The ultimate campus placement preparation assessments playbook

Why you need preparation assessments and how to select the right assessment company for your university

welcome to brighter

As the world returns to normal, recruiters have started heading back to campuses to hire new graduates. A recent article in The Economic Times reported that the number of students landing a job during campus placement has risen from 80% to 130% this year. Similarly, pre-placement offers are also on the rise across universities. However, this doesn't equate to jobs for all. In the academic year 2020-2021, about 59,494 graduates were able to land a job.

A common hurdle students fail to clear during campus placement is assessment tests. While recruiters are aware of the academic qualifications of students, they still need to evaluate their ability to perform in real-world situations and test their reasoning and problem-solving skills. This is where assessment tests come in. These assessments form a critical part of campus recruitment that students must go through to be shortlisted for an interview.

Here is a look at why companies use assessment tests for recruitment

The need for assessments in campus hiring

The use of assessments as a part of the hiring process is on the rise. Almost all large companies use them for hiring today.

82%

of companies employ some form of assessment test in their hiring process, per a *Talent Board's Candidate Experience Research report*.

For example:

Tata Consultancy Services (TCS) conducts the TCS National Qualifier Test (NQT) for a graduate looking for their first job. NQT is a mix of skills and cognitive tests and helps TCS shortlist candidates from a vast pool.

Connect to an expert

How do assessments help organizations with their hiring needs

Determine the candidate's cultural fit

Applicants may have all the relevant skills and educational qualifications. However, if they lack the necessary social and communication skills to fit in with the team, they will most likely fail to perform assigned work effectively. Assessment tests help companies determine if the prospective employee effectively fits in with the company's culture.

Avoid inherent bias

Resumes and interviews provide more detailed background information to recruiters. However, they do not give a clear view of a candidate's knowledge, skills and abilities (KSA). This can often lead to unconscious bias by the recruiters resulting in false rejections. Assessment tests give an accurate picture of a candidate's skills to function in real-world situations, giving a more objective evaluation of the candidate's skills that is free from bias.

Handle large volumes of candidates

Campus placement drives see many students trying to land their first job. As assessment tests are often the first step in the hiring process, recruiters rely on assessments to help distinguish unqualified candidates from the top ones, helping save time and money.

Gauge cognitive ability

Cognitive assessments measure a candidate's mental aptitude and agility. This includes written comprehension and interpretation, numerical reasoning, and the ability to analyze data. These tests help determine a candidate's ability to work under pressure and in real-life situations. The assessments also highlight the strengths and skills that a candidate possesses.

Reduce time and cost to hire

Apart from assessing candidates' ability to work in real-life situations, assessment tests also determine their cultural fit, all of which help avoid a misfire. This eventually helps companies save a large amount of money, as a bad hire has been estimated to cost 30% of a company's turnover.

Why universities should provide campus placement preparation

As students are required to sit for these assessments as the first step of the hiring process, it is prudent for universities and educational institutes to tie up with organizations that can provide placement preparation assessments.

However, the participation rate of universities and educational institutes in the placement preparation assessment market remains low, with private coaching institutes leading the way. This trend needs to be changed as these assessments can help these institutes prepare their students for campus placements, helping them prepare for it and eventually increase or meet placement goals set by the institute.

Connect to an expert

How does Mercer | Mettl help in placement preparation

Students often encounter aptitude tests as the first hurdle in almost all job sectors. These assessments test cognitive and problem skills, among others. From banking giant Deutsche Bank to hospitality companies like Hyatt and Airbnb, all use assessment tests in their hiring process.

In fact, these tests are so popular that almost 80% of Fortune 500 companies use them in some form.

Mercer | Mettl's suite of products comprising the proctoring platform, aptitude assessments and SpeechX helped the Masai School make their tests, platform and interview process among the best in the industry and the most sought-after.

Here is how a usual Mercer | Mettl assessment curation process operates:

Competency framework creation

Mercer | Mettl receives the course curriculum from the respective university or institute. The curriculum forms the base for creating the competency framework of the assessments. A dedicated team of in-house subject matter experts works intricately to curate the list of competencies and sub-competencies that need to be measured.

Assessment tool mapping

Once the skill or competency framework is sealed, these competencies are mapped to one or more relevant tools for the assessment. These tests can range from psychometric tests to domain tests for specific industries or skills like IT, healthcare, and personality assessments, among others.

The assessments can be in different formats, such as multiple-choice questions (MCQs), situational judgment tests (SJTs), and simulators in world-class IDPs. Some of the common placement preparations assessments universities can opt for are:

Psychometric assessments:

- These assessments measure students' personality traits, intelligence, abilities and behavior. Universities can use the result of these tests to guide students to a recruitment drive that matches their skills. Many assessment companies, such as Mercer | Mettl, allow universities and institutes to customize these assessments per their needs.

Aptitude assessments:

- Aptitude tests measure a candidate's numerical ability, logical reasoning, verbal comprehension, spatial awareness and cognitive ability. These tests are customizable depending on the insights sought by an employer or institute. Most of these tests comprise multiple-choice questions but can also include true/false questions.

- Aptitude tests provide meaningful insights into candidates, measuring their cognitive abilities, logical thinking and numerical ability. The tests give a good indication of how well they will perform under stressful situations. In addition, the assessments measure candidates' inherent skills and ability to apply them to new situations.

English proficiency assessments:

- These assessments help measure students' English proficiency, an essential parameter that campus recruiters use to shortlist candidates from the applicant pool. Proficiency in English is critical for landing a job with big multinational companies (MNCs). These tests not only measure written proficiency in English but also spoken. For example, Mercer | Mettl's SpeechX is a tool that industry-leading organizations use for their campus recruitment process. Universities can utilize it as a campus placement assessment to help train their students for recruitment.

Connect to an expert

Question creation and curation

Once the relevant tools for assessment are mapped, the next and most critical step is creating the questions for the assessment. These questions can be sourced from Mercer | Mettl's existing question bank of more than one million+ questions covering more than 3000 skills. Alternatively, universities can create their questions too. The Mercer | Mettl assessment platform supports almost every

Assessment configuration

The assessment platform is fully customizable and allows universities and institutes to select the difficulty level of the questions, set up the order of questions, allot specific time to each section and much more. They can also send invites to the candidates in bulk or during a selected time slot. Additionally, universities can send customized invites or follow-up emails reminding candidates to attend the assessment.

Mercer | Mettl proctoring tool

Furthermore, the Mercer | Mettl proctoring tool can seamlessly integrate with any LMS to enable hassle-free proctoring of tests in online mode. Institutes can also opt for ID-based authentication along with AI-based and human proctors for stricter anti-cheating controls and have the whole test recorded.

Customized reports

The reports generated are specific to each student and offer directional feedback on strengths and areas of improvement. The reports are benchmarked to organizational standards and provide a clear picture of interventions needed to succeed in final campus placements. The reports can be shared in different formats, such as PDF or HTML. Furthermore, institutes can generate reports for groups or individuals with in-depth analytics. All the reports are customizable.

Mercer | Mettl advantage

Exhaustive test library for over 200+ job roles/levels across 25+ industries

Readily available question bank covering 3000+ skills with 1M+ questions

Exposure levels for each question item are routinely monitored to replenish the question bank.

Three-round review process – ID, edit review and independent technical review

What to look for while selecting an assessment company

Institutes need to know what to look for in an assessment company while evaluating their options, as there are several things to remember.

Here are some of the most important insights:

Industry experts in the team

The first thing to consider when preparing placement preparation tests is ensuring that the vendor has industry experts on their team. These experts design the tests and should be up to date with the latest trends in their domain of expertise.

Industry validation

The vendor to be chosen should be a distinguished name in the assessment industry. An assessment company with successful organizations as its clients guarantees that the assessments created are not only trusted by leading MNCs but are also up to terms with the industry's requirements.

Customizable reports

Custom reports help colleges focus on students falling behind in placement preparation. These reports can focus on the whole group taking the placement preparation assessments and provide individual reports. This can help institutes to concentrate on a particular group of students or on a specific part or type of the assessment test to ensure their students perform well during placement.

A variety of assessments offered

When selecting an assessment company, the suite of tests they can provide is another essential criterion to look for. While there are many assessment companies in the market, not all have a comprehensive suite of assessment tests available. This could hinder student preparation and lead to unsatisfactory performance in assessment tests.

Proctoring integration

Proctoring capabilities are an important feature to look for when evaluating an assessment company. Proctoring ability ensures that the students taking the placement preparation assessments are not indulging in any misconduct to perform better. Therefore, opt for an assessment company that provides proctoring capabilities also.

A great example of this is the Mercer | Mettl proctoring tool. Their proctoring tool can be integrated with the institute's examination platform or any third-party platform they might use.

Connect to an expert

Conclusion

It is time universities started offering placement preparation assessments to their students.

Taking placement preparation assessments will give their student an edge over others and help them land an offer when appearing for an interview, be it campus recruitment or otherwise.

About us

At Mercer | Mettl, our mission is to enable organizations to make better people decisions across two key areas: acquisition and development. Since our inception in 2010, we have partnered with more than 6,000 corporates, 31 sector skills councils/government departments and 15+ educational institutions across more than 90 countries.

✉ **mettlcontact@mercer.com**

🌐 **www.mettl.com**

Robust Information Security System

Be sure to carefully read and understand all of the disclaimers, limitations and restrictions before using the assessment services, reports, products, psychometric tools or the company systems or website.

Read the complete disclaimer here: https://pages.mettl.com/disclaimer