



COVID-19 Impacting Majority of Business Leaders' Recruitment of College Students

63% of business leaders have halted or slowed their college hiring efforts

August 13, 2020 (Seattle, WA) - A new survey from BestColleges revealed that a majority of business leaders (63%) who actively hire college graduates are slowing down or halting their recruitment efforts nationwide as a result of COVID-19. Click below for more information:

<https://www.bestcolleges.com/blog/survey-hiring-college-students-post-covid/>

Among the 953 senior business leaders surveyed, 53% reported that their organizations directly recruit college students and/or recent graduates. Of those 534, only 18% of respondents indicated that their hiring practices have not changed amid the pandemic, while 25% acknowledged a shift in recruitment strategies to target graduates from specific academic majors.

"The survey's findings provide confirmation that the coronavirus outbreak has affected current and future employment opportunities for college students," said Melissa Venable, Ph.D., an Online Education Advisor for BestColleges. "It's even changing the way companies hire. As a consequence of canceled career fairs and information sessions, businesses are having to alter their recruiting practices with increased reliance on virtual interviews, for example."

In line with these shifts to remote hiring, employer perceptions around online education continue to improve as most business leaders (74%) who actively recruit college graduates believe that the quality of online education is increasing as a result of COVID-19. Nearly half (49%) of respondents stated that online college education is "better than" or "equal to" traditional on-campus education. Additionally, 50% of business leaders are actively recruiting students who have earned degrees from online programs.

"Widespread remote work during the COVID-19 pandemic has introduced more business leaders, companies, and industries to virtual communication and collaboration," Venable said. "While it's difficult to say for sure, the massive shift to remote work may underscore the importance and potential of online learning."

While opinions of online education largely vary based on a respondent's age and industry, most of these employers (71%) still screen applicants to identify those who earned their degrees online or from in-person programs. Even a majority of the respondents (58%) who perceive online education as "better than" or "equal to" on-campus education maintain these screening practices.

Although employers are still fairly divided on the quality of online education, the current remote landscape is forcing many business leaders to adapt and reconsider their opinions. "While improved perceptions of online education may benefit students in the long-run, slowed hiring remains the foremost concern as recent and upcoming graduate students struggle to find employment

opportunities in an increasingly volatile job market,” Venable added.

Methodology

BestColleges commissioned YouGov PLC to conduct the survey. All figures, unless otherwise stated, are from YouGov PLC. The total sample size was 953 senior decision-makers, 534 of whom were involved with or working for organizations that directly recruit college students and/or recent college graduates. Fieldwork was undertaken May 29-June 1, 2020. The survey was carried out on-line and meets rigorous quality standards.

About BestColleges

BestColleges empowers students to make smarter educational decisions and find schools that best fit their needs through proprietary research, user-friendly guides, and hundreds of unique college rankings. As a trusted education advisor, they also provide a wide array of college planning, financial aid, and career resources to help students realize life goals and overcome educational challenges as they prepare for careers after college.