

# The 2021 Potentialpark Talent Communication Study

Data about Talent Communication and the Career Search

Latvia

University of Latvia





# Introduction to the Report



This section will cover the following topics:

1. About Potentialpark
2. About the Study and its Impact
3. Demographics of the Study

Our vision is to **inspire communication**, because no one should miss the opportunity to find the work and place where they belong.



# We are Experts in Talent Communication

At Potentialpark, we aim to bridge the gap in communication by bringing together talent, employers, and academic institutions worldwide. To do this, we conduct our Talent Communication Study.

Every year, we survey students and graduates across the globe about their needs, preferences, and online behavior when searching for and applying for jobs. Based on their answers, we analyze international employers' communication and recruitment channels worldwide. We can then place these employers in the Potentialpark Rankings according to how talent friendly they are.

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

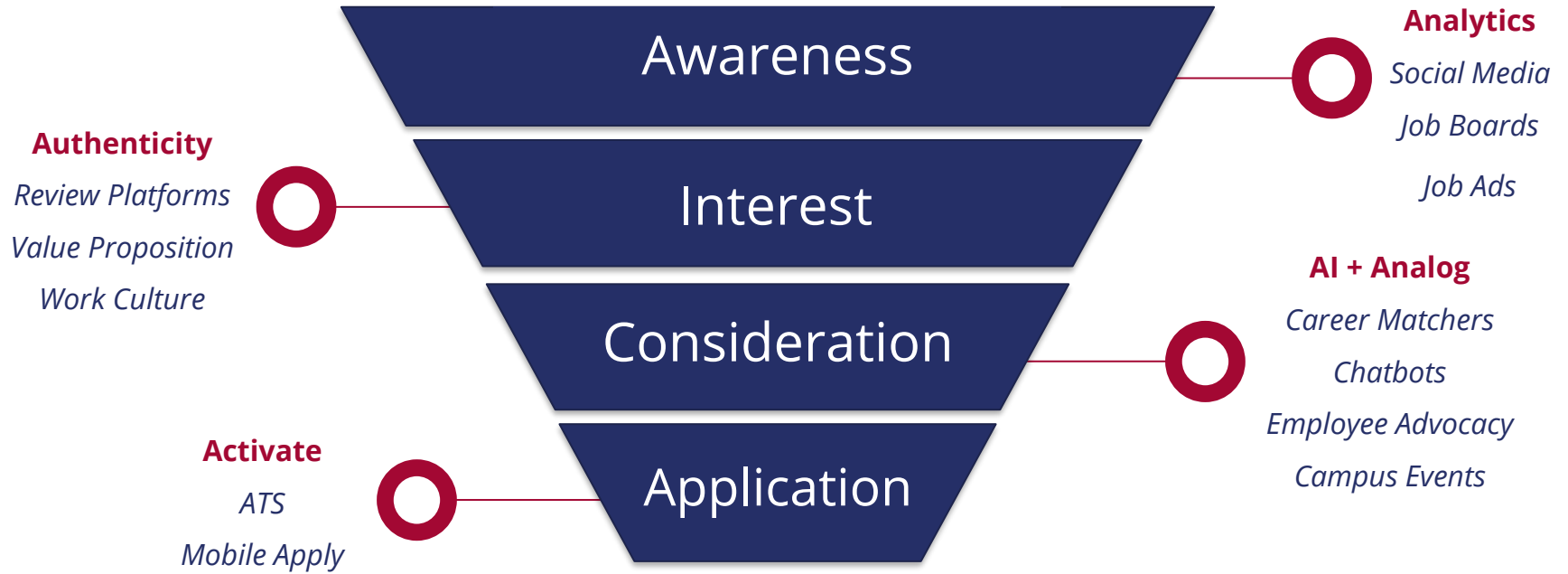
Find out more about how our partners help us to achieve this:

<https://www.potentialpark.com/universities-and-talent>



# The Talent Communication Funnel

We have highlighted the four main steps of the Talent Communication Funnel. Our study discovers the opinions of and needs for 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.



# About the Study

## Global Data



**43 535** responses to  
the survey



**123** countries included in  
the survey



The Field Period began in  
September 2020 and closed in  
December 2020

## Response Data

Europe  
**27938**

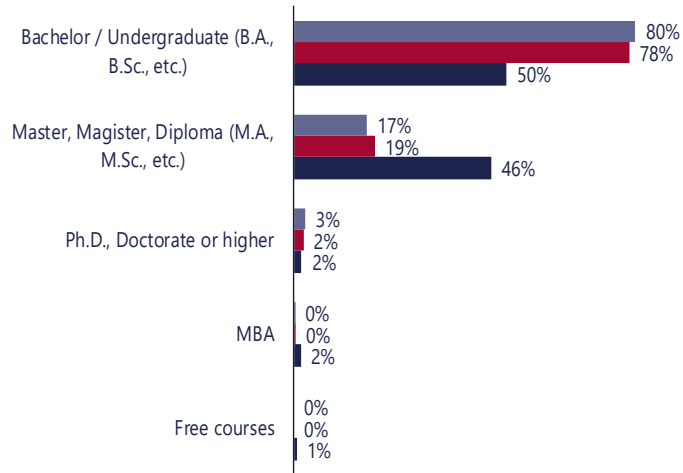
Latvia  
**1209**

University of Latvia  
**409**

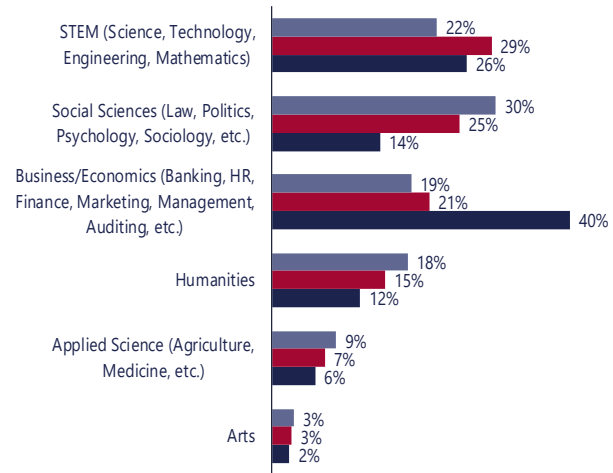
As we have gathered a wide range of data, we are able to have a great impact on the recruitment processes of top employers and improve the steps of the Talent Communication Funnel.

# Key Demographics

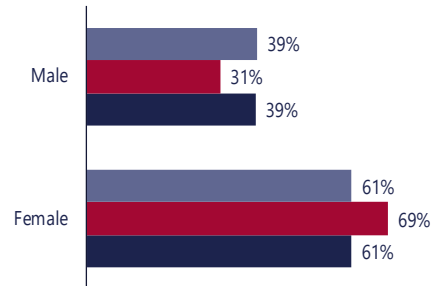
## What degree are you studying?



## What is / was your field of study?



## Gender

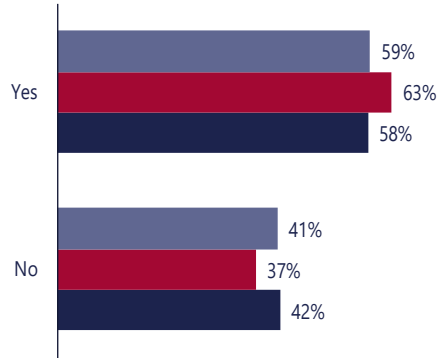


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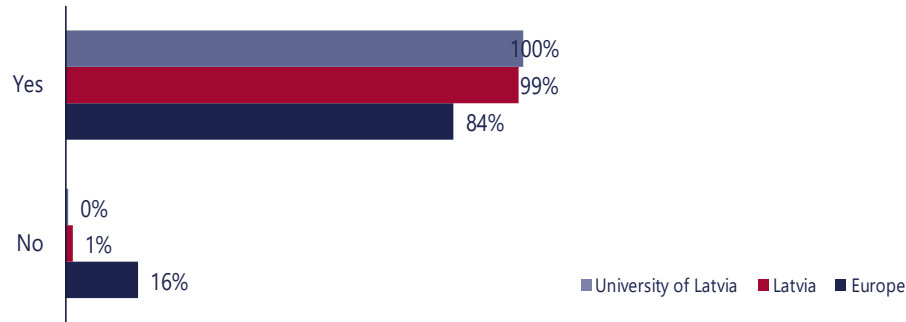


# Key Demographics

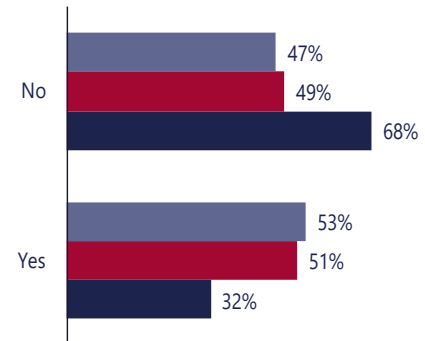
Are you actively searching for a new job or opportunity?



Are you currently studying?



Are you currently working?



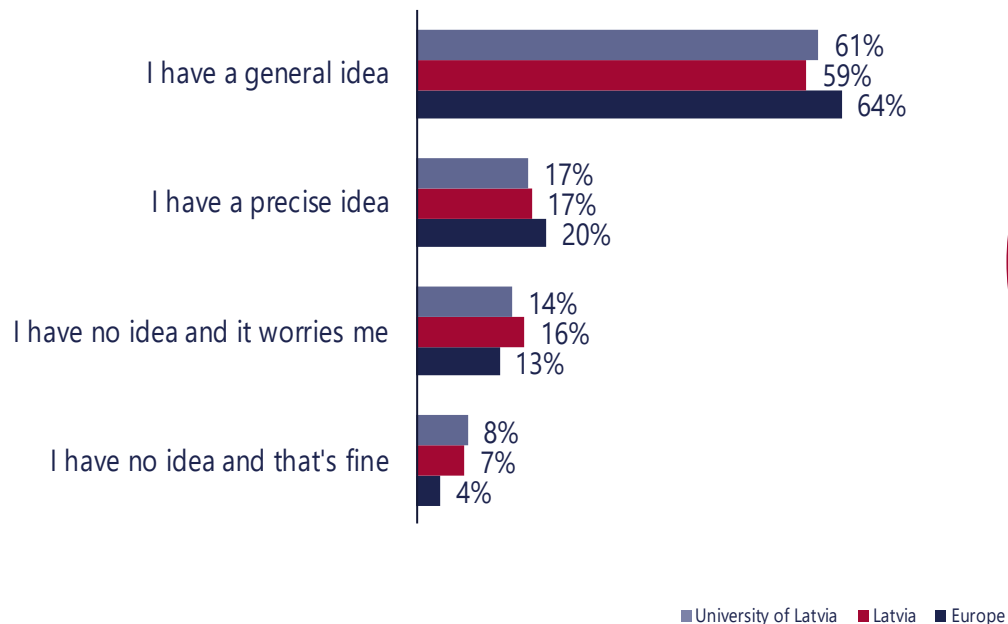


# University & Career Perceptions

This section covers the **perception that the respondents'** have of the support provided by their university and how they view their own employability. It can provide some very useful information about areas that are successful or some that need improvement.



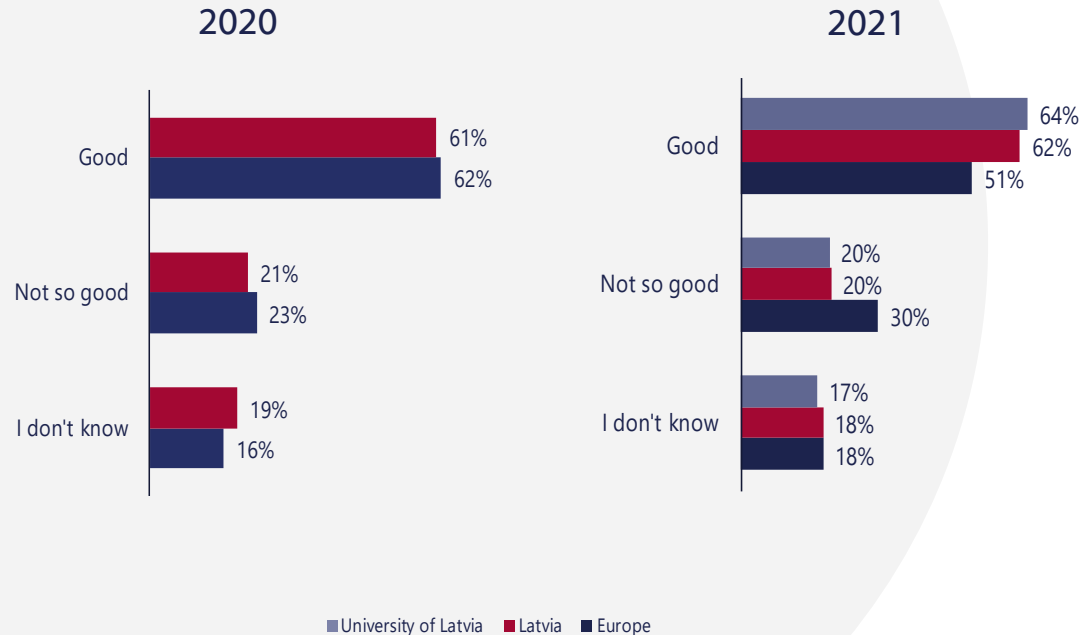
# Do you know what you want to do when you graduate?



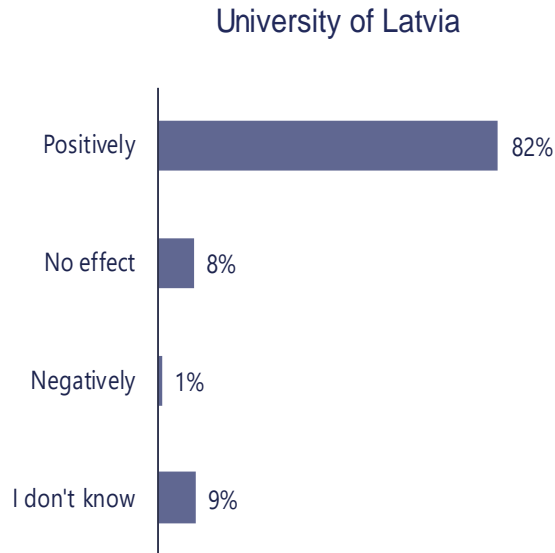
Students who have a clear idea of what they want to do after graduation can have an easier time searching for and finding the right job for them

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

There are a lot of factors that can affect this opinion, but the support a university provides can really help a graduate's chances on the job market.

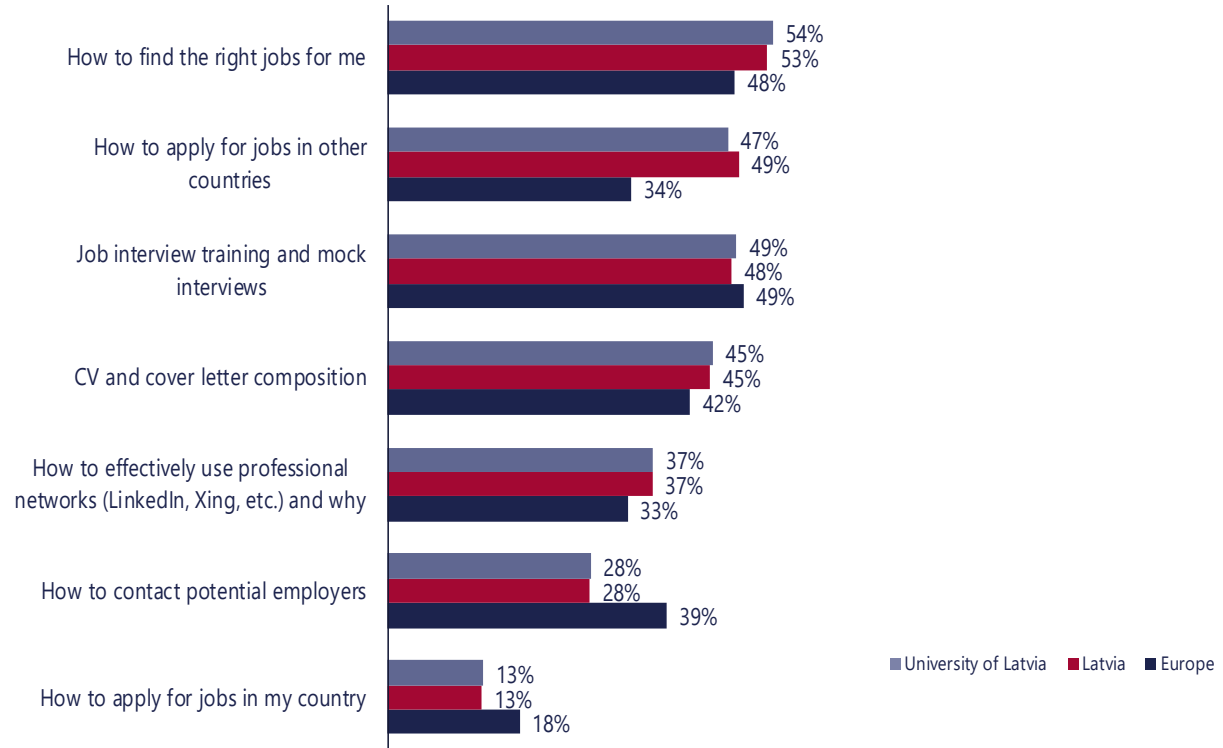


# In your opinion, how does the reputation of your university influence your job chances?

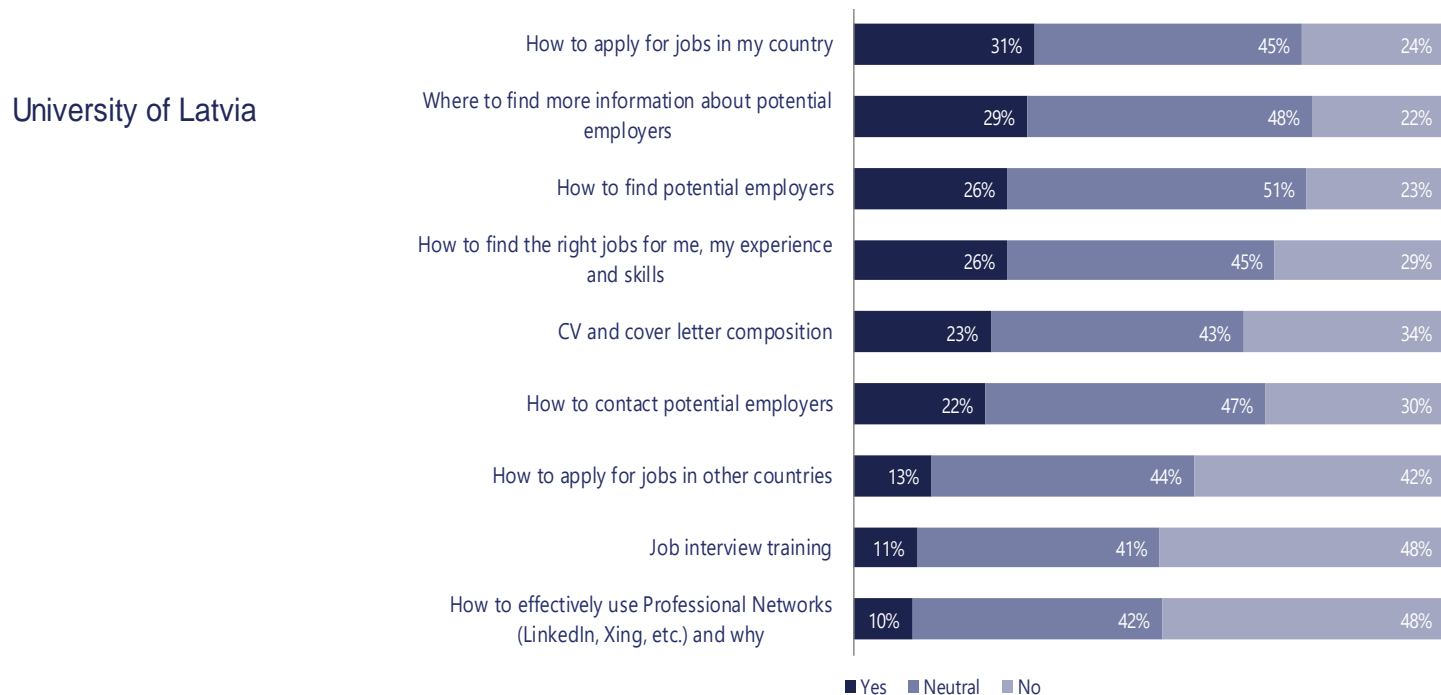


The support given by a university's career centre can improve the reputation of that university.

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



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





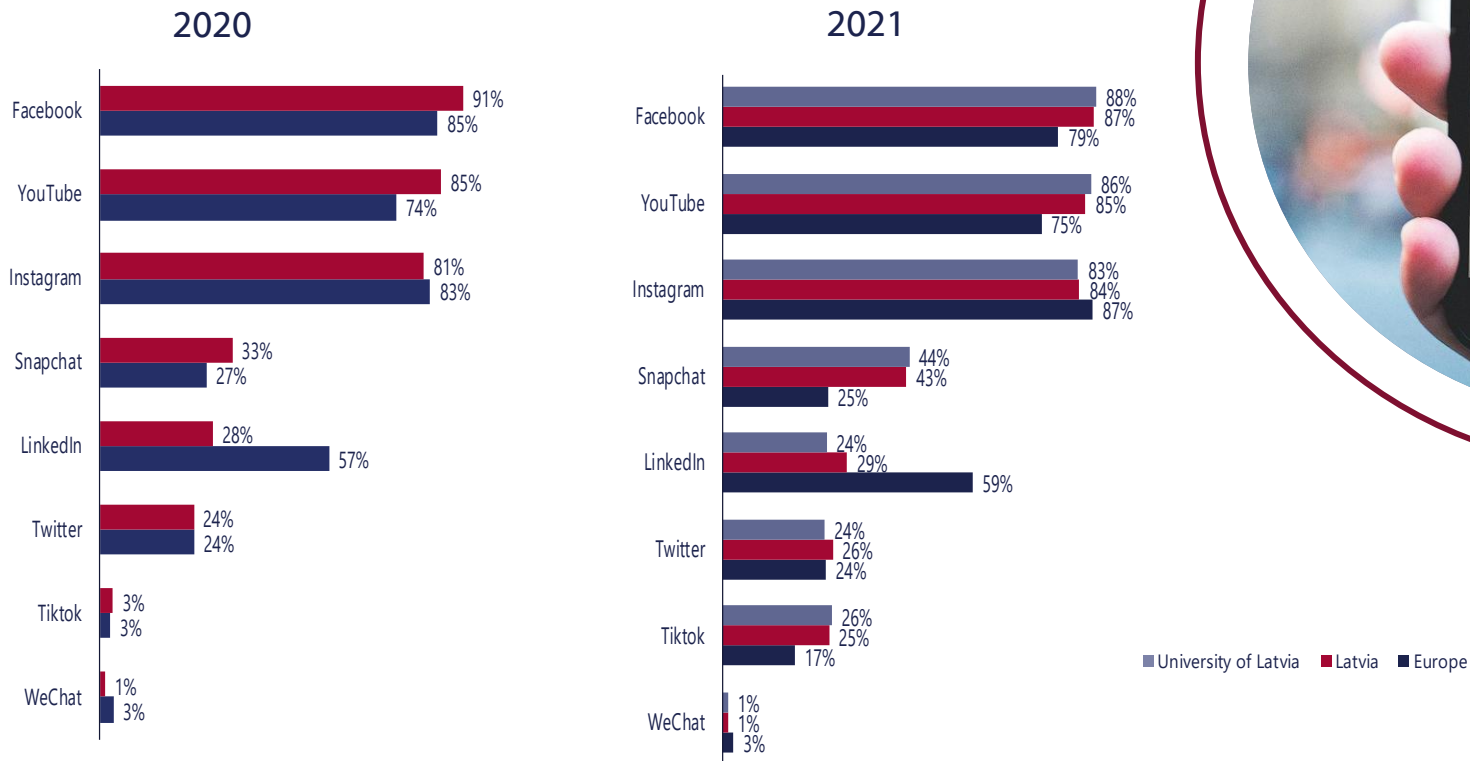


# Online Experience & Career



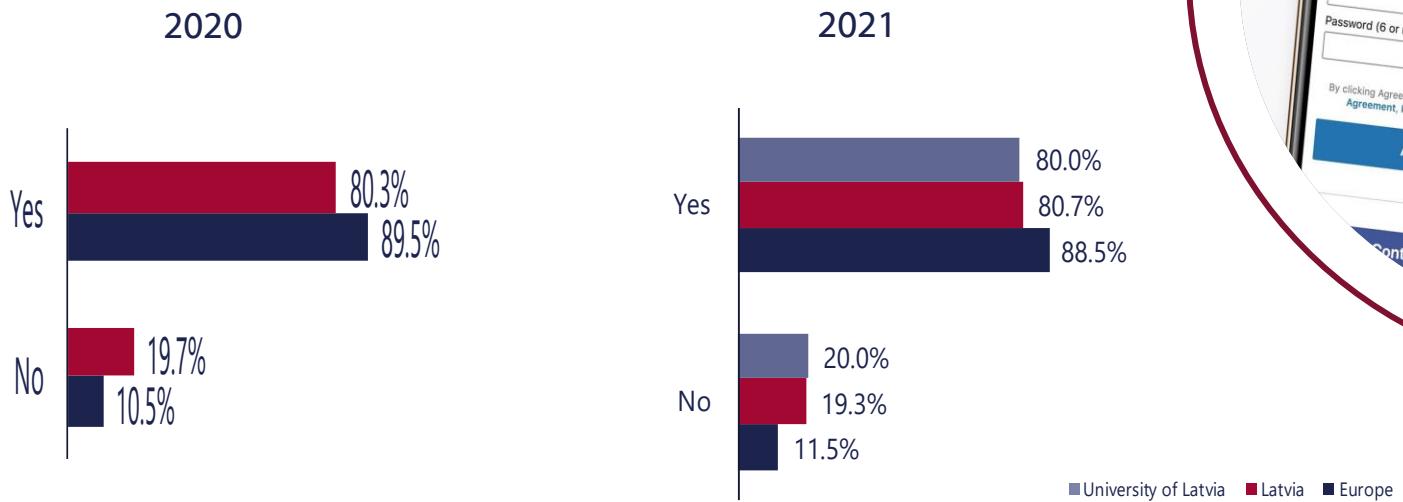
This section covers the **respondents' use of online resources** when researching about and applying to potential employers. It includes comparisons with last year's data, to show you the impact that the past year had on career-related online behaviour.

# Which of the following social media platforms do you use?



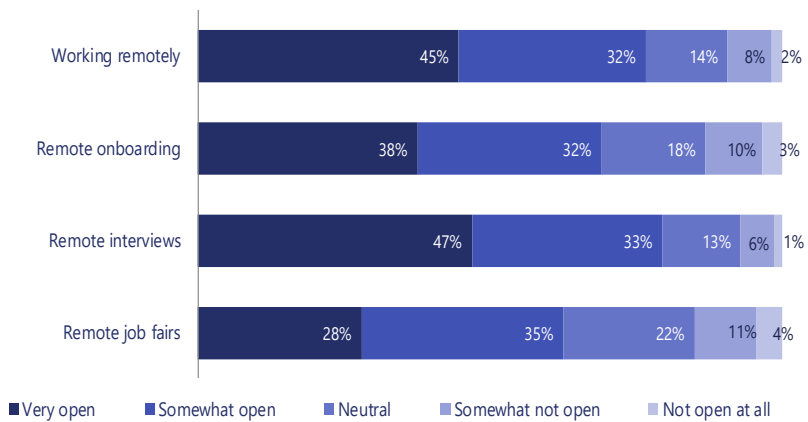
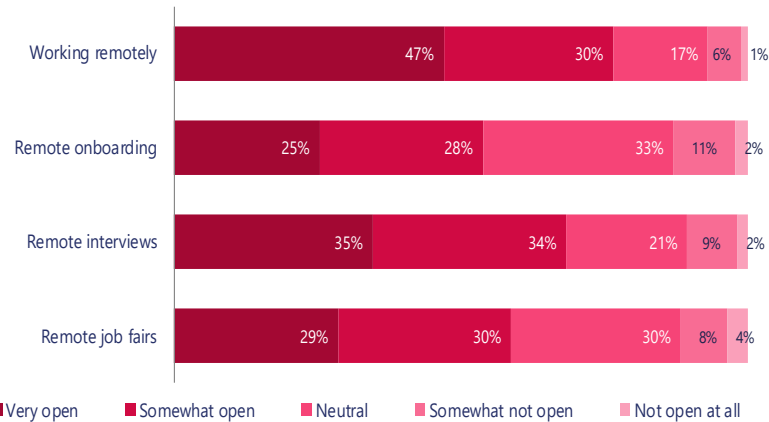
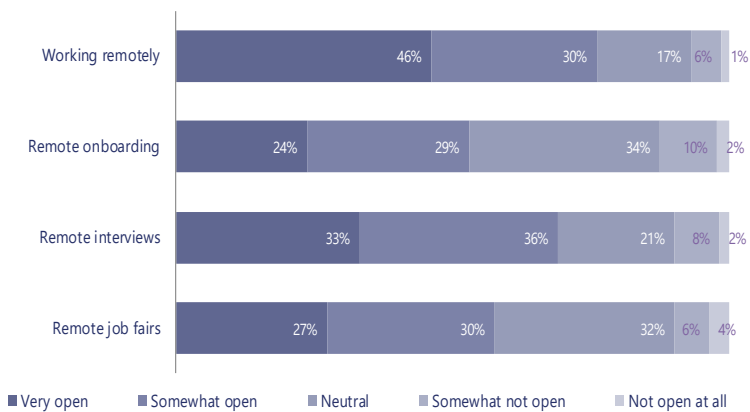
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# Do you have an updated profile on LinkedIn?



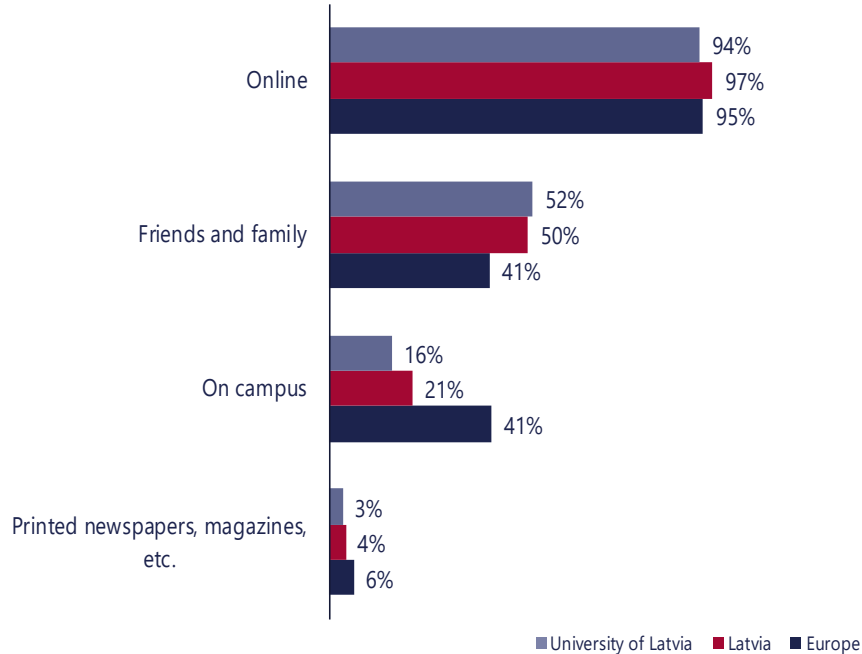
Note: This question was asked only to respondents who claimed that they had a LinkedIn account.

# How open are you to the following:

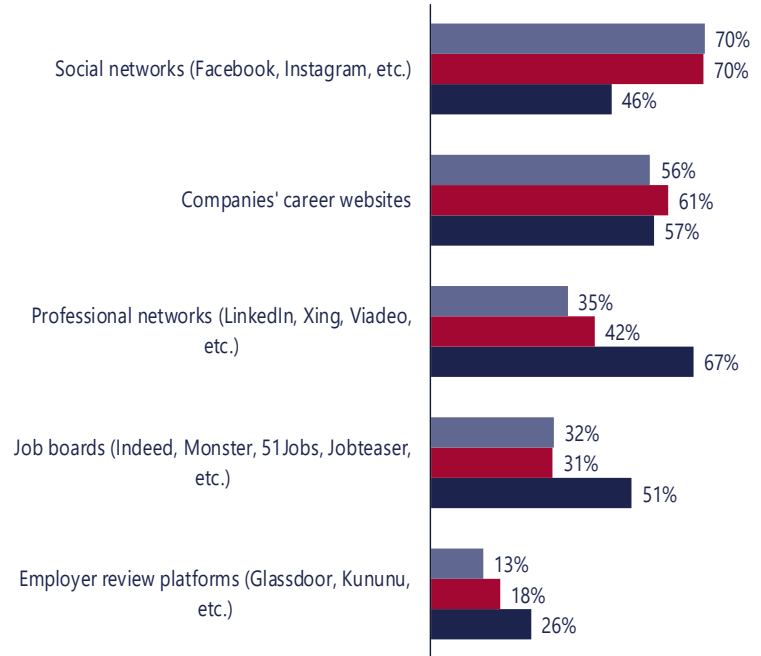


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## Where do you look for information about employers?



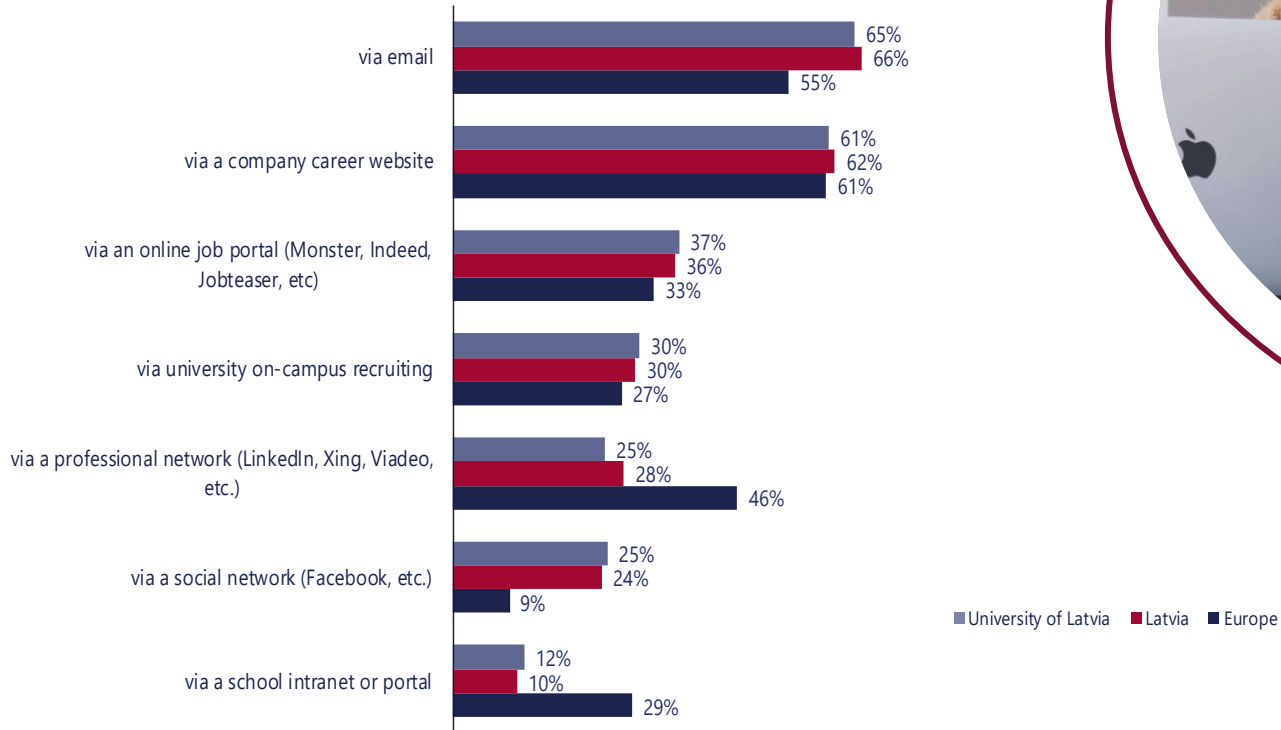
## Where do you go to find information about employers ONLINE?



# Respondents were asked to share their top 3 sources as the most credible for finding information about jobs and employers

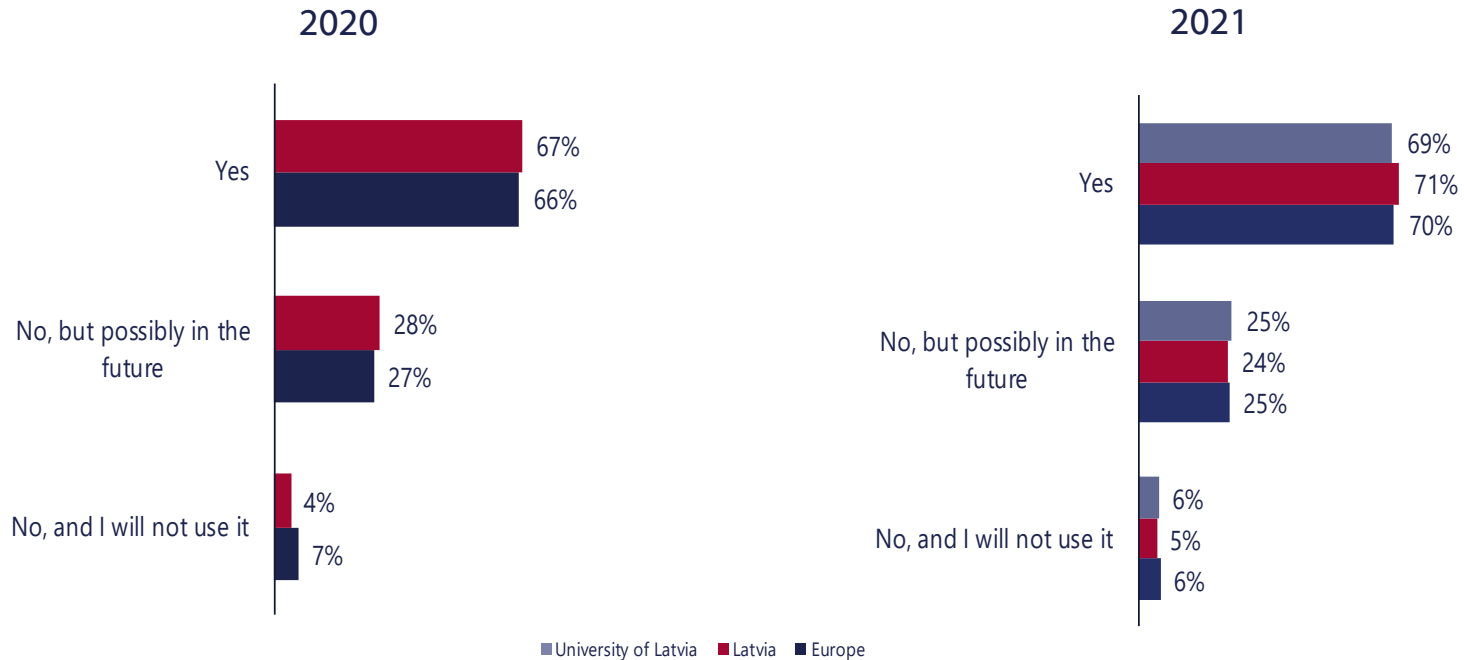
**32%** of respondents of your university placed University resources in their top three

# On what channels do you apply for jobs?





# Do you use a smartphone for career-related activities?



# Summary for Online Experience and Career Information

The 2021 Talent Communication Study covered a year where everyone was having to adapt and overcome new challenges.

This has obviously had an impact on how students and graduates interact with both employers, and their university.

It is important for a career service to understand these changes, so that you can continue to adapt to suit your students' needs. You can also understand areas where additional resources or information are needed in these unusual times.



# Potentialpark Partnership Looking Ahead

**August:**  
Beginning of  
the new  
Academic Year

**December:**  
Closing date of  
the 2022 Talent  
Communication  
Study

**March:**  
Student  
Webinar

**September:**  
Launch of the  
2022 Talent  
Communication  
Study

**March:**  
Summits and  
Publication of  
Potentialpark  
Rankings

**April:**  
University and  
Partnership  
Deliveries

As a Potentialpark partner, you are receiving a report with the most important insights from our 2021 Talent Communication Study.

We thank you for your patience and dedication in making this happen. It is thanks to you that we are able to bring students' voices to employers' tables and reshape the world of recruiting and job search.

We are looking forward to another year of fighting the good fight together with you, for improved communication and recruiting processes.

**Thank you**  
for helping us give a  
voice to students  
and shape the  
future of  
**Talent  
Communication**

# The 2021 Potentialpark Talent Communication Study Report

We  data!

## 20 Years of Experience

With 20 years experience in global market research, we are experts in talent communication and candidate experience during the career search.

## Global Network, Local Insights

We are international, as are our events where we facilitate knowledge sharing and collaboration. But the data we develop is always locally specific.



## An International Team

Our team is as international as our projects. Our curiosity and the ambition to improve communication between talent and employers is what drives us.

## Strategic Partner

We are at the intersection between students and graduates, international employers, and academic institutions worldwide.



Experts in Talent Communication and shaping the future of recruitment since 2002.

For any enquiries, please contact us at:  
[info@potentialpark.com](mailto:info@potentialpark.com)

