

*Handshake*

# Recruiting smarter with data

January 25, 2023



#SpringRecruiting



# Your webinar hosts



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# In today's economic climate recruiting in an efficient and cost-effective manner is more important than ever

These three webinars will help you get the most out of your 2023 recruiting efforts.

January

25

## Recruiting smarter with data

We'll discuss key trends and best practices to help you "out-recruit" the competition, increase candidate quality, expand brand reach, and deliver more successful hiring outcomes.

February

1

## Strategies to drive more quality applicants

From adjusting to market trends to sourcing the right candidates, this session will highlight key success levers to help boost applicant quality.

February

8

## Attracting talent with a winning brand

We'll share proven best practices to build a brand that attracts early talent today and long into the future.

# What we're covering today

Welcome! We are happy you're here and excited to show you how to use data to recruit smarter, not harder.

## Labor market macrotrends

- ✓ Current employee sentiment
- ✓ Aging workforce
- ✓ Skill turnover

## Early talent job seeker preferences & trends

- ✓ Ways they learn about employers
- ✓ Application influencers
- ✓ Economic climate impact
- ✓ Factors that close candidates
- ✓ Factors that increase retention

## Customer case study

- ✓ Quickly ramp new market hiring
- ✓ Scale hiring without a local team
- ✓ Efficiently build a strong brand with diverse talent

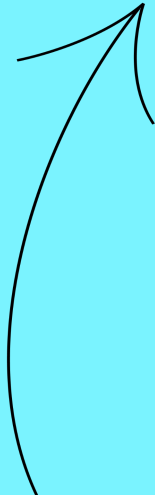
**slido**



**If you could have a direct line to companies that strive to help you hire (i.e. Handshake), what would you want them to know most right now?**

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

**Macrotrends**



**1**

# The current workforce sentiment

**86%** of employees said if a company **wasn't transparent** regarding slowing company growth, hiring freezes, and layoffs it would **impact their loyalty**<sup>1</sup>

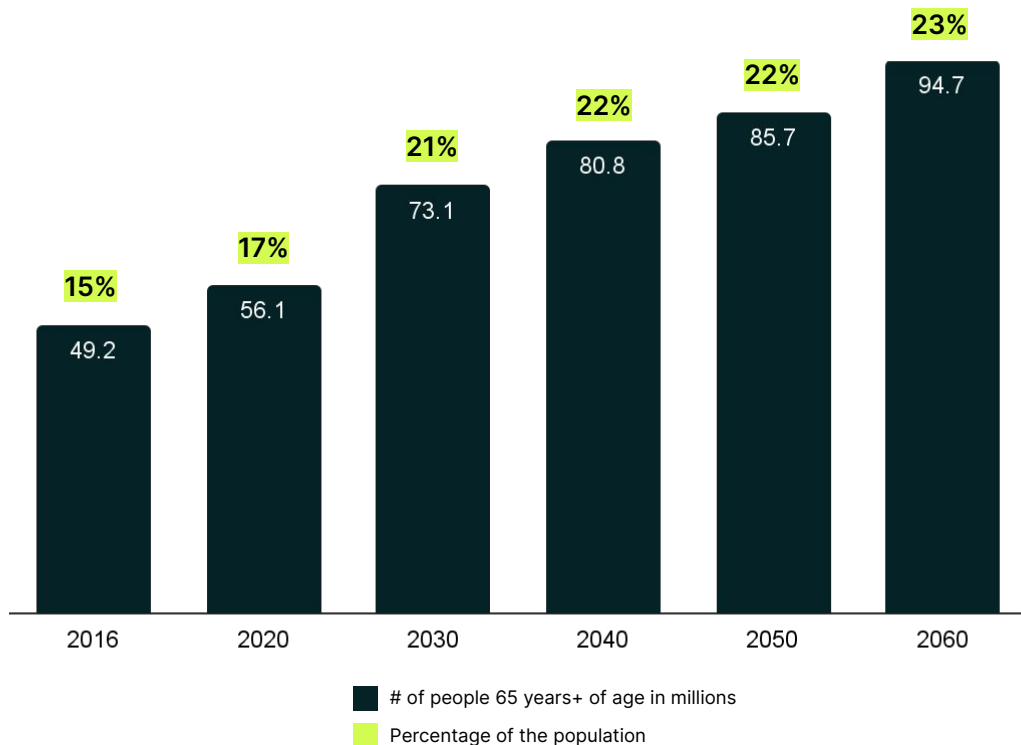
**57%** of employees would **actively** look for a **new job** if/when we enter a **recession**<sup>1</sup>

**75%+** of employees said they are **less likely** to work for a company that previously implemented **mass layoffs**<sup>1</sup>

# The workforce is aging

By **2030**, the US Census Bureau projects that **one in five** Americans will be of retirement age<sup>1</sup>.

Projections of the Older Adult Population and Percentage of Population: 2020 to 2060<sup>1</sup>





# New grads are positioned for success by way of skills turnover

'Skills turnover' is the introduction of new job skills and the redundancy of old skills <sup>1</sup>

**29%** of job vacancies contained at least one new skill requirement in 2019, compared to 2007<sup>1</sup>

**47%** of job vacancies within Computer and Mathematical fields contained at least one new skill requirement in 2019 vs 2007<sup>1</sup>



**Hiring early talent is  
essential for replenishing  
your workforce**

# Searching by skills on Handshake

## Core users

The screenshot shows the Handshake interface for Core users. The left sidebar contains navigation options: Home, My Profile, Company Profile, Talent Engagement, Branding, Segments, Campaigns, Analytics, Postings, Jobs, Relationships, and Candidates. The main content area is titled "Candidates" and includes a search bar with "data synthesis" entered. Below the search bar are filter sections for "Filters" (with a "CLEAR (1)" button), "Search" (with an upward arrow), and "School" (with a downward arrow). The "Candidates" sidebar item is highlighted.

## TES users

The screenshot shows the Handshake interface for TES users. The left sidebar is identical to the Core users view. The main content area is split into two panels. The left panel, titled "Skills", features an "Add Skills" input field and three skill tags: "python", "data synthesis", and "automation". Below this are sections for "Labels", "Not Labels", "Primary College", and "Department GPA" (with a "From..." and "To..." input). The right panel, titled "Create Segment", shows "Skills & Experience" with "Desired Skills" and two buttons: "Skill Area" and "Specific Skill". Below this is a "Skill Area" section with a "+ Add Skill Area" button and a note: "Choose up to 5 options" and "Programming (e.g. Java, Python, C++) Contains 4,615,067 skills." The "Segments" sidebar item is highlighted.

**Student trends  
to inform  
your strategy**



**2**

# Students learn about your organization & opportunities in three main ways

Note: Strong branding and employee advocacy are key.

1

Online career platforms & job boards, such as Handshake

2

The company website

3

Friends and acquaintances who currently work at the company

## Clear job titles and descriptions influence a job seeker's likelihood to apply.

We asked students which factors were most important in determining whether to apply and all stemmed from a clear job post.

69%

of students say a **job description** that contains the **desired essential skills** influences applying.

68%

of students say an **understandable job title** and a **description** that clearly **outlines the role** and all responsibilities influences applying.

66%

of students said including the **salary range** influences applying.

# Tips to improve job posts

## Essential skills

- ✓ Include specific skills, relevant to the job:

### Minimum requirements

- Project or coursework experience working Python to build and debug scalable code.
- Demonstrated project or coursework experience in developing backend components
- Software engineering internship experience

- ✗ Avoid vague skills with no context:

- Data science

## Job title & description

- ✓ Include a concise job title and specific role requirements:

### Python Developer

- Reprogramming existing databases to improve functionality

- ✗ Avoid internal descriptions of the job that might not be understood by the external audience:

- Engineer I - Python - Developer A - Services Department - FT

## Salary range

- ✓ Include the range the candidate can expect, by location:

- US remote: \$50,000 - \$60,000
- NYC Metro: \$70,000 - \$90,000
- SF Bay Area: \$85,000 - \$110,000

- ✗ Avoid including too wide of a range:

- \$50,000 - \$300,000

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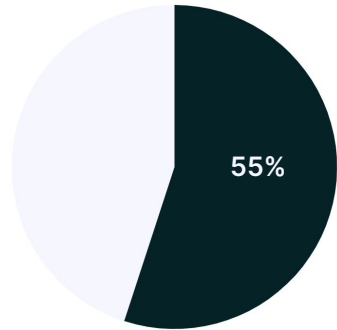
**In today's economy, has  
your hiring...**

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

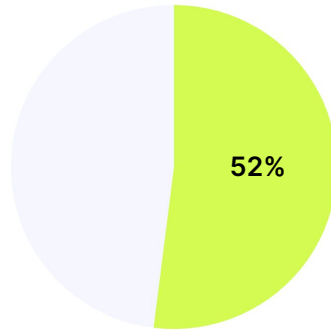


# The current economic climate has affected the early talent job seekers' process.

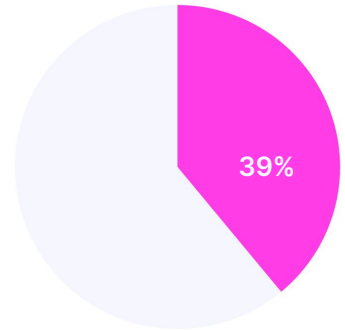
76% of respondents said that the **current economic climate has influenced their job search** in the following ways:



Are considering industries they hadn't before



Are considering long-term employment opportunities  
(remaining in the role 3+ years)



Are considering companies they hadn't before

# Spring 2023: top factors when evaluating a potential employer



## Candidate treatment during the process

Timely follow ups + be transparent about where they sit in the process.



## Growth & development opportunities

Prep interviewers, hiring managers, recruiters to speak to career progressions.



## The people

Implement interview training and playbooks & require interview training completion before employees go live with a candidate.



## Benefits package

Brag about your benefits on your website & Handshake company page.



## Location

List all offices/hubs on Handshake page and company website. Describe remote opportunities.



## Company size

Describe your company size and the associated benefits.



## Salary

Be transparent and clear about the role compensation.

# Competition is fierce; closing talent is about job seeker alignment.

We asked students, "What would convince you to choose one company over another?"



## Salary & comp alignment

**67%** said salary (including equity, stock) aligns more with expectations.

*Tip: be transparent about pay and compensation from the start.*



## Responsibility alignment

**62%** said the role and its responsibilities align with their interests and values.

*Tip: be clear about what the candidate responsibilities and provide examples of those tasks.*



## Benefits alignment

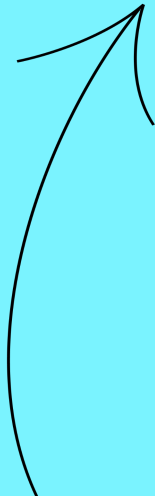
**61%** said the benefits (vacation/holidays, perks, insurance, etc) align with their interests and values.

*Tip: show the job seeker all the amazing benefits your company offers on Handshake, your company site, and marketing collateral.*

# What makes an early talent job seeker stay at the company?

Top 5 retention influences	How to take action
1. Advancement opportunities	Utilize clear career pathing and highlight internal transfer opportunities
2. Opportunities to grow skillset	Host lunch & learns, start a shadowing program, invest in employee education stipends
3. Strong company performance	Setup sessions for new hires with the leadership team, have a way of capturing questions about company performance
4. Strong manager relationship	Build manager trainings and best practices for 1-1 communication
5. Strong team and peer relationships	Provide resources for team-building activities

**How customers  
leverage data to  
find recruitment  
success**



**3**



# Efficient recruiting with a focus on DEI

Insights team customer case study

# Customer critical business issues

An Asia-based semiconductor company wanted to expand its presence to recruit in the U.S. early talent market.

The company partnered with Handshake's Insights team to address the following critical business issues.

## Company X wanted to:

- ✓ Quickly ramp up new market hiring
- ✓ Scale hiring without a local team on the ground
- ✓ Build a strong brand with diverse talent by leveraging DEI programs

# 1. Quickly ramp up hiring in the new market

## Before Handshake strategy

**25** target institutions

**2** geographies

**31%** Handshake Network coverage\*

The client's strategy **missed** candidates from **70%** of the country and required **costly one-off trips**.

## After Handshake strategy

**45** target institutions

**5** geographies

**49%** Handshake Network coverage\*

Analysis surfaced the institutions with the highest populations of Engineering candidates **interested in relocating to Arizona**.

Partnering with **schools, full of qualified candidates**, both in-person and virtually, **saves time and money**.



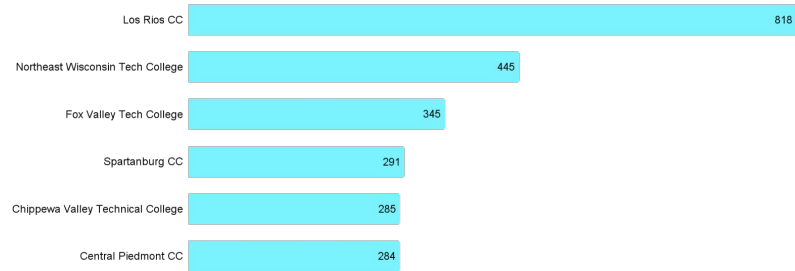
## 2. Scaling without an on-the-ground recruiting team via community colleges

### Before Handshake strategy

The client only engaged with 4-year institutions, not community colleges, to source engineering talent.

This approach didn't include other qualifying factors, including the candidate's openness to relocate to Arizona. Therefore, the client was unable to find the talent they needed.

### After Handshake strategy



**433** community colleges

**19k** engineering students

**2x** more Black and Latine qualified, engineering students reached

**No** additional recruiting bandwidth required

### 3. Build a strong brand with diverse talent via Engineering DEI Programs

#### Before Handshake strategy

Limited U.S. brand recognition

#### After Handshake strategy

Targeted brand-building for students affiliated with ENG DEI programs

**10** National minority engineering programs in the U.S.

**40k** target students

**No additional recruiting bandwidth required**



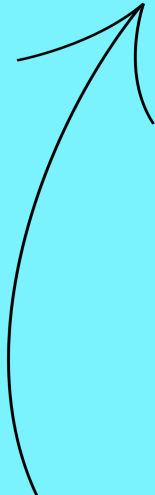


## Interested in more Insights?

Connect with us today to learn more about how Insights can support you.

<https://joinhandshake.com/employers/products/premium/insights/>

**Key takeaways**



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# Key takeaways from today

## Now is the time to recruit early talent

- ✓ Current employees are job searching, regardless of economic climate.
- ✓ 1 in 5 Americans being at retirement age by 2030.
- ✓ Early talent will replenish your workforce.

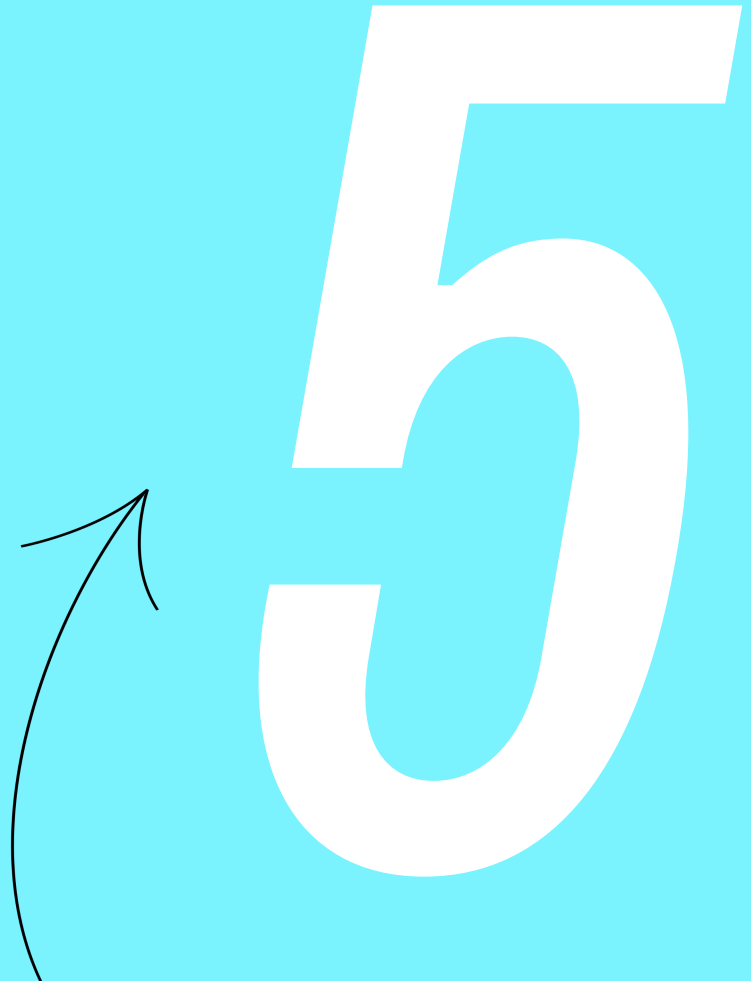
## Clarity makes for successful recruiting

- ✓ To close the early talent job seeker, be as clear as possible in job titles, roles, responsibilities, and salary.
- ✓ Highlight your best benefits, company culture, and growth opportunities.

## Dig into data to uncover opportunity

- ✓ Leveraging data is critical to build qualified, diverse candidate pools in an efficient, cost-effective way.

# Handshake Pathfinders



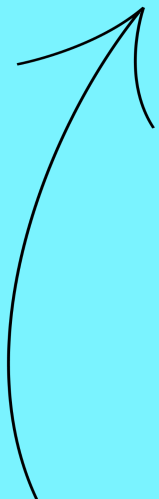


## Interested in more product best practices?

Check out “Hosting informal conversations with prospective applicants” in Pathfinders

<https://training.joinhandshake.com/page/pathfinders>

**Q&A**



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**Thank you!**