



The 2023 Potentialpark Talent Communication Report

Data about Talent Communication and the
Career Search

Latvia

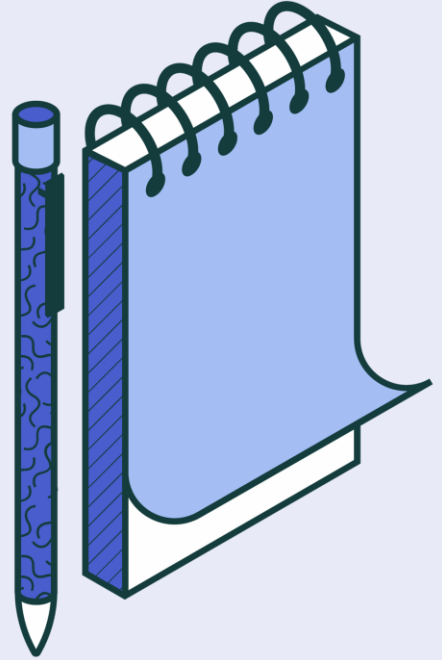
University of Latvia

Report Content

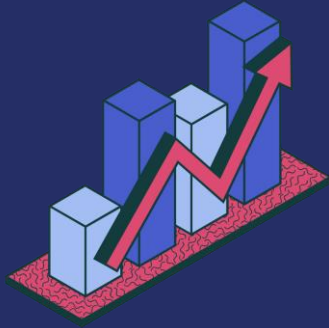


- About Potentialpark
- About the Study and Demographics
- Career and University Perceptions
- Online Application Experience and Career-related information
- Future of the Potentialpark Partnership

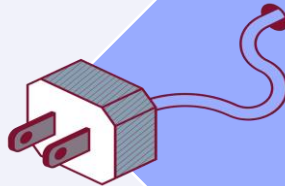
Our mission is to inspire communication, because everyone should have the opportunity to find the work and place where they belong.



We are experts in Talent Communication



At Potentialpark, over the last 20 years we have been bridging the gap in communication by bringing together talent, employers, and academic institutions worldwide. To do this, we conduct our Talent Communication Study.



Our research gives students a voice. With their direct feedback, we influence the world of recruitment and job searching. This means that the right students and employers can find each other.

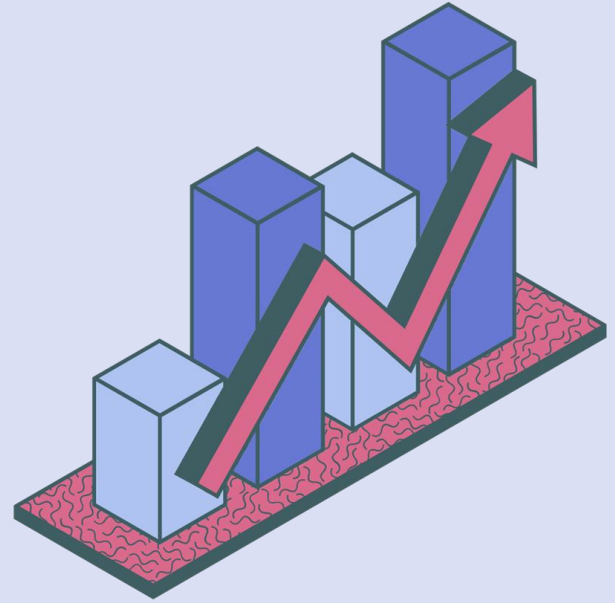
As a Potentialpark Partner, you are **receiving a report with the most important insights from our 2023 Talent Communication Study.**

We **thank you for your cooperation and dedication** to make this happen! It is thanks to you that we are able to bring students' voices to employers' tables and influence the world of recruiting and job search.





About the Study and Demographics



This section covers the following topics:

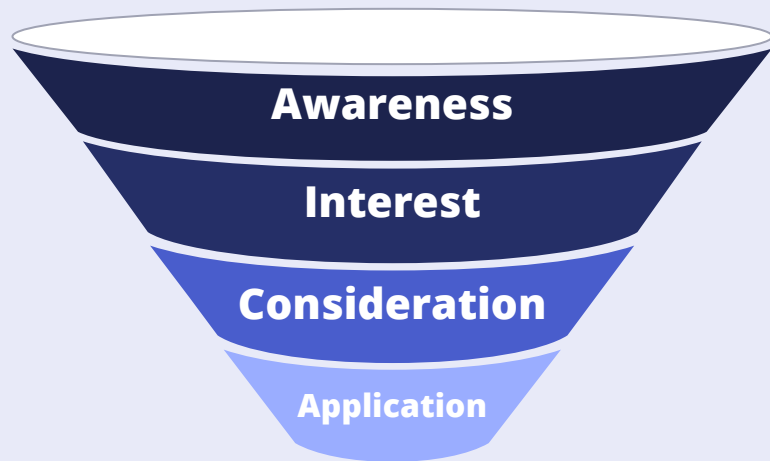
- About the Study and its Impact
- Demographics of the Study



With the demographic insights you can better understand the spectrum of the Potentialpark study and how the data is broken down

The Talent Communication Funnel

We have highlighted the four main steps of the Talent Communication Funnel. Our study discovers the opinions and needs of talent within these different steps, and our feedback to employers ensures that talent can navigate each step easily through a company's channels of communication.



Employer Perspective

vs.



Talent Reality



About the Study

As we have gathered a wide range of data, we are able to have a great impact on the recruitment processes of top employers and improve the steps of the Talent Communication Funnel.



Field Period from
**September to
November 2022**



32,527 responses
in our survey



99 countries
included in the
study



Response Breakdown

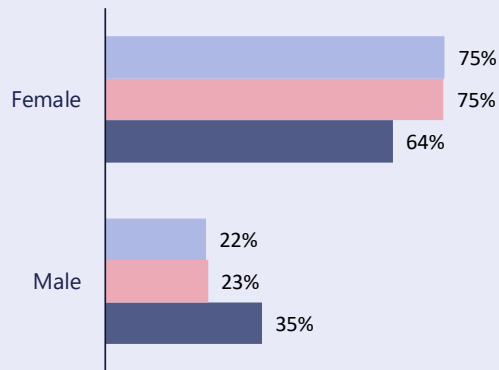
Region	Country	University
Europe	Latvia	University of Latvia
17593	705	264



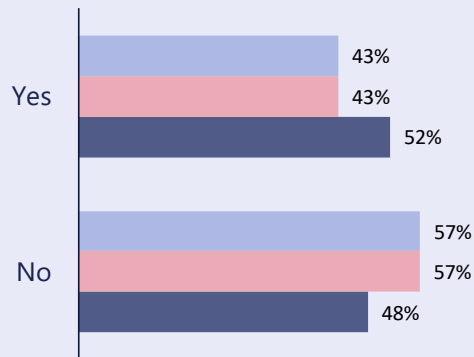
Key Demographics

An overview of the demographics of participants in the study

What gender do you identify with?



Are you actively searching for a new job or opportunity?

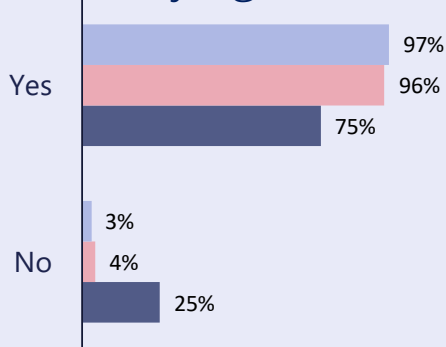




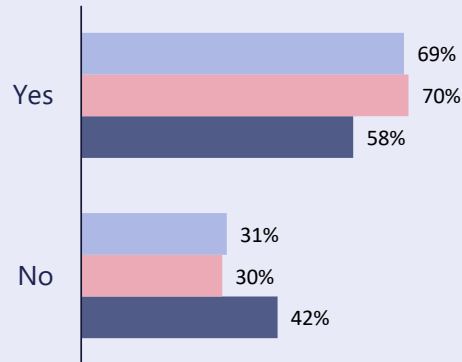
Key Demographics

An overview of the demographics of participants in the study

Are you currently studying?



Are you currently working?



■ Europe

■ Latvia

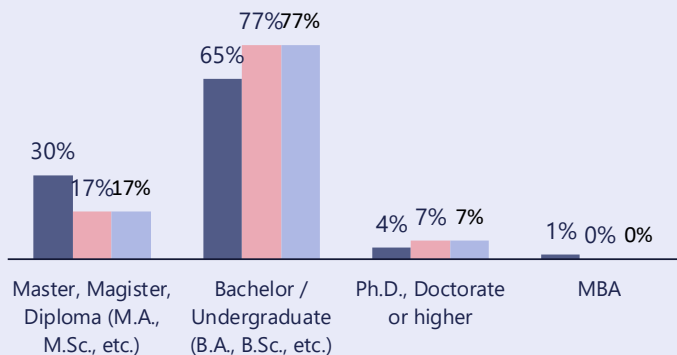
■ University of Latvia



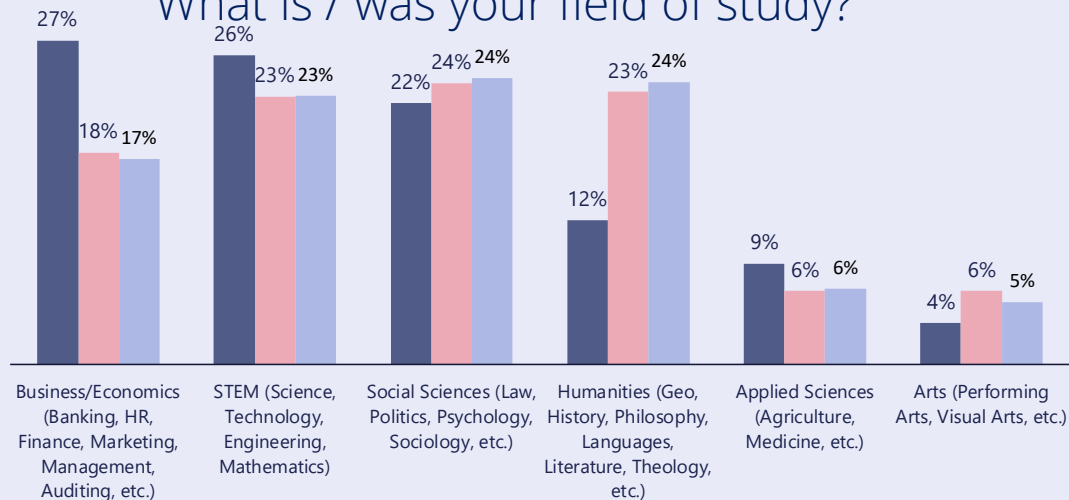
Key Demographics

An overview of the demographics of participants in the study

What degree are you studying?



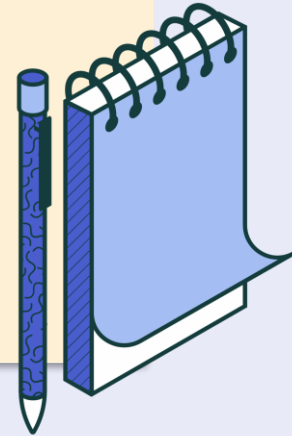
What is / was your field of study?





Key Points

- This year, we see a shift in the overall outlook of the candidates, because an increasing percentage of university students represent Generation Z.
- Gen Z officially consists of people under the age of 25. This generation is characterized by specific online job-search behavior, particular expectations of employers and skeptical attitude toward establishments.





Career and University Perceptions



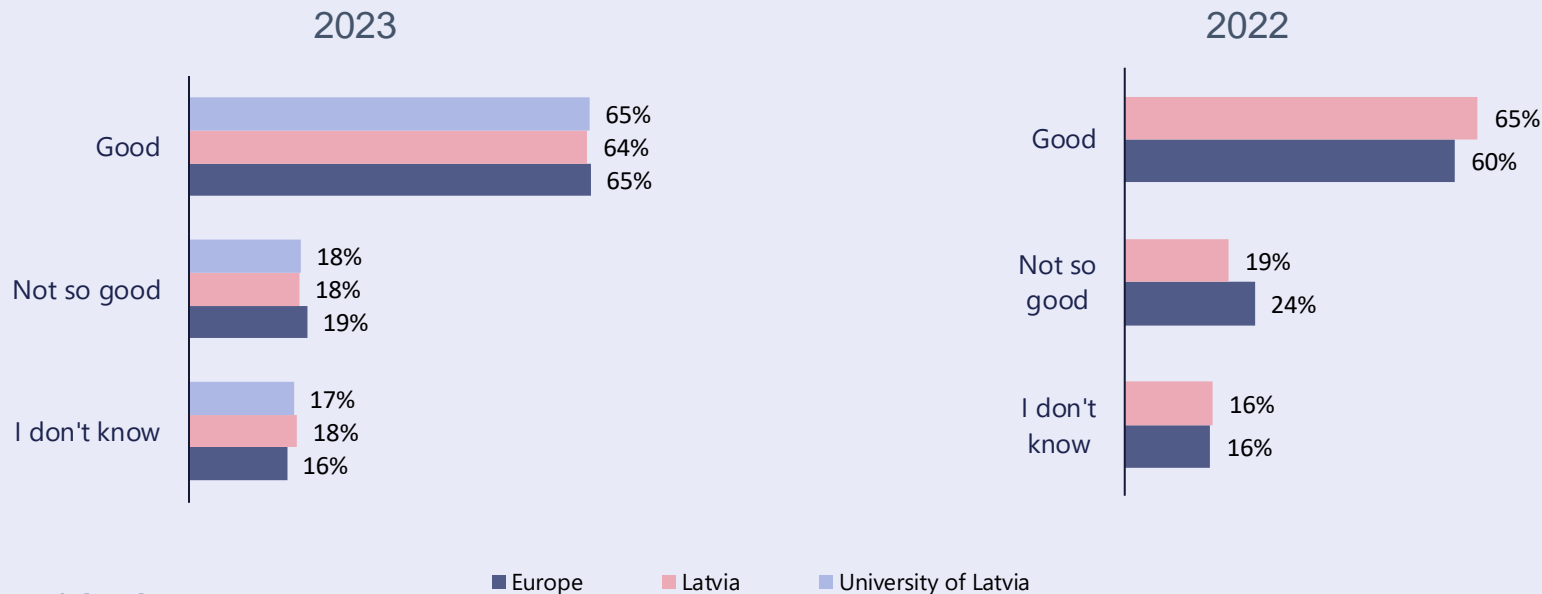
This upcoming section covers the following topics:

- How candidates view their own employability
- Perception respondents have of the support provided by their university



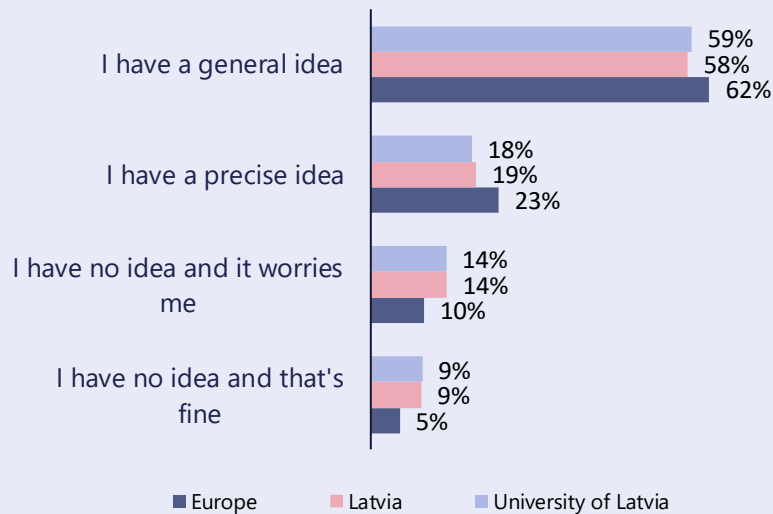
In this section we will be exploring the role that students have felt universities play when it comes to their career in the future

How do you see your chances as a graduate on the job market?



Do you know what you want to do when you graduate?

Having a clear idea of what to do after graduation can make the career hunt easier for students.





Are you satisfied with the help provided by your university in regard to the following areas?

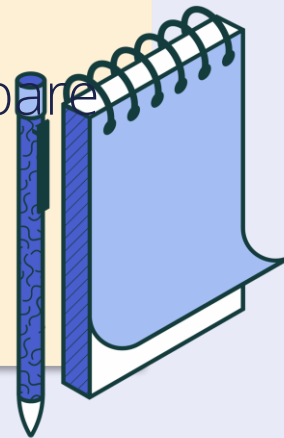
34% of your students choose university resources to be the most credible





Key Points

-
- The data shows that candidates' confidence in the market has
- slightly increased compared to last year.
- On average, the younger generation of
- students needs more help and
- information about the process to prepare
- for applications.
-
-





Online Application Experience and Career-related information



This section covers the following topics:

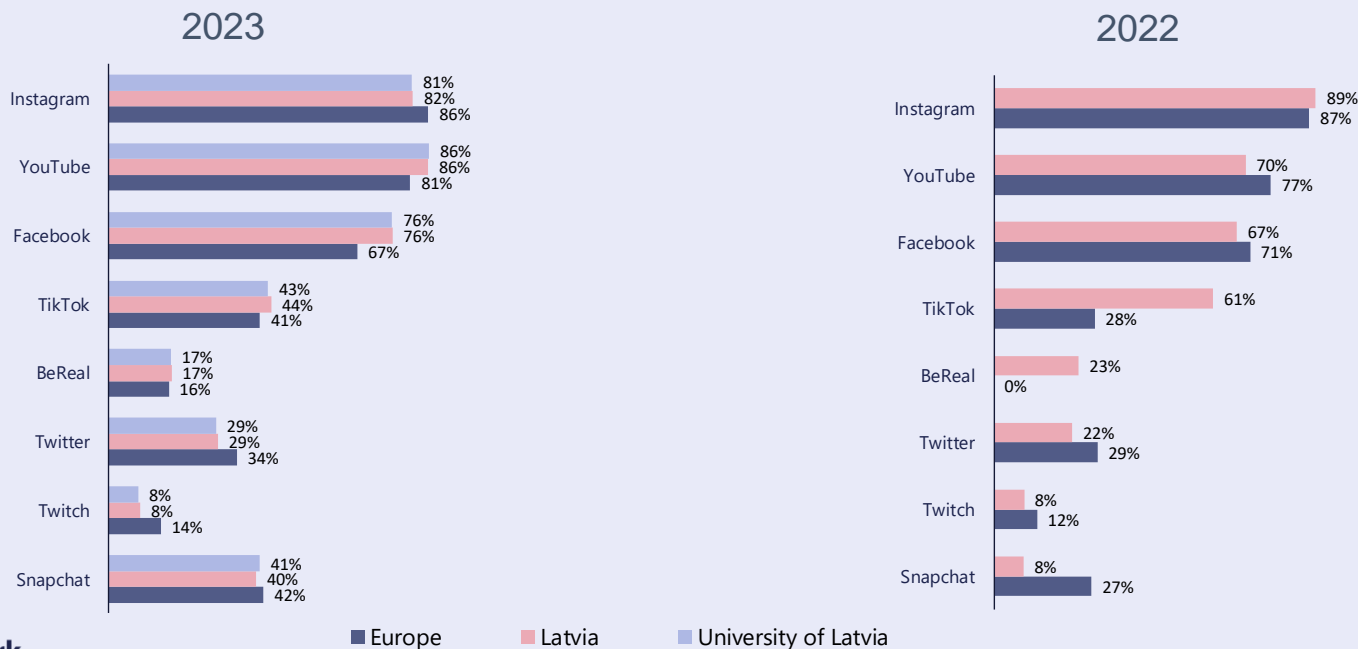


- Career-related online behavior
- The use of online resources when researching and applying to potential employers
- Comparisons with last year's data

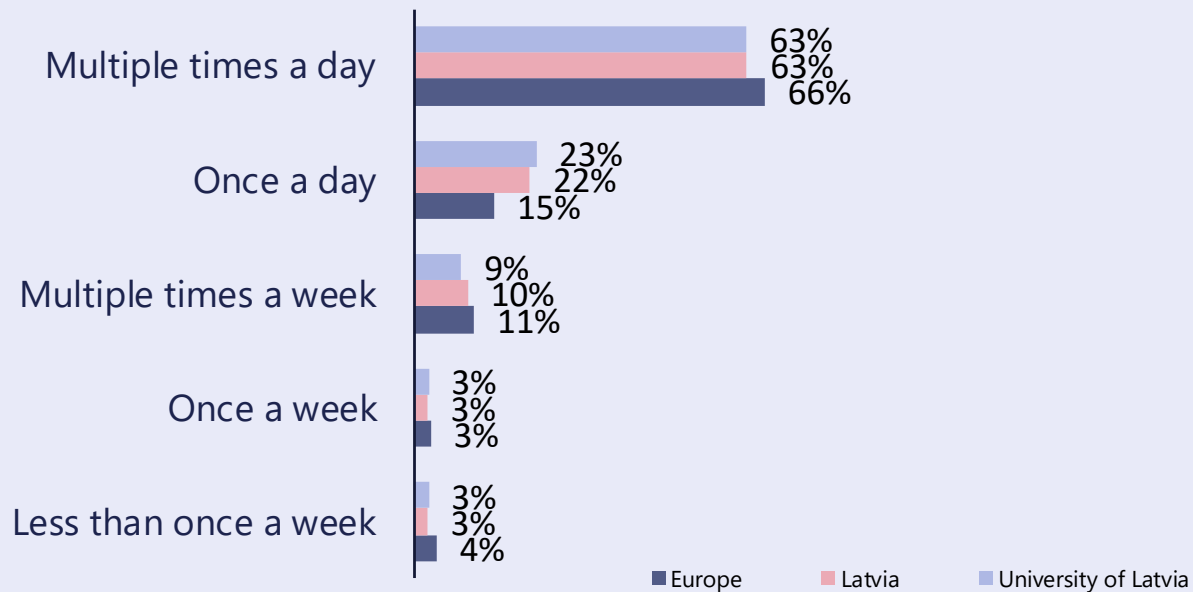


We will be looking into the different platforms that students are more engaged in and therefore check more often. These insights can help your institution reach your students better.

Which of the following social media platforms do you use?

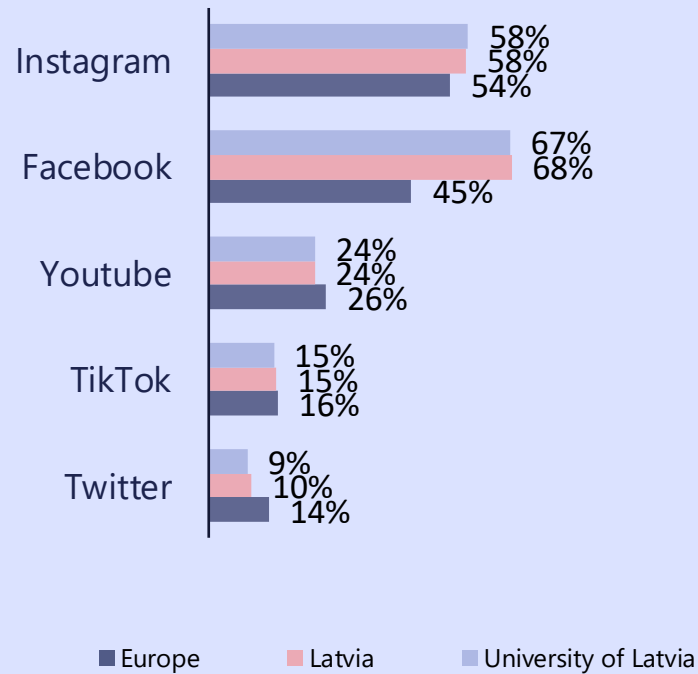


TikTok: How often do you use it?

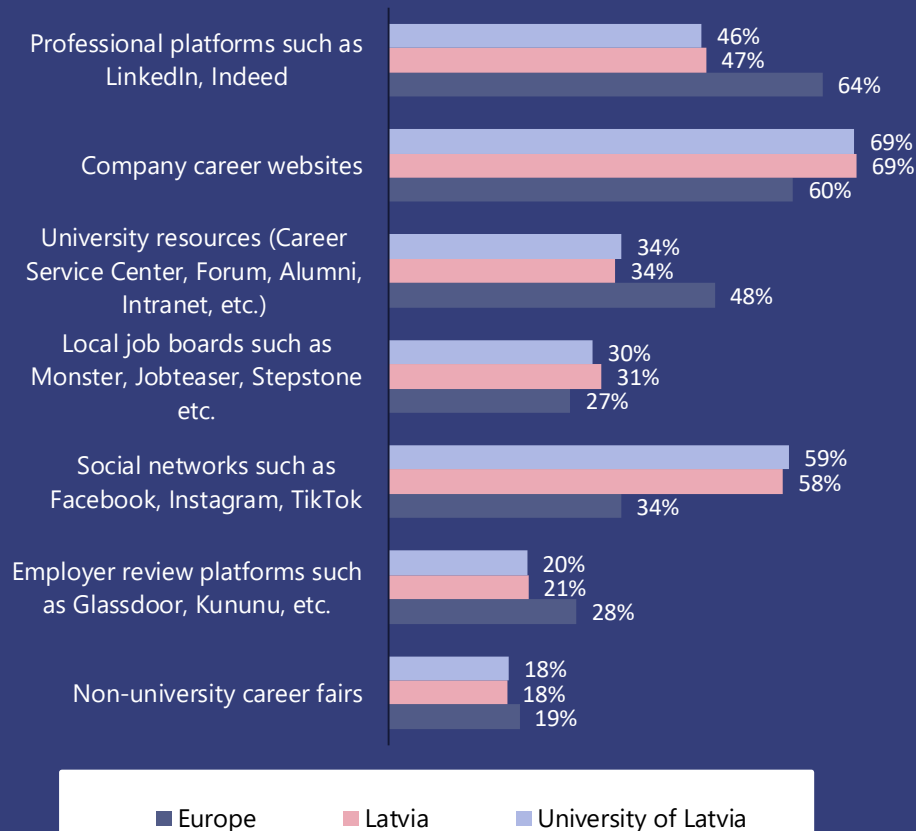


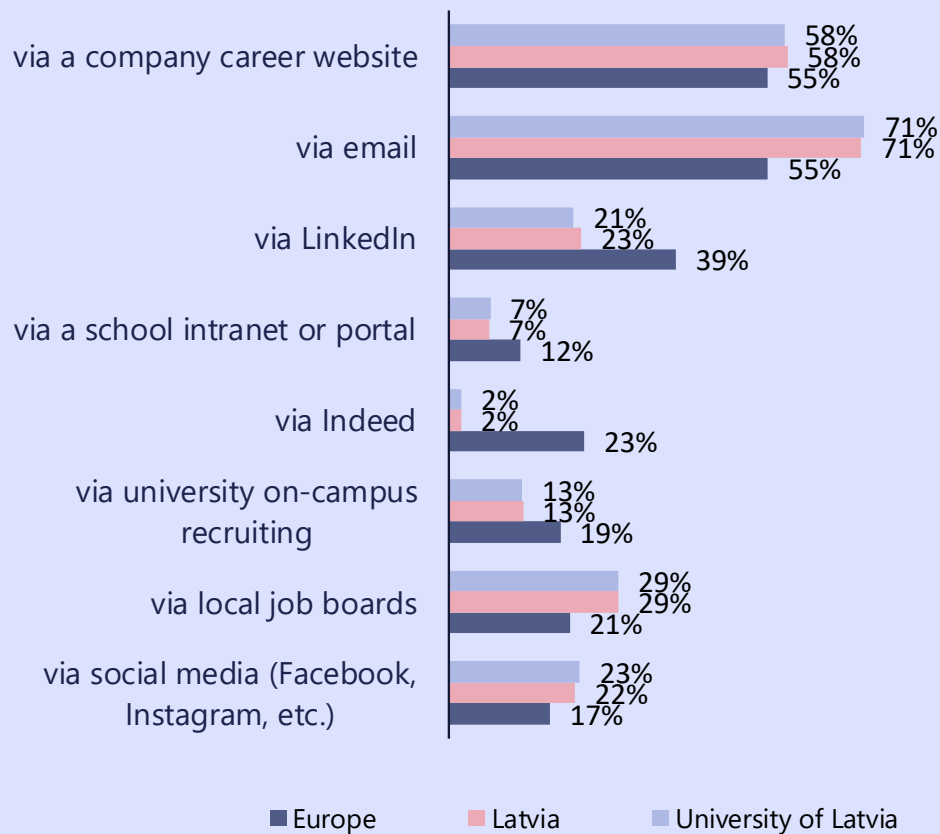
On which of these social media platforms have you seen career-related content or job ads?

Do you have difficulty reaching your students to promote career-related activities and content? We collected data on students' behavior patterns regarding career-related content on social media. This information will give you insights into where you can engage more effectively with your students.



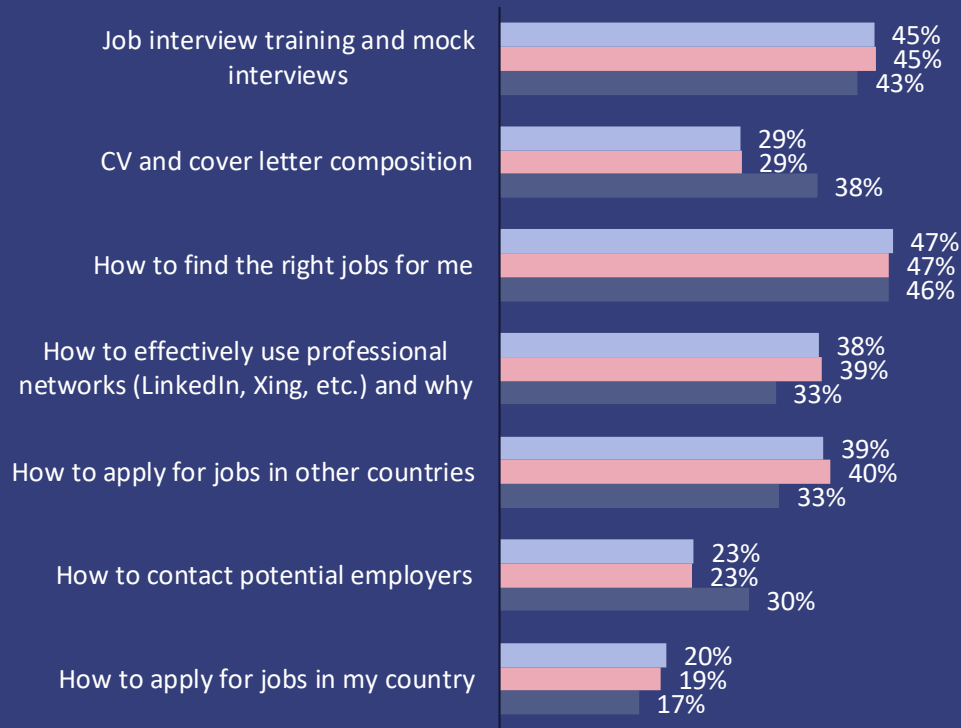
Where do you find the most credible information about jobs and employers?





How do you prefer to apply for jobs?

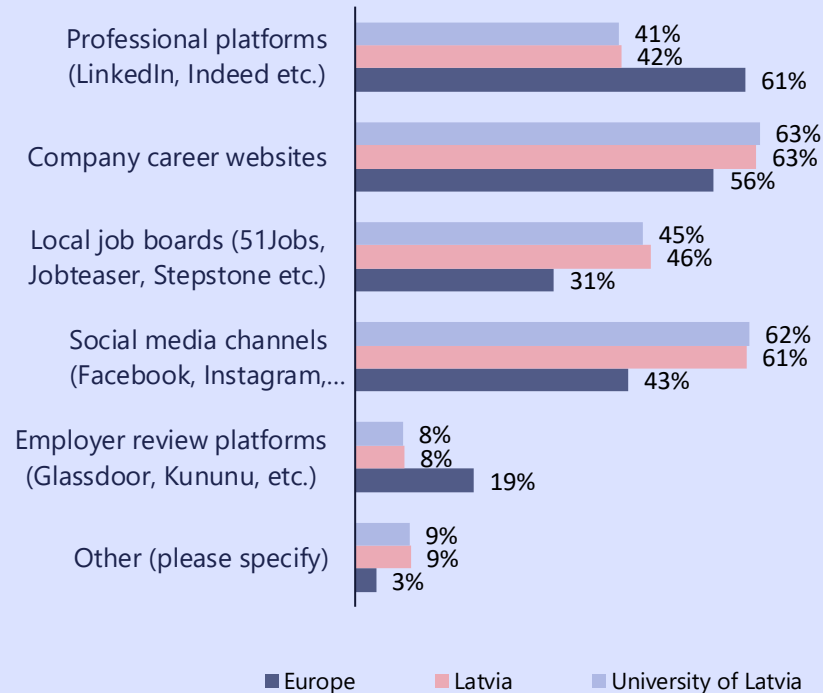
In which areas do you need help to improve your chances on the job market?



■ Europe

■ Latvia

■ University of Latvia



Where do you go to find information about jobs and employers online?

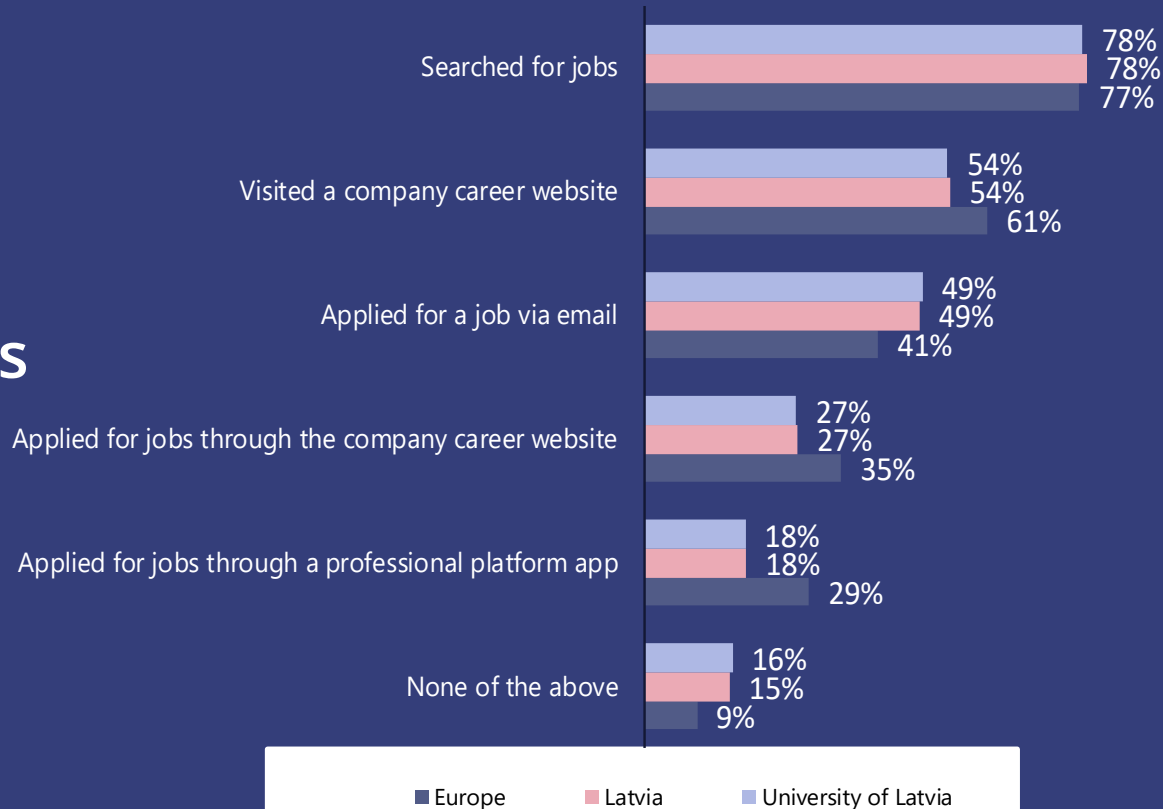
When considering an employer, which of the following aspects of culture are most important to you?

Knowing your students' thoughts and preferences about careers and potential employers is important in understanding what your students care about with regard to their (future) jobs. This information can be a great help in filtering out career-related content, adding and sharing what is more appealing to your students.

	Europe	Latvia	University of Latvia
Opportunities for growth	1	2	2
Employee recognition	2	4	4
Flexible work environment	3	1	1
Transparency and openness	4	3	3
Collaboration	8	7	7
Innovation	7	8	8
Commitment to social responsibility	6	6	6
Diversity, Equity and Inclusion	5	5	5

In this question, respondents were asked to indicate a priority from 1 to 8, where 1 was the most important aspect and 8 the least important.

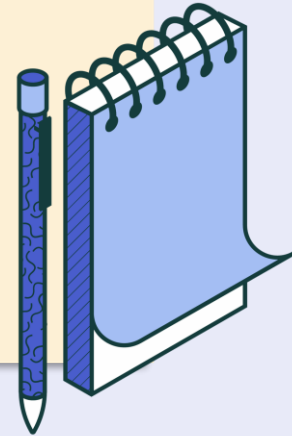
Which of the following activities have you used your phone for?





Key Points

- Gen Z is characterized by a higher usage of social media platforms in their job-search process.
- While professional platforms and company career websites are predominant, Gen Z goes more for career related information on social media platforms. Among these, Instagram and YouTube are the most popular, whereas TikTok is gaining more ground among Gen Z.



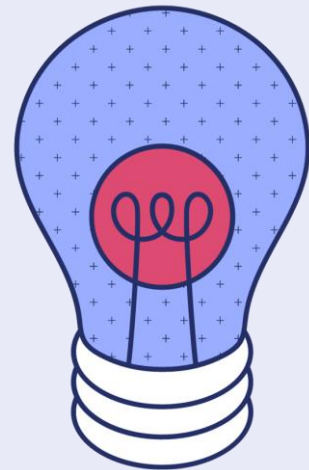
Feedback session

What do you like about being partners with us?

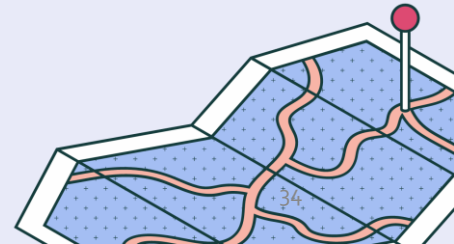
What would you like to hear more about?

How could we be a better partner?

What are your goals in terms of communication with
your students for 2023?



Potentialpark Partnership Looking Forward



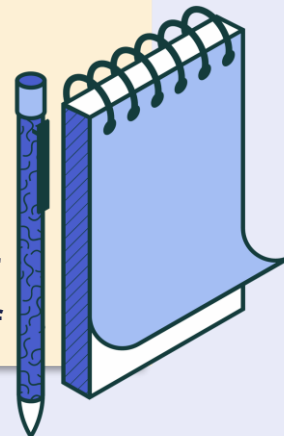


Join us at the University Forum



SCAN ME

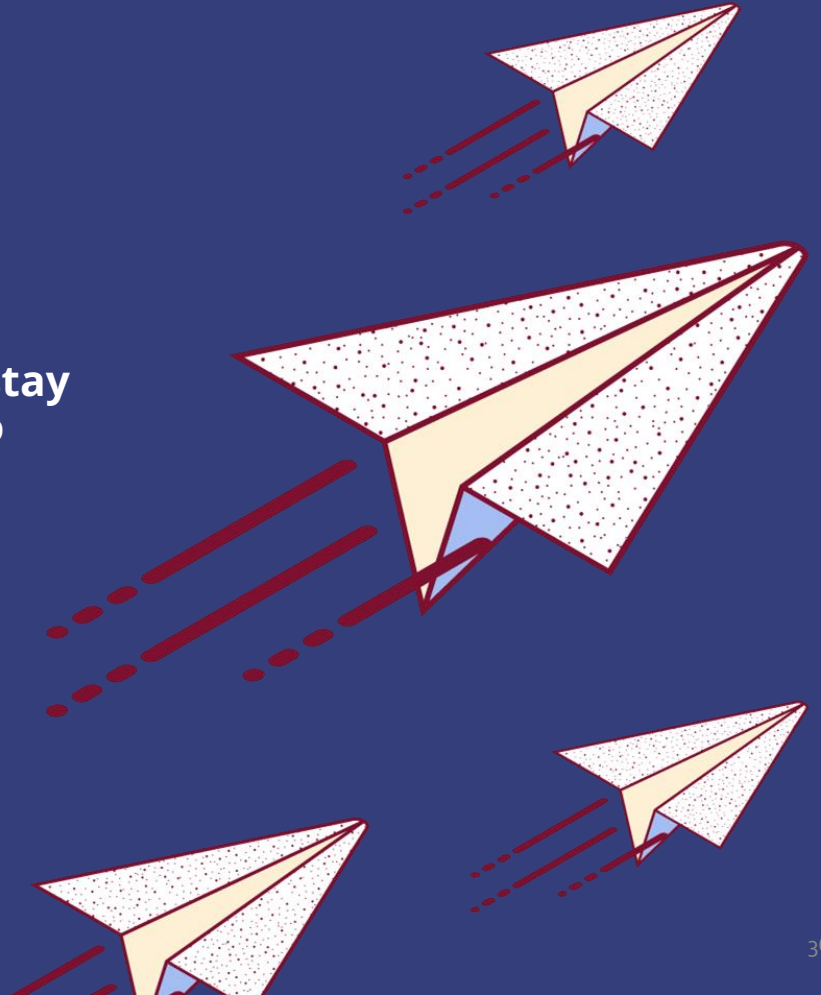
Or [click here](#) to register to Potentialpark's first annual University Forum where higher education professionals gather alongside employers to explore the changes and challenges of Talent Communication.



Stay Connected with us!

The 2024 Talent Communication Study will launch early September, so make sure to stay connected with us to be among the first to receive the survey link!

For any question reach out to:
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Ask me about
country insights



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The Partnerships Team

Global Network, Local Insights! We are as international as our events where we facilitate knowledge sharing and collaboration- yet our data is always local.

An International Team as international as our projects driven by curiosity and the ambition to improve communication between talent and employers.

Strategic Partner! We are the intersection between students, employers and academia institutions worldwide.



Partnerships Team
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