



Campus Recruitment KPI Cheat Sheet

For Technical Recruiters

Need help choosing KPIs for your next university recruiting season? Try this chart as a jumping off point.

Take a look at the X axis (business goals) and the Y axis (program goals) to identify your top 3 goals for each category. From there, you can identify the KPIs most relevant to your goals at the box where the two intersect.

		Business goals						
		Decrease time to offer	Increase application completion rates	Increase offer acceptance rate	Maintain positive candidate experience	Recruiter time savings	Hiring manager time savings	Retention
Program goals	Maintain candidate engagement	Time of offer for engaged candidates vs. cold candidates	Outreach: application fill rate	# Touches per role filled	Candidate feedback: overall experience	Recruiter time spent on engagement	Hiring manager time spent on engagement	Length of pre-hire engagement vs. hires retained
	Minimize candidate drop-off	Late stage candidate drop-off rate	% Incomplete applications	Rejected offer rate vs. final stage interview drop-off	Highest drop-off stage	% Drop-off after recruiter screening stage	Drop-off after HM interview stage	NPS change over time (on avg, by candidate)
	Refine school targeting	Time to fill per school	Filled applications per school	Average offer acceptance rate by school	Career center feedback (NPS)	Recruiter ease of participation (rating scale)	# Candidates sent to HM interview stage per school	# Candidates retained by school
	Increase event ROI	Time to fill by event	Event contacts gained vs. applications completed	Event contacts met vs. offers accepted	Post-event student feedback	# Candidates sourced per event	# Candidates sent to HM interview stage per event	# Candidates retained by event type
	Increase hire quality	Time to assess technical skills	Average assessment score vs. # of completed applications	# Offer acceptances from top X% of candidates	Feedback: candidates with high assessment scores (NPS)	Total hours spent sourcing vs. # of passed assessments	Total hours spent verifying tech skills per candidate	Attrition analysis: Hires let go vs. hires departed

Example: If you were most interested in recruiter time savings, but also wanted to increase event ROI in your program, you might be most interested in measuring the number of candidates sourced per event. From there, you can decide which events are worth sending your team to—and which aren't showing enough return on time.

For more technical recruiting tools and tips, visit our [resources page](#).