

# Handshake's Campus to Career Report

Early Career Trends to  
Watch in 2019

INNOVATOR  
INTERNSHIP  
FIND YOUR NEXT LEADER  
CAREER  
EMPLOYEE OF THE YEAR

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# Soon-to-Be Grads Are Reshaping Today's US Employment Market

Over the next several years, the 61 million people that were born after 1996—Generation Z—will enter the workforce, representing a group that's larger than Generation X and two-thirds the size of the baby boomers.<sup>1</sup> With that change, experience is increasingly becoming the currency of this digital age. It's about skills, not just schools; competencies, not just curriculum. How can early talent from different backgrounds showcase their strengths beyond their GPAs and majors? And how do employers translate those skills to match them with roles they're trying to fill?

It's these questions that fuel our mission at Handshake—to help students and early career talent find meaningful, rewarding career paths, no matter who they know or where they went to school.

## In our second annual Data Report, we explore:

- **What makes this new generation of recent grads unique and what motivates them when job hunting**
- **The self-identified skills that make early talent proud and marketable as key hires**
- **Where early talent wants to work across roles, industries, and geographies**
- **Ways in which employers are adapting their recruiting strategies based on this new talent market**

<sup>1</sup> - [www.cnbc.com/2018/05/01/61-million-gen-zers-about-to-enter-us-workforce-and-change-it.html](http://www.cnbc.com/2018/05/01/61-million-gen-zers-about-to-enter-us-workforce-and-change-it.html)

# Today's Students and Recent Grads are the "Innovation Generation"

Early talent may not realize it yet, but they're going to have a big impact in the world—a world that's evolving at a faster pace than it ever has in human history. Gen Z, consisting of those born between the mid-1990s and mid-2000s, is the first generation that has never known a life without technology. They are true digital natives.

That's important as they enter the workforce because, in every industry globally, there's a demand for innovation—from Agriculture to Energy to Healthcare to Government.<sup>2</sup>



## As the World Economic Forum puts it<sup>3</sup>:

"We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before. We do not yet know just how it will unfold, but one thing is clear: the response to it must be integrated and comprehensive, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society."

2 - [www.reuters.com/brandfeatures/venture-capital/article?id=14354](http://www.reuters.com/brandfeatures/venture-capital/article?id=14354)

3 - [www.weforum.org/agenda/2016/01/the-fourth-industrial-revolution-what-it-means-and-how-to-respond](http://www.weforum.org/agenda/2016/01/the-fourth-industrial-revolution-what-it-means-and-how-to-respond)

What does it take to hire a generation of soon-to-be global innovators? At a basic level, employers and career matchmakers need to appeal to their skills, personalities, needs, values, and interests.

## Here's a snapshot of what early talent cares about:

### They want to get ahead—fast

Gen Z is all about advancing at a rapid pace: 75% believe that they should be promoted within a year, and 32% believe they should receive a promotion within six months.<sup>4</sup>

### They're not afraid to move outside their comfort zones

Fueled by ambition, Gen Z is not defining career paths just by their major. Last year, Handshake sent out a survey to students and recent graduates in the Handshake network, and nearly 60% of respondents said that they are open to finding jobs outside of their majors.<sup>5</sup>

### They thrive on constant connectivity

Employers can tap into this generation's need for connection by delivering encouraging, personalized messages. In Handshake's student survey, 95% told us that they engage with employers that send personalized, proactive outreach.<sup>5</sup>

### They are values-oriented

Early talent is drawn to employers with inclusive employer brands. Sixty-seven percent of students & recent graduates on Handshake agree that they would only work for an employer that has built an inclusive company culture and provides a sense of belonging to all employees from all backgrounds.<sup>5</sup>

### They do their due diligence

Before considering employment opportunities, early talent conducts extensive research: 62% of survey respondents rely on career platforms for information and 82% prefer online communications from recruiters, like emails or messages in career platforms.<sup>5</sup>

4 - [www.businessinsider.com/gen-z-workers-expect-quick-promotions-and-better-office-perks-2019-4](http://www.businessinsider.com/gen-z-workers-expect-quick-promotions-and-better-office-perks-2019-4)

5 - Handshake student survey, 2018

# Report Methodology

We structured this report for three benefits: relevancy, integrity of information, and connection back to the decisions that early talent is making right now.

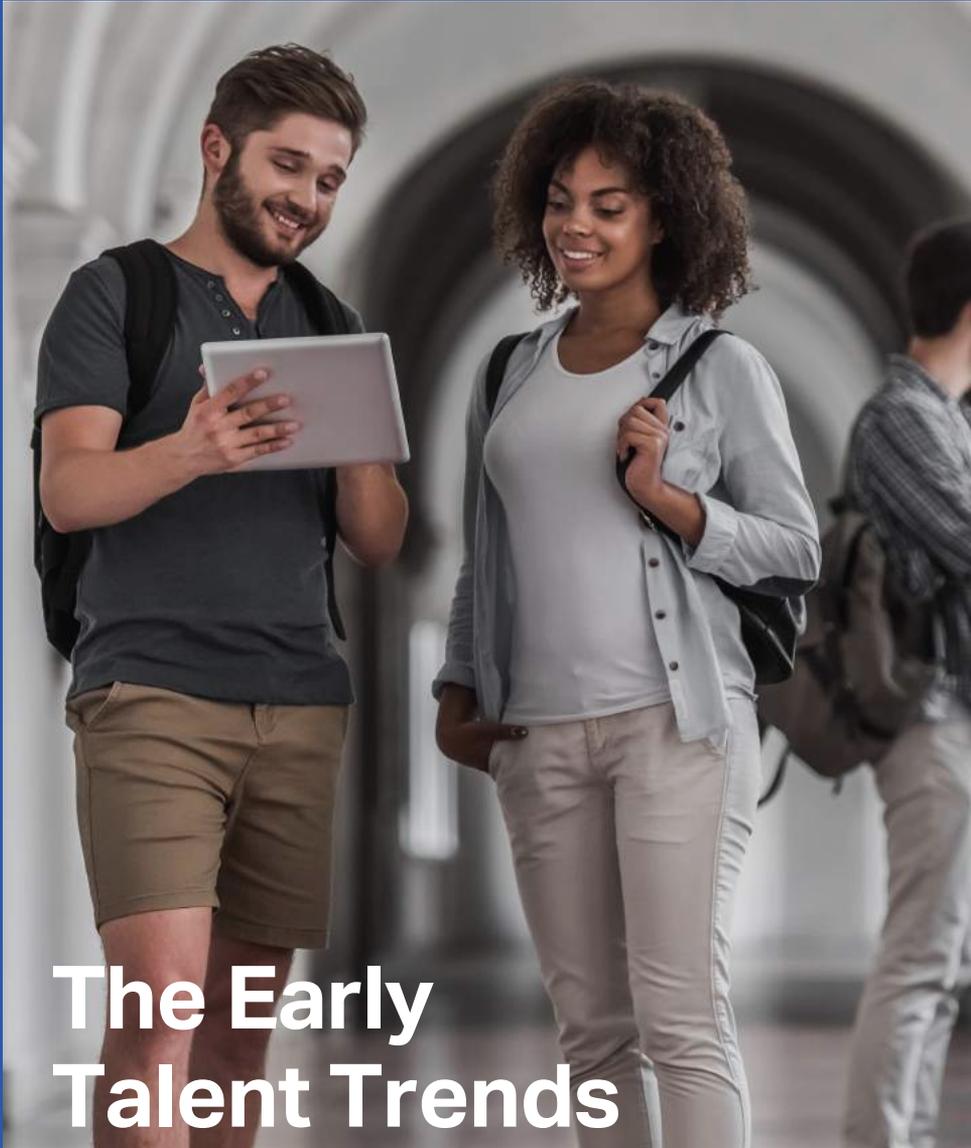


The report analyzes trends from the 2019 recruiting season, which spans Fall 2018 through Spring 2019, and compares those trends with the 2018 recruiting season, which spans Fall 2017 through Spring 2018. Student preferences across industries, roles, and geographies are measured by the number of student applications. We also incorporate third-party data sources to present a complete picture.

**2018 RECRUITING SEASON** = JUNE 2017 THROUGH MAY 2018

**2019 RECRUITING SEASON** = JUNE 2018 THROUGH MAY 2019

The report is based on Handshake's network of 14 million college students and alumni from more than 800 universities across the United States, including large state schools, small liberal arts colleges, technical schools, universities serving underrepresented students, and everything in between. Each year, millions of college students navigate the entry-level talent market on Handshake, connecting with and applying to our community of over 420,000 employers across all sizes and industries.



# The Early Talent Trends to Follow



# Early Talent is Uniquely Empowered with the World's Most In-demand and Valuable Skills, Including Data

The World Economic Forum says the skills that will be in the most demand in the coming years will be complex problem solving, creativity, critical thinking, and the ability to empathize across language barriers. In addition to those relational, soft skills, today's early career professionals report a strong technical aptitude and affinity for working with data. That means they have the capability to make data meaningful for employers—a code that has been a long-standing challenge for many organizations to crack.

Here are the top soft and hard skills that early talent on the Handshake platform, self-reported for the 2019 recruiting season. This unique blend tells a story about a generation equipped to thrive in a fast-approaching future economy, across industries.

## Soft Skills

- Organization
- Leadership
- Communication
- Problem Solving
- Customer Experience
- Time Management
- Public Speaking
- Teamwork
- Writing
- Social Media
- Research
- Event Planning
- Project Management
- Marketing
- Spanish

## Hard Skills

- Data Analysis
- Java
- Photoshop
- Python
- HTML
- C++
- Matlab
- Computer Platforms
- SQL
- JavaScript
- Inventory
- Finance
- Accounting
- Illustrator
- Data Structures

# Interest in People-Focused Jobs Are Rising, Even Though Tech Remains the Most Popular Sector

Based on the number of applicants in various industries, we see that early talent has broadened its interest to people-focused sectors such as Healthcare, Human Resources, and Nonprofit—sectors from which baby boomers are retiring and in which global organizations say there is an increasing demand for talent. The industries that traditionally have had strong interest from students—like Consulting, Insurance, and Banking—have decreased slightly but still remain prominent choices for students. Traditional industries will want to focus on employer brand to stand out from the competition, while newcomers will want to prioritize proactive campus engagement to win the mindshare of this audience.

## Top Industries for Early Talent

2018 Recruiting Season (Fall 2017 - Spring 2018)	↕↗ 2019 Recruiting Season (Fall 2018 - Spring 2019)
01 Internet and Software	Internet and Software
02 Investment & Portfolio Management	↑ Healthcare
03 Healthcare	↓ Investment & Portfolio Management
04 Management Consulting	↑ Manufacturing
05 Manufacturing	↓ Management Consulting
06 Electronic & Computer Hardware	↑ Advertising, PR, and Marketing
07 Investment Banking	↑ Human Resources
08 Advertising, PR, and Marketing	↓ Electronics & Computer Hardware
09 Human Resources	↑ Nonprofit
10 Commercial Banking & Credit	↑ Insurance

# Early Talent’s Interest in Technical Roles Rises—Finance Decreases in Popularity

Students and recent grads come from all walks of life and, consequently, many seek opportunities outside of the commercial world.

The job roles that rose in popularity during the 2019 recruiting season were heavily technical in nature. Entry-level job seekers also demonstrated an interest in cross-functional roles with broad-spectrum experience, such as project management. Interest in the data economy is growing while certain types of finance roles are on the decline. Compensation plays an important factor in where early talent chooses to work, too, to which we can perhaps attribute the decrease in public relations job applications.

Job Roles	Change in Rank from 2018 Recruiting Season	Median Salary
01 Marketing Managers & Specialists	-	\$42,000
02 Software Developers & Engineers	+1	\$90,000
03 Business Analysts & Mgmt. Consultants	-1	\$70,000
04 Investment Analysts & Managers	+2	\$60,000
05 Accountants	-	\$50,000
06 Data Analysts	+3	\$58,000
07 Public Relations Managers	-3	\$38,000
08 Human Resources Managers	-1	\$43,000
09 Data Scientists	+2	\$90,000
10 Auditors	+2	\$56,000
11 Sales Agents (Internet & Software)	-	\$48,880
12 Credit and Financial Risk Managers	+4	\$60,000
13 Project Managers	+5	\$55,000
14 Personal Financial Advisors	+1	\$42,000
15 Financial Sales & Trading Agents	-6	\$80,000
16 Investment Banking Analyst	-2	\$85,000
17 Sales Agents (PR & Marketing)	-	\$40,000
18 Tax Accountants & Preparers	+3	\$55,500
19 IT Analysts & Consultants	-	\$72,000
20 Supply Chain Managers & Specialists	-	\$60,000



# Despite Tech Sector Growth, Early Career Talent Seeks Opportunities Across the Country

Early career talent, with their technical agility, may be the key to creating job opportunities that were once limited to known tech hubs like San Francisco and New York. Where early talent moves—and ultimately settles down—can create new pathways for economic growth.

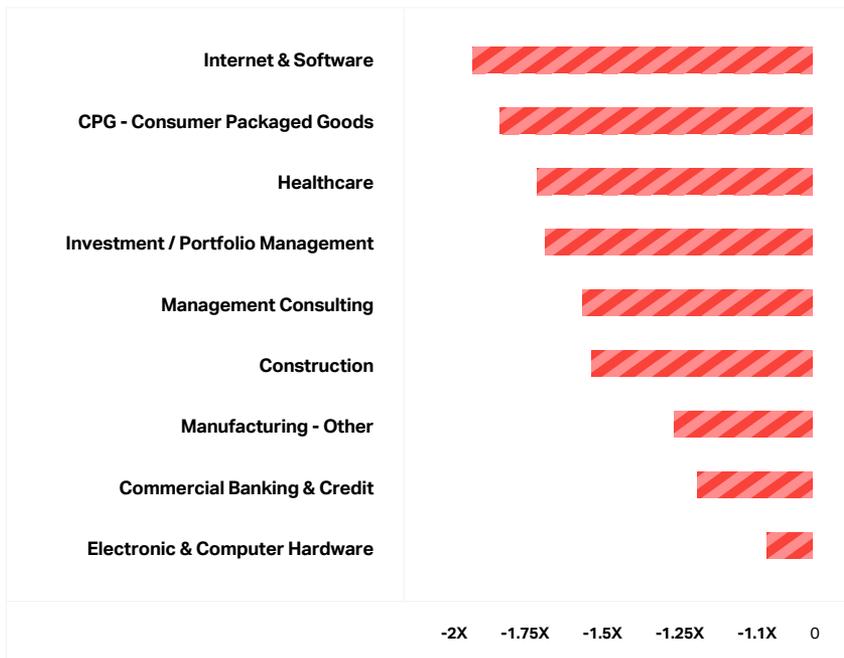
This year, the biggest movers were Washington, DC, which experienced an increase—demonstrating a likelihood for early talent to get involved with political and advocacy work in advance of the 2020 election. San Francisco and San Jose, CA, known for their tech employers, demonstrated a decrease in popularity.

↓↑ Metropolitan Area	2019 Ranking	Change in Rank From 2018
New York, NY	1	-
↑ Chicago, IL	2	+1
↑ Washington, DC	3	+2
↓ San Francisco, CA	4	-2
↓ Boston, MA	5	-1
Los Angeles, CA	6	-
Dallas, TX	7	-
↓ San Jose, CA	8	-2
↑ Seattle, WA	9	+1
↓ Atlanta, GA	10	-1

# GPA Is Important but Not the Primary Hiring Driver

As early career talent shifts its focus to expanding skills and industry knowledge, employers are broadening their requirements when it comes to hiring. Employers using Handshake Premium have the ability to proactively engage Gen Z candidates by targeting different qualifications and attributes, including GPA. Despite the availability of this functionality, 66% of talent searches conducted by employers did not include a GPA minimum. Employers are increasingly focused on finding students with skills and competencies that align with their business.

Between recruiting seasons 2018 and 2019, there was a decrease in the GPA requirement among major industries such as Internet & Software, Healthcare, and Consulting.



# Final Thoughts

The roles of today—and the future—require the right blend of soft and technical skills.

Gen Zers know that, and as a result, are becoming increasingly well-equipped to take on the most important responsibilities that will shape our future. Their flexibility and ability to jump in head first to learn new skills is what makes Gen Z—and individuals graduating alongside Gen Z, regardless of age—highly qualified to tackle social and economic problems head-on. If employers can't identify the innovators that are going to bring positive change to our global future, how can we progress? That's why we at Handshake are challenging employers to break the mold of what they've been doing in the past, and we're calling all early career talent to rely more on skills and competencies rather than family connections or what school they attended. It's time to move past the days of recruiting from a limited list of core schools.

Never has it been more critical to create a talent pipeline that's representative of the entire U.S. population—because with different backgrounds and experiences come innovative perspectives and fresh knowledge. To find future leaders, employers need to level up their static and limiting recruiting approaches in favor of proactive and broad-reaching techniques. Societal advancement will be impacted greatly by how successful employers are in finding early talent with the skills and backgrounds needed to move forward.



The report is based on Handshake's network of 14 million college students and young alumni from more than 800 universities across the United States, including large state schools, small liberal arts colleges, technical schools, universities serving underrepresented students, and everything in between. Each year, millions of college students navigate the entry-level talent market on Handshake, connecting with and applying to our community of over 420,000 employers across all sizes and industries.

 [joinhandshake.com](https://joinhandshake.com)