

Virtual Fair Benchmark Report

Fall 2021

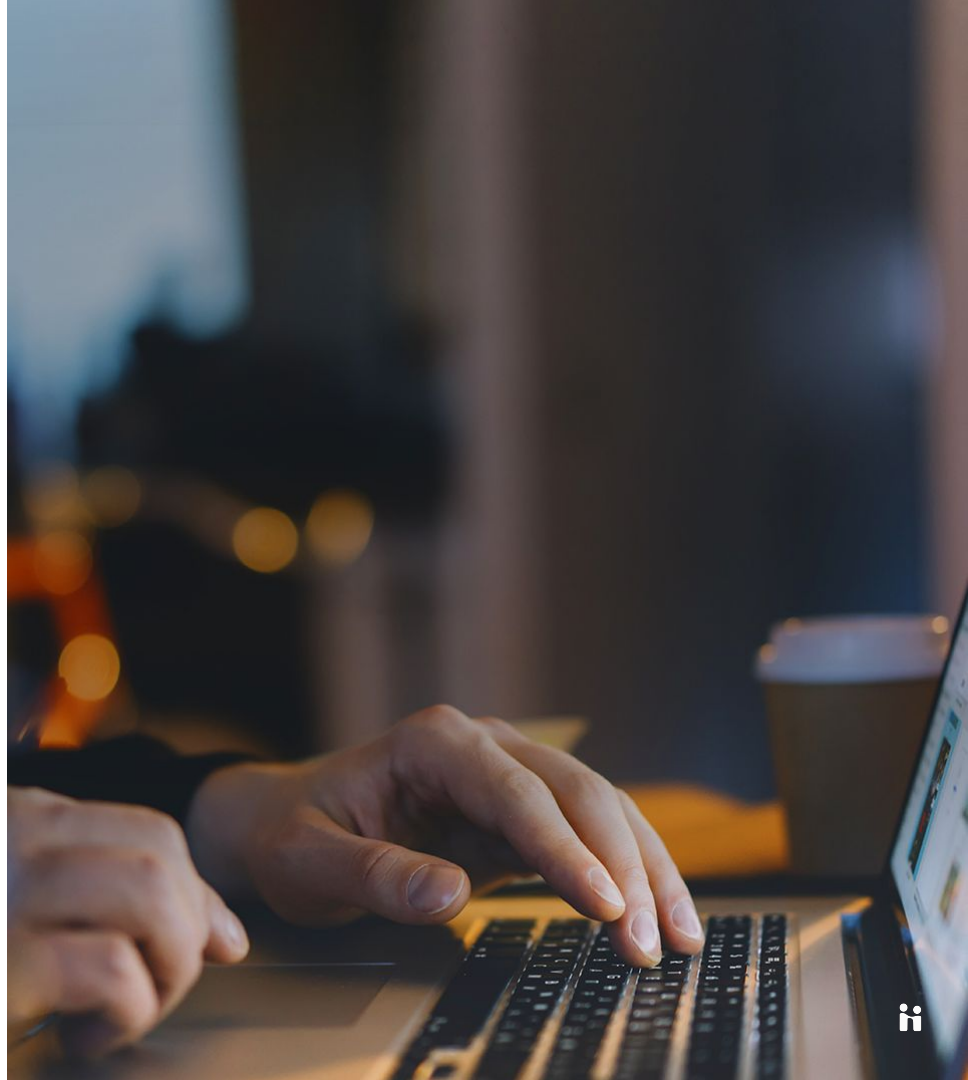
Methodology

Data sources are noted on each page. Product data reflects all virtual fairs held on Handshake between August 1 and November 24, 2021, excluding test fairs, unpublished fairs, and virtual fairs hosted on external platforms.

When appropriate, we compared these trends to fall 2020 (July 30, 2020 and November 25, 2020).



Look for this icon for benchmark comparisons between Fall 2021 and Fall 2020.



You can also dig deeper into virtual trends using Handshake Analytics.

Dashboards

Monitor high level trends and share insights with leadership:

- [Virtual Engagement](#)
- [Student Equity](#)
- [Employer Relations](#)

Saved Reports

Use out of the box or customize to gather more granular insights:

- [17 career fair saved reports](#)
- [DEI saved reports](#)



Look for this icon throughout this presentation for saved reports you can use to pull institution-specific metrics.

1 **Network Trends**

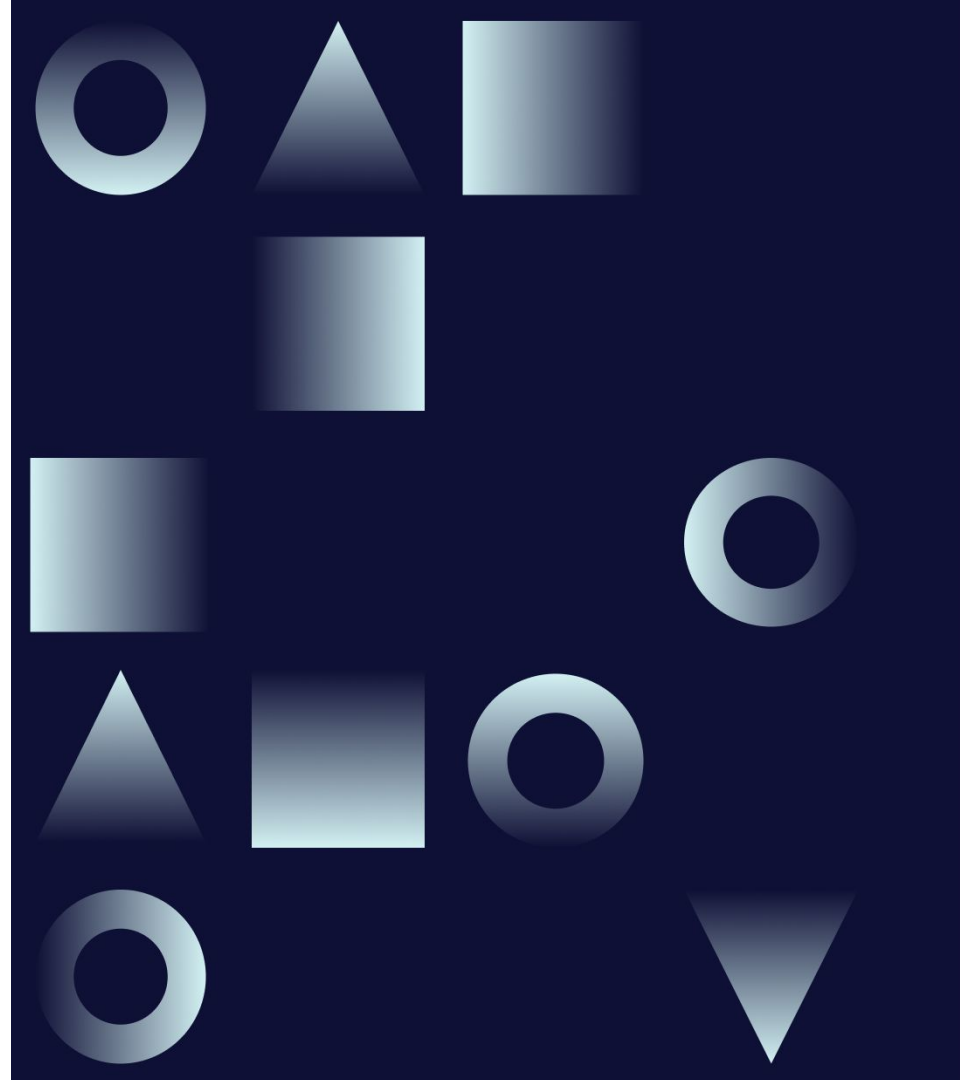
2 **Student Trends**

3 **Employer Trends**

1

Network Trends

Fall 2021



In this section we'll answer:

- How many virtual fairs were hosted on Handshake this fall?
- How many students and employers were engaged?
- What do employers and students think of the video functionality?

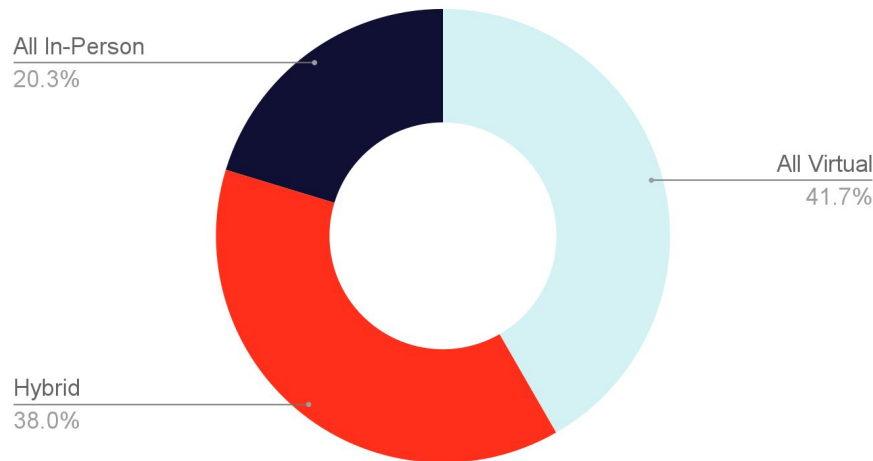
FALL 2021 NETWORK TRENDS

38% of Handshake partners adopted a hybrid strategy in fall 2021, hosting a mix of virtual and in-person fairs.

20.3% of partners (164 institutions) hosted only in-person fairs in fall 2021.

In 2022, we expect hybrid to become the predominant fair strategy.

Career Fair Strategy by Institution



Note: Fall 2021 data runs from August 1, 2021 to November 24, 2021.



As in-person fairs ramp up, maintaining a virtual option is critical for engaging all students.

- **2 in 3** Gen Z students believe that **professional connections can happen entirely online**.
- **71%** of students said that meeting employers virtually made it a **less intimidating** environment to learn about employers compared to in-person. This was true for **75%** of women.
- A **majority** of Black, Hispanic, and Asian students felt that virtual career events allowed them to **build more connections** with potential employers than in-person career events.

“We plan to continue to host virtual fairs or fair-like events in addition to in-person fairs for upcoming seasons. We host regular **‘mini virtual fairs’ on Handshake with small groups of employers**. These events have been very successful with **guaranteed facetime between employers and students** in a more intimate setting.”

— Daniel Edgerton, Senior Technology & Communications Coordinator at
Georgia State University

FALL 2021 NETWORK TRENDS

While in-person fairs returned, continued strong adoption of virtual fairs illustrates the power of hybrid engagement.

921k+

Virtual student-employer connections fostered in fall 2021



1M+ connections in fall 2020

1.6k+

Virtual fairs hosted on Handshake in fall 2021



2.3k+ virtual fairs in fall 2020

601

Institutions hosted a virtual fair on Handshake in fall 2021



702 institutions in fall 2020



[This saved report](#) can show you a fair-by-fair breakdown of connections—just add the **Career Fairs Name** field.

Note: In-person fairs hosted on Handshake in fall 2021 accounted for another 169k+ student check-ins. Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.



FALL 2021 NETWORK TRENDS

We continued to see robust student and employer participation in virtual fairs.

221k+

Unique students attended a group or 1:1 employer session during fall 2021



260k+ students in fall 2020

76k+

Unique recruiters attended a group or 1:1 session with a student during fall 2021



81k+ recruiters in fall 2020

16k+

Unique employers represented at virtual fairs during fall 2021



17.6k+ employers in fall 2020



[This saved report](#) shows you the unique number of students that attended each of your virtual fairs.

Note: Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.



FALL 2021 NETWORK TRENDS

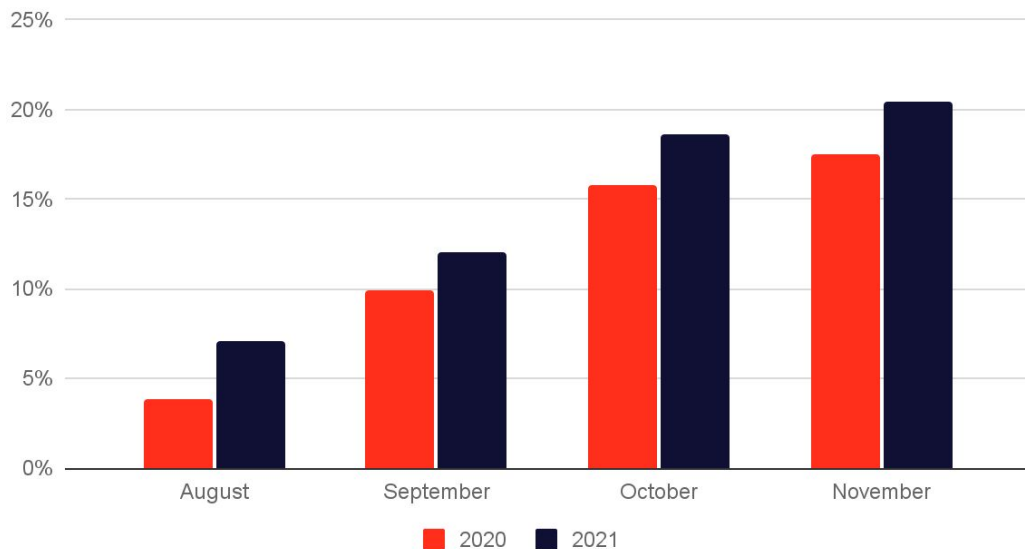
Multi-school virtual fairs made up a higher percentage of overall fairs hosted on Handshake compared to fall 2020.

1 in 5 fairs hosted in November 2021 involved multiple institutions.


Multi-school virtual fairs help you share administrative work across institutions, and attract a larger pool of employers for your students to meet with.

Check out [this blog post](#) for more tips on hosting multi-school virtual fairs on Handshake.

Percentage of virtual fairs that were multi-school



Note: Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.



“As a group of colleges and universities, we were able to **attract more and different employers** together than we would have been able to attract on our own. It also **saved employers’ time and money** as they could come to one event to talk with students from many different schools rather than attending 50 separate fairs for each of our schools.”


— **Alyssa Gostonczik, Assistant Director of Internships at Viterbo University**, host of the WIPCCC Workforce Fair (50 participating institutions, 2,700 student-employer connections)

FALL 2021 NETWORK TRENDS

Overall, video session ratings for students and employers remained consistently high in the fall.


4.4

Employer rating of the Handshake virtual fair video experience (out of 5).

 4.2 in fall 2020

4.4

Student rating of the Handshake virtual fair video experience (out of 5).

 4.4 in fall 2020



Note: Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.



2

Student Trends

Fall 2021



In this section we'll answer:

- How likely are students to attend the fair once they've registered?
- How far in advance of a fair are students likely to register?
- At what rate do students "no show" to sessions once they sign up?
- What school years and majors are most likely to sign up for a virtual fair?
- What's the representation, in terms of race, ethnicity and gender, of virtual fairs?
- How active are fair-goers in Handshake before and after the fair?
- How many students and employers had messaging conversations about the fair?

FALL 2021 STUDENT TRENDS

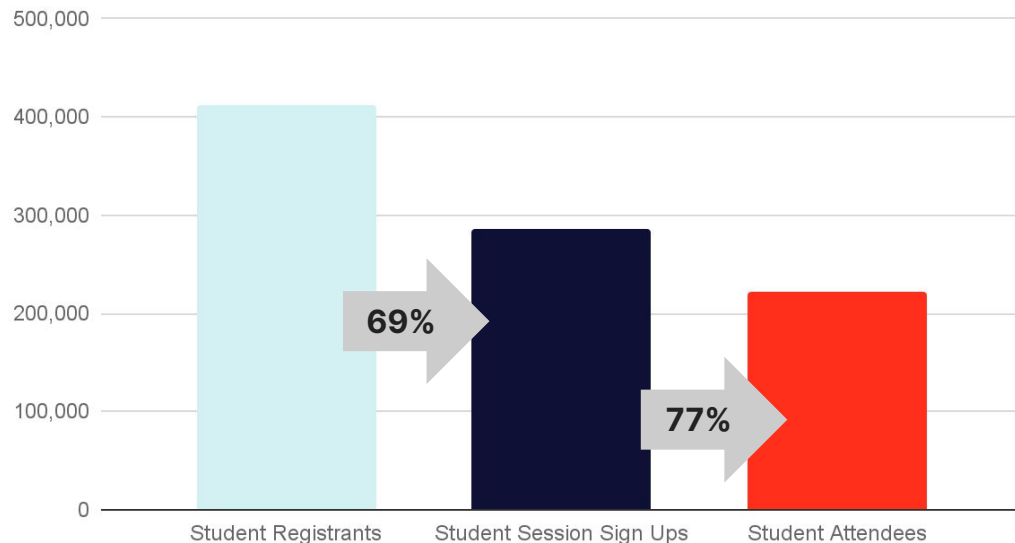
69% of students who registered for a fair signed up for a session. 77% of those students attended the fair.

34% of students registered for fairs on the day of or the day before.



This is in line with trends we've seen in previous fair seasons.

Student Registration to Attendance

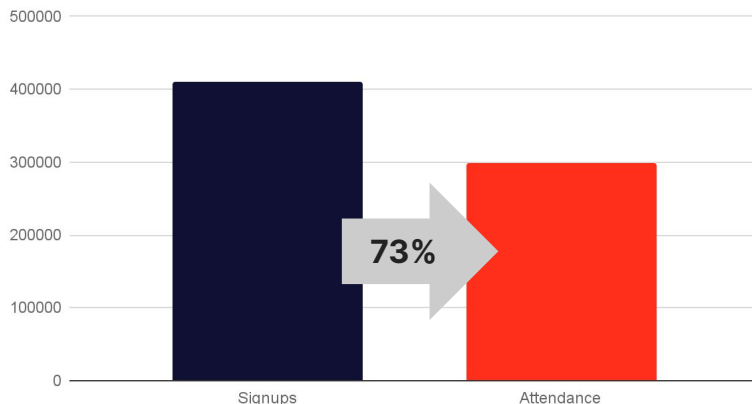


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FALL 2021 STUDENT TRENDS

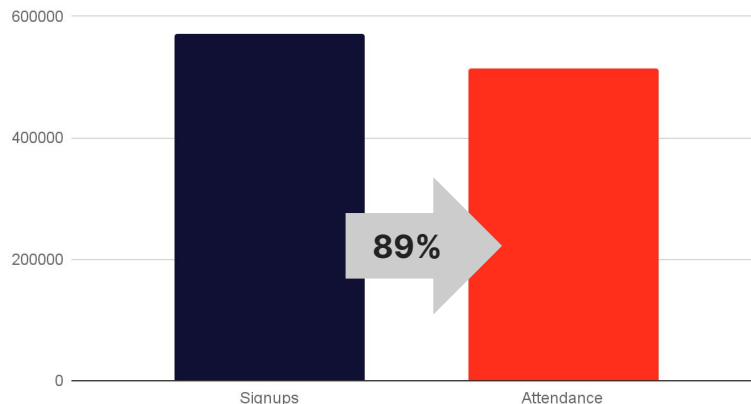
The no-show rate for 1:1 sessions remained low, suggesting highly motivated and committed students seek these sessions.

Group Sessions: Sign Up to Attendance



77% in fall 2020

1:1 Sessions: Sign Up to Attendance



92% in fall 2020



[This saved report](#) can be used to review student no-shows across your fairs.

Note: Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.

75% of students who signed up for a fair session viewed an employer, browsed jobs, or applied for a job on Handshake in the **week before the fair.**



78% of students took one of these actions in the week before the fair in fall 2020.

60% of fair attendees viewed an employer, browsed jobs, or applied for a job on Handshake within **2 weeks after the fair.**



58% of students took one of these actions within two weeks after the fair in fall 2020.

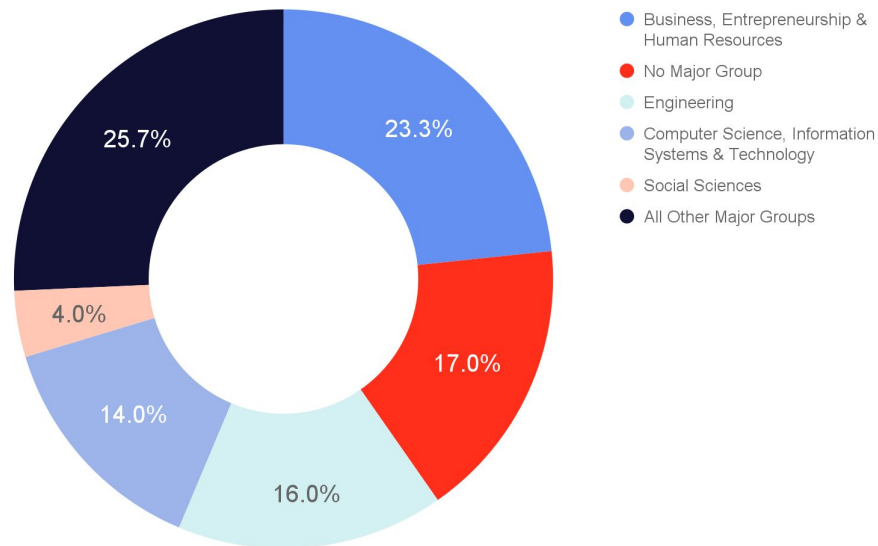
FALL 2021 STUDENT TRENDS

The top 5 major groups represented at virtual fairs were the same between fall 2020 and 2021.



*This saved report displays a full breakdown of major groups engaged—just add the **Student Attendees Major Name** field.*

Student Sign Ups by Major Group



Note: Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.

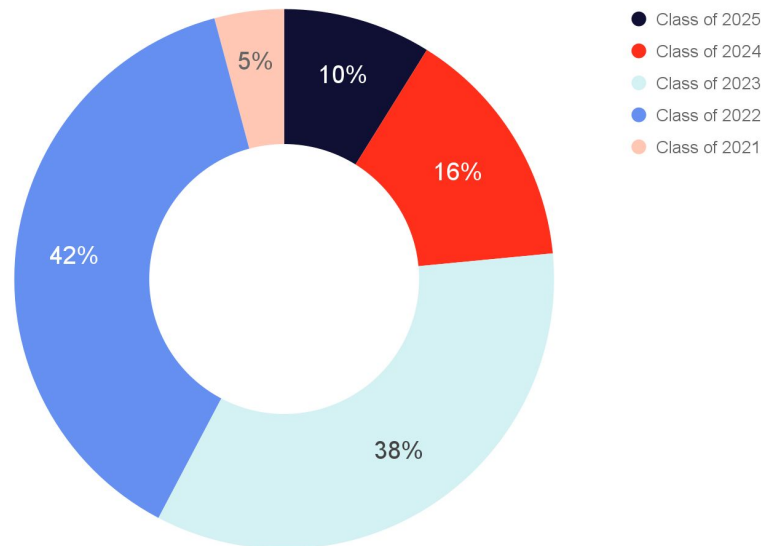
FALL 2021 STUDENT TRENDS

Students graduating in 2022 were most likely to sign up for a virtual fair this fall.



This is in line with trends we've seen in previous fair seasons.

Percent of Sign Ups by Grad Year



Note: Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.

FALL 2021 STUDENT TRENDS

Female student representation at virtual fairs was down slightly compared to fall 2020.

43%

Of students signing up for virtual fairs in **fall 2021** were female

-3%

Change from virtual fairs in **fall 2020**

55%

Of students **on the entire Handshake network** are female

Note: Information about ethnicity, race, and gender of students on the network is aggregated and anonymized based on self-reporting, school data, and statistical modeling; it is used only internally and for trend awareness. Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.



FALL 2021 STUDENT TRENDS

Black & Latinx student representation at virtual fairs was lower relative to overall school enrollment.



Relative representation of Latinx students at fairs compared to representation at schools hosting those fairs rose compared to fall 2020.



Use the [equity dashboard](#) for more insights around how students are engaging across gender, race, and ethnicity.

	Representation at <u>fall 2021</u> virtual fairs	Representation at schools that hosted <u>fall 2021</u> fairs	Difference
Black students	12.0%	13.7%	-1.7%
Latinx students	9.8%	10.2%	-0.4%
Black & Latinx students	1.2%	1.2%	±0.0%

	Representation at <u>fall 2020</u> virtual fairs	Representation at schools that hosted <u>fall 2020</u> fairs	Difference
Black students	11.0%	11.7%	-0.7%
Latinx students	8.9%	10.4%	-1.5%
Black & Latinx students	1.0%	1.4%	-0.4%

Note: Information about ethnicity, race, and gender of students on the network is aggregated and anonymized based on self-reporting, school data, and statistical modeling; it is used only internally and for trend awareness. Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.

FALL 2021 STUDENT TRENDS

We made it simple for students to continue the conversation after virtual fair 1:1 sessions.

Handshake encourages students to [send a follow up message](#) to recruiters they met with 1:1 at the fair. Students can also reach out before the fair with questions.

91k

Messaging conversations occurred between students and employers who met 1:1 at a virtual fair.

43%

Employer response rate when the student reached out first.

45%

Student response rate when the employer reached out first.

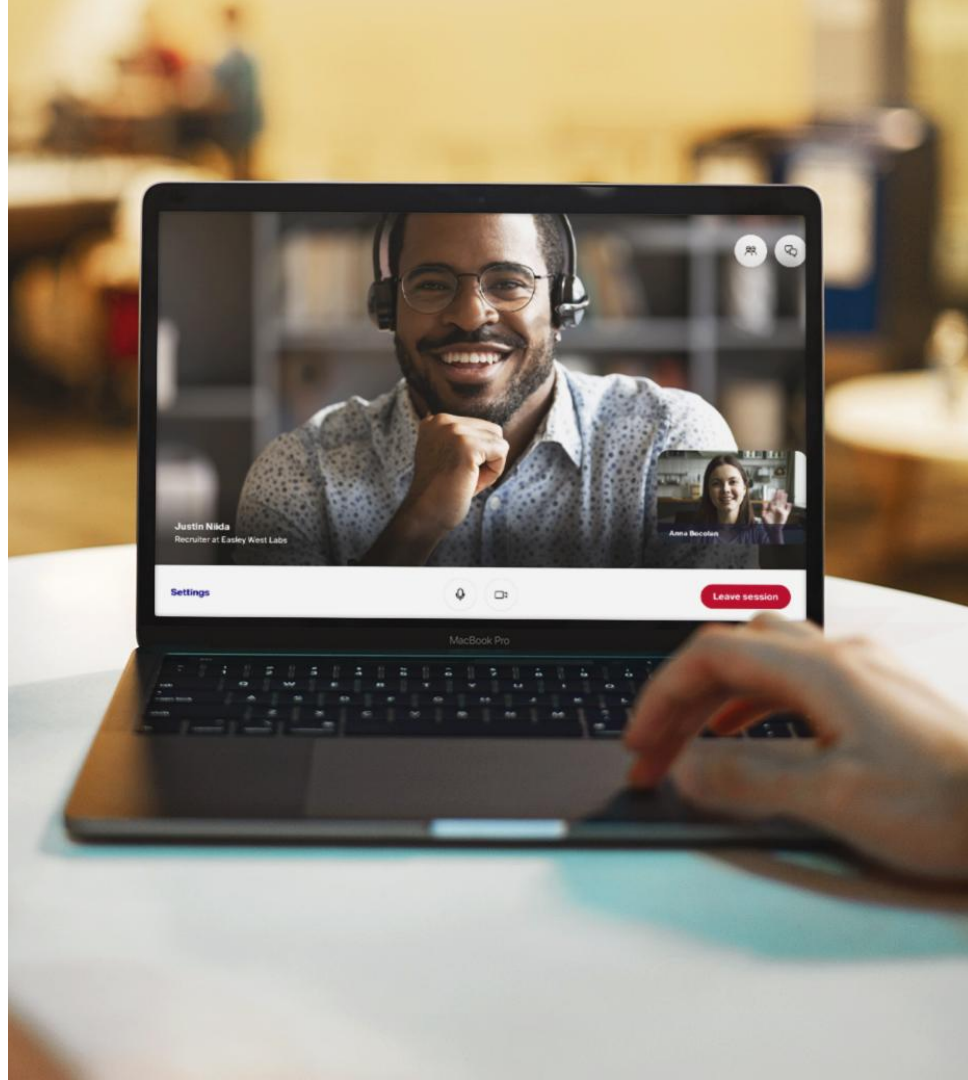
Note: Fall 2021 data runs from August 1, 2021 to November 24, 2021.



3

Employer Trends

Fall 2021



In this section we'll answer:

- How far in advance of the fair do most employers create their session schedules?
- How many 1:1 sessions had qualifications on student attendance?
- Which employer industries saw the most 1:1 sessions filled?

FALL 2021 EMPLOYER TRENDS

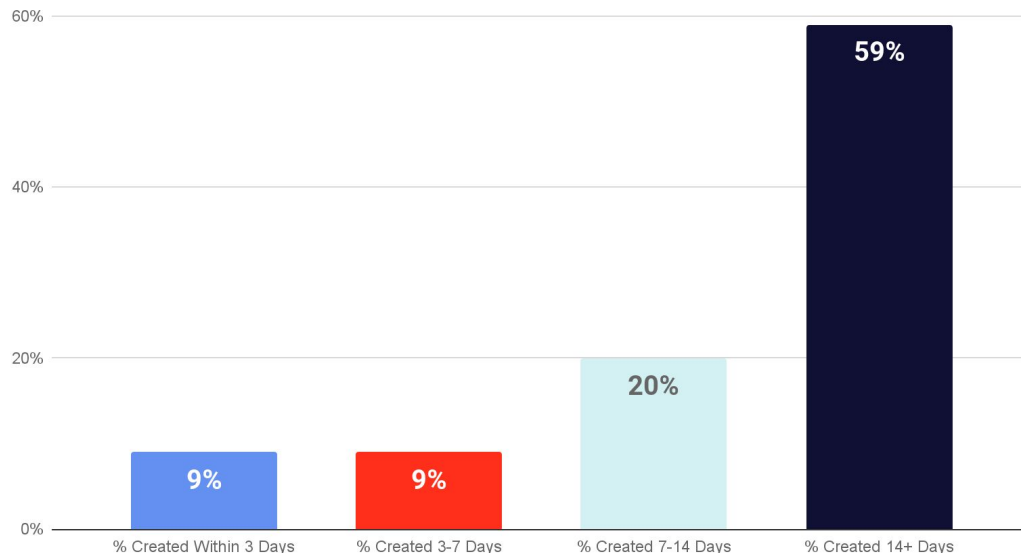
Almost 80% of employers created their schedule a week or more before the fair.



In fall 2020, 73% of employers created their schedule at least a week before the fair.

Once their registration is approved, Handshake sends multiple reminder emails to get employers to create their schedules—[read more here](#).

Percentage of Employer Schedules Created Before Fair



Note: Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.



FALL 2021 EMPLOYER TRENDS

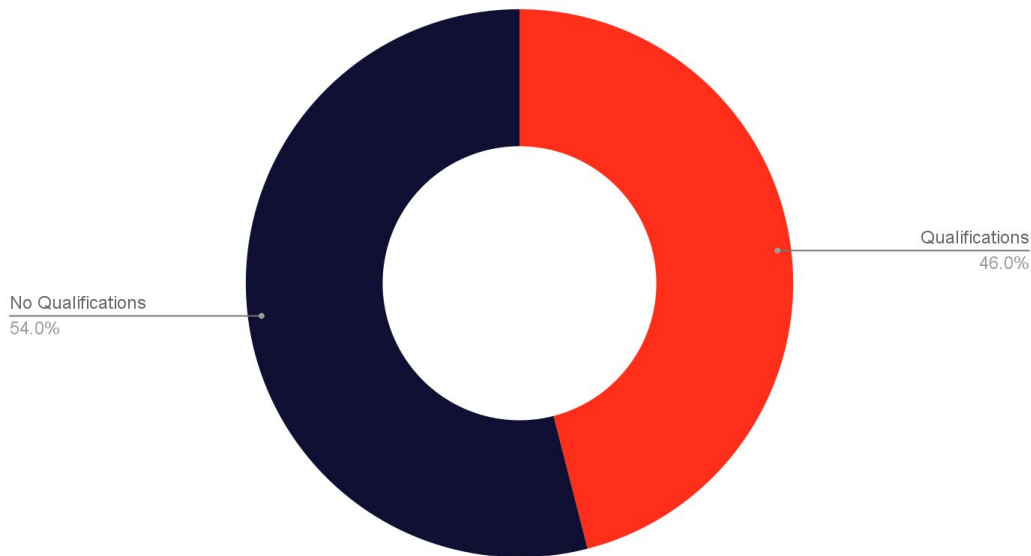
46% of 1:1 sessions included student qualifications.



In fall 2020, 45% of 1:1 sessions included student qualifications.

Handshake encourages employers to automatically pause 1:1 qualifications 48 hours before the fair to fill empty slots—[read more here](#).

1:1 Sessions with Qualifications



Note: Fall 2021 data runs from August 1, 2021 to November 24, 2021. Fall 2020 data runs from July 30, 2020 to November 25, 2020.



FALL 2021 EMPLOYER TRENDS

The most popular industries continued to see strong 1:1 session signup rates.



In fall 2020, Interior Design, Management Consulting, and Electronic & Computer Hardware had the highest 1:1 session signup rates.



[This saved report](#) lets you dig into 1:1 fill rates by employer.

Industry	Total 1:1 Sessions	Percent 1:1 Sessions Filled
Electronic & Computer Hardware	42,967	68.3%
Investment Banking	11,714	65.2%
Government - Consulting	791	63.2%
Management Consulting	62,067	62.4%
Fashion	3,339	59.0%
Internet & Software	128,222	59.0%
Aerospace	17,276	58.6%
Movies, TV, Music	1,993	57.2%
Medical Devices	15,699	55.8%
Investment / Portfolio Management	31,848	54.9%
Energy	2,245	54.7%
Pharmaceuticals	19,520	54.5%
Research	19,065	54.5%
Advertising, PR & Marketing	11,805	53.9%
Telecommunications	15,113	53.2%

Questions?

Reach out to your Relationship
Manager to discuss virtual fair trends.

