

Campus to Career: What Today's College Students Want Next

Uncovering trends across 9 million students and young alumni embarking on their careers.



The Power of the Handshake Network

This analysis is based on **Handshake's network of 9 million college students and young alumni from more than 500 universities across the country**—including large state schools, small liberal arts colleges, technical schools, universities serving underrepresented students, and everything in between. The raw scale combined with strong student engagement provides rich and unique insights around the entry-level talent landscape.

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Made from scratch by the data, design, and marketing teams at Handshake.

In Handshake's Inaugural **Campus to Career Report**, we take a deeper dive into what today's students want next. Each year, millions of college students navigate the entry-level talent market on Handshake, connecting with and applying to our community of over 250,000 employers, across all industries.

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Where are students applying?

* 1



IBM tops the list for receiving the most applications from Handshake students this year, in part because of their focus on diversity and inclusion. In 2018, IBM worked to democratize information by partnering with Handshake to host virtual events, reaching students from more than 200 schools. This strategy helped IBM broaden its geographic reach and engage more underrepresented students, eliminating barriers around location and access to resources.

* 8



Perhaps the most surprising employer in the top 10 is the young Akuna Capital. Founded in 2011, Akuna made its name in bitcoin investing and focuses heavily on college recruiting and brand building to students. Akuna, based in Chicago, has been able to reach past the traditional financial hubs to attract applications from students at campuses like the University of New Mexico and University of Idaho to fill quantitative developer and junior trader roles.

* 10



Big Tech isn't as dominant as its brand-name recognition would imply. IBM, Amazon, and Facebook have secured top spots, but companies like Twitter (#37), Google (#43), and Airbnb (#73) are further down the list than one might expect.

* 24



This year, Capital One recruited its largest, most diverse entry-level applicant pool ever. By tapping into the Handshake network, Capital One was able to go beyond majors and GPA to discover untapped talent for a variety of roles.

Employers receiving the most applications from students on Handshake.



2 JPMORGAN CHASE & CO.

3 amazon.

4 TESLA

5 Deloitte.

6 EY Building a better working world

7 DE Shaw & Co

* akuna capital

9 BLACKROCK

* facebook.

11 Microsoft

12 KPMG

13 Morgan Stanley

14 pwc

15 Goldman Sachs

16 accenture

17 citi

18 AlphaSights

19 Apple

20 McKinsey & Company

21 WELLS FARGO

22 Bank of America Merrill Lynch

23 P&G

* Capital One

25 BARCLAYS

Beyond the Fortune 500

Taking a look into the Nonprofit & Public Sector.

- | | | |
|---|---|--|
| 1 Centers for Disease Control and Prevention (CDC) | 2 Southwest Research Institute | 3 Consumer Financial Protection Bureau |
| 4 Oak Ridge Institute for Science & Education | 5 Oak Ridge Associated Universities (ORAU) | 6 NASA |
| 7 City of Pittsburgh | 8 Washington State Dept of Ecology | 9 City of Atlanta |
| 10 Venture for America | 11 Clean Water Action | 12 Human Rights Watch |
| 13 Uncommon Schools | 14 Alachua County, Florida | 15 Federal Bureau of Investigation (FBI) |
| 16 Tennessee State Government | 17 Success Academy Charter Schools | 18 TechMission |
| 19 New York State Department of Financial Services | 20 Congressional Budget Office | 21 City of Boston Citywide Analytics Team |
| 22 Stand Up To Cancer | 23 Central Intelligence Agency (CIA) | 24 City Year |
| 25 National Park Service | | |

Top 25 employers that self-select as Nonprofit or Public Sector, ranked by number of student applications in 2017

Local Government

6,200+ employers

Local governments—from as big as the City of Atlanta to as small as the City of Humboldt in Saskatchewan, Canada—actively use Handshake to recruit local students for a wide-range of community positions from City Planner and Library Specialist to Camp Counselor and Firefighter.

 PITTSBURGH



Nonprofits

17,000+ employers

Top nonprofits like Human Rights Watch and Venture for America turn to Handshake to recruit young talent searching for impactful careers at home and abroad. For example, the United Nations Foundation has open positions on Handshake for aspiring public diplomats to intern at their offices in New York, Geneva and Tokyo.

 VENTURE FOR AMERICA



Federal Agencies

1,100+ employers

Know a student interested in a career at the CIA or the FBI? Handshake has them covered. We help power the entry-level talent search for more than 100 federal agencies - including the U.S. Postal Service, National Park Service, and the U.S. Census Bureau.



Education

12,500+ employers

School districts like the Wichita Public Schools and Baltimore County Public Schools are among Handshake's most active employers across the country. The teaching industry faces a historic shortage nationwide, so recruiting fresh college grads is now an even more important part of strengthening the teacher pipeline.

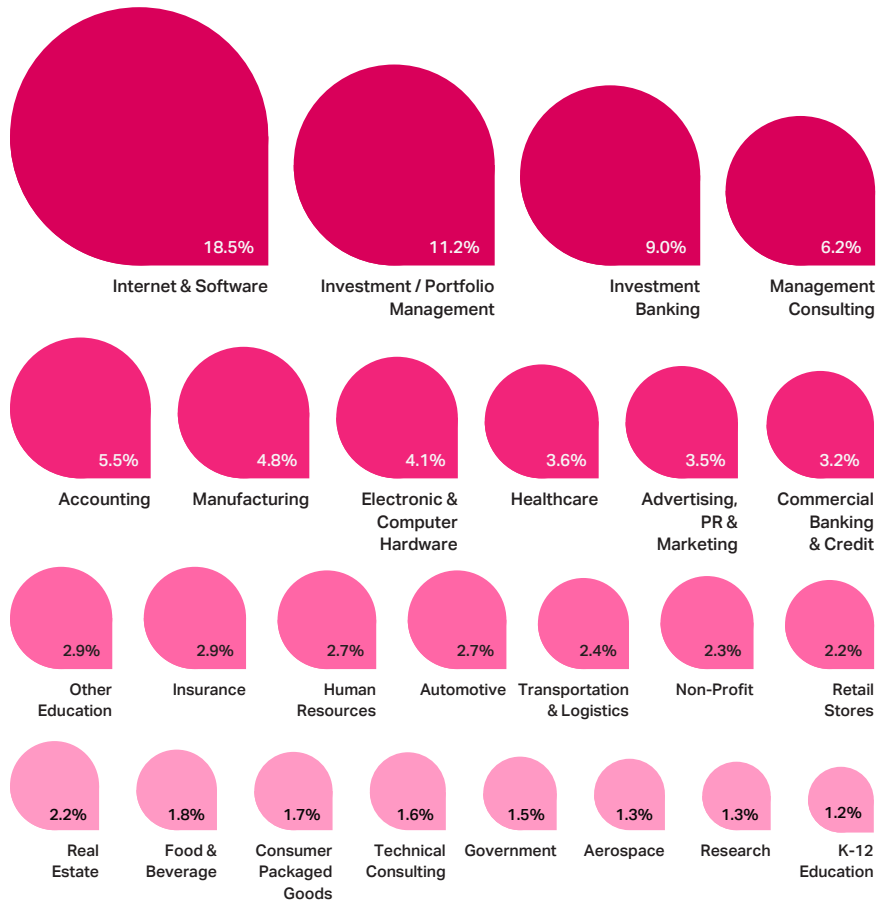


The relationship between industries and roles.

How the skillsets that students are learning in the classroom are distributed and applied at work.

Students are applying to these industries.

Where will they contribute?



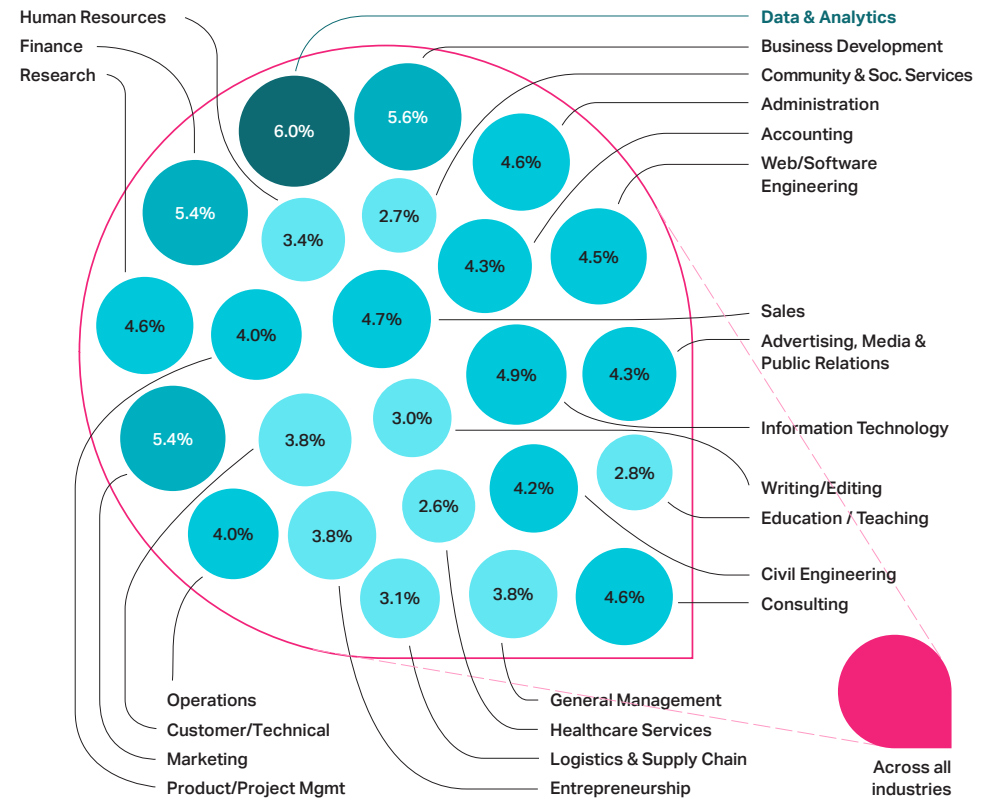
Handshake categorized industries, ranked by number of student applications, based on the self-selected industry of the employer.

Students are applying to these roles.

What will they do?

Every industry demands a wide range of roles. Being a marketing manager in the Finance Industry or a software engineer in the Fashion Industry are real possibilities. Students can bring the skillsets they're learning in the classroom to a variety of industries.

Today, students proficient in **data & analytics** are in the **highest demand** across all industries as companies strive to understand and leverage vast amounts of data.



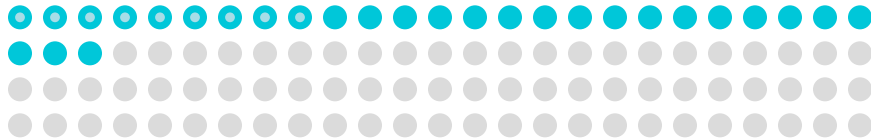
Do anything, anywhere.

Myth: If I want to work in tech, I must be a software engineer.

Fact: Web and software engineering roles make up only 9% of entry-level roles being applied to in the Internet & Software Industry.

We broke down three popular industries on Handshake to uncover the spread of entry-level roles within industries—and to bust this myth once and for all.

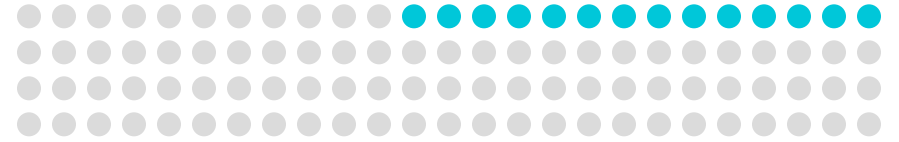
Internet & Software Industry



- All Technical Roles – 28%
- Software Engineering – 9%

Just 28% of roles being applied to in Internet & Software are technically focused at all, and only 9% are specifically software engineering roles. The remaining 72% of applications going to Internet & Software aren't technical (in the realm of IT, data, and engineering), spanning across roles like sales rep to recruiter.

Healthcare Industry

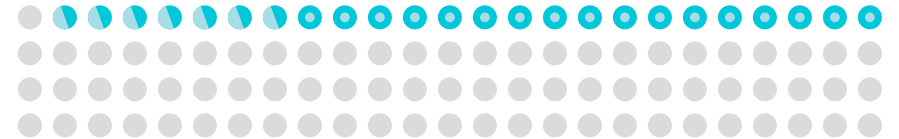


Just 14% of roles being applied to in Healthcare are healthcare services roles. Interestingly, technical roles (IT, internet & software, data & analytics, technical support) comprise over 20% of applications in Healthcare—an indicator of the tech-forward, on-demand, and data-driven direction of the Healthcare Industry.

Healthcare Services – 14%

In real-time, we are observing the flattening of the role landscape. Students of all majors, skillsets, and backgrounds are pursuing roles in all industries.

Investment Banking Industry



Less than a quarter of applications submitted in Investment Banking are for finance-related roles. The 24% total is made up of finance roles, at 17% of applicants, and accounting roles, at 7%. The other 76% of roles in Investment Banking look like any other business—a fairly even mix of IT, research, marketing, sales, product, operations, and administration.

All Financial Roles – 24%

Finance – 17%

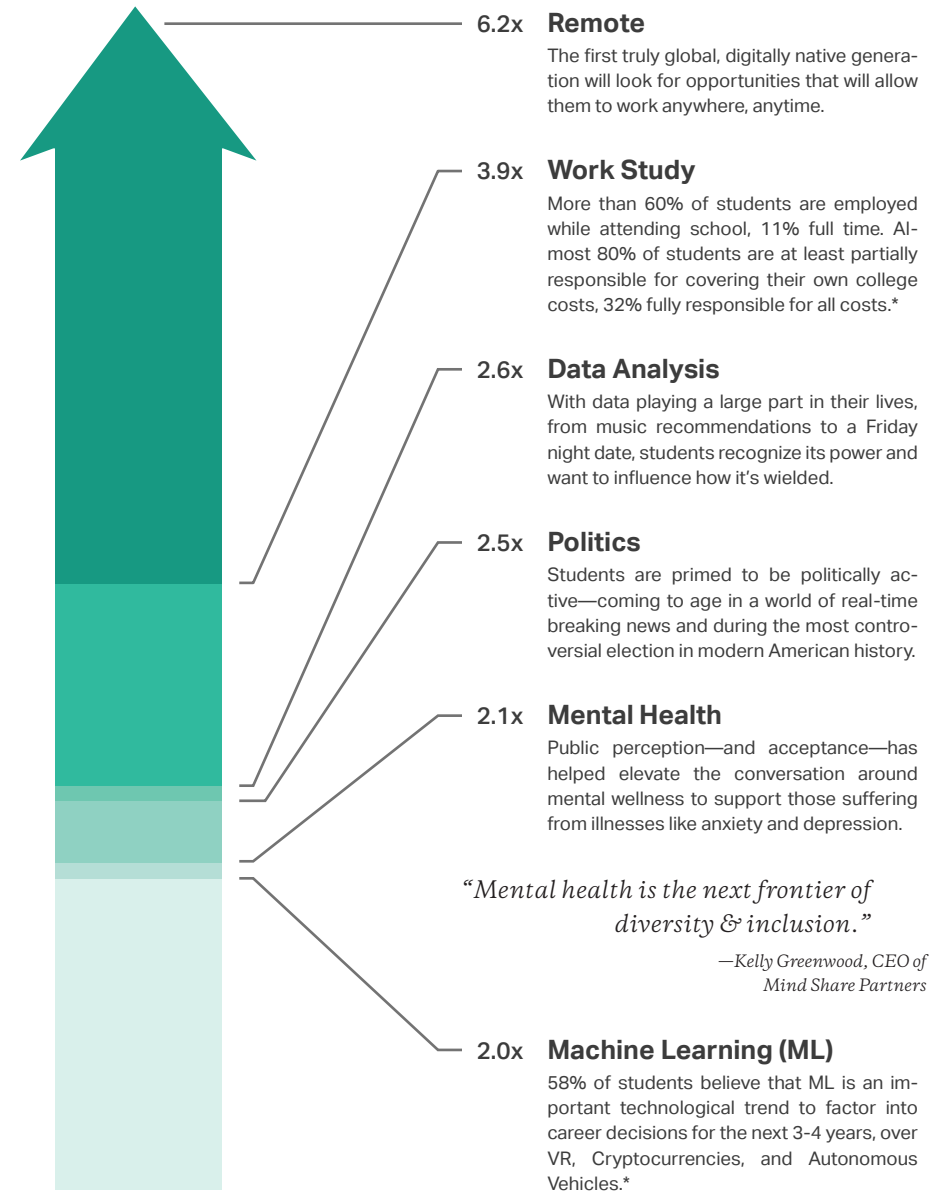
Accounting – 7%



What are students searching for?

Keywords on the rise over the last 12 months align with global trends, emphasizing that students' career trajectories are being impacted by current events.

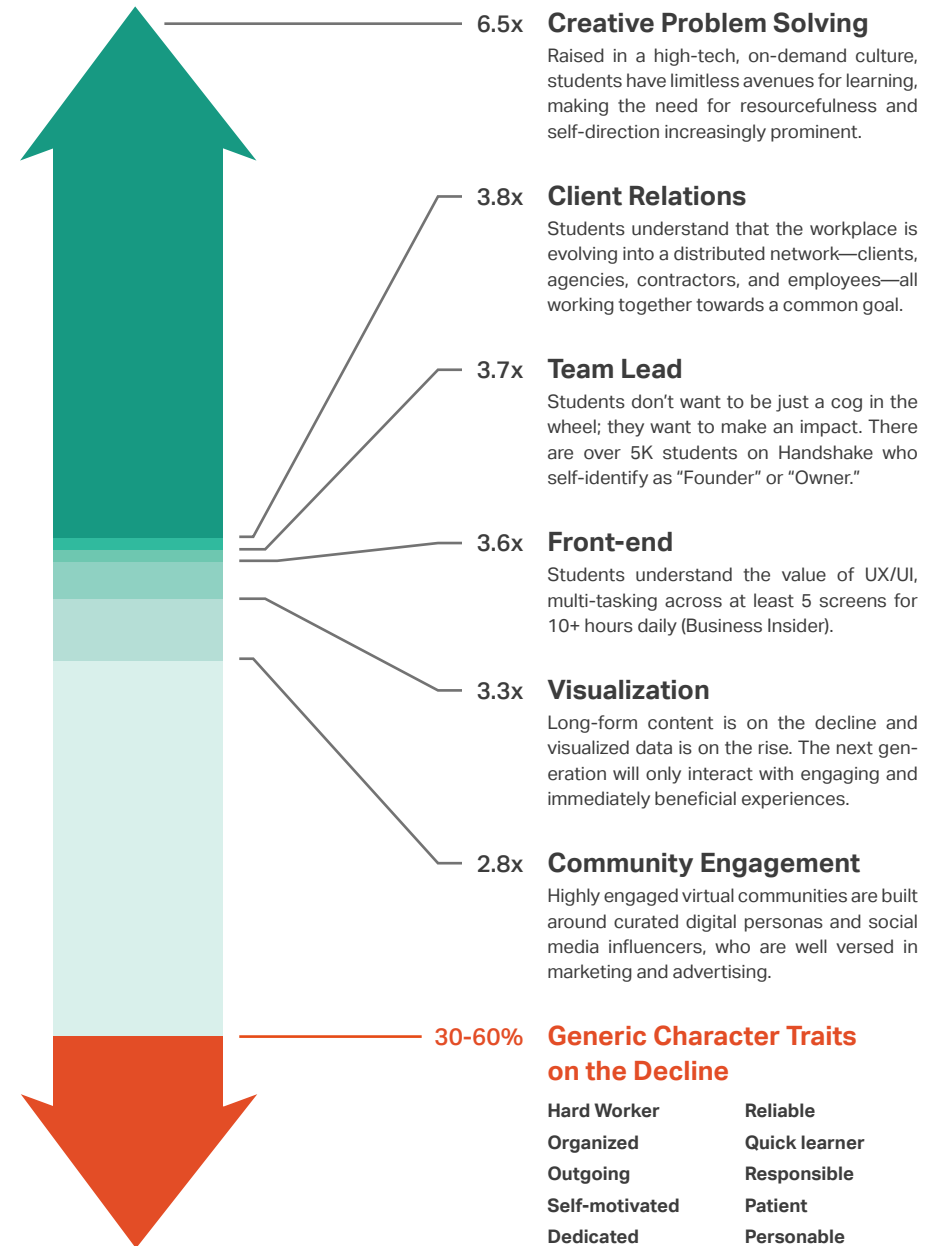
This data is based on the keyword searches initiated by students nationwide on Handshake over the last 12 months.



* 2018 Handshake Student Insights Survey of 1,000 students across more than 250 schools. Full results coming out summer 2018.

Show me; don't tell me.

Students are increasingly listing skills that can be quantified. Handshake student profiles in the last 12 months saw a rise in measurable skills and a fall in generic character traits.

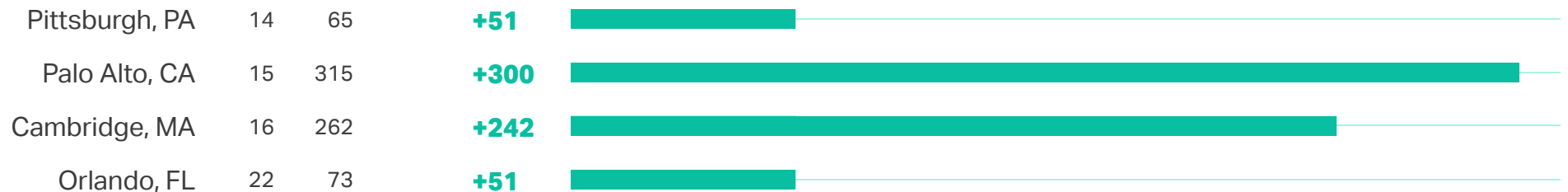


Where are students going?

Cities attracting the most applications on Handshake vs. actual city populations.

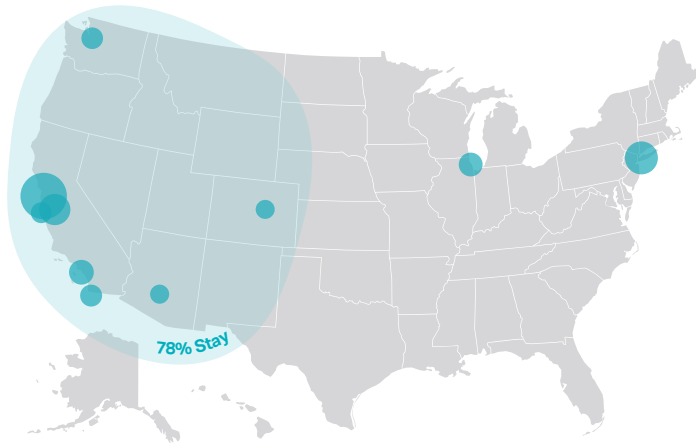


Curious Discrepancies in Handshake's top 25. These four cities have major drawing power among college graduates compared to their populations.



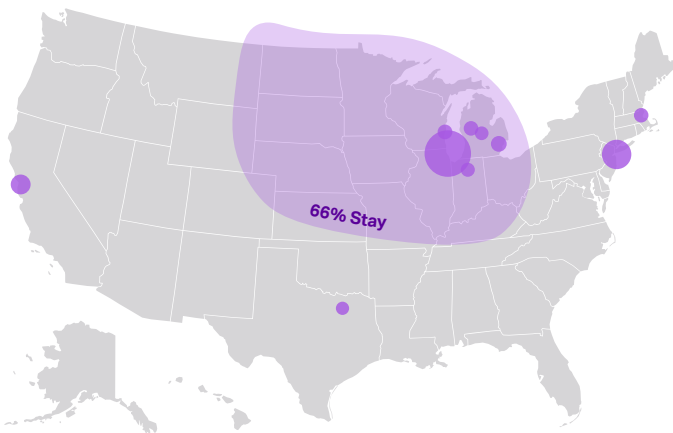
The top cities by region.

Home is where the heart is, and where the application goes.



Students in the **West** want to work in:

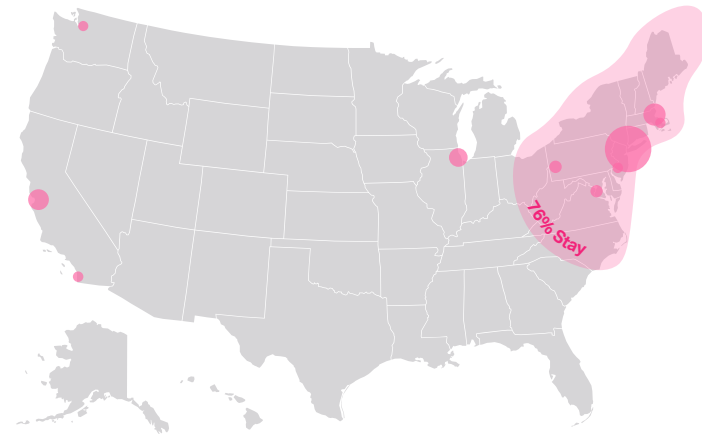
- 1 San Francisco, CA
- 2 New York, NY
- 3 San Jose, CA
- 4 Los Angeles, CA
- 5 Chicago, IL
- 6 Irvine, CA
- 7 Seattle, WA
- 8 Palo Alto, CA
- 9 Phoenix, AZ
- 10 Denver, CO



Students in the **Midwest** want to work in:

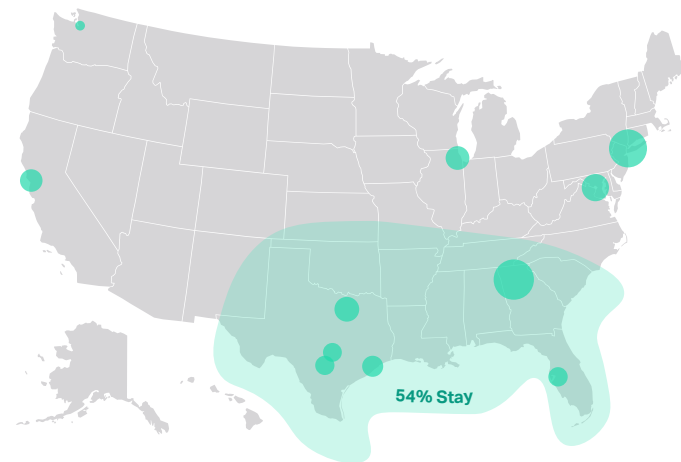
- 1 Chicago, IL
- 2 New York, NY
- 3 San Francisco, CA
- 4 Detroit, MI
- 5 Milwaukee, WI
- 6 East Lansing, MI
- 7 Boston, MA
- 8 Grand Rapids, MI
- 9 Indianapolis, IN
- 10 Dallas, TX

Interpreting each region. Seen below, 76% of students at universities in the Northeast are applying to jobs in Northeastern cities—most prominently, New York. The other 24% of students are indicating interest in major cities like San Francisco, Chicago, Los Angeles, and Seattle.



Students in the **Northeast** want to work in:

- 1 New York, NY
- 2 Boston, MA
- 3 San Francisco, CA
- 4 Chicago, IL
- 5 Pittsburgh, PA
- 6 Washington, D.C.
- 7 Los Angeles, CA
- 8 Philadelphia, PA
- 9 Cambridge, MA
- 10 Seattle, WA



Students in the **South** want to work in:

- 1 Atlanta, GA
- 2 New York, NY
- 3 Washington, D.C.
- 4 Dallas, TX
- 5 Chicago, IL
- 6 San Francisco, CA
- 7 Houston, TX
- 8 Tampa, FL
- 9 San Antonio, TX
- 10 Austin, TX

Handshake, the official partner to more than 500 universities across the United States, is deeply committed to **democratizing opportunity** for all students.

Handshake's 2018 Campus to Career Report uncovers insights on over 9 million college students as they prepare to launch their careers. Take a deep dive into what students want next, from the distribution of **industries, roles, and employers**, to the migration of talent over **geographies**, to the popularity of **keyword searches** and **skills**.

We invite you to explore America's next generation of work with us.

Want to learn more?

Reach out – info@joinhandshake.com

Or visit – joinhandshake.com

