Recruiting smarter with data

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#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
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?
Macrotrends
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

57% of employees would actively look for a new job if/when we enter a recession

75%+ of employees said they are less likely to work for a company that previously implemented mass layoffs

1. Greenhouse
The workforce is aging

By 2030, the US Census Bureau projects that one in five Americans will be of retirement age\(^1\).
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 ¹

29% of job vacancies contained at least one new skill requirement in 2019, compared to 2007¹

47% of job vacancies within Computer and Mathematical fields contained at least one new skill requirement in 2019 vs 2007¹
Hiring early talent is essential for replenishing your workforce
Searching by skills on Handshake

Core users

<table>
<thead>
<tr>
<th>Filters</th>
<th>Search</th>
<th>data synthesis</th>
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TES users

<table>
<thead>
<tr>
<th>Skills</th>
<th>Add Skills</th>
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<tbody>
<tr>
<td>python</td>
<td>data synthesis</td>
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<tr>
<td>automation</td>
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<table>
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<tr>
<th>Labels</th>
<th>Not Labels</th>
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<table>
<thead>
<tr>
<th>Primary College</th>
<th>Department GPA</th>
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<table>
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<tr>
<th>Desired Skills</th>
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<table>
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<tr>
<th>Skill Area</th>
<th>Specific Skill</th>
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Programming (e.g. Java, Python, C++)
Contains 4,615,097 skills.
Student trends to inform your strategy
Students learn about your organization & opportunities in three main ways

1. Online career platforms & job boards, such as Handshake
2. The company website
3. Friends and acquaintances who currently work at the company

Note: Strong branding and employee advocacy are key.
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:

  - 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

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

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
In today’s economy, has your hiring...
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: 55%
- Are considering long-term employment opportunities (remaining in the role 3+ years): 52%
- Are considering companies they hadn’t before: 39%
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.

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

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

**Salary**
Be transparent and clear about the role compensation.

**Growth & development opportunities**
Prep interviewers, hiring managers, recruiters to speak to career progressions.

**Benefits package**
Brag about your benefits on your website & Handshake company page.

**Company size**
Describe your company size and the associated benefits.
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?

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

<table>
<thead>
<tr>
<th>Community College</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lee Rose CC</td>
<td>816</td>
</tr>
<tr>
<td>Northeast Wisconsin Tech College</td>
<td>443</td>
</tr>
<tr>
<td>Fox Valley Tech College</td>
<td>343</td>
</tr>
<tr>
<td>Spartanburg CC</td>
<td>291</td>
</tr>
<tr>
<td>Chippewa Valley Technical College</td>
<td>265</td>
</tr>
<tr>
<td>Central Pima CC</td>
<td>264</td>
</tr>
</tbody>
</table>

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

- National minority engineering programs in the U.S.: 10
- Target students: 40k

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
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
Thank you!