

A Modern and Mobile Career Center Management Platform

System Features and Highlights

Personalized Student Experience

- Provide students with relevant content specific to their profile and career interests
- Support student access through any internet-ready device and optimized for any screen size
- Segment student users according to career interests and profile data
- Pin event information, notices, articles, and other key information to dashboards

Real-Time Metrics & Data Visualization

- Create customized user dashboards that provide real-time data on job postings, student activity, appointments, career fair registrations and much more
- View student engagement and track which campaigns create highest response rates
- Use data visualization tab to quickly and easily turn raw data into charts and graphs
- Schedule delivery and frequency of key reports and easily download and share
- View all reports on-screen or download to Excel

First Destination Survey

- Track student outcomes and offer acceptances in real-time
- Download pre-configured reports for NACE and NUBS
- Provide students with instant access to benchmarking information
- Increase response rates through interactive design and integration with application history

Peer Learning

- **Peer Messaging:** Students can reach out to their peers directly to learn more about a work experience, get tips on interviewing, and ask any other career related questions.
- **Reviews:** Students can review what they liked and what they wish was different about jobs and internships they've had. Responses are reviewed against Handshake's content guidelines. Employers can see and respond to public reviews and students can read reviews from students across the network.

Targeted Email Tools

- Create and reuse message templates to send targeted messages to students, alumni, and employers
- Easily send and share links, job postings cards, articles and other information
- Create and send weekly newsletters specific to targeted students
- Personalize emails using keyword fields such as name, event name, and profile information
- Track number of recipients who opened your email, clicked on embedded links, and registered for shared action item

Single Sign-On

- Enable users to directly access Handshake system using existing campus credentials; no new username and password to remember
- Share links to events, job postings, and resources, providing users with direct access to relevant content

Event Management

- Choose from prebuilt event classifications for easy reporting
- Capture pre-event registrations and print custom name tags for attendees
- Track event attendance and download resumes of attendees

Appointment Scheduling

- Track start and stop times for appointments
- Schedule task reminders for you or other staff for follow-up
- Capture private notes or share comments with student for action and follow-up
- Send pre-appointment and post-appointment surveys
- Create appointment types and apply qualifications that permit or deny student access
- Use 2-way calendar sync to transfer appointments from Handshake to your office calendar

Experiences

- Capture experiential learning outcomes and manage approval processes for co-op and internship programs
- Create customized workflows for learner, supervisor, and faculty
- Manage and track learning objectives, internship approvals and evaluations

Check-in Kiosk

- Manage workshop, career fair, and info session attendance tracking using the simple student ID swipe option
- Use kiosk-mode in your office for students to check in for appointments or register for walk-in appointments

Interview Scheduling

- Manage interview schedule requests and use the room management tool to track availability
- Manage even the most complex interview schedules
- Provide employers with tools for managing next-day interviews

User-Defined Labels

- Segment users and apply tracking labels for easy access, follow-up and reporting
- Create public or private labels for personal use or for creating user search options

Career Fair Management

- Manage career fair marketing, registration, and invoicing
- Customize booth options, registration forms, invoices, and other forms
- Manage event check-in with mobile kiosk option and print custom name badges

Career Interests

- Capture student career interests and intentions for better management of staff resources and programming
- Send targeted communications based on interests (i.e. industry, continuing education, geographic preference, volunteer interests)

2-Way Calendar Sync

- Set or block student appointment times and automatically update your office calendar
- View all campus events or just your events and appointments from a single calendar

Resource Center

- Centralize the storage of documents such as career planning tools, articles, industry information, and resume templates for student access
- Share files in most any format: Word, PDF, PowerPoint, audio and video files

Want to see these features in action?

Schedule a demo today

demo@joinhandshake.com

Features and capabilities are subject to change based on product updates.