



Best Practices for Small Colleges and Universities

January 27, 2021



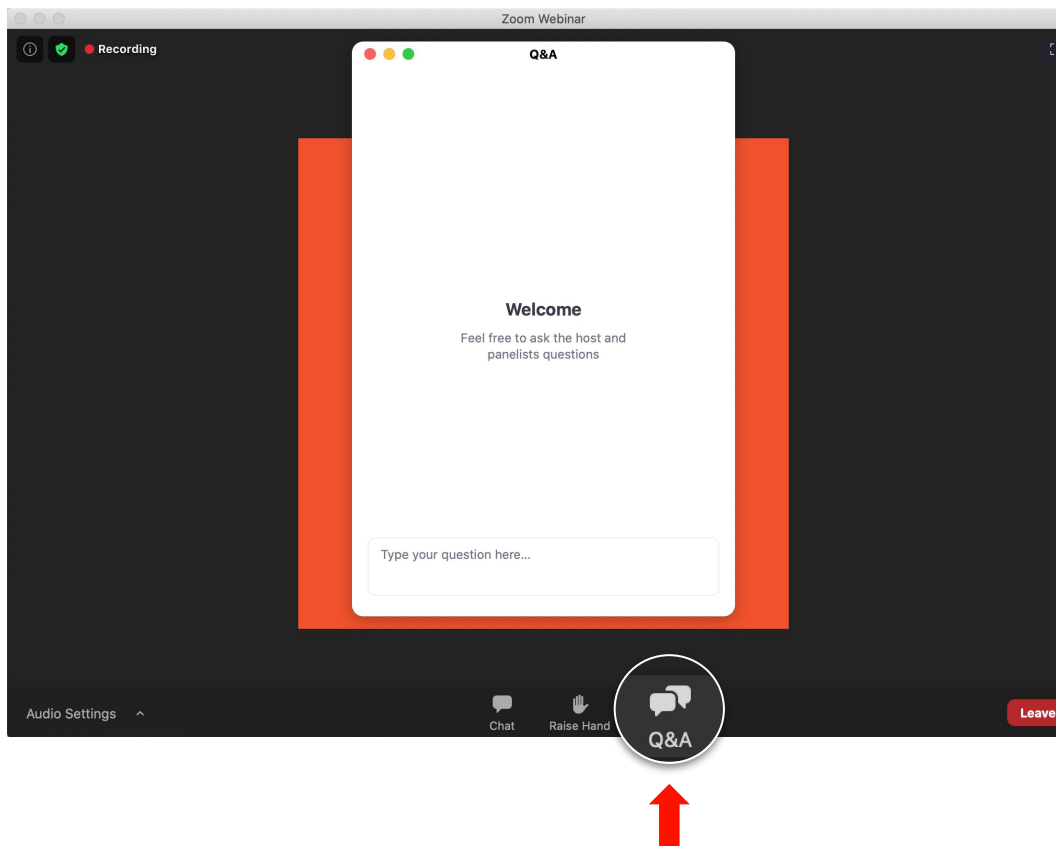
INTRODUCTION

Questions?

Zoom Webinar “Questions” box

We'll answer your questions during the presentation.

Recording and slides will be sent after the event!





Agenda

- Introductions
- Leveraging Handshake with Limited Resources
- Student Engagement
- Employer Engagement
- Q&A

INTRODUCTION

Meet your Presenters



Chelsea Romaine

Relationship Manager



Scott Millslagle

Relationship Manager



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Relationship Manager



INTRODUCTION

Keep an Eye on These Themes Today!



Use **pre-built assets** from Handshake in your outreach



Use **Dashboards** to gain insights



Target **specific segments** of students and employers

Leveraging Handshake with Limited Staff and Reduced Budgets





LEVERAGING HANDSHAKE

Three s to Leveraging Handshake

1. Train student workers
2. Automate the simple stuff and plan all your workflows
3. Use pre-built Handshake resources

Training Student Staff

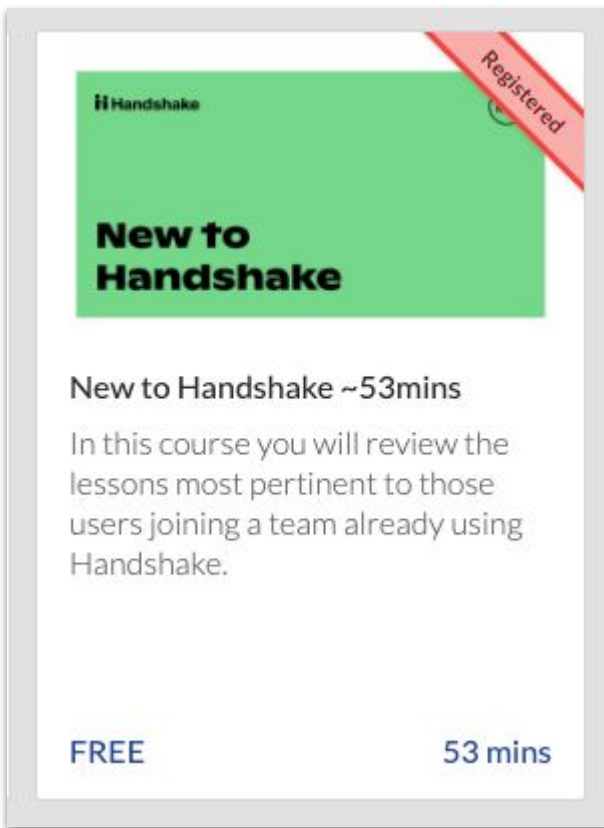


What do student staff typically do?

- Set up and provide virtual fair support
- Close out appointments
- Create and apply labels
- Approve jobs and employers
- And much more!

Training Student Staff

- Let us do the heavy lifting - we've built out Handshake Academy for you to lean on!
- Start with our New to Handshake training in Handshake Academy!
 - Students can dive deeper into Handshake from here
- Check out the Social Media Best Practices PDF!



Automate, Automate, Automate

- Set up employer and job auto-approvals
 - Let Handshake take care of the repetitive stuff!
- Save your most commonly used filters
 - Manage students, jobs, and employer tabs all support saved filters!
- Ask your IT department to set up student data auto-sync

Default Roles

Roles for Newly Approved Employers

- ☒ Post Events
- ☒ Post Jobs
 - ☒ Auto-Approve Jobs
 - ☐ Post Work Study Jobs
- ☒ Post Interview Schedules
 - ☐ Auto-Approve Interview Schedules

Auto Approval

Trust Score Threshold

☒ Auto Approve Employer Requests with a Trust Score above

Trust Score is based on employer's behavior on Handshake [i](#)

[Save Changes](#)

POLL

Make a Plan and Stick to It

- Identify tasks
 - Reviewing appointments
 - Reviewing documents
 - Activation and profile completion emails
- Create calendar invites and add your team (if applicable)
- Great opportunity to send out activation emails



%recipient.calculated_first_name%,

The team at the Millslagle University career center is here to help you get the job you want! We've partnered with **Handshake**, the largest career community for college students.

We've already created your Handshake profile with your basic information. Sign in today to explore careers, find amazing jobs and internships, and connect with other students that share your career interests.

Get started

Put It All Together!

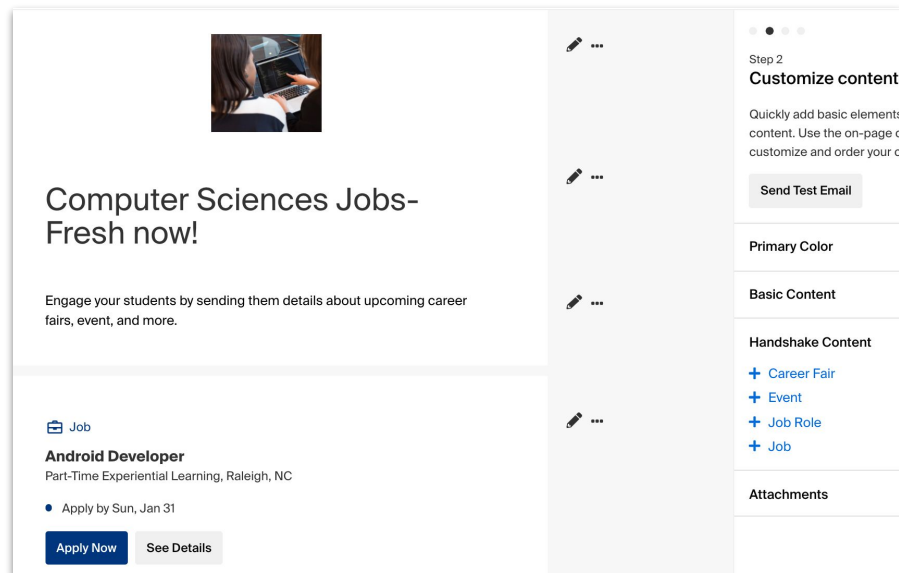
1. The Handshake Blog is pure gold!
 - 3 Handshake Profile Must-Haves to Get Hired
 - Step Up Your Handshake Profile With Our Easy Weekly Challenge
2. Who is messaging your students?
 - Head to your Who's Hiring and Employer Messaging dashboards to see!
3. Review our Marketing Toolkit and New Virtual Fair Launch Kit!

Improving Student Engagement

2

Targeted Outreach Using Labels

- Identify targeted student populations (ex. major, school year, demographics, interests) and apply labels as needed.
- Reference labels in crafting emails with specialized content
- Attach Handshake jobs, events, and career fairs to emails to send to segments



Sending Emails to Segments

Complete your profile and get noticed by employers!

Did you know that 80% of students who fill out their Handshake profile get messaged by recruiters?

3 Handshake Profile Must-Haves to Get Hired

Recruiters are messaging students now! Check out the companies they work for!

Handshake

Handshake is interested!

Recruiters at Handshake are actively messaging Communication students for marketing positions! Make sure you have a complete profile so that you are more likely to get a message from a recruiter!

Once your profile is complete be sure to follow Handshake and apply!

3 Handshake Profile Must-Haves to Get Hired



Job

Front End Engineer

Full-Time Job, San Francisco, CA

- Apply by Sat, Jan 30

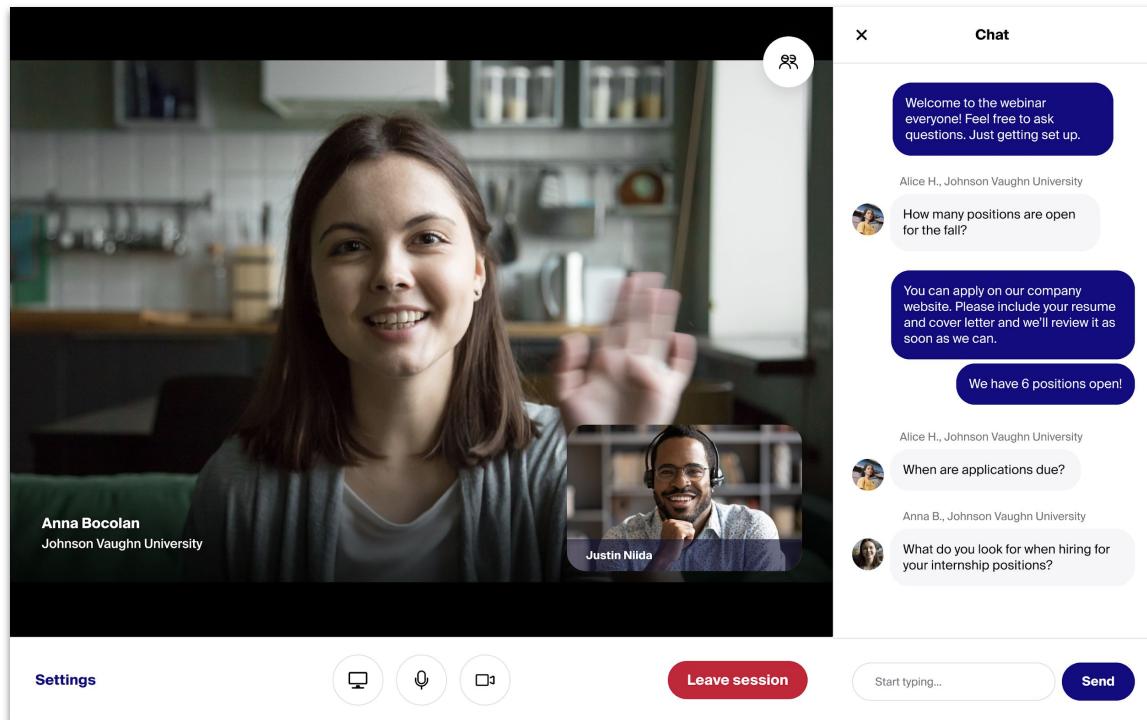
Apply Now

See Details

STUDENT ENGAGEMENT

Host Specialized Events and Fairs

- Focus on Specific industries for specialized groups of students
- Smaller events are more manageable for career services and make it easier for students to find relevant employers
- Students are slightly more likely to attend industry fairs than general fairs



Use Handshake's Pre-Built Digital Content



- The Handshake Marketing Toolkit has social media assets, including Instagram stories, that can be a great way to share tips with students
 - Check out TCNJ's tips & strategies
- Introduce students to potential jobs with an Instagram takeover led by employer partners
- Use ready-to-share content from Handshake's Blog in newsletters and social media posts

STUDENT ENGAGEMENT

Use Your Campus Relationships

- Leverage relationships with faculty to promote Handshake and career services during classes
 - The Marketing Toolkit has ready-made resources
- Partner with student organizations and Residential Life for events
- Integrate career services into Orientation
- Leverage Alumni



Case Study

Haverford's Strategies for Boosting Student Engagement

- Send targeted emails based on 3 key fields: **Major, Industry Interest, Job Function**
- **Co-sponsor events** as much as possible with other offices, faculty, and student groups
- Schedule remote-friendly **alumni programming**

Read the [full case study here](#).



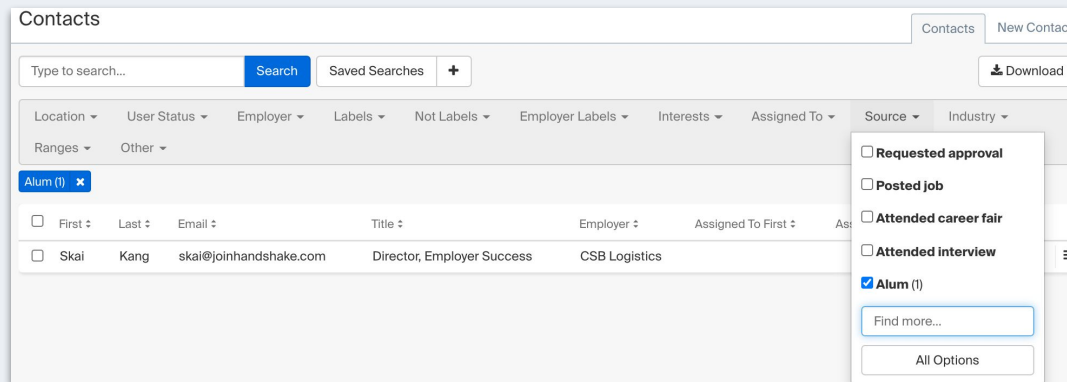
Increasing Employer Engagement

3

EMPLOYER ENGAGEMENT

Leveraging Alumni within Handshake

- Alumni create powerful connections
- Updates constantly as new employer partners join Handshake
- Set a cadence



Connect with Employers Currently Hiring

500 Companies Hiring Now blog post

- Updated monthly with fresh postings
- Filterable by industry and location

Show 50 entries

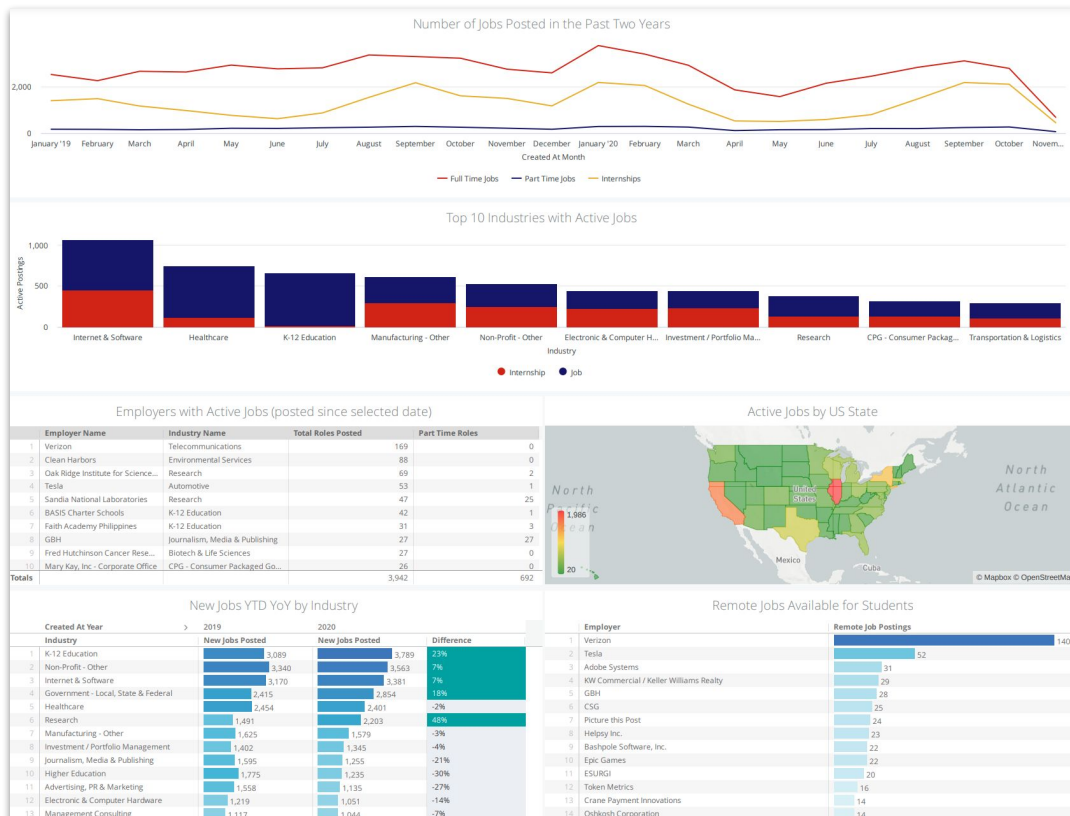
Illinois

Name	Industry	Jobs	Internships	States
EY LLP	Accounting	✓	✓	Florida, Georgia, Illinois, Massachusetts, Pennsylvania, Texas, West Virginia
PricewaterhouseCoopers (PwC)	Accounting	✓		Connecticut, Georgia, Illinois, Massachusetts, New York, Texas
RSM US LLP	Accounting	✓	✓	Alabama, California, Colorado, Connecticut, District of Columbia, Georgia, Illinois, Iowa, Maryland, Massachusetts, Minnesota, Missouri, Ohio, Texas, Virginia, Washington, Wisconsin

EMPLOYER ENGAGEMENT

Who's Hiring Dashboard - Live Demo

- Navigate to the Analytics section of Handshake and click on the Dashboard tab
- Use the Who's Hiring Dashboard to gain insight into employers posting jobs
- Check out the NEW Employer Messaging Dashboard too

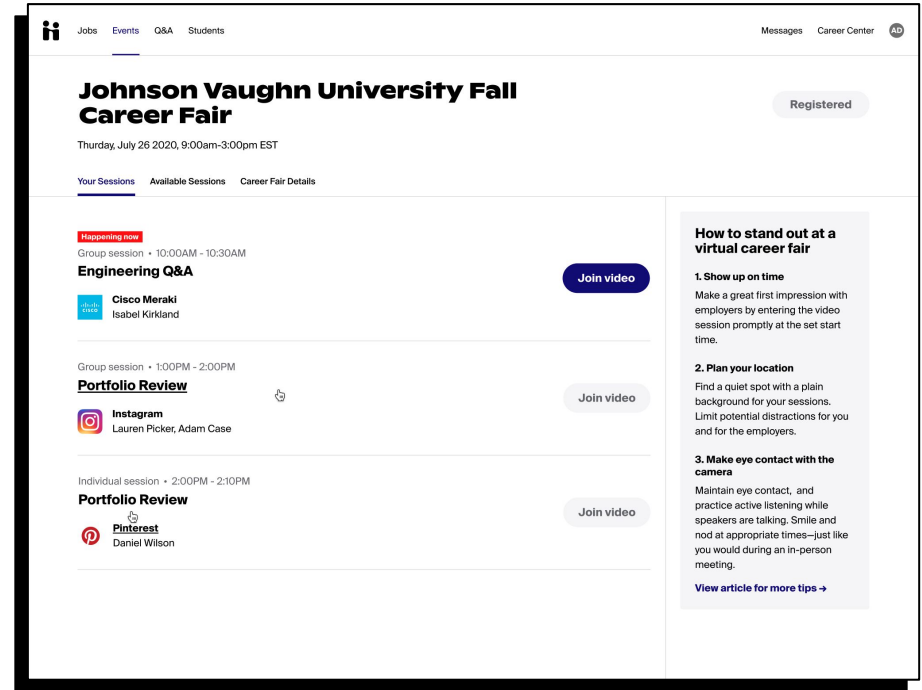


POLL

Participate in a Multi-School Virtual Fair

Bringing together multiple schools can entice employer engagement:

- Leverage the employer networks of multiple career services teams at once to attract a more diverse array of employers
- Expose employers to students they might not have engaged with before
- Allow employers to recruit from a larger pool of students all in one place





“The ability to have fairs with our partner institutions has been a game changer, especially in this virtual environment. We’ve been able to **leverage new employer relationships** with our team as well as create new opportunities for our students to engage with employers. For us, the multi-school fair has great potential into the future as we’re able to do **new, innovative programming** with schools across the country.”

— Handshake Career Services Partner

Q&A