

# *Handshake Early Talent Awards*

Reimagine recruiting events  
to drive meaningful student  
engagement

March 14, 2023

# A conversation with CVS Health



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# Pillars of CVS Health's strategy that we'll cover today



## Store managers attend career fairs

Involving employees in events helps showcase career paths, diversity, and your company's investment in early talent



## Campaigns reach targeted groups

Personalized campaigns and types of events that work best for different functional roles, i.e. coffee chats for tech roles



## Connections to every school

A strategy to message students at *every school* on Handshake, including community colleges, gives a depth of reach

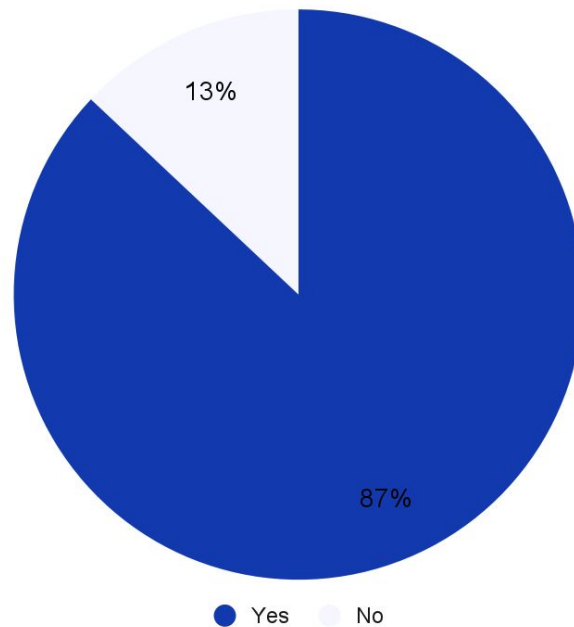
64% of 9.3K referred applications received proactive outreach from CVS Health

# How do early talent job seekers find out about upcoming events?

Rank	% of resp.	How do you find out about employer-hosted events to attend?
1	63%	I receive a proactive message on a career platform such as Handshake to attend an upcoming employer-hosted event.
2	57%	I receive a proactive email to attend an upcoming employer-hosted event.
3	55%	I seek out employer-hosted events through a career platform like Handshake.
4	45%	My college advisor recommends employer-hosted events.
5	41%	I check physical postings at my university (i.e. flyers).

Early talent job seekers prefer attending an employer-hosted event *before* applying to a job.

Do you prefer to go to an employer-hosted event before applying to a job?



# Why do early talent job seekers prefer to attend events before applying?



Growth and development opportunities **(58%)**



What it's like to work at the company **(54%)**



The role(s) and responsibilities **(57%)**



The salary and benefits **(51%)**



The company **(55%)**



The hiring process **(47%)**

# Why do early talent job seekers prefer to attend career fairs before applying?

I prefer attending a career fair before applying, to...



Ensure there are growth and development opportunities **(63%)**



Ask questions across several employers **(49%)**



Learn about specific companies **(53%)**



Explore role(s) and responsibilities across several employers **(48%)**



Ensure the company aligns with my values and interests **(49%)**



Ensure the role(s) and responsibilities align with my interests and values **(45%)**