

Diversity & Inclusion: How 3 Top Enterprises Successfully Built a Diverse Pipeline

Estimated reading time: 8 minutes



Diversity and inclusion is a popular phrase in the recruiting world, but it's much more than a box to check off your list.

Aside from an improved bottom line, businesses with a diverse and inclusive culture have happier, more productive employees. They also benefit from new product and service innovations.

If you're curious about all the benefits of recruiting for diversity and inclusion, check out our [ultimate guide](#). Let's dive into how you can leverage [Handshake Premium](#) to build out your diversity employment initiatives.

Where do you stand on diversity & inclusion?

Nearly all organizations *want* a diverse culture, but still struggle to make it happen. A common problem is the stymied lack of representation across all levels of the organization, from the entry-level to the C-suite. Recruiters may not have access to diverse talent due to geographic restrictions or they may lack a large school network from which to pull early talent, making it exceptionally hard to achieve diversity in the workplace.

Another reason companies struggle is that they're unable to engage with diverse candidates at scale. Even when sourcing talent isn't an issue, engaging with each potential candidate can often be time-consuming. It's easy for some candidates to simply fall through the cracks.

Despite these obstacles, a growing number of organizations across the globe are finding, engaging with, and hiring diverse teams by utilizing Handshake Premium. The Whirlpool Corporation, for example, [increased their early-career female hires by 10% and their minority hires from 35% to 40% year-over-year.](#)

Let's explore how you can use Handshake to diversify your workforce, too, so you too can build a more inclusive culture with higher productivity and greater innovation.

Expand your school network to grow your diversity

No company can physically visit every school in the nation, but with Handshake Premium, you can connect with over 1,000 partner schools online. This network of schools includes over 170 minority-serving institutions like Historically Black Colleges and Universities (HBCUs) and women's colleges.

Instead of limiting your recruiting efforts to the few core schools you can visit in-person, reducing your ability to reach candidates from underrepresented backgrounds at scale, consider how you can source and engage talent from across the nation virtually.

To get the most out of Handshake's vast school network, we suggest identifying your talent criteria before you determine which schools to recruit from. Once you find these qualified candidates, you can request to partner with their schools on Handshake.

With over six million active students and alumni, the odds of finding the perfect candidates are in your favor. School Explorer allows you to easily identify colleges you're interested in, based on where your ideal talent profiles reside.

Search for & keep track of diverse talent pools

Once you've found schools to partner with, you can take it a step further and save these cohorts so that you can engage with them later. Segments allow you to engage with candidates at scale and find early talent based on profile data and interests from our talent pool of 6M+ active students and recent alumni.

With Handshake Premium's Segments, you can also filter for student groups like National Society of Black Engineers (NSBE) and Society of Women Engineers (SWE). You can then save these to a Segment to return to later.

Highlight your commitment to diversity at scale with Campaigns

Half the battle of creating a diverse culture is finding candidates from various backgrounds and with different experiences.

Once you have that part down with School Explorer and Segments, it's time to reach out to these qualified students to tell them about your company and available roles. Instead of reaching out to all of these candidates individually, Handshake Premium Campaigns helps you personalize outreach at scale, saving you time.

With Campaigns, you can:

- Drive attendance and pre-engagement to your virtual or on-campus events
- Encourage candidates to learn more about your company and commitment to diversity by sending them to your Employer Page
- Hire top talent by letting them know which roles you have open and encouraging them to apply

You can even track performance to prove ROI to leadership. Dive into Handshake Premium's robust Analytics Dashboard to see your campaign performance, and also to attribute applications, profile views, and event attendees to your Handshake Campaign. You can see your message open and reply rates, competitor benchmarking metrics, job views, and more.

Perhaps the most important part of your campaigns is making your outreach feel personal and authentic.

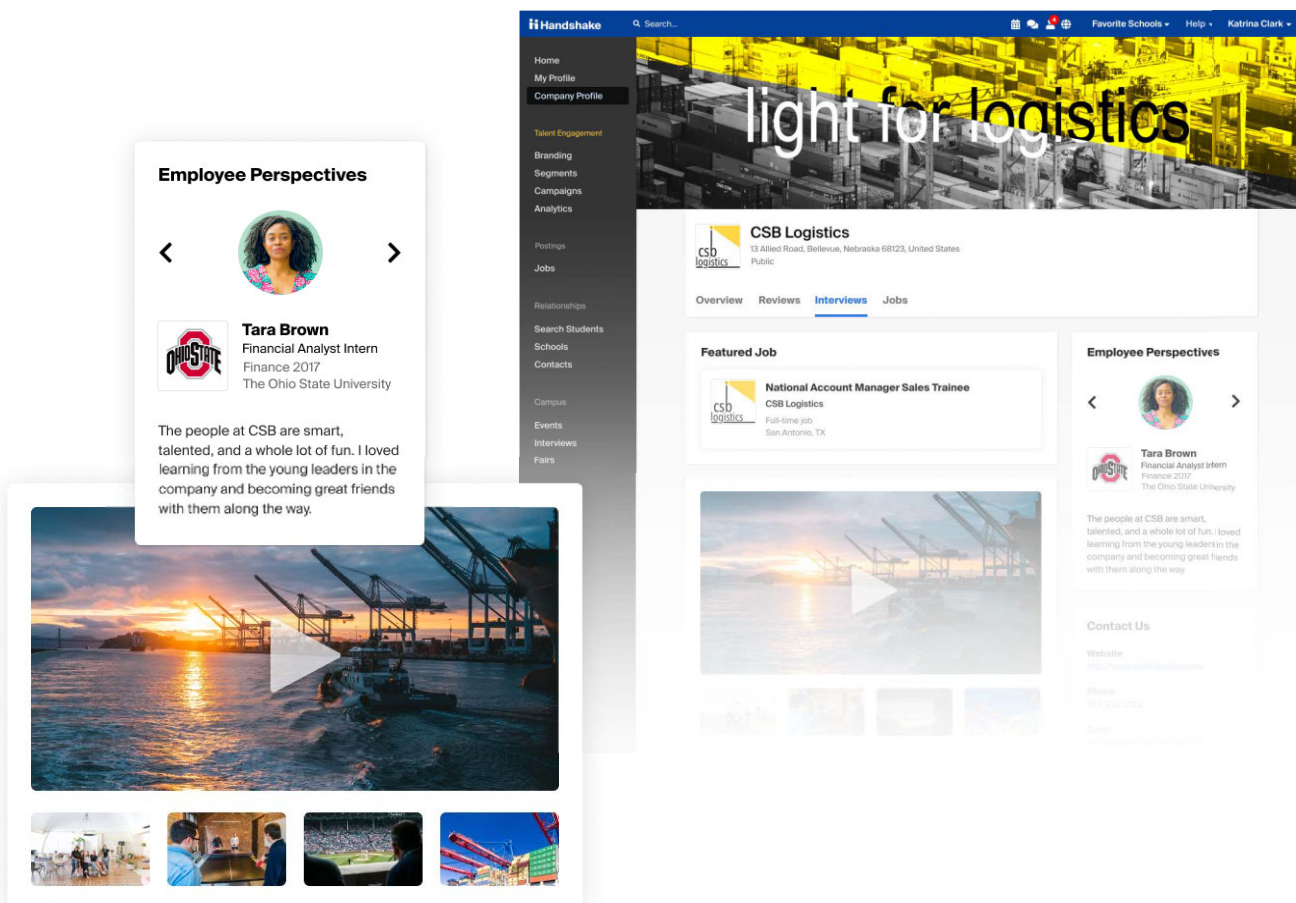
The good news is that you can do this at scale, to make the best use of your time. In our Campus to Career report, we found that 95% of students actually prefer personalized outreach.

Handshake offers 19 student attributes that are available for message personalization, including first name, school, and major. Simply select a Segment for your Campaign and decide how you want to tailor your message to students. It's that easy!

Showcase your diverse culture on your Employer Page

Many organizations are trying to identify ways to show candidates that people who look like them and come from similar backgrounds do exist in their company. One way to make this more obvious is to highlight diversity on your Handshake Employer Page. This is where students and recent grads can go to learn more about your company and browse job openings.

Students want to see themselves represented in your company. Sixty-seven percent of Gen Z students and recent grads on Handshake say that they'd only work for an employer that's built an inclusive culture and provides a sense of belonging for employees from all backgrounds, which is why it's so important to highlight voices from a variety of backgrounds on your page.



You can also use company photos to help students envision themselves working with your company, while also creating a more personalized experience for them on your Employer Page, too. With Handshake Premium, your page changes dynamically based on who's viewing it.

For example, if an Ohio State student views your page, they'll see testimonials from other Buckeyes first. This can help candidates better see themselves in your organization and give them a truly representative view into your business.

Putting your diversity & inclusion recruitment plan into action



Recruiting for diversity and inclusion can be tough when you don't have all the right tools, but when you bring together your Handshake Employer Page, School Explorer, Segments, and Campaigns, it's a breeze. So many businesses are doing precisely this and seeing great success. Let's take a look at a few.

Amgen increases applicant pool diversity with Handshake

Amgen, one of the world's leading biopharmaceutical companies, partnered with Handshake to expand its candidate diversity pool while boosting job applications from their target schools. Through personalized outreach and targeted Campaigns, Amgen was able to reach 18,000 students and garner nearly 4x more applicants from minority groups over three years. Here's a deeper look into how they did it:

- Amgen put Handshake Segments to work to target students based on their interests and their degree program.
- They expanded their school network to include schools that they couldn't visit in person. As a result, they boosted their application rate from target schools to 97%.
- Personalized outreach allowed Amgen to engage with more students, which led to a 2.5x increase in qualified applications from diverse candidates.

Amgen was able to achieve incredible growth in the number of applications from candidates from underrepresented backgrounds in just two years. Since upgrading to Handshake Premium, they experienced a 358% increase from Asian applicants, a 435% increase from Black applicants, and a 446% increase from LatinX applicants.



IBM replicates diversity conference experiences through virtual events

As one of the largest tech companies in the world, IBM has always enjoyed great brand recognition, yet struggled to attract an early talent audience from diverse backgrounds. This was due to a general lack of information around exploring and starting a career in technology.



To level the playing field for career paths in tech and to engage more Black and LatinX candidates, they promoted virtual events on Handshake. By doing so, they were no longer limited to inviting students based on geographic location. IBM created Campaigns to draw hundreds of attendees from the 700+ schools they're connected to on Handshake.

They saw the following phenomenal results, based on an attendee follow up survey:

- 96% of students agree that IBM demonstrates an inclusive environment
- 65% of attendees responded that they're more likely to pursue a career with IBM
- 38% of NSBE livestream attendees came from underrepresented backgrounds

Additionally, they received 30x more applications than their competitors during the week of the livestream.

Box uses Handshake to scale diversity & inclusion efforts

Box wasn't a major name in tech when they first joined Handshake, so they wanted to focus on boosting their brand awareness and increasing diversity in their talent pool. They used many of Handshake Premium's features to grow their core network, diversify their talent pipeline, and increase brand awareness.

To avoid the drawbacks of a homogeneous pipeline, Box discontinued their core school list approach. In its place, they opted to increase the number of schools they recruited at, with a focus on schools with high populations of underrepresented students including but not limited to HBUCs and hispanic-serving institutions.

Once they expanded their school list by 78x, from six to 626, and job criteria to include non-traditional majors, backgrounds, and skills, Box's team received 5x more applications than their industry peers. Today, 84% of Box's job views come from students attending school outside of California.



Want to learn more?

Handshake Premium has helped countless businesses find, engage, and hire candidates from various backgrounds to help build a more diverse and inclusive work culture.

Want to learn more about what Premium can do for your program?

[Request a demo!](#)