

# *Handshake Early Talent Awards*

**Solving today's most  
pressing challenges by  
winning with Gen Z**

March 14, 2023

# Today's run of show

## Keynote

10:00 am PT / 1:00 pm ET

Solving today's most pressing challenges by winning with Gen Z



## Spotlight 1

10:30 am PT / 1:30 pm ET

Recruiting for skills with a school-agnostic strategy

**Goldman  
Sachs**

## Spotlight 2

10:30 am PT / 1:30 pm ET

Reimagine recruiting events to drive meaningful student engagement

**♥ CVS  
Health.**

# Early talent is the future of your workforce



**In the next 10 years,**

1 in 5 Baby Boomers will retire.



**By 2030, Gen Z**

will make up nearly a third—30%—of the workforce.



**48% of Gen Zers**

in the US are people of color.



**3 out of 5 students**

say they usually or always research diversity in employers' leadership.

## *Handshake Early Talent Awards*

The 2023  
winners list will  
be released on  
March 21!

What are the  
Early Talent Awards?



Annual awards program celebrating the best employers for Gen Z careers



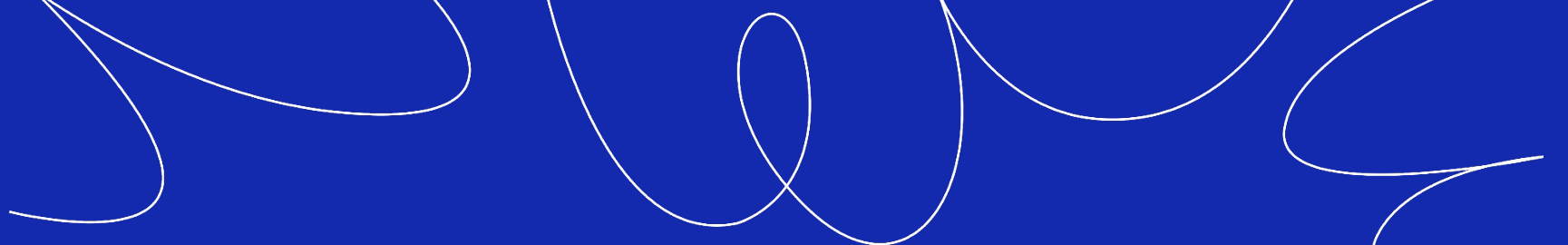
180 winners in 2023, across 16 industries



Performance-based and powered by a proven, data-driven methodology



Distinction to stand out to Gen Z job seekers who want to work for award-winning employers



**So, what's the formula to attract, engage,  
and hire early talent?**

# Measuring early talent program performance



## Brand resonance

How well your job views convert to referred applications

### WHY IT MATTERS:

A strong employer brand helps you efficiently attract highly skilled, diverse early talent



## Engagement

The effectiveness of your messages to students

### WHY IT MATTERS:

Jobseeker engagement indicates whether your job postings, messaging, and brand positioning are resonating



## Event participation

Event and career fair session attendance

### WHY IT MATTERS:

An effective event strategy can help you cut costs while still getting in front of diverse candidates with in-demand skills



## Relationships

A measure of how you maintain relationships with students throughout the academic year and their college careers

### WHY IT MATTERS:

Relationships built with students over time result in better hiring outcomes



**What are some tactics that you'll learn from  
today's speakers?**

# Strategies we're seeing from the winners



## Using skills-based hiring

Traditional role-based hiring screens for education, credentials, and experience.

Skills-based hiring is an approach that screens for specific competencies.



## Taking a school agnostic approach

A core schools strategy means partnering with only a handful of colleges and universities.

Being school agnostic means partnering with many schools to strengthen and diversify your pipeline.



## Hosting engaging events

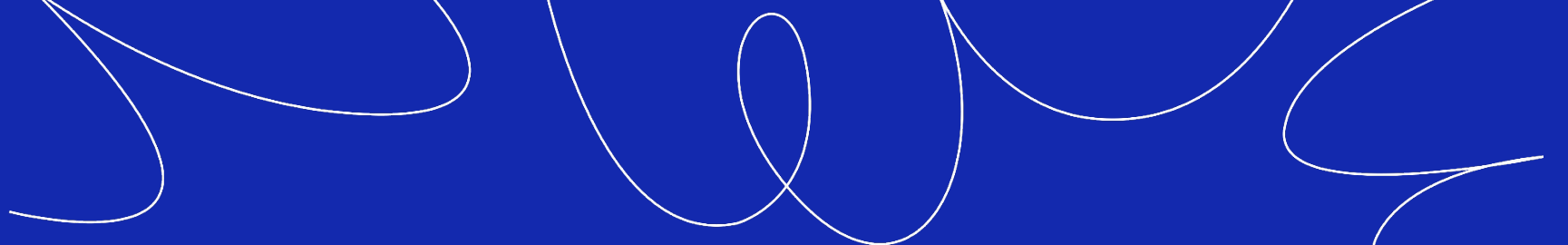
85% of candidates prefer to attend a career event before applying to a job, according to a recent Handshake survey.



## Messaging that's "always-on"

By engaging with students outside of peak fall and spring sprints, you can recruit students who may be loading up with credits, internships, or part-time jobs more inclusively.





**Which of these trends are you most interested in testing this year?**

# Introducing today's panelists



**Carly Williams**  
University Recruiting  
Leader  
**Ford**



**Russell Aivazian**  
Director of Early Career  
Recruiting, Americas  
**JLL**



**Laurie Sherry**  
Senior Strategic Customer  
Success Manager  
**Handshake**



# Congratulations

to all of today's speakers for  
winning 2023 Handshake  
Early Talent Awards!

**Stay tuned!** The full list launches on March 21.