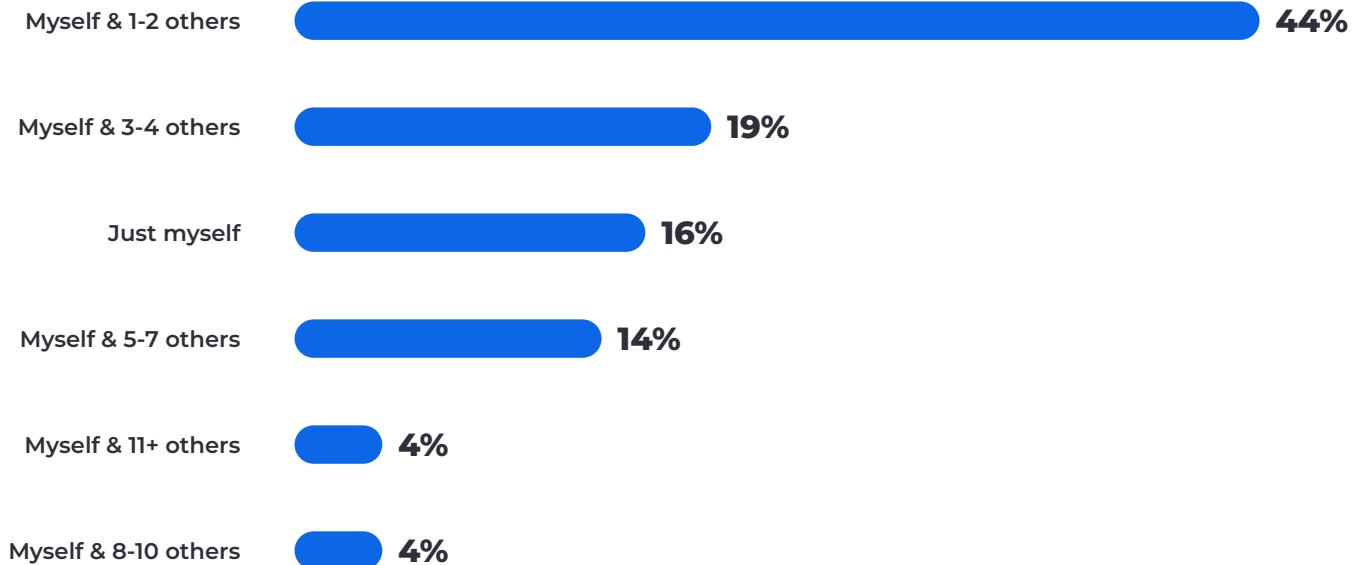
Candidate Pulse Data

We'll be looking at data points from 1,000 candidates surveyed in fall 2024 and spring 2024. This data looks at their application behavior as well as their usage of AI tools in their job search.

Lean Teams & Candidate Trends

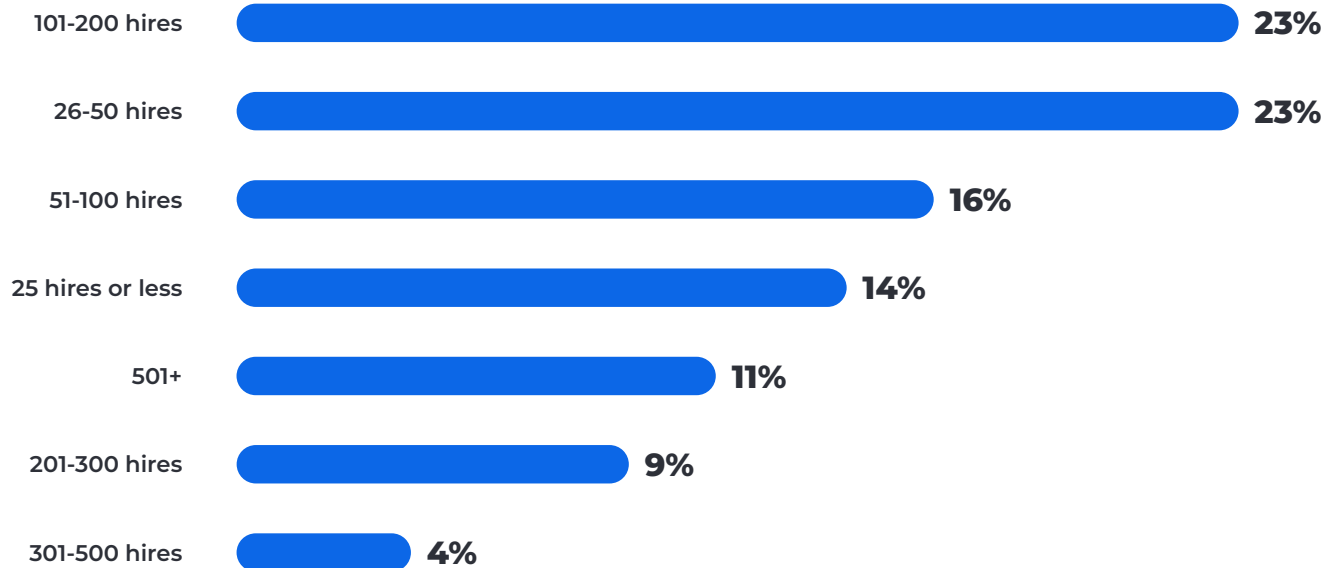
Most lean teams are made up of 3 or less people

We asked a sample of 90 recruiters who have self-proclaimed 'lean teams': 'What is the size of your team?'



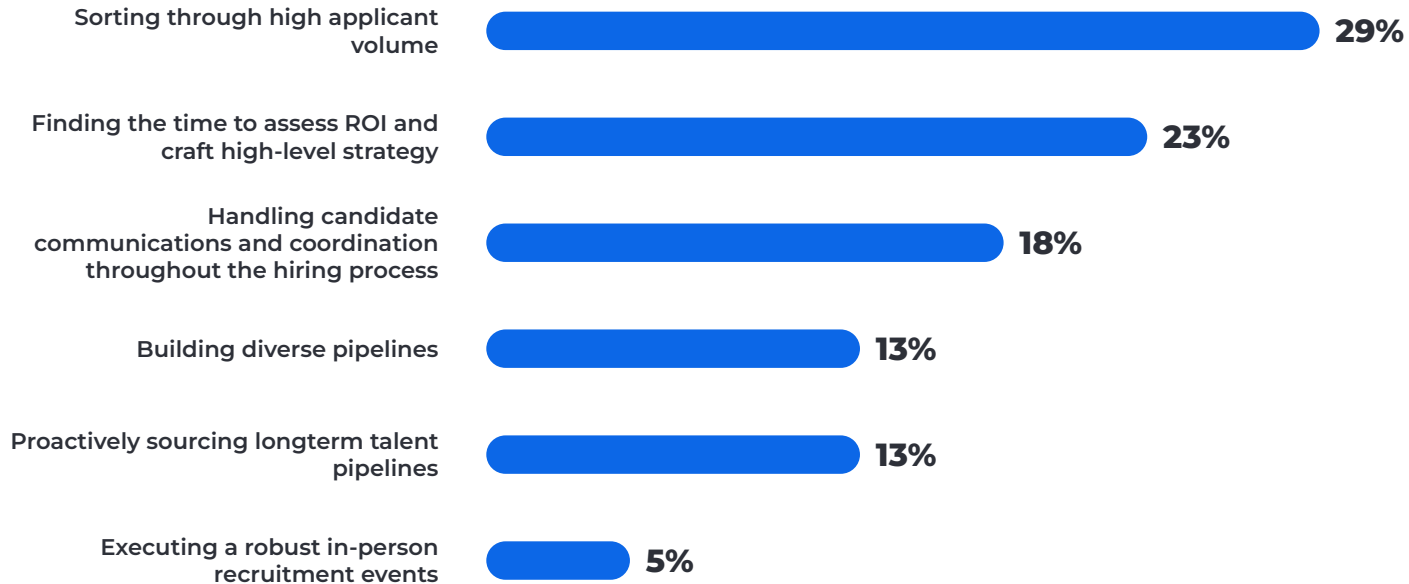
Hiring volume of lean teams varies

We asked: 'What is the annual number of hires your team is typically responsible?'



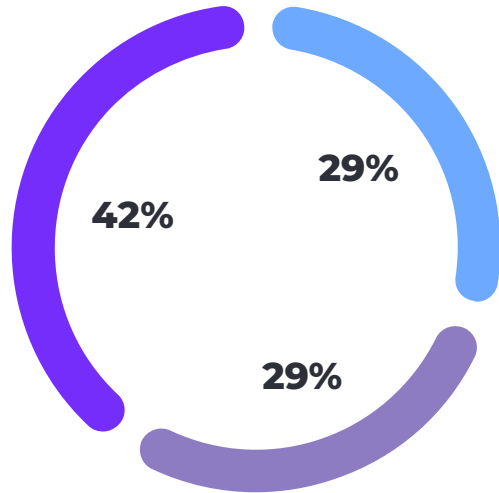
Top challenge for lean teams is applicant volume and time for high-level strategy

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



High-volume approach to recruitment in fall 2024 – 71% of respondents submit at least 100 applications

We asked 1000+ students: ‘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%

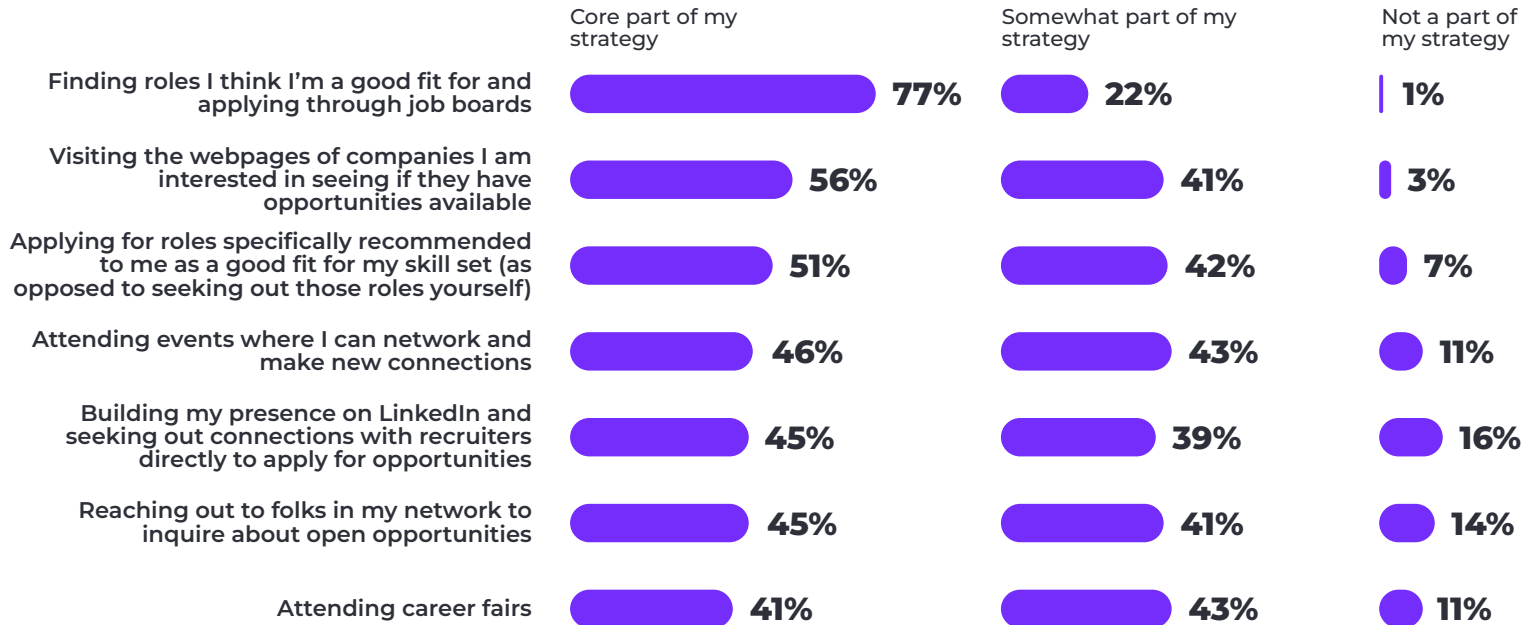
300+
applications

29%

Less than 100
applications

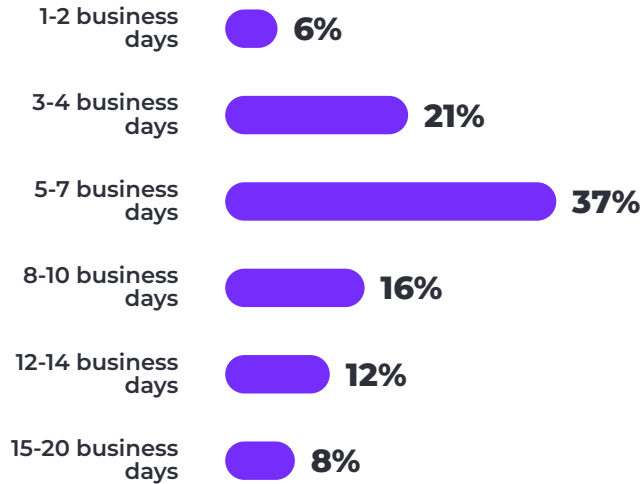
Online resources are a core part of job search strategies, outweighing in-person methods

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?'

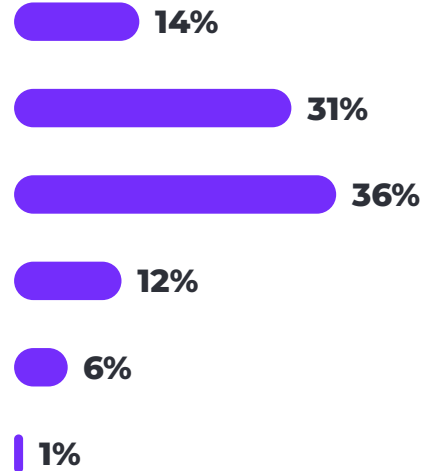


Candidate expectations are to hear back at all stages of hiring process are within 5-7 day range

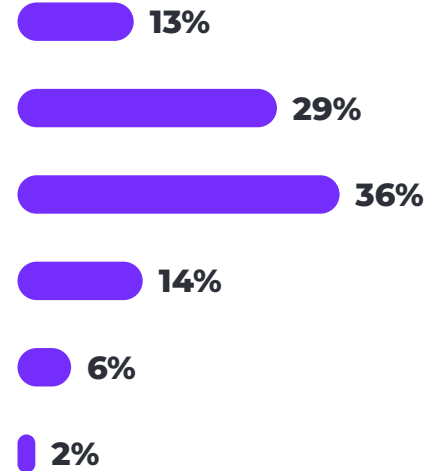
After submitting an application, what is your expectation of how quickly you should receive a notification that you are being selected for a first round interview or rejected for the role?



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?

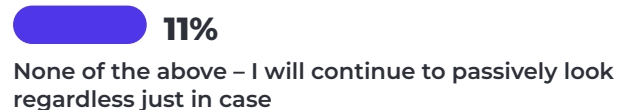
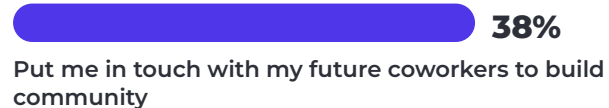
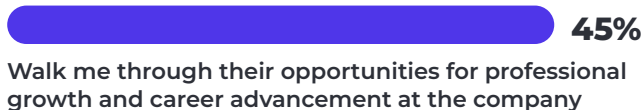
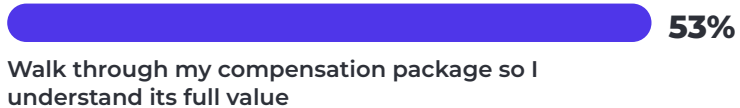
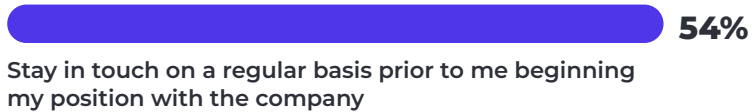


After candidates accept an offer, 73% say they will keep passively looking for better opportunities

We asked: 'If you accept a job or internship offer, do you plan to continue to passively search for opportunities in case a better one comes along?'

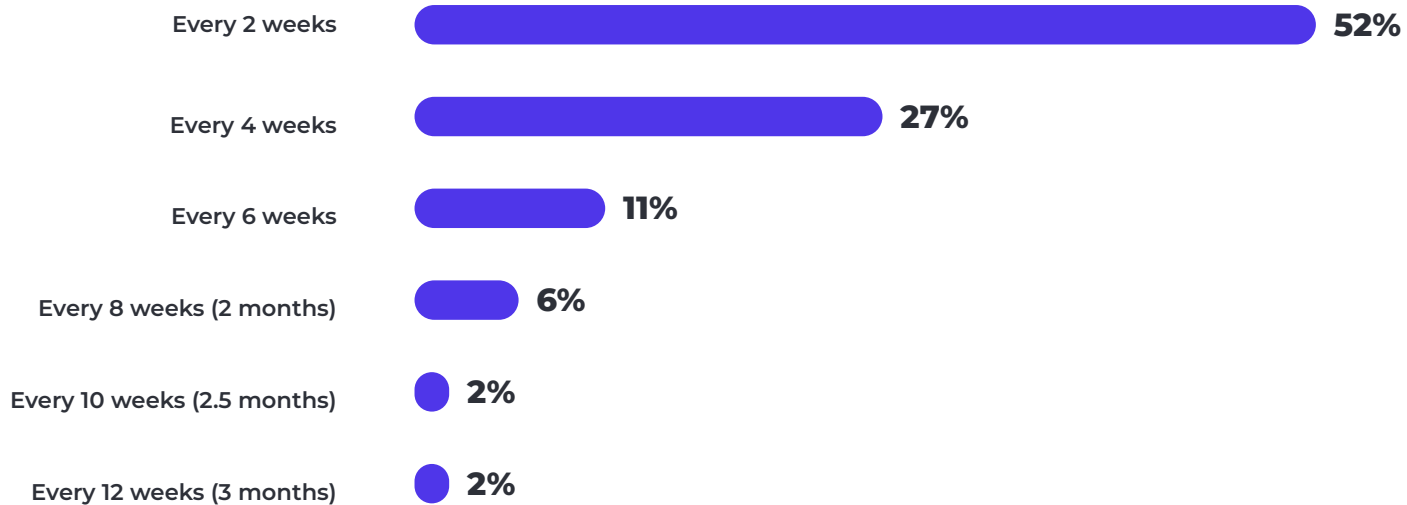


'What are some things a company could do that would make you less likely to continue passively searching for other roles?'



After accepting an offer, hires want to hear from you every 2-4 weeks

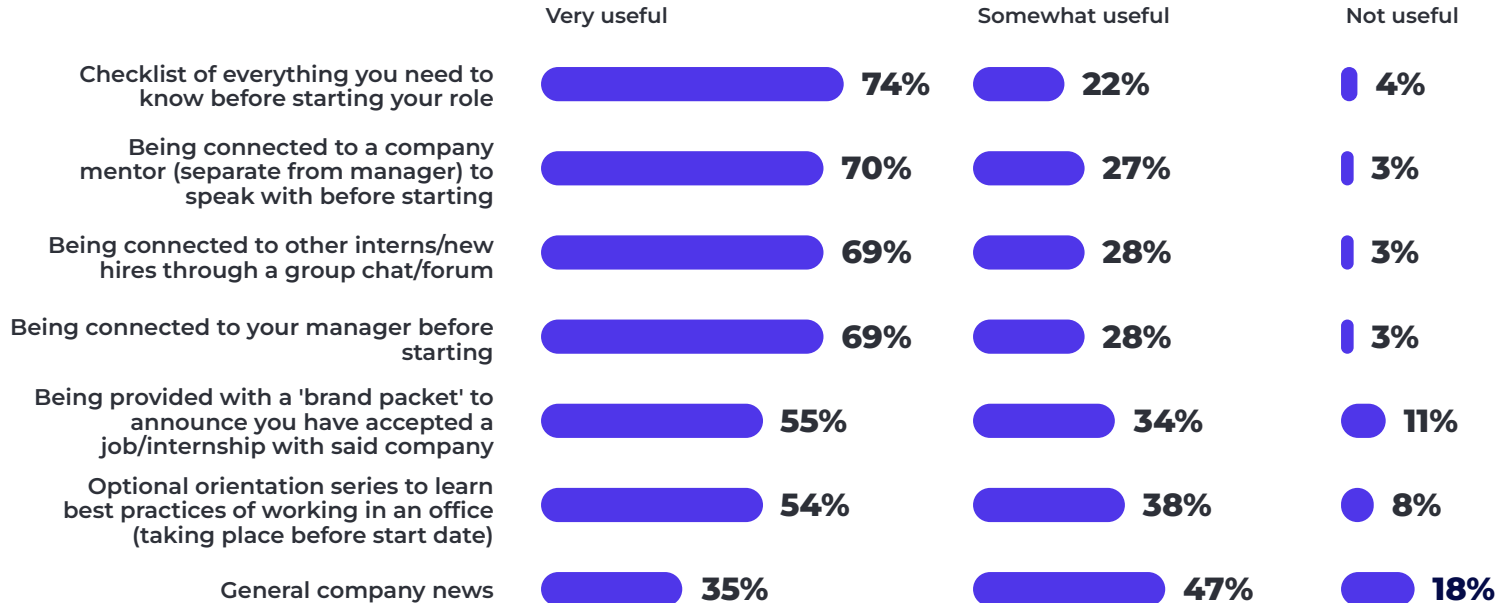
We asked: After accepting a role, how often would you like a company to stay in touch with you leading up to your start date?'



CANDIDATE EXPERIENCE TRENDS

Prior to start date, employees want to receive clear checklists and community connections

We asked: 'Ahead of starting your internship or job start date, how useful is each kind of update/communication/event you could hear from a company?'



Lean Team Challenges



Keeping up with candidate volume

Candidates are submitting upwards of 100 applications, and recruiters say this is a big challenge



Keeping up with candidate response expectations

Candidates want to hear back from recruiters within 5-7 business days, even with the volume



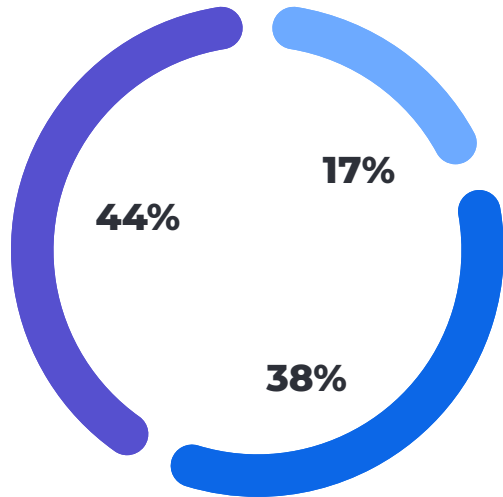
Keeping up with candidate communication needs

After accepting an offer, candidates want to hear from you every 2-4 weeks – or else they may accept a different job offer

Budget Trends

High-level budgets top challenge in advocating for more resources

We asked our lean team survey: 'Select the top challenge of advocating for more resources.'



44%

Concrete budget set at the top with no wiggle room

38%

Difficult to present a clear business case for additional resources

17%

Lack of leadership support for early talent programs

OVERALL BUDGET TRENDS

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

We asked a group of 50 recruitment teams: 'Do you anticipate any changes in your university recruitment budget for next year, 2025?'

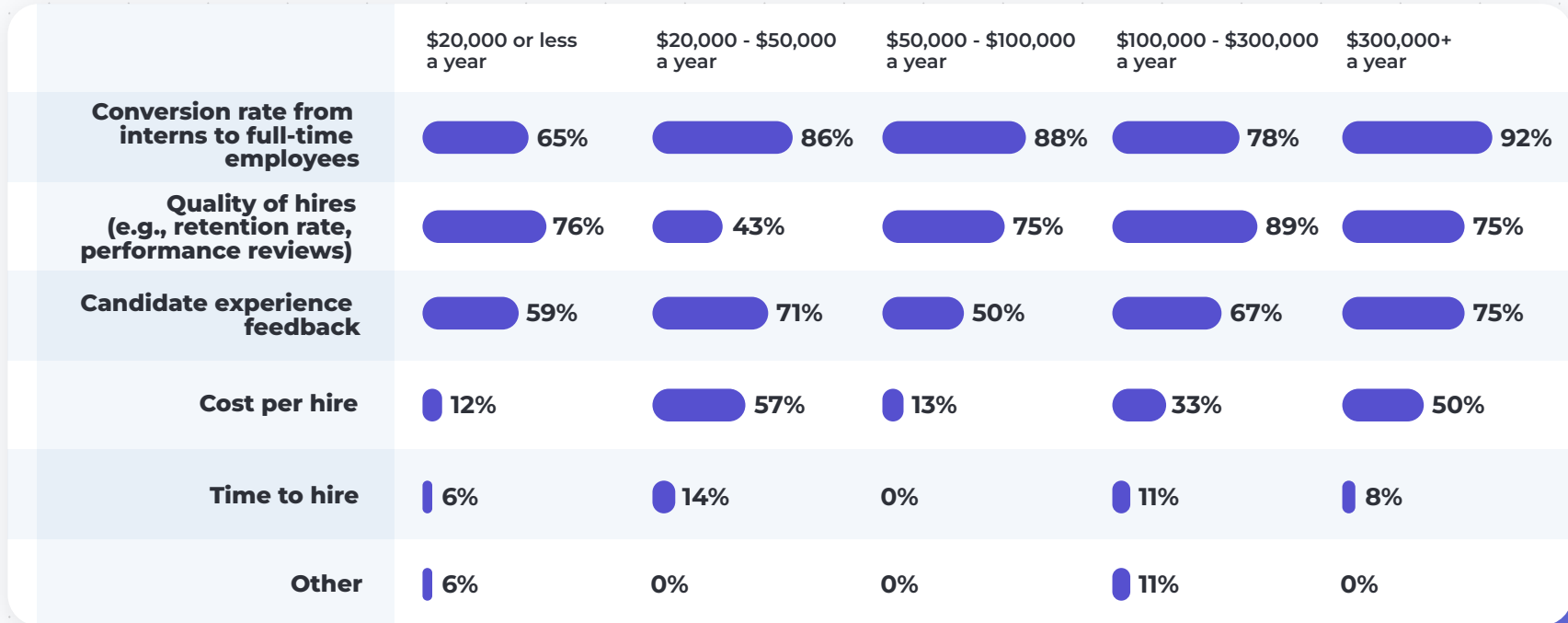


% of teams that selected option

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?'

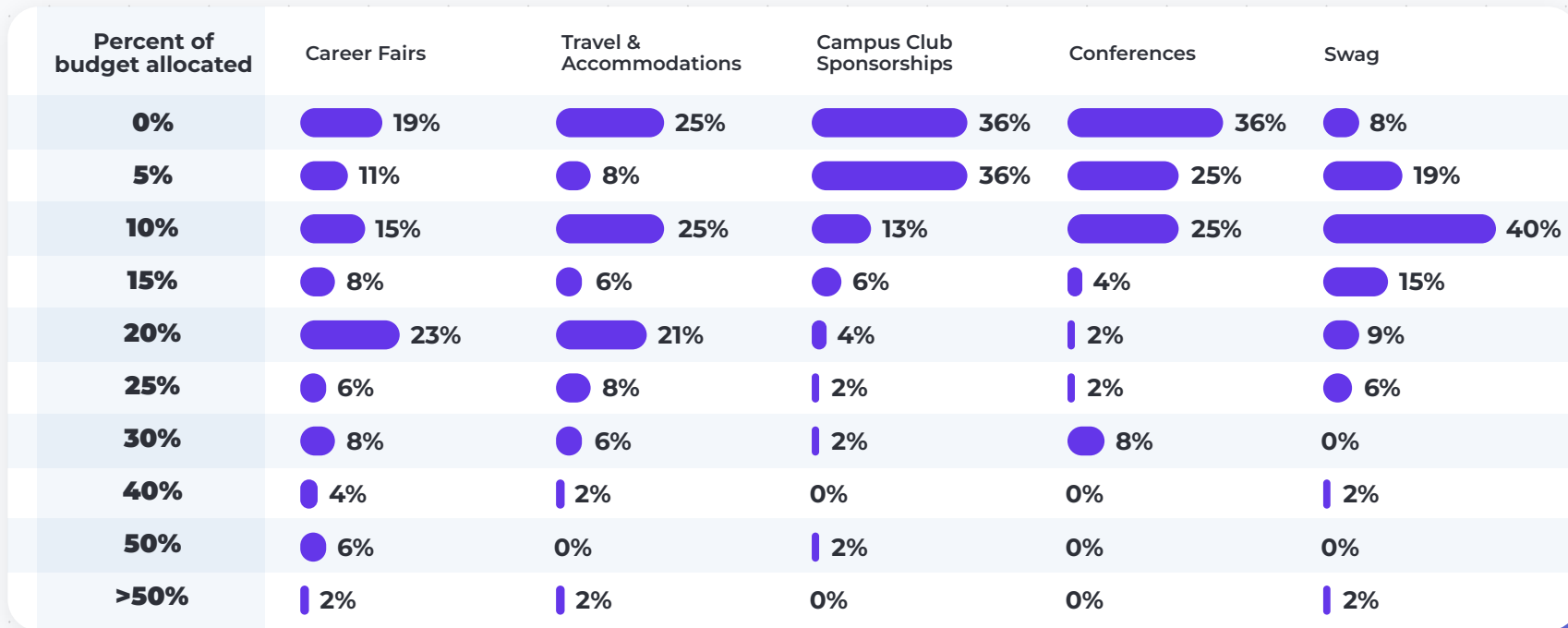


% of teams that selected option

BUDGET TRENDS

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

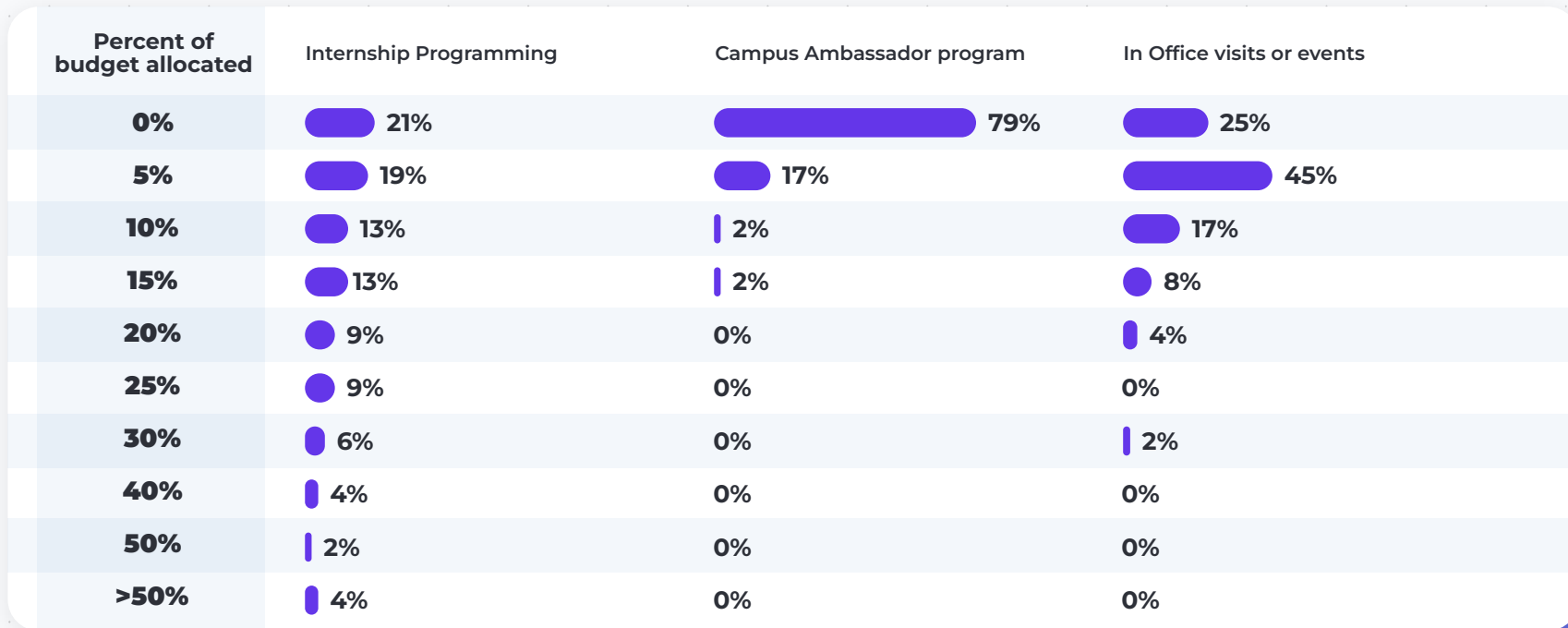
We asked: 'Approximately what share of your budget is allocated to each program, technology, or initiative that makes up of your total budget, excluding personnel and staffing?'



% of teams that selected option

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?'

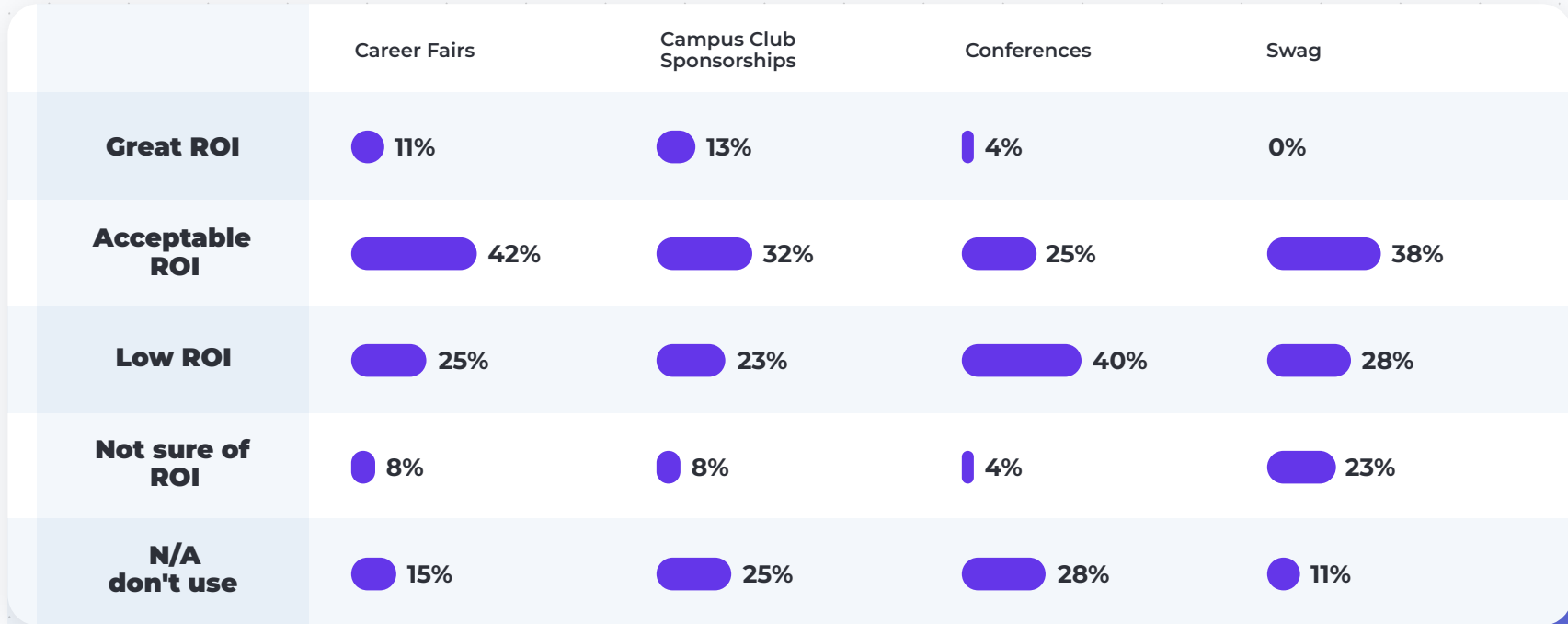


% of teams that selected option

BUDGET 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?'

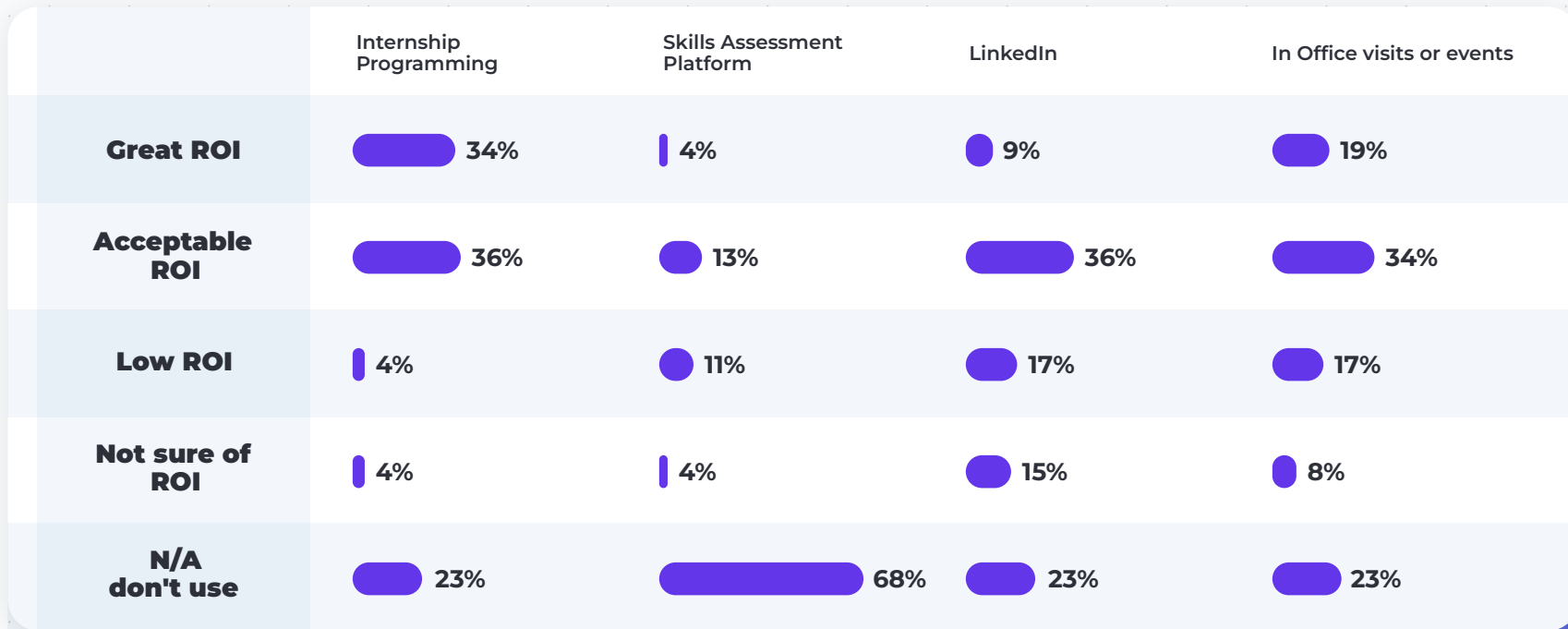


% of teams that selected option

BUDGET TRENDS

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

Lean Team Challenges



Budgets aren't increasing even if demand is

Most recruitment teams predict their budget will stay the same in 2025, or decrease further



High-effort strategies don't always have great ROI

Career fairs & conferences – which typically require travel – are not selected as overwhelmingly high ROI



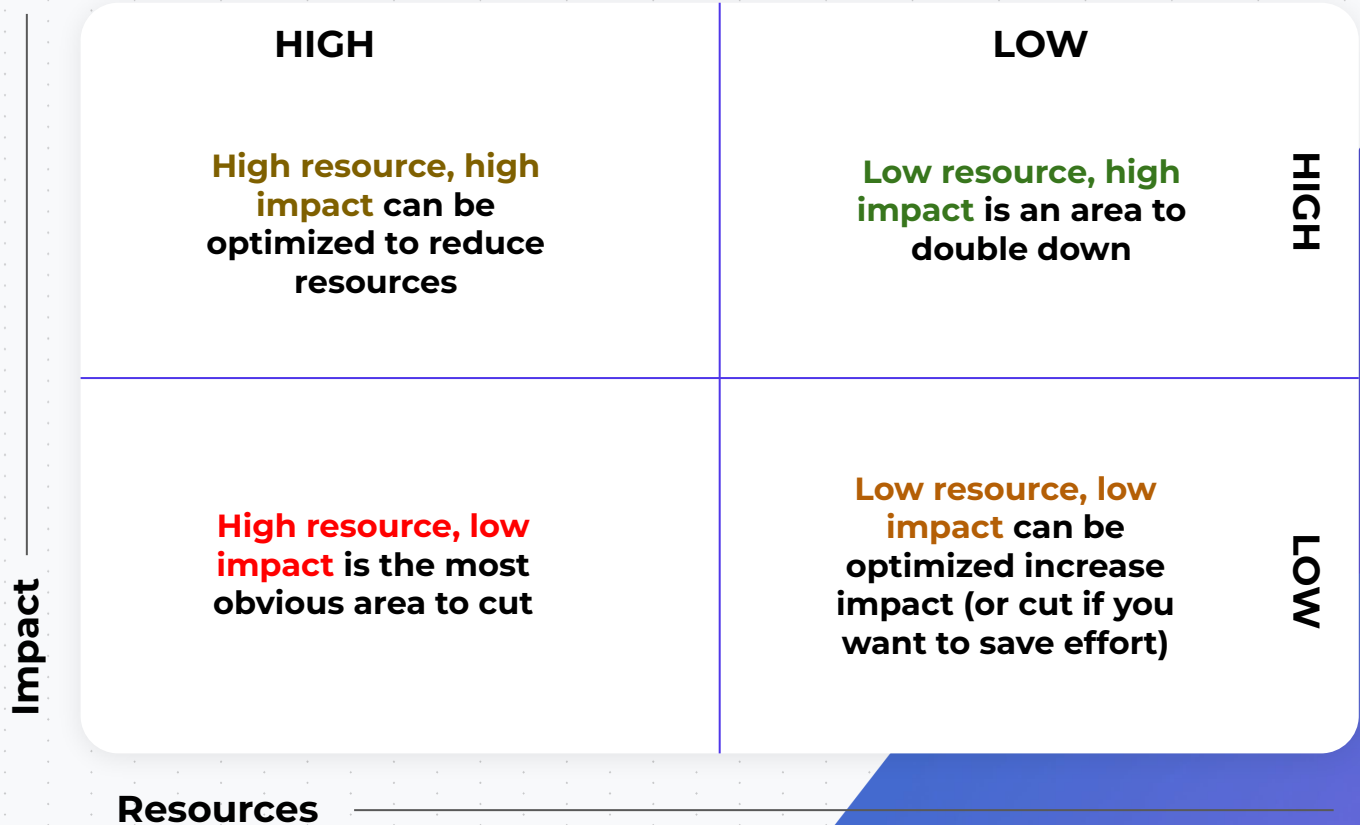
Changing course can feel daunting and time-intensive

As mentioned in the previous section, one of the biggest challenges is zooming out and finding time for high-level strategy

Lean Team Hacks

Categorize all of your recruitment activities going into 2025

To have a clear roadmap for any kind of optimization in 2025, categorize every activity you do into one of these matrix categories



Categorize all of your recruitment activities going into 2025

This is an example of how you might categorize some activities based on our survey and anecdotal feedback

Impact	HIGH <ul style="list-style-type: none">• Career Fairs requiring travel• In-office events• Internship programming	LOW <ul style="list-style-type: none">• Virtual event series• Effective online recruitment platforms• Local career fairs	HIGH
	<ul style="list-style-type: none">• Conferences• Swag• Campus club partnership	<ul style="list-style-type: none">• Less effective recruitment platforms• Campus ambassador programs	LOW

Resources

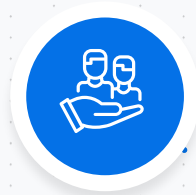
HACK NO. 2

Re-allocate your budget

Asking for more budget isn't always feasible in today's climate, even if you make a great case for it. But reallocation? That's something you can do to get more bang for your buck.

Making the case for increased efforts in one area of a new strategy is easier to do when you're not asking for MORE budget – just a shift in how its earmarked.

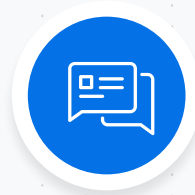
EX. SCALE BACK ON SWAG
AND BUY SMALL GIFTS FOR
COMPANY VOLUNTEERS



EX. SAVE TIME
WITH NEW
SCREENING TECH



ANALYZE
SPEND



EX: INCREASE
INVESTMENT IN
CHATBOT TO ANSWER
CANDIDATE QUESTIONS



EX. SCALE BACK
ON TRAVEL COSTS

Find more time by automating repetitive tasks via technology

After making your matrix of recruitment activities, identify the tasks within those that are repetitive and could be automated/sped up through advances in technology

Repetitive content creation tasks

Using tools like ChatGPT (or other approved tools) you can speed up content creation tasks like keep warm strategies or tweaking job descriptions



Repetitive tasks like sourcing and applicant review

If you scale back in other areas, you can acquire a tool (like RippleMatch) that can automate time-intensive tasks like sourcing or applicant review

Repetitive content creation tasks: Prompt smarter, not harder

Writing emails, job descriptions, communication cadences, event titles & promotions all adds up. With tools like ChatGPT, you can speed this up to free up more time for other parts of your role. **Pro tip: ChatGPT is coachable! You can always ask it to tweak or improve its responses.**

PROOFREADING JOB DESCRIPTIONS

“Can you proofread this job description for a [Job Title] and suggest any improvements?”
“Review this job description for grammatical errors and clarity: [paste job description].”

EVENT IDEAS

“Can you give me a list of event titles based on [insert loose details of event here].”
“Can you write me a promo for the event, including bulleted takeaways of what students might learn and why attend?”

CRAFTING CANDIDATE COMMUNICATION PLANS

“Suggest a communication plan for keeping candidates engaged throughout a 2-month recruitment process. Then write each email for me.”
“Craft a communication plan, along with key topics I could cover and suggested dates, that will keep a candidate engaged from when they accept an offer to their actual start date happening 8 months later.”
“How should I structure my email communications to candidates from the application stage to the offer stage?”

REPURPOSING CONTENT

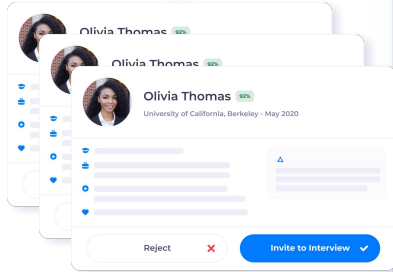
“Can you adapt this job description for a similar role in a different department? Here's the original: [paste job description].”
“How can I rephrase this job description to make it more appealing for recent graduates?”

“Can you take this information about our company culture and perks and condense it into bullet points to appeal to new grads?”
“Can you take this job description and turn this into bullet points I can use on a Powerpoint slide?”

HACK NO. 3

Find recruitment technology that can make you more efficient

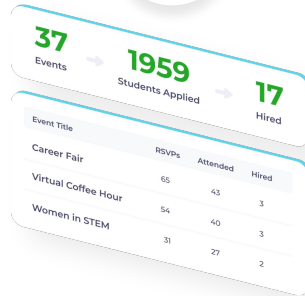
1



Effectively source from the applicants you already have.

**Tech Hack:
Automated Resume
Review**

2



Focus effort and spend on sourcing the applicants your funnel is missing.

**Tech Hack:
In-Depth View of
Diversity In Your Funnel**

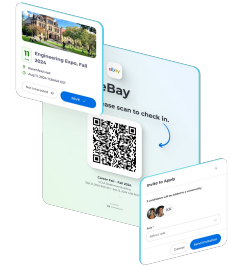
3



Fully automate digital outreach to the top talent your funnel is missing.

**Tech Hack:
Automated Sourcing**

4



Market events to the right audience and capture attendance with QR codes

**Tech Hack:
Smart events
management**

Get a little help from your friends (coworkers)

Tapping coworkers to help with recruitment events, informational interviews, or even intern programming can be a great way to extend your impact without effort – but you need an efficient system for collecting and organizing volunteers early on.



Identify where you might need help. Creating categories ahead of time that people can select interest for is key for intentional volunteers.



Create a volunteer database fueled by a form. Google forms, Airtable, Typeform are all suitable sign up sheets that feed into a sortable database!



Begin curating volunteers. Connect with leaders of ERGs, department heads, and managers to send out your form

Get a little help from your friends (coworkers)

Tapping coworkers to help with recruitment events, informational interviews, or even intern programming can be a great way to extend your impact without effort – but you need an efficient system for collecting and organizing volunteers early on.

Create a roles & expectations document

Send this out when someone is onboarded as a volunteer

Set a time limit

When people sign up, decide on a 'tenure' to keep people engaged without feeling locked in forever

Make it easy

Make most of the volunteer opportunities low-lift – think speaking on a panel, contributing a quote, or hopping on a quick call

Rotate volunteers

Don't tap the same people too often – reach out to different volunteers to ensure people aren't under or overutilized

Show your appreciation

Incentivize volunteers to come back by sharing positive feedback from student attendees, giving shoutouts in company channels, or sending a small gift card

Stay open to feedback

Leave the door open for feedback from volunteers to improve your systems

Closing Advice

Expanding your impact starts by knowing what takes time and what isn't impactful.

Start the year off right by taking inventory of your strategies and their outcomes.



Our data suggests that many teams are leveraging strategies that aren't as efficient as they could be – identify if that's true for you too.



After you diagnosis your strategies, use a mix of technology tools, company support, and fund reallocation to find better uses for your time and resources.

Q&A