A year later, students reflect on virtual recruiting

Since the start of the COVID-19 pandemic, students seeking a job or internship have had to do so entirely virtually. In February 2021, Handshake surveyed over 1,000 college students across all types of institutions about their sentiments on conducting a virtual job search. Here’s what we learned since our last student survey.

Students believe that virtual recruiting is the future and remain willing to take a fully virtual job.

41% of students believe employers who have not adopted virtual recruiting will eventually have to

66% of students are open or very open to taking a fully virtual job

Top 3 reasons students find virtual recruiting beneficial:

- 48% less intimidating to meet with potential employers
- 45% reduced scheduling barriers
- 42% easier to prepare for interviews

When it comes to meeting potential employers virtually, more women (54%) feel less intimidated than men (43%).

While students are open to being recruited and working virtually, they also face challenges that employers and career educators should be aware of.

2 out of 3 students found adjusting to this new way of searching for jobs, interviewing, and working difficult or very difficult.

Top challenges students face in virtual recruiting

- 53% making a meaningful connection with recruiters
- 52% communicating effectively in online settings

Three key ways students think employers can improve the virtual job search experience:

1. Be specific about what they’re looking for in candidates
2. Share details on the recruiting process ahead of time
3. Offer advice on how to navigate virtual events and fairs

Want more virtual recruiting insights? Check out Handshake’s 2020 Campus to Career Report.