Handshake

EDU Resource: Employer Collections

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Why utilize Employer Collections?

- Demonstrate your team's expertise and understanding of students' interests
- Strategically highlight employers/opportunities for students, providing immediate and relevant employers for the student search
- Leads to increased student engagement, which can further funnel into career outcomes
- Establish curation workflows to help your team prepare for iterations to Handshake's curation tools

How do I set up Employer Collections?

- Check out this Handshake help article to learn more.

What are the considerations for getting started?

- Designate team members to oversee your Employer Collections
- Set criteria to determine which employers will be chosen for different collections
- Determine frequency for rotating employers through collections

What are the best practices for utilizing Employer Collections?
- Consider bulk adding to collections
  - Use existing labels, application rates, and other filters to streamline
- Reporting
  - Utilize [analytics](#) to track employers in collections
  - Copy and use [this spreadsheet](#) for collection organization
  - Enable [Google Analytics](#) to check on click rates for your students
- Work with faculty to highlight their employer relationships
- Start small by including those employers from established partnerships (example: has attended fairs/events)
- Use the [Handshake Early Talent Awards](#) to gather a list of potential employers to add to collections
- Leverage student workers in this process to gather perspective and buy-in from the student body
- Utilize Employer Collections as a promotional tool for sponsorship opportunities

Suggested resources/sites/links that might be helpful in considering employers to add to collections

- *Close to campus (Employers near our school)*
  - Decide if you will define this as part-time work or on-campus work, or if you want to highlight full-time opportunities for students who want to live in the city/state after graduating
  - Consider whether you will define this as a proximity to your campus (For example: 50 miles away from campus)
- *Hidden gems (Lesser-known employers with great jobs)*
  - Highlight employers who cater to niche opportunities and/or invest in your campus by attending events and fairs
  - Boost those employers that struggle with student engagement or have requested additional engagement opportunities
- *Popular with alumni (Employers where alumni are working or hiring)*
  - Utilize FDS data to populate this collection
  - Review your institution's [Alumni Hub](#)
  - Review upcoming and recent events/fairs and add those employers with alumni from your institution
- *Hires from our school (Employers who consistently hire institution's students)*
  - Utilize FDS data to populate this collection
  - Review upcoming and recent events/fairs and add those employers
  - Review the ["Who's hiring" dashboard](#) and ["Hired Students" report](#) within Analytics

- Use data with Experiences tool to determine internship/experiential learning hires
- *Invests in diversity (Employers with diversity, equity, and inclusion initiatives)*
  - Check out the [3 Methods for Populating the DEI collection](#) article
  - Check out online publications that feature this type of information, some examples include:
    - *[35 Companies With Powerful Social Impact Initiatives](#)*
    - [Corporate Equality Index](#)
  - Partner with any diversity offices on campus
  - Survey students directly to learn about employers they perceive as investing in diversity
- *Hires international students (Employers who source international talent)*
  - Utilize filters within the Jobs section to determine employers
    - Jobs → Approved → Other → US Authorization Optional / US Work Authorization Not Required / Accepts OPT/CPT / Willing to Sponsor
  - Partner with any International offices on campus
  - Highlight on-campus employment opportunities within this collection
- *Great for internships (Employers with stand-out internship programs)*
  - Use data with Experiences tool to determine internship/experiential learning hires
  - Utilize filters within the Jobs section to determine employers
    - Jobs → Approved → Job Type → Internship / Experiential Learning
    - Employers who have posted the most internships / experiential learning roles and/or the most recent
  - Partner with faculty on campus who lead internship courses
- *Creates social impact (Employers who champion positive social impact, like non-profits and environmental organizations)*
  - Check out online publications that feature this type of information, some examples include:
    - *[35 Companies With Powerful Social Impact Initiatives](#)*
    - [Corporate Equality Index](#)
  - Survey students directly to learn about employers they perceive as having a positive social impact
- *Great for <College> (Employers who are a great fit for specific colleges)*
  - If you work at a distributed campus, you will need to define who at each department is responsible for managing this collection
  - Utilize filters within the Employer/Jobs section to determine employers
    - Employer → Approved → Industry
    - Jobs → Approved → Major / Major Group

- *Great for <major group> (Employers who are a great fit for students studying a specific major)*
  - If you work at a distributed campus, you will need to define who at each department is responsible for managing this collection
  - Utilize filters within the Employer/Jobs section to determine employers
    - Employer → Approved → Industry
    - Jobs → Approved → Major / Major Group
  - Utilize Analytics to pull a career fair report for fair registration

Pre-built reports you can use to populate collections

Report	Collection(s)	Description
Hired Students in the Past Year	Hires from our school Great for internships Great for <college> Great for <major group>	List of hired students in the past year, what job and employer they were hired for
Hired Students in the Past Year (Majors, College, School Year)	Hires from our school Great for internships Great for <college> Great for <major group>	List of hired students in the past year, what job and employer they were hired for (includes applicant major, college, and school year)
Career Fair Registrations Major Groups (includes CPT/OPT)	Hires international students Great for <college> Great for <major group>	List of approved employers for career fairs over the last year who had major groups listed (includes if they accept CPT/OPT eligible candidates)
Employers Willing to Sponsor Candidates or Accept CPT/OPT	Hires international students	List of employers with postings in the past year (includes whether or not they are willing to sponsor or accept CPT/OPT)
Which Employers or Postings are Willing to Sponsor Candidates	Hires international students	List of employers with current approved postings willing to sponsor candidates
Alumni Contact Count per Employer	Hires from our school Popular with alumni	Number of alumni contacts from each employer
Employer Collections List Employer Collection Usage	Tracking Collections	Use these reports to track your current employer collections usage

What are the best practices for sharing collections with students?
- Encourage students to use your institution's collections filter within the Job search section
- Highlight collections within [targeted emails](#)
- Create events or fairs featuring employers from certain collections
- Train your advisors on collections and encourage them to talk to students about it within appointments
- Include collections within social media campaigns
- Be sure to fill out your school's "short name" on [school settings](#) to brand the employer collections filter for students. Students are 7.2x more likely to click on the filter if it's branded!