



Investing in candidate relationships to build a qualified pipeline

August 25



Your hosts



Mehtaj Saad

Senior Product
Marketing Manager



Myra Yousaf

Senior Customer
Success Manager



DO MORE WITH LESS WEBINAR SERIES

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}



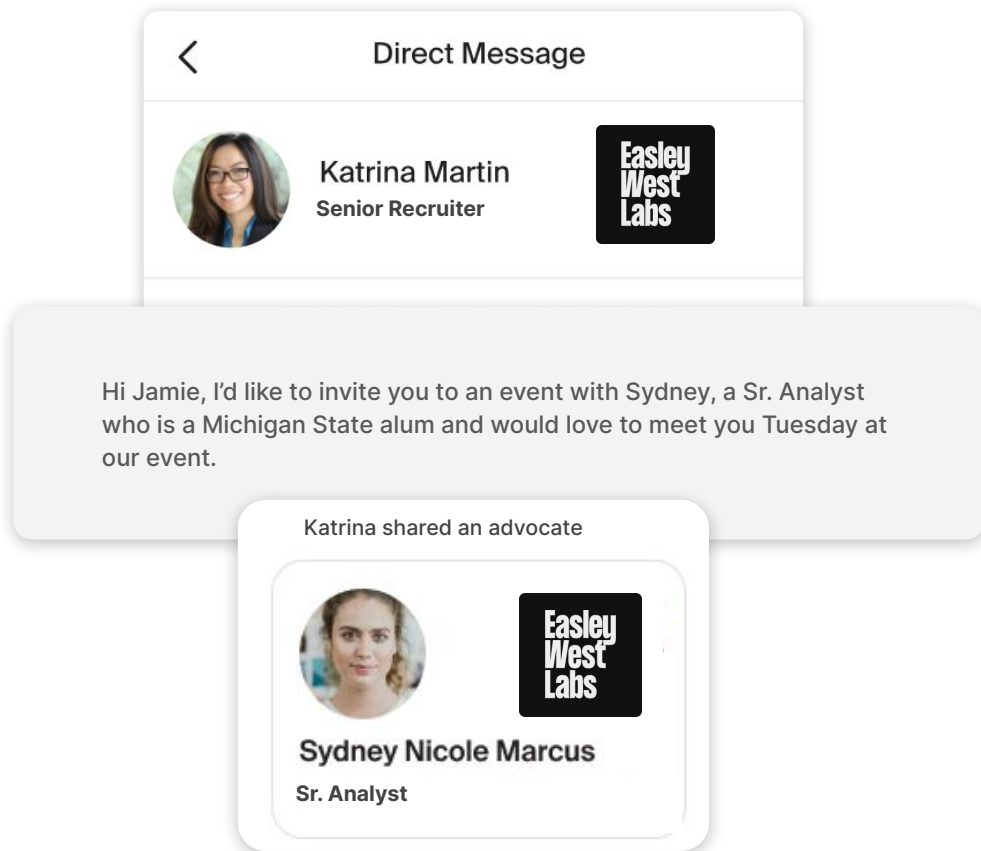
67% of early-job seekers believe you do not need to meet in person to forge a meaningful connection^{1b}

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



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?

RECRUITING GEN Z

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.



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



slido



What kind of recruiting events are you hosting for students this fall?

① Start presenting to display the poll results on this slide.

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

85%

of Gen Z students and recent alumni said they prefer to attend employer events **before** applying to a job¹

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

Establish your event goals

GOAL 1

Immediate,
short-term hiring

GOAL 2

Long-term brand building
through an Early ID program

STAND APART WITH EVENTS

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



Handshake Event Manager

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

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

STAND APART WITH EVENTS

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.

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



slido



**What is top of mind for you
when attending career fairs
this fall?**

① Start presenting to display the poll results on this slide.

USE FAIRS TO REACH TALENT AT SCALE

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.**

USE FAIRS TO REACH TALENT AT SCALE

Types of Fairs

FAIR TYPE & SIZE				
RESOURCES AVAILABLE	Multi-school, industry, skill-specific fairs	Schools with the most students who meet your requirements	Schools with the some students who meet your requirements	Schools with the fewest students who meet your requirements
Small team + limited budgets				
Large teams + limited budgets		 OR 		
Large teams + large budgets	 & 	 & 	 OR 	

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



Handshake Event Manager

Set up check-in kiosks to track attendance



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

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



Handshake Event Manager

Use evaluations or notes on students who attend your fairs



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

Following up after Events and Fairs

Personalizing outreach at scale



1:1 CONNECTIONS

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


TV

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

Job Attachment

Full-time • United States

Sales Development Representative

[View job →](#)

Cancel

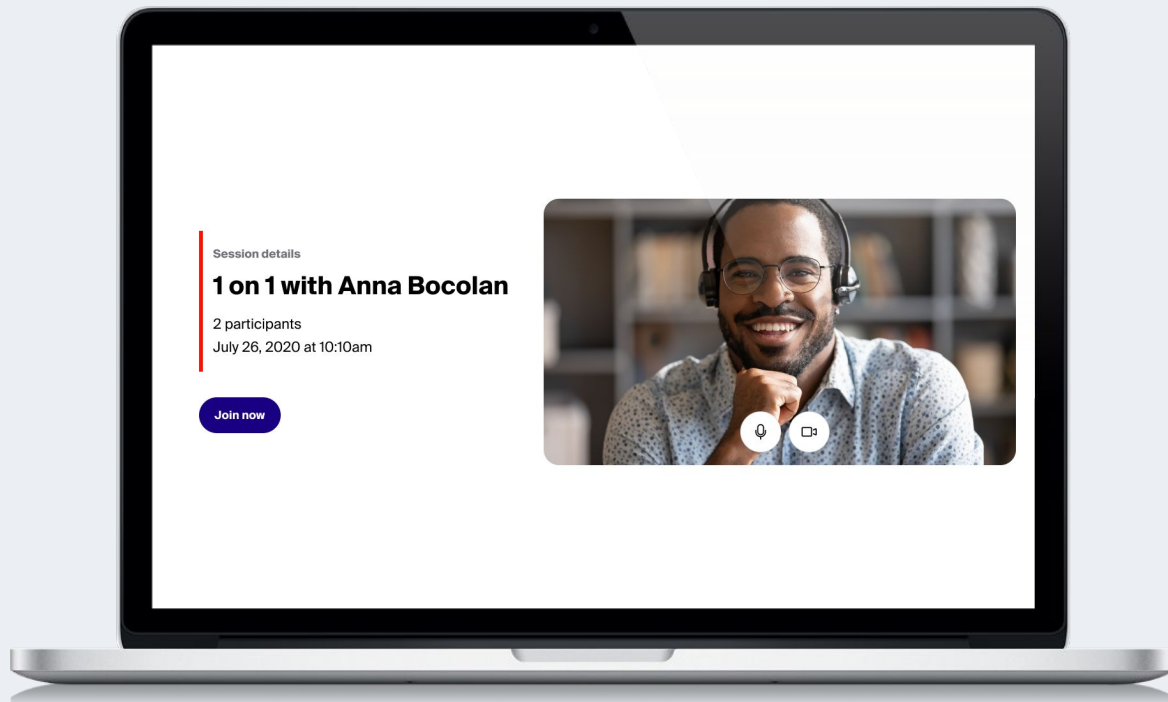
Send message

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.



1:1 CONNECTIONS

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 Ralhan ✕ Blake Nesson Nesson ✕ [View all 8 candidates](#)

Subject Kendra from CSB Logistics sent you a message

Message [Add template](#) [Create template](#)

Heading 1 ▾ B I U A       Insert variable ▾


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!

Cancel

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.

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**