



# Diversity & Inclusion & Your Campus Recruiting Program



## Digital tools to help you recruit with an eye on D&I

Handshake is the largest early talent network on the web. **We help more than 500,000 employers of all sizes—from every company on the Fortune 500 to local mom and pops**—find the college talent they need to make their mission a reality.

With our end-to-end virtual recruiting platform, employers can use filters to plug in their ideal talent criteria and find the qualified candidates they're looking for from **more than 6,000,000 active students attending over 1,000 schools on Handshake.**

Employers can narrow their search from more than 190 minority-serving institutions like Historically Black Colleges and Universities and more than 170 student groups like the National Society of Black Engineers—all in just a few clicks.

Handshake not only connects you with the talent you're looking for. We also help you set your employer brand apart digitally. Engage with top talent by personalizing the candidate experience using ambassadors and through proactive messaging, virtual events, pre-scheduled follow up, and more.

**500k+**  
employers

**1K+**  
university partners

**7m+**  
active students

**190+**  
minority-serving schools

**170+**  
diverse student groups



“We needed a solution like Handshake to expand our reach and create more meaningful connections with students from all backgrounds.”

**Todd Good**

Early Professional Talent Acquisition Manager



“Our customers come from anywhere. Qualified early talent can come from anywhere, too. Without Handshake, we're limited to students who are already interested in our brand and are unable to seek out students who better fit our needs.”

**Bryan Kaminski**

Director of Talent Acquisition: Talent Programs





## Enable qualified diverse talent to come to you

Before considering employment opportunities the majority of early talent relies on career platforms for information. And **67% of students and recent grads agree that they would only work for an employer that's built an inclusive culture and sense of belonging to employees from all backgrounds.**

Candidates are concerned about where they'll launch their careers and are mindful about finding a company in which they'll thrive. Handshake can help employers not only find those candidates, but also create meaningful interactions with them, too.

Whether you're recruiting your next sales associate or virtual internship class, Handshake can help match you to the most qualified candidates anywhere.

### Dynamic Employer Brand

Customize your Employer Page to the candidate viewing it. This means that talent with relevant majors, like computer science, for example, will be able to see testimonials from engineers at your company first.

The screenshot shows the Handshake interface for Easley West Labs. The top navigation bar includes 'Home', 'My Profile', 'Company Profile', 'Talent Engagement', 'Branding', 'Segments', 'Campaigns', 'Analytics', 'Postings', and 'Jobs'. The main content area displays the company profile for Easley West Labs, located at 13 Allied Road, Akron, Ohio 45123, United States. Below the profile, there are tabs for 'Overview', 'Reviews', 'Interviews', and 'Jobs'. A featured job listing is shown for 'National Account Manager Sales Trainee' at CSB Logistics, a full-time job in San Antonio, TX. An 'Employee Perspectives' section features a testimonial from Tara Brown, an Informatics Intern at The Ohio State University, who shares her experience working at Easley West Labs. The page also includes a 'Contact Us' section with the company's website, phone number, and email address.

### Personalized Messaging at Scale

In a Handshake student survey, **95% told us that they prefer to engage with employers that send personalized, proactive outreach.** With Segments and Campaigns, we'll do the customization and mass mailing for you.

### Engaging Virtual Career Fairs & Events

Engage and evaluate candidates all in one place. With native video on Handshake, you can participate in a virtual career fair and host your own livestream for up to 50 attendees or coffee chat 1:1s with qualified talent.

### Activate your Ambassadors

Repurpose your on-campus team to help you personalize the candidate experience—from meaningful first-touch interactions to virtual event support, bring these reps with you every step of the way.



# Now every employer can make data-based decisions.



## Source Qualified Students

Worried you're not meeting the right candidates? Get your talent recommendations delivered to your inbox. Plug in your criteria and we'll give it a go.



## Diversify your Pipeline

Move beyond your core schools. Meet with underrepresented candidates from over 170 minority-serving colleges and over 150 student groups.



## Engagement at Scale

From personalized outreach using predefined criteria to in-app events to automated invites and follow up, Handshake is your one solution to engage and nurture talent.



## Advanced Analytics

Assess recruiter, campaign, and page and job view performance to gain visibility into the health of your qualified pipeline and team activities.



## Lifecycle Evaluation

With seamless ATS integrations, evaluate every unique touchpoint across the candidate journey, from top-of-funnel messaging to sourced applications.



## Competitor Insights

Stay ahead of the curve by learning what your competitors are up to, and where you fit in when it comes to winning the mindshare of early talent.

**Leading employers meet with remarkable hires using our end-to-end virtual recruiting solution.**



[Request a Demo](#)

Learn more at [joinhandshake.com/employers](https://joinhandshake.com/employers) | [employers@joinhandshake.com](mailto:employers@joinhandshake.com)