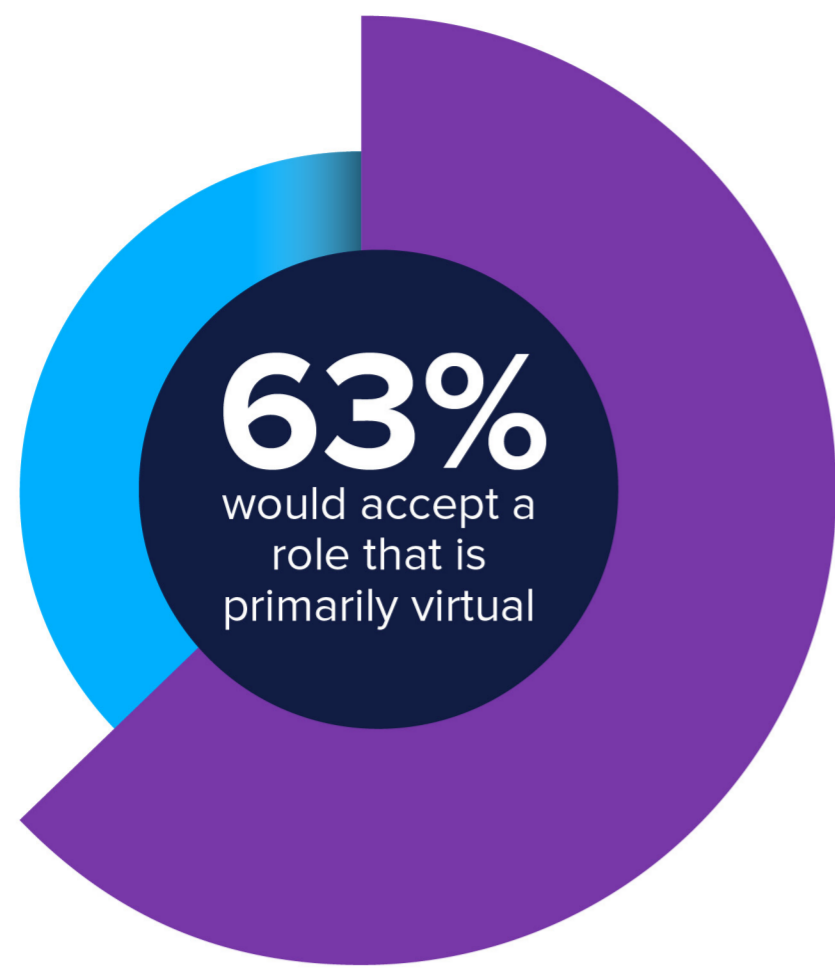


# Gen Z and Remote Work

## College Graduates' Perception of Virtual Work And How You Can Recruit Them

There is no question that the employment scene is shifting in the wake of the pandemic. One of the biggest shifts is an increased interest in remote working. To help employers recruit recent and soon-to-be graduates, Tallo surveyed over 850 college students to learn more about their perception of virtual careers, whether they feel they can be successful in a remote environment, and how employers can recruit for remote positions. Here's what they told us.

More than half of college students will accept a virtual role.



- 86%** feel confident they will be just as productive
- 86%** will work more or the same number of hours
- 72%** agree teams can accomplish just as much
- 65%** believe they can make just as big of an impact
- 45%** are concerned that less face time could hinder career progression



But their preference is a hybrid work environment.



**74%** prefer a job that offers both remote and in-person opportunities

**50%** would like to meet in-person with colleagues weekly

"It would still have to guarantee my ability to speak with people. I love human interaction and wouldn't want to miss out on that."

In-person networking is important.



**74%** value informal in-office networking opportunities

**75%** would like to physically come together with colleagues on a weekly and bi-weekly basis

Only 3% do not feel face-to-face time with colleagues is necessary.

Proximity to the office is important but not necessary.



**66%**

prefer to live close to the office to meet in-person with their team



But...

**82%**

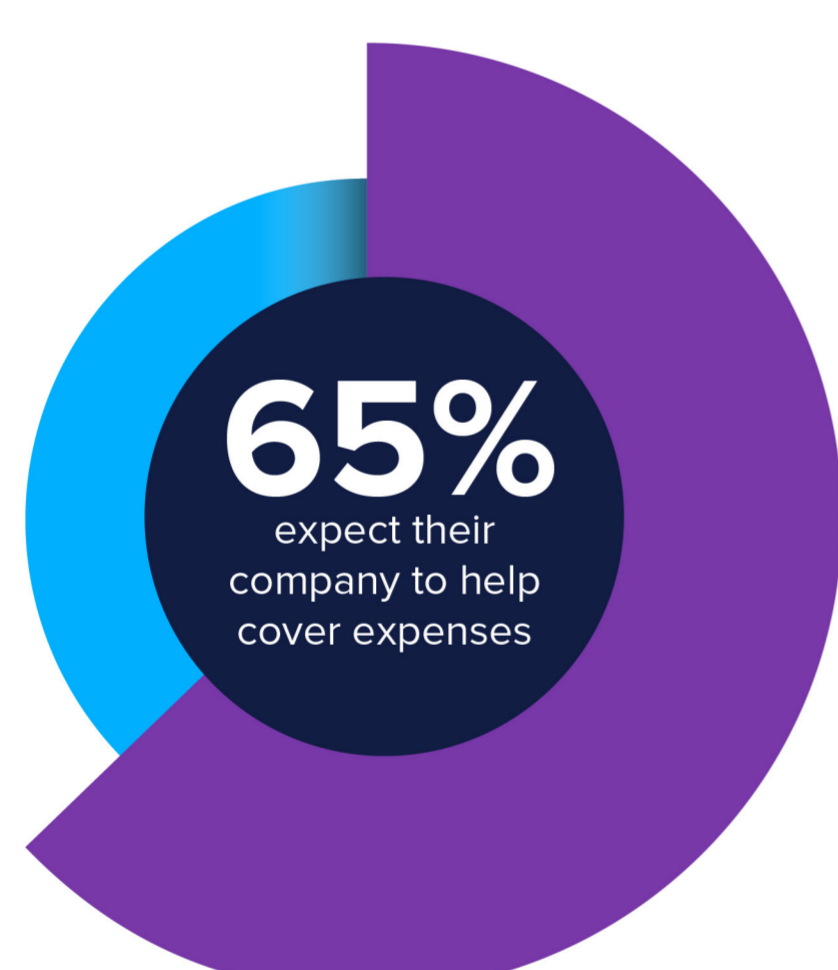
are willing to live in a different location than the office

And...

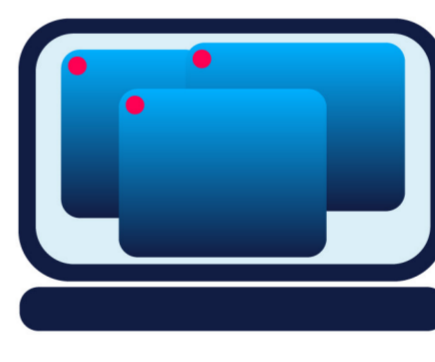
**89%**

are willing to travel when it's safe to do so

What can companies do to recruit Gen-Z in a virtual environment?



What would influence Gen Z to accept a virtual role?



- "All the correct tools, supplies, and time to complete my tasks."
- "Passion/liking for the job, support network, in-person check-ins."
- "The ability to stay safe during the pandemic."
- "Understanding how much work will be done in the virtual role. Is it more self-guided or is it more collaboration-based?"
- "A strong virtual infrastructure related to organizing and developing projects."

Tips to Recruit Gen Z



Get creative with benefits and pay options

- Offer flexible hours
- Offer competitive pay
- Cover travel expenses
- Provide ongoing training for career growth
- Provide stipends for home office supplies and team bonding

"The amount of pay, flexible hours, and good communication methods during quarantine are important."



Identify methods for consistent communication and networking

- Hold daily standup meetings
- Host roundtable discussions with an executive
- Host frequent Town Hall meetings to share company news
- Offer virtual social gatherings like trivia, movie nights, or volunteer events
- Host virtual team challenges like scavenger hunts, costume contests, or escape rooms

"Open communication with fellow colleagues is important to me. Having this communication will get the work done. The more workers can communicate, the stronger the company will be."



Market your brand based on what's valuable to college grads

- Communicate opportunities for upward mobility
- Talk about your DEI efforts, or your steps to increase your DEI efforts
- Tout your focus on employee safety and the protocols in place to stay safe during the pandemic
- Be clear about your commitment to social issues and the steps you are talking to support your company's stance

"Employee safety and an employer's response to social issues is important."

Interested in data that will help you better understand your future workforce?

Tallo's Perception Analysis provides insight into what is driving future talent so you can develop proactive engagement strategies and keep your talent pipeline full. Analyses can be out-of-the-box with predetermined questions, or customized to your specific brand or needs. Contact us for insights into what will drive Gen Z talent recruiting and retention.

Survey Methodology:

This survey of 856 US college students was conducted by Tallo between September 9, 2020 and September 14, 2020. The survey selection was unbiased and based on parameters of being a Tallo user. With our calculated margin of error we can assume the survey respondents represent 95% of the college students on the Tallo platform.