Investing in candidate relationships to build a qualified pipeline

August 25
Your hosts

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Join us for the rest of the series

On Demand

- Trends and best practices for hiring Gen Z

On Demand

- Building a talent-winning brand during times of uncertainty

Today at 10 AM PT

- Investing in candidate relationships to build a qualified pipeline

Pathfinders

- Handshake's learning program: training.joinhandshake.com/page/pathfinders
AGENDA

1. Student insights for fall 2022
2. Hosting events to reach the right candidates
3. Leveraging career fairs to cultivate informal relationships
4. Personalizing outreach at scale
Student insights

Fall trends to meet candidates where they are
Strong candidate relationships aren’t just a nice-to-have; they’re foundational to a strong pipeline of qualified candidates.

Gen Zers that engage with employers one-on-one are 36% more likely to apply for a role within 2 weeks.¹a

67% of early-job seekers believe you do not need to meet in person to forge a meaningful connection.¹b

¹a Handshake conducted study
¹b Handshake Network Trends
RECRUITING GEN Z

Gen Z wants to hear from you

89%

of Gen Z students and recent alumni said they want to receive proactive messages from employers¹

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Hi Jamie, I'd like to invite you to an event with Sydney, a Sr. Analyst who is a Michigan State alum and would love to meet you Tuesday at our event.

Katrina shared an advocate

Sydney Nicole Marcus
Sr. Analyst

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¹ Data collected from 1,563 student and recent graduates in a Handshake survey conducted in July 2022.
RECRUITING GEN Z

1. Want to receive messages from the **Hiring Manager about a job opportunity** (69%)¹

2. Want to receive messages from a **current employee** in a role that interests me to **learn more about the company** (62%)¹

3. Want to receive messages from the **Hiring Manager about career paths** within the company (51%)¹

Who else does Gen Z want to hear from?

¹ Data collected from 1,391 student and recent graduates in a Handshake survey conducted in July 2022.
Gen Z trusts informal connections

Provide valuable opportunities for students to connect.
Gen Z rank informal chats as the most valuable way to learn about employers.

Confidence to make the right connections.
80% of Gen Z candidates say it’s easier for them to make a wider range of professional connections than it was for their parents.

Sources: Handshake Network Trends
RECRUITING GEN Z

Utilize an always-on mindset

**Your Handshake presence**
Manage your employer profile, add teammates, augment with content

**Expand your school network**
Request connection approvals with preferred education partners

**Post jobs**
Reach and connect with students who match your requirements

**Employer events**
Host events to create more touchpoints with students

**Hybrid fairs**
Attend campus fairs and events to connect at scale

**Directly connect with students**
Follow up with messages and 1:1 virtual meetings
Events

Hosting events to reach the right candidates
Join us on Slido

#BTS2022
What kind of recruiting events are you hosting for students this fall?
STAND APART WITH EVENTS

Events help you augment your branding efforts

Events hosted by an individual company that allow employers to share specific content unique to their brand and their hiring goals

Key Benefits
- Flexible formats for longer audience engagement
- Full focus on your brand
- Customizable content to align company goals with student interests

Types of events
- Workshops
- Panel interviews
- Information Sessions
- Networking/Social Mixers

85% of Gen Z students and recent alumni said they prefer to attend employer events before applying to a job¹
Establish your event goals

<table>
<thead>
<tr>
<th>GOAL 1</th>
<th>GOAL 2</th>
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</thead>
<tbody>
<tr>
<td>Immediate, short-term hiring</td>
<td>Long-term brand building through an Early ID program</td>
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</table>
**Quick tips**

**Think of the value you can provide**
Leverage the skills, industry knowledge and experience that you can share with students.

**Make it scrappy**
Gen Z values authenticity and human connections and more intimate settings in smaller events (11-25 people). Make events personal, interactive and fun for everyone.

**Lean on Career Services**
Provide immediate value by working with career services who can help you identify the type of programs that will resonate with their students.

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**POPULAR EVENTS**

- Resume workshop
- Interviewing tips and tricks
- Digital upskilling bootcamps
- Hackathon for engineering students
- Sales pitch competition for business students
- DEI panel
- Mental health and well-being AMA
- Fun events - Scavenger hunt, Meet the Team event

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**Handshake Event Manager**
Track the ROI of your events, including RSVP and attendance rates, through Event Manager analytics.

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1 Data collected from 1,563 student and recent graduates in a Handshake survey conducted in July 2022.
Personalization can make or break an event

Identify people from your organization as Advocates who would be great for students to meet with depending on the type of event:

- An engineer manager meeting with students interested in programming jobs
- Invite Hiring Managers to run a resume workshop
- Have ERG leads run an information session or ERG fair

Use segments & campaigns to source for events, job postings, and informal chats via personalized messages at scale to your groups of interest.

Handshake Campaigns run by recruiters prior to events boosted event RSVPs by candidates by 214% over the last 6 months.

STAND APART WITH EVENTS

 Speakers

Craig Aquino
Chief Marketing Officer
Craig started his career as an intern at CSB Logistics. After a 15-year career building scaled marketing teams, he is excited to return to where it all began. In his spare time, Craig likes to mentor recent graduates interested in marketing operations or paddle board.

Becca McCall
Product Marketing Manager
Becca recently transitioned from content marketing to product marketing. She is an avid storyteller and loves connecting with customers to understand their needs. Becca has been at CSB Logistics for 3 years and leads our mental health ERG.

Sara Goldfarb
Marketing Operations Associate
Sara joined CSB logistics after graduating from the University of California - Santa Cruz with a degree in communications. Sara geeks out on analytics and currently uses her learning and development stipend to take SQL courses.
Career Fairs

Leveraging career fairs to cultivate informal relationships
Join us on Slido

#BTS2022
What is top of mind for you when attending career fairs this fall?
Fairs help you scale relationships during busy seasons and leverage your school connections.

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.

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

Source: Handshake Network Data
# Types of Fairs

<table>
<thead>
<tr>
<th>RESOURCES AVAILABLE</th>
<th>FAIR TYPE &amp; SIZE</th>
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<th>FAIR TYPE &amp; SIZE</th>
<th>FAIR TYPE &amp; SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small team + limited budgets</td>
<td>Multi-school, industry, skill-specific fairs</td>
<td>Schools with the most students who meet your requirements</td>
<td>Schools with the same students who meet your requirements</td>
<td>Schools with the fewest students who meet your requirements</td>
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<tr>
<td>Large teams + limited budgets</td>
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How to find the right fairs

Consider “sizing” the school to strategically determine which schools to engage with virtually or in-person.

Core: School Recommendations
Identify schools who have the most matches to your listed jobs

Premium: School Explorer
Identify schools who have the most number of students who match your skill, location, and experience requirements
Preparing for Career Fairs

**In-person**
- Set up a way to track attendance to your booth
- Create clear talking points for unstructured conversations. Focus on:
  - Available job opportunities
  - Company mission and culture

**Virtual**
- Schedule a healthy balance of group sessions and 1:1 sessions
- Create clear descriptions for groups sessions and an agenda for each session
- Create 1:1 schedules with TA and non-TA members
- Update user profiles for career fair participants
  - Position titles
  - Department representation
  - Photos + Bios

*Additional Resources: Hosting Virtual Fair Sessions*
During a fair - think beyond your content

**In-person**
- Physical branding matters!
- Think of something memorable for students to take with them - take advantage of the word of mouth!
- Take the lead - introduce yourself to students who are near your booth and invite them to come in

**Virtual**
- Gamifying the virtual career fair experience
  - A virtual scavenger hunt where the first 50 people to identify in-session cues correctly win exclusive company swag
  - Mini exercises where ambassadors share their virtual work space
  - Trivia boards where students can answer questions to get to know your senior level employees better.
- Share videos and interviews of employees even if they aren’t attending the event

**Handshake Event Manager**
Use evaluations or notes on students who attend your fairs

Additional Resources: Hosting Virtual Fair Sessions
Following up after Events and Fairs
Personalizing outreach at scale
Tips for crafting an effective follow-up

Who are you?
- Use the dynamic filters to personalize your outreach
- Introduce yourself with a quick one-liner including your name and your role at your company

Why are you reaching out to this student?
- Refer to where you met them and why you want to follow up
- Generate excitement around the job and company—be it culture, growth or impact
- Share recent coverage or news about your company

What action should the student take?
- Always include a clear call to action (e.g. apply to a job etc)

By when should they complete it?
- Call out the deadline early in the message

Hi Weston

It was great meeting you during the Fall career fair. I loved hearing about how passionate you are about solving complex problems. I wanted to follow up with you about our current internship opportunity that I think you’ll be an excellent fit for. Feel free to reach out if you have any questions while exploring this opportunity.

Best,
Mehtaj
1:1 CONNECTIONS

Offer your time for more conversations

- Set up your Availability Calendar for 15-min increments to meet with students
- Attach your Availability calendar to a job, or share using bulk messages (through Job Matches)
- Never leave Handshake - use Handshake’s video feature to connect seamlessly when it’s time to meet
- Adjust your schedule as needed

Premium employers can assign availability to other people from their company like alumni, hiring managers and ERG representatives.
What should you talk about during a virtual info chat?

Based on our research, students are looking to connect with you before they apply to understand:

- If they are qualified for this role or program?
- What skills or coursework should they pursue to succeed in this role?
- What’s the process for applying; what happens after they don’t get selected?
- Get a deeper understanding of company culture, values and mission

Handshake Advocates
Connect employees such as ERG leaders, alumni and potential mentors with interested candidates to enhance their experience before application
PERSONALIZED OUTREACH

Keeping the conversation going after events and fairs

Review actions and activity

- Candidate engagement
  - Followed you
  - Applied to a job
  - RSVPed to an event
  - Checked into an event
  - RSVPed to a fair
  - Checked into a fair

Select Exclusions

Recruiter activity

- You’ve never messaged
- Your employer has never messaged

Tailor your messages

Send separately to 8 candidates

Send to: Kendra Burnett, Pallavi Rathan, Blake Nesson, Nesson

Subject: Kendra from CSB Logistics sent you a message

Message:

Hi {{first_name}},

It was so great to chat with you live during the event! I was really impressed with your knowledge and experience using SQL, and would love to invite you to have a 1:1 chat with one of our iOS engineers who graduated from {{institution_name}}.

To get things started, you can sign up for a quick chat with them by clicking the link here. Very excited to chat with you soon!

Preview message
WE WANT TO HEAR FROM YOU!

[EARLY ACCESS] Handshake Skills

Affordable certification and bootcamp programs are helping more people acquire in-demand technical knowledge. However, non-degreed talent is often overlooked. We all have work to do to ensure everyone has access to great opportunities.

That's why Handshake has partnered with reputable certificate and boot camp programs to deliver talent with skills in the following fields:

- IT support
- Web development
- Cybersecurity
- Executive Assistants
- Software engineering
- UX Design
- Digital Marketing
- Data Analytics
- Salesforce Administration
- Project Management
- Sales Development
- Software Developers

Graduates of these programs are looking for jobs in Handshake today!

If you are hiring in any of these fields, email skills-recruitment@joinhandshake.com to learn how to diversify your hiring practices in Handshake.
RECRUITING GEN Z: RECAP

Top 10 takeaways

1. The class of 2023 is applying to more jobs, sooner – activate your strategy now
2. Share pay, compensation, and benefit information in your job details – now more than ever
3. Leverage real team members to build relationships before, during, and after interviews
4. Share your company story, including growth, advancement and social impact stories
5. Nurture students along their career exploration journey – proactively engage students
6. Host events, virtual/in-person, to help talent learn about your company, mission, and roles
7. Virtual event topics: information sessions and alumni panels
8. In-person event topics: information sessions, dinners, community gatherings
9. Help Gen Z learn something new to strengthen their skills and aid in their career search
10. Data wins. Use insight to inform your strategy and segment students based on hiring needs
Q+A
Interested in more product best practices?

Check out “Activating Meaningful Relationships” in Pathfinders