

Time to Study Up On



CAMPUS RECRUITING



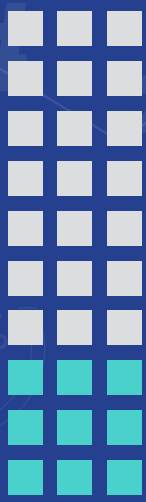
NAS CAN HELP YOU **ACE** YOUR STRATEGIES.

STATS *that Tell the Story*



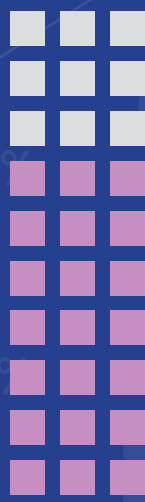
56%

of employers plan to increase college hiring numbers.



30%

of the workforce will be Gen Z by 2030.



70%

of employers (approximately) will be hiring college graduates this year.



85%

of candidates prefer to attend a career event before applying.



5 YRS

is the average time college recruits stay with a company.



59%

of interns convert to full-time employees.

STANDING OUT FOR STUDENTS



1. CONSIDER YOUR TIMING
30% of students could not attend company events that conflicted with their class schedules.



2. MAKE IT FUN
Enhance your campus presence with engaging events like hackathons, campus challenges or group chats.



3. EMPHASIZE WHAT MATTERS
Highlight factors that Gen Z finds important, such as compensation, career growth and benefits.



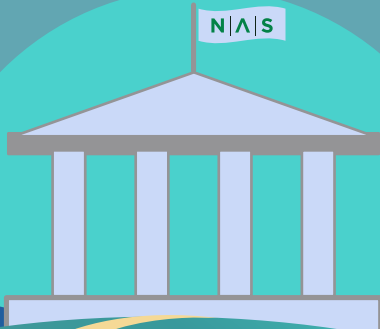
4. MAKE IT QUICK
92% of candidates never finish an application. Create forms students can fill out quickly at your event.



5. TARGET WITH TECH
Use social media and geofencing campaigns to reach students on their phones and preferred platforms.



6. DON'T FORGET YOUR SITE
52% of job seekers search via employer websites. Add a page with information on internships and early careers.



Ready to create engaging strategies?
Contact NAS today.

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RECRUITMENT INNOVATION