

*Handshake*

# A modern and mobile career center management platform

System features and highlights



# Appointments, advising, and peer learning



## 2-way calendar sync

- Set student appointment availability and automatically update your office calendar
- View all campus events or just your events and appointments from a single calendar



## Appointment scheduling

- Meet with students in-person, virtually, or over the phone
- Create appointment types and apply qualifications that permit or deny student access
- Run virtual appointments with seamless, integrated video in Handshake
- Track appointment start and stop times for easy reporting
- Add private notes and schedule task reminders for you and other staff members
- Add hyperlinks in appointment comments to easily share articles, blog posts, documents, or external websites
- Share questions or next steps with students through pre- and post-appointment surveys
- Add a custom message that students see when there are no appointments available including text and linked resources
- Launch the check-in kiosk to allow students to check in for scheduled appointments or register for walk-in appointments



## Peer learning

- Students can message their peers to learn more about a work experience, interview tips, and other career-related questions directly
- Students can review what they liked and what they wish was different about their past job and internship experiences
- **Please note:** Employers can see and respond to public reviews, students can read reviews from peers across the network, and all reviews are evaluated against Handshake's content guidelines

# Events and fairs



## Career fair management

- Customize booth options, registration forms, and surveys
- Manage employer registrations and invoicing
- Utilize Targeted Emails to market fair to employers and students
- Co-host multi-school career fairs with other schools
- Easily convert in-person fairs to virtual career fairs hosted in Handshake



## Virtual career fair management

- Enable students to schedule and join 1:1 and group sessions with employers without ever waiting in line
- Sessions include embedded video, audio, and text hosted in Handshake via web browsers and the student mobile app
- Utilize automated virtual fair session recommendation emails to help students discover new and relevant employers
- Monitor virtual career fair metrics in real-time, including registrations, attendance, employer meeting availability, and student-employer connections
- **Please note:** The virtual career fair platform is and always will be free for all Handshake partner schools



## Other events and programs

- Configure in-person, virtual, or hybrid events
- Promote events via Targeted Emails, survey student registrants, and monitor registration and attendance data
- Set student attendance limits and manage a waitlist
- Highlight featured alumni speakers on the student registration page



## Check-in kiosk

- Launch kiosk mode for students to check in to an event or fair with their email address
- Generate a QR code to allow students to easily check into events and fairs using a mobile device

# Career services workflows



## Experiential learning

- Capture experiential learning outcomes and manage approval processes for co-op and internship programs
- Create customized workflows for learners, supervisors, and faculty
- Manage and track learning objectives, internship approvals, and evaluations



## Targeted email tools

- Utilize pre-built templates to send emails to targeted groups of students, alumni, and employers
- Build recipient lists based on student interests and preferences related to industry, continuing education, geographic location, volunteer opportunities, and more
- Drag and drop header, image, and text boxes for easy layout editing
- Add pre-designed Handshake content modules to feature career fairs, events, job roles, jobs, and employer collections
- Track the number of recipients who open your emails, click embedded links, and take key actions like registering for events and applying for jobs



## Tools for efficiency

- Create and conduct saved searches to easily reference specific types of employers, jobs, events, appointments, and more
- Perform bulk actions on the Jobs, Events, or Interview Schedules page by simply checking a box next to one item and choosing from the options that appear such as approving events, compiling email recipient lists, and more

# Employer relations



## Employer management

- Discover employers you are not yet connected with on Handshake using search filters like industry, location, size, type, and more
- Quickly reference engagement data—like open job postings, event and fair registrations, and alumni contacts—for employers you've connected with via the employer summary side sheet



## Employer validation

- Handshake monitors employers for malicious behavior from the point of account creation onward so your team doesn't have to
- Handshake's in-house Trust & Safety Team manually reviews employers that are identified as potentially fraudulent



## Interview scheduling

- Manage interview schedule requests and use the room management tool to track availability
- Provide employers with tools for managing next-day interviews



## Signal boosting via employer collections

- Feature lesser-known employers in one of eight collections to help them drive brand awareness, job applications, and event/fair registrations
- Highlight unique employer qualities—like an alumni connection or DEI commitment—to illustrate why students might be interested in the employer
- Embed your team's expertise into the student experience
- Use the employer summary side sheet to identify active employers in your network



## Alumni hub

- Foster meaningful, actionable relationships with your alumni network that give your students a unique advantage in their career
- Send 1:1 messages to key alumni contacts to encourage them to connect with your students via events, career fairs, and interviews
- Identify potential new employer relationships by filtering for alumni associated with employers you aren't connected with yet
- Track engagement with key alumni contacts and sort them by engagement level, recruiting activity, industry, location, and more

# Student experience



## Student profiles

- Students can highlight education, work experiences, extracurricular involvement, courses, projects, skills, and more
- Student share career interests and intentions for better management of staff resources and programming
- Students choose whether or not their profiles are visible to employers and peers
- Students receive personalized job recommendations and employer outreach based on their profile and career interests



## Connecting with employers

- Employers can proactively search for students by location interests, major, extracurriculars, skills, past job titles, and more and reach out to qualified candidates about open positions
- Students may receive personalized invites to employer-hosted events, career fairs, on-campus interviews, and 1:1 virtual info chats
- Students get notifications via email and the “new messages” section on the mobile app
- Employers can offer opportunities for students to schedule informal, 15-minute virtual info chats via job postings and bulk student messaging
- Students can message job posters to ask questions about the opportunity and stand out in the application process



## Mobile app

- Students can explore, favorite, and apply to jobs, search and register for events, and communicate with employers all from the Handshake mobile app
- Handshake's app has a 4.8 rating with 54k+ reviews on the App Store and a 4.5 rating with 500k downloads and 3.4k+ reviews on the Google Play store



## Resource center

- Centralize the storage of documents such as career planning tools, articles, industry information, and resume templates for easy student access
- Share files in formats including Word, PDF, PowerPoint, and audio/video files
- Pin targeted resources (along with events, jobs, and more) to the student homepage

# Reporting and data analytics



## First Destination Survey

- Track student outcomes (continuing education, military, not seeking, still looking, volunteering, or working) in real-time
- Increase response rates by up to 3x through an interactive and user-friendly design
- Add custom questions, import historical outcome data, and enter knowledge responses
- Download pre-configured reports for NACE and NUBS
- Provide students with instant access to benchmarking information



## Real-time metrics & data visualization

- Use Handshake's pre-built analytics reports and dashboards to view real-time data on job postings, student activity, appointments, career fair registrations, and more
- Explore student engagement trends and track which employer messaging campaigns garner the highest response rates
- Easily visualize data in chart or graph form or download as a CSV file
- Schedule reports to be sent to your email or a secure cloud file storage system on the frequency of your choosing



## User-defined labels

- Segment users and apply tracking labels for easy access, follow-up, and reporting
- Create public or private labels for personal use or for creating user search options

# Information technology



## Accessibility

- Handshake takes accessibility seriously and has Web Content Accessibility Guidelines and a Voluntary Product Accessibility Template (VPAT) readily available at [support.joinhandshake.com](https://support.joinhandshake.com)



## Security

- Configure single sign-on to give staff and students direct access to Handshake using existing campus credentials—no new username and password to remember
- Manage the roles and permissions for each career services user at your institution by assigning specific permission for each Handshake module including students, communication, scheduling, employer relations, job postings, data, and more

## Reach out to level the playing field for students

[partnerships@joinhandshake.com](mailto:partnerships@joinhandshake.com) • [joinhandshake.com/employers](https://joinhandshake.com/employers)