



# Benefits Across Campus

**#1** platform for students and young alumni to find jobs

**1,300+** partner schools, including **90%** of the Top 500 colleges

**550K+** employers, including **100%** of the Fortune 500

Handshake is the leading career services management (CSM) platform in the United States, providing career centers with the infrastructure to run all operations such as appointments, job postings, event management, marketing, and reporting. Partnering with **1,300+** two-year and four-year institutions, including **90%** of the Top 500 schools, Handshake is where employers find students, students get jobs, and career centers enable student opportunity.



## Top Benefits for Career Centers

**3x** increase in the number of job postings

**60%** more students engaging with the career center

**78%** increase in student satisfaction

### More Diverse Opportunities

With **550K+** employers on one platform, colleges seamlessly connect with new employers that may have otherwise been unreachable or unknowable.

### Trusted Employers

Leverage an employer's data across the network to predict fraudulent activity before they happen. Handshake assigns every employer a Trust Score to help career teams easily vet an employer's activity on Handshake.



### Increased Student Visibility

Students are more than their major and GPA. Employers find students on Handshake by certifications, student organizations, unique courses of study and more. Your school is automatically suggested to employers that most fit your students' needs.

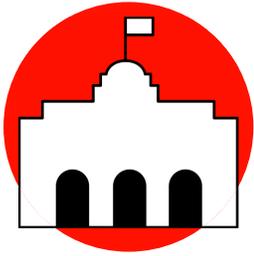
### Better Benchmarking

With hundreds of colleges sharing best practices and equal reporting capabilities, career teams easily track and compare their progress with peer institutions.

### Greater Student Engagement

More job postings and personalized experiences drive a **60%** average increase in student engagement when colleges switch to Handshake. Schools see **3-4x** more students getting jobs on their career platform.

## Top Benefits Across Campus



Numerous schools have used Handshake's versatility to power multiple offices on campus even beyond the career center, including Alumni Affairs, Academic Affairs, Student Success, Institutional Research, and Retention. There are no additional costs for multiple offices to use the tool, helping schools consolidate their technology and generate cost savings. Below are the top ways schools use Handshake as a multi-use tool on campus.

### Appointments

It is easy to set up the system so that offices such as Academic Affairs, Alumni Affairs, and more can record and track their own appointments. Handshake has tools to allow counselors to see all of the different types of appointments a student has attended, which can help provide a more nuanced view of the student's needs.

### Event Management

Multiple offices can use Handshake to create and manage their own events, including sending email invites and tracking attendance. Consolidating campus events on one platform makes it easier to market to students and for students to find relevant opportunities. There are no limits on the number of events in the system; create as many as you like!

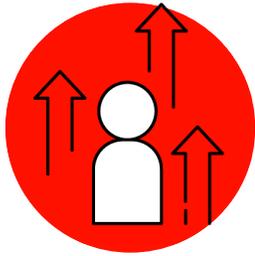
### First Destination Survey

As demonstrating the return on investment of a degree becomes more important, numerous institutions on the Handshake network have been able to rely on our First Destination Survey (FDS) tool to give them an accurate and timely snapshot of their graduating class. **80%** of schools that use Handshake to power their graduation surveys see an increase in response rates during their first year. FDS comes at no additional cost to partner schools, generating savings of **\$5,000 to \$8,000** that would be paid to other survey tools.

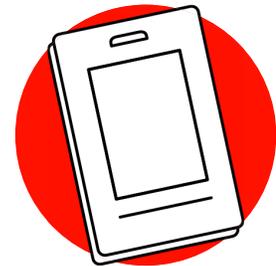
### Alumni Engagement

Alumni have full system utilization after graduation, allowing them access to opportunity, mentorship, and resources. Alumni can have exclusive appointment types to connect with Alumni Affairs or career center staff. Handshake tracks first-destination positions and internships, which helps in tracking alumni work placement, location, and updated contact information. As Handshake continues to build out tools to allow students to engage with alumni, mentors, and employer contacts, keeping your recent graduates invested in your student body has never been easier.

## Top Benefits for Students



- Access to the largest early talent network in the U.S. Over **550K+** employers use Handshake as the primary platform for recruiting students.
  - Use Handshake as a one-stop shop for all things career services – applying to jobs, scheduling an appointment, registering for events, and building a network.
  - Receive personalized recommendations for jobs, events, and resources based on their career interests, major, experience, and job search history.
- 
- Receive proactive messages from employers. **65%** of seniors on Handshake receive a proactive message from an employer.
  - Utilize peer learning tools – Reviews, Q&A, and Peer Messaging – to connect with students from across the network and learn what other students have to say about employers before applying for a job.
  - Handshake combines data relevancy with the look and feel of a social network to match student’s modern expectations for software, dramatically increasing student engagement.



## Top Benefits for Employers

**65%** message open rate, which is **3x** the industry average

**150%** increase in employer brand awareness



- Recruit diverse talent from anywhere in the country. Over **1,300+** colleges and universities are partnered with Handshake, including **90%** of the Top 500 schools.
- Save time and effort by centrally managing job postings from a single dashboard, allowing employers to find, connect, and engage with schools that were previously outside of their reach.
- Source students using criteria such as school year, location interests, certifications, student organizations, unique courses of study, and more.
- Message students directly about available job opportunities, increasing job application rates from qualified candidates.
- Create events, virtual or in-person, and invite students through the network.

---

**Level the playing field for students.**

[joinhandshake.com/career-centers](https://joinhandshake.com/career-centers) - [partnerships@joinhandshake.com](mailto:partnerships@joinhandshake.com)