

7 Ways Human Connections Help You Win (and Keep) New Grad Hires

Competition for new grads is intense — especially for professional services and knowledge workers. And it's only getting worse; companies **plan to hire 14.7% more new graduates** this year.

As David Yates shared in our **recent webinar** with Deloitte and PWC on early career engagement, today's students and early career candidates “expect more — and rightly so. There are really big shifts in this generation.” If you want to hire these candidates, you're going to need to win them over on their own terms.

Getting to know new grads and what they care about

To start, they are overwhelmingly Generation Z. According to **Pew**, 57% of Gen Z adults are currently in college — positioned to be the most educated generation ever.

They are digitally native:

This cohort expects to be kept constantly in the loop with micro-content. This is especially true during the hiring process, where **78% identify a lack of transparency as their biggest pain point in recruiting**. Nudging them in targeted, authentic ways can result in **astoundingly high engagement**.

They want to connect:

This group is much more **fluid, candid, and open** about sharing their whole selves than prior generations. They are **significantly more likely** to want to learn and crave opportunities to connect with, train, and help others grow.

They are rolling stones:

These new grads won't hesitate to fly the coop if you're not **meeting their needs** and expectations. Even the **70% of those who are loyal** to their company are looking for work.

New grads crave human connection.

Human connection meets all of the needs above even before day one — connecting your interns, co-ops, candidates, and new hires to critical informational and emotional supports that steadily increase their belonging and embeddedness.

According to Oliver Wyman, 60% of Gen Z agree with the statement, “a job does not need to be fulfilling — it should enable me to find balance and fulfillment in other aspects of my life.” Human connection gives them the friendships and psychological safety to do this.



Seven tips for using human connection to win and keep new grad hires

1. Preboard with interactive nudges:

Use frequent device-driven communications during the consideration and candidacy stages to help candidates feel noticed and valued and to sneak-preview your culture.

2. Humanize your assessment center:

New hires can stress about assessment days. Introduce a more human, interactive element by connecting people prior to and during your event.

3. Facilitate connection on a personal level:

Encourage friendships and encourage grads to get to know your people as people — including their skills, hobbies, and experiences. This includes their peers, managers, mentors, and people across the org.

4. Onboard in an engaging, individual way:

Add personal touches by asking grads about themselves. Minimize “drinking from the firehose” by offering access to information, guide rails, and nudges that help them prioritize and feel more in control.

5. Create workflows that de-stress transitions:

Introduce a human component to internal moves, rotations, and cross-team transitions. Use push communications to ask how their experience has been and give them feedback. Connect managers to ensure they pass along important information on the grad’s strengths and needs.

6. Inspire friendly networking competitions to jump-start relationships:

Connect people at in-person events or in virtual competitions — inspiring them to meet and get to know peers across the organization. Whether a single-day challenge or ongoing leaderboard, this will help new hires become more quickly embedded in the organization.

7. Follow up regularly between the offer and Day 1:

Drop-out rates are always a concern — especially with delayed starts. A steady workflow of micro-interactions can help minimize reneges — making grads feel engaged and excited during the period between the offer and their first day. This also means engaging with talent all the time, pointed out Kristina Travers from PWC **in our recent webinar**, “and not only in the hiring season.”

Want to learn more about how Enboarder can help you attract and retain new grads? **Contact us for a tour of the Human Connection Platform.**

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