Handshake

# Smart and timely strategies to drive more quality applications

February 01, 2023 · #SpringRecruiting

# Your webinar hosts

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Labor Economist

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Product Marketing

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Customer Success



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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.

**Today's agenda**

1 Labor market macro trends

2 Driving quality applications through each stage of hiring:

- Define and identify the target audience
- Posting jobs and driving applications
- Participating in fairs and hosting events
- Nurturing candidates

3 Next steps

slido

# What key search criteria do you use most often when looking for quality candidates? (Select multiple if possible)

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

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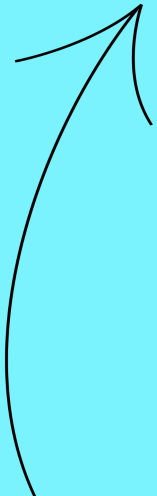
# Labor market macro trends

1



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# The labor market continues to tighten - new grads can ease the pressure

Unemployment remains at historical lows - 3.5% in December 2022[1]

By 2030, the US Census Bureau projects that one in five Americans will be of retirement age[2]

New grads are positioned for success by way of skills turnover[3]



1 St Louis Fed, 2023 2 US Census Bureau 3 Scholars At Harvard

# Skills-based hiring widens and diversifies the pool of quality applicants

**5x** more predictive of job performance compared to hiring based on education[1]

**2x** more predictive of job performance compared to hiring based on work experience[1]

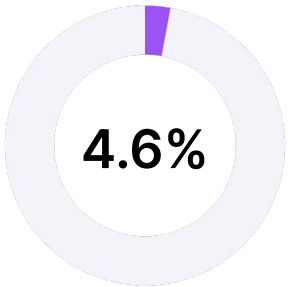


1 Mckinsey, 2022

# Multiple personalized candidate touchpoints improve conversion to application

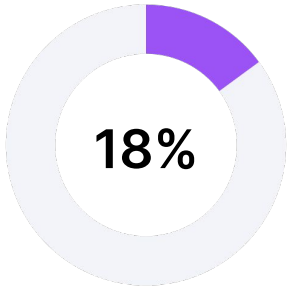
## Single touch points

Messages




Based on **~100M** unique employer-candidate interactions

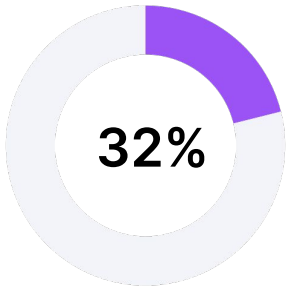
Events




Based on **~211K** unique employer-candidate interactions

## More than one touchpoint

Messages Events




Based on **~59K** unique employer-candidate interactions



Note: all data is based on Handshake platform activity in 2021; Fair and Event values are based on actual attendance

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# Use skills-based targeting and thoughtful, proactive communications to drive more quality applications

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# Driving quality applications through each stage of hiring

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1

## Define and identify the candidate criteria

Align on business needs with hiring managers

2

## Post open roles

Detail role descriptions and responsibilities

3

## Participate in career fairs and host events

Highlight key information students gain by attending your session

4

## Nurture candidate relationships

Continue the conversation throughout the candidate journey

5

## Review applicants

Continue the conversation throughout the candidate journey

6

## Hire

Follow up before, during and after an offer is accepted to avoid offer reneging

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# Expand your search for talent with more school partnerships

**41% of all students in the US are served by community and technical colleges[1]**

Recruiting from community colleges is a critical component of any sustainable DEI strategy

**Traditional education programs: 4 year colleges and Universities**

Consider partnerships with new schools outside of a core school list

**Alternative education programs: bootcamps, and certificate programs**

Be mindful to focus on skill sets in job descriptions and use inclusive language such as “Associate degrees or certifications welcome”



1 American Association of Community Colleges, 2021

# Define a quality audience by honing in on skills

Partner with hiring managers and employees to identify the most impactful skills to be successful in the role

1

**Hard skills**

Objective, quantifiable skills gained through training, school, or work experiences[1]

2

**Soft skills**

Behaviors, personality traits and work habits, that help people prosper at work[2]

3

**Adjacent skills**

Skills closely related to a critical skill[3]



1 Forage, 2022 2 SHRM, 2021 3 Gartner, 2021

Define and identify the target audience

# Best practices using Handshake

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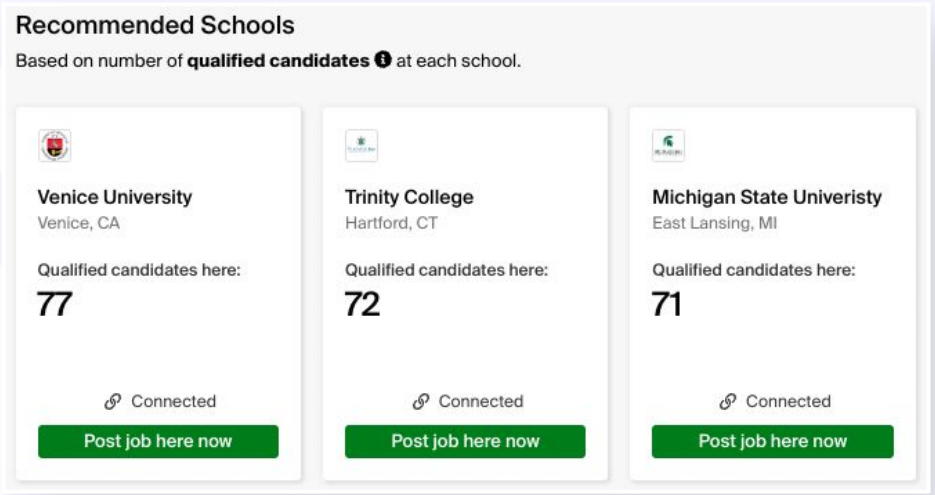
# Expand education partnerships with Handshake Core

- Access a larger pool of quality candidates that meet hiring goals for each job
- Customize recommendations with:
  - Job preferences
  - Interest in the job role
  - Interest in your industry



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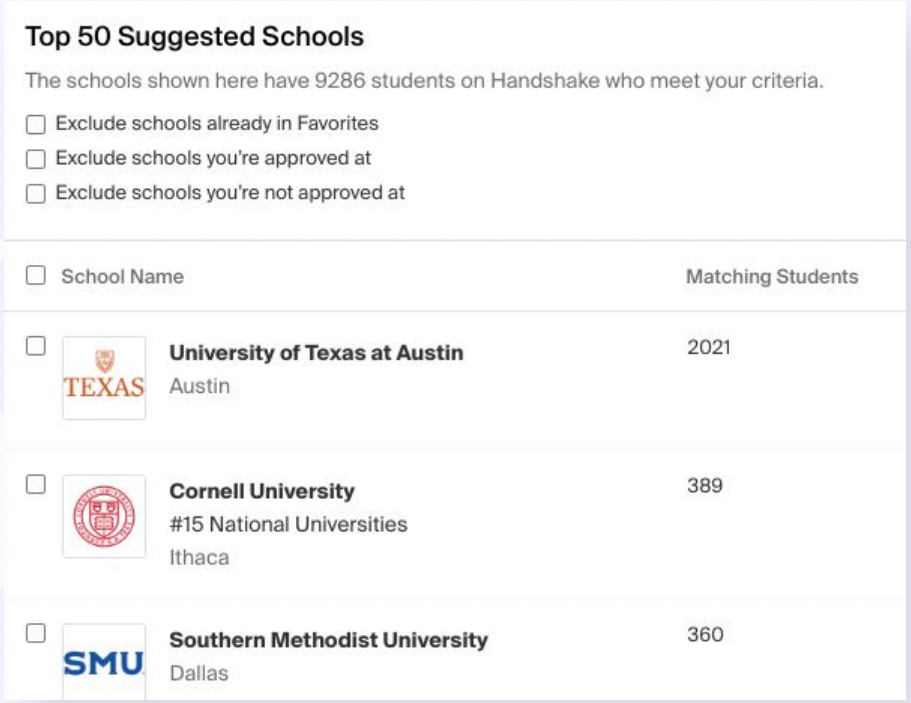
# Expand education partnerships with Handshake Premium

**Talent Engagement Suite**

- Identify new schools to partner with using 13 targeted filters to meet your organization's recruiting needs
- Customize recommendations with:
  - Areas of study
  - Skills
  - Work experience
  - Location interests
  - Institution type
  - Organizations



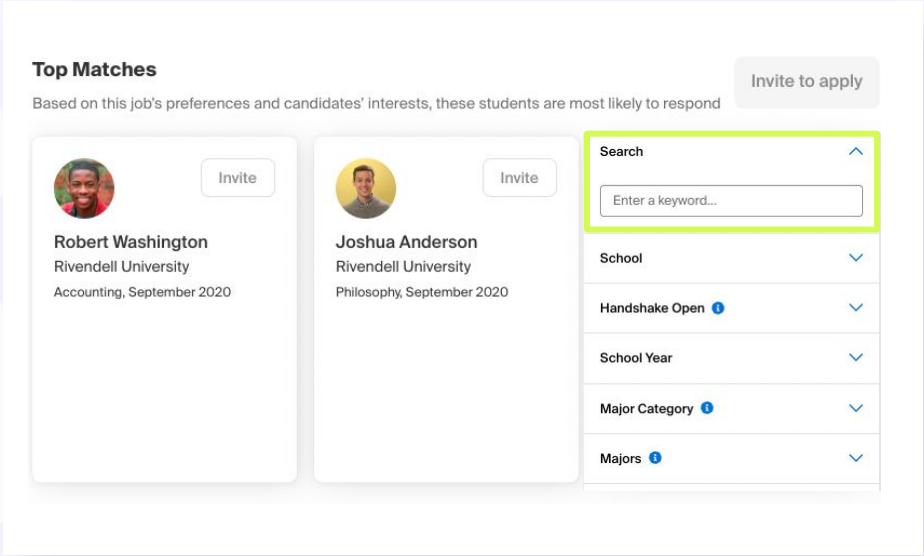



Handshake

# Identify quality candidates with skills and filters

## Handshake Core

- Find quality candidates by searching for skills with keyword search
- Maximize your searches for each stage in the pipeline
  - **Job Matches** for active hiring
  - **Search Students** for active hiring and brand building



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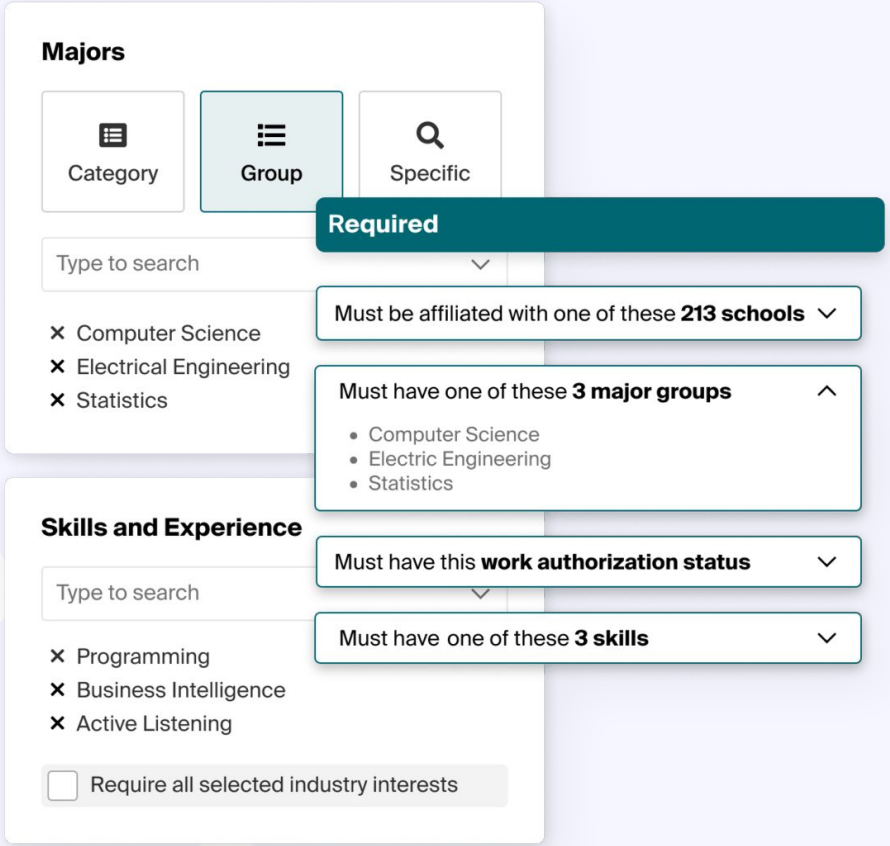
# Identify quality candidates with skills and filters

## Handshake Premium

**Talent Engagement Suite**

- Find quality candidates by searching for skills along with and 18 additional targeting filters
- Maximize your searches for each stage in the pipeline
  - **Job Matches** for active hiring
  - **Search Students and Segments** for active hiring and brand building
  - **Your Candidates and Segments** for nurturing relationships



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

Highlighting the information students care about naturally filters out candidates who may not be a good fit

**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



1 Handshake Student Survey, December 2022

# Pre-applicant interactions with students are key

Use key messaging features on Handshake to build awareness as soon as a job is posted

**44%** of students would not apply to a job without first interacting with someone at the organization[1]

**#1** type of message students want to receive is when it helps with their job search

**#2** type of message students want to receive is to learn about a job opportunity



1 Handshake Student Survey, December 2022

Positioning open jobs and driving applications

# Best practices using Handshake

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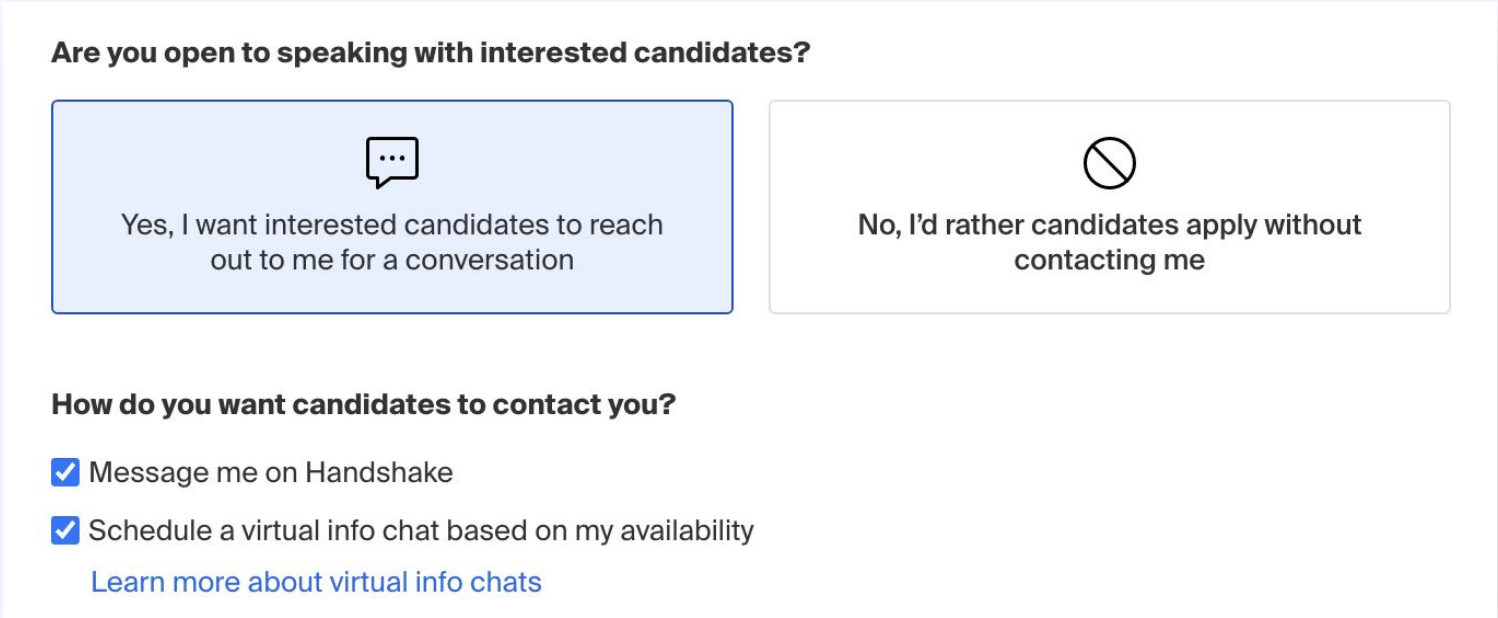
# Give candidates an opportunity to connect when posting a job

- Allow candidates to message you directly from the job posting
- Add an Availability Calendar for candidates to book a 15 minute virtual 1-on-1 chat



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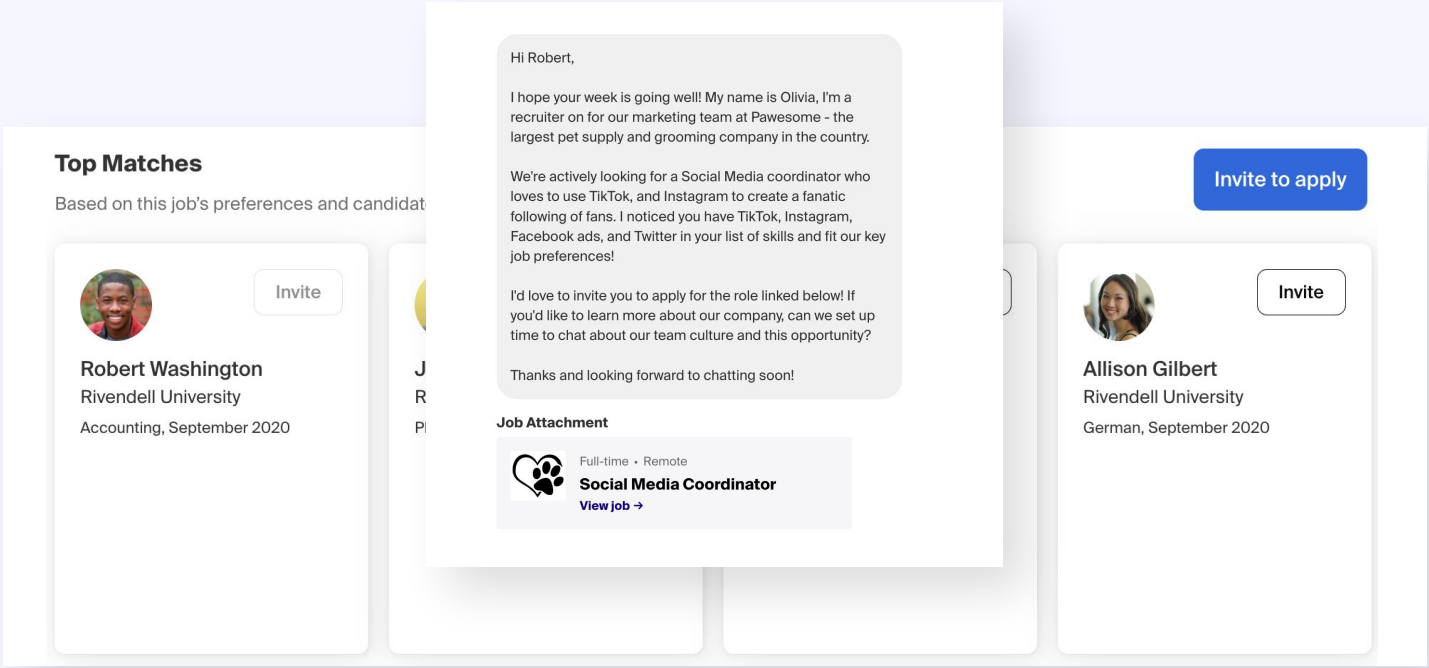
# Proactively invite candidates to apply for an open role with Job Matches



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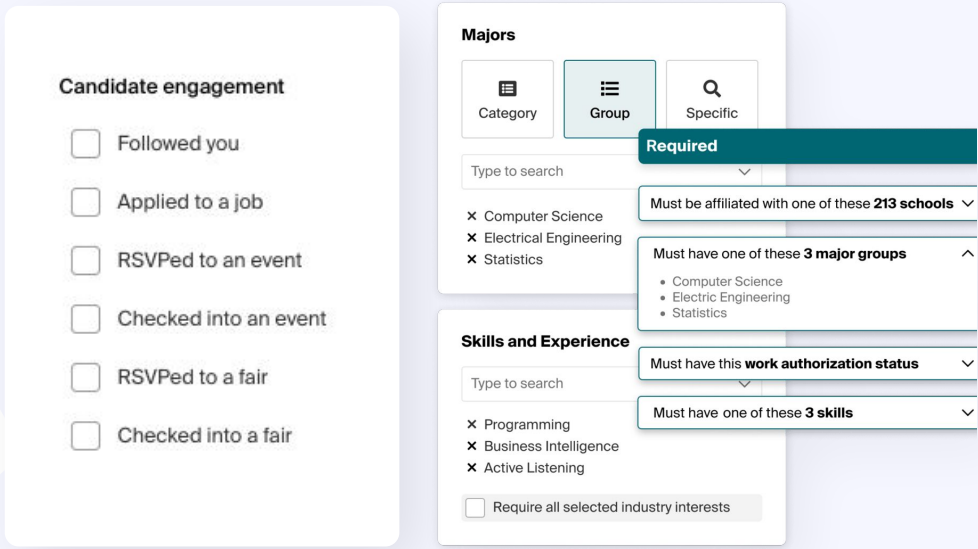
# Proactively invite candidates to apply for an open role with enhanced premium capabilities

Apply segments and candidate engagement filters for more targeted searches

Pro tips

- Offer to set up additional time to chat about the opportunity
- Introduce to someone already in the role with Advocates



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# 80% of students prefer to attend a career fair before applying for a job[1]

Students attend career fairs to learn about different companies at the same time

1. Learn about growth and development opportunities within a company
2. Learn more about specific companies
3. Confirm alignment with interests and values
4. Ask questions across several employers
5. Explore role(s) and responsibilities across several employers



1 Handshake Student Survey, December 2022

# 87% of students prefer to attend an employer-hosted event before applying for a job[1]

Students attend events to learn specifics about an employer and their jobs

1. Learn about growth and development opportunities
2. Learn about role(s) and responsibilities
3. Learn more information about the company
4. Learn about what it's like to work at the organization
5. Learn about the salary and benefits



1 Handshake Student Survey, December 2022

Participating in fairs and hosting events

# Best practices using Handshake

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# Driving quality applicants before, during, and after career fairs and employer-hosted events

## Before

**Proactively invite** students to attend your sessions and events

Outline the value of attending the event; **“what will students get out of it”**

**Pro tip:** Personalize why you think the fair/event is good for that particular student

## During

Highlight development opportunities within your organization

Clearly articulate the internal and external values of the organization

**Pro tip:** Include employees currently in the role(s) you are hiring for

## After

Send personalized follow-up messages to attendees with clear next steps

Offer additional time to chat 1-on-1, or connect them with an employee currently in the role

**Pro tip:** Ask for feedback on the event - what else would you like to have learned about?

# Before fairs and events

## Handshake Core

- Send messages via Search Students to invite quality candidates one-by-one
- Highlight the value of attending in the event description and in messages

## Handshake Premium

**Talent Engagement Suite (TES)**

- Send messages via Campaigns to invite quality candidates at scale
- Add key speaker information to the event

**TES + Advocates**

Set speakers up as “Advocate” roles for future introductions

**TES + Event Manager**

Configure check-in forms to collect valuable candidate information from attendees

# During fairs and events

## Handshake Core

**Use the RSVP tab (Events only) to:**

- Open and add notes to individual student profiles
- Add labels for quick call-outs and reminders on next steps

## Handshake Premium

**TES + Event Manager**

- Check attendees into the fair/event with Event Manager check-in
- Use Event Manager evaluation forms to attach direct notes and candidate feedback

# After fairs and events

### Handshake Core

- Send follow up notes with clear next steps via the RSVP tab
- Attach your availability in a follow up message to schedule a 1-on-1 virtual chat

### Handshake Premium

**TES**

Continue the conversation - follow up using Your Candidates to:

- Add availability calendars (you, teammates)
- Introduce a relevant teammate
- Invite attendees to apply for a job

# Nurture, review, and close candidates

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# 8 in 10 Gen Z job seekers believe connections sparked by messages lead to a job opportunity[1]

Students find messages helpful when it provides information to help with the job search process

1. When it helps with the job search
2. To learn about a job opportunity
3. To learn more about the company
4. To learn about different roles and career paths
5. To be introduced to people in relevant roles they are interested in



1 Handshake Network Trends: The new currency of social capital

# 5 steps for writing a recruiting message

Check out our blog post “How to write a recruiting message to students (plus 7 templates)”

| Step | How to use Handshake |
| --- | --- |
| **1.** Learn about your audience | Define the audience with skill filtering and more |
| **2.** Personalize your recruiting message | Reference relevant skills, projects, and experience |
| **3.** Communicate authentically | Don’t just copy and paste - use direct language as if you’re speaking out loud |
| **4.** Close with a call to action | Include a clear next step and what you want the recipient to do |
| **5.** Review before sending your message | Proof read everything! |

Nurture, review, and close candidates

# Best practices using Handshake

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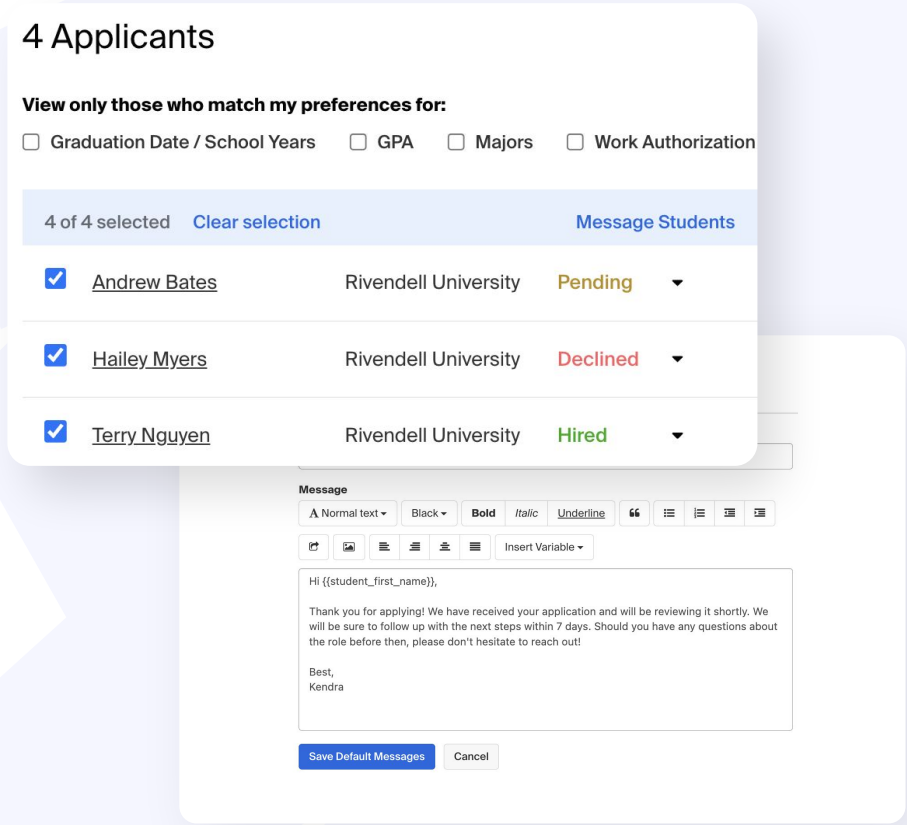
# Nurture, review, and close candidates with Handshake Core

- Follow up with individuals who RSVP to events or apply to your jobs to prevent ghosting
- Use automated job status messages to quickly keep the conversation going



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# Nurture, review, and close candidates with Handshake Premium

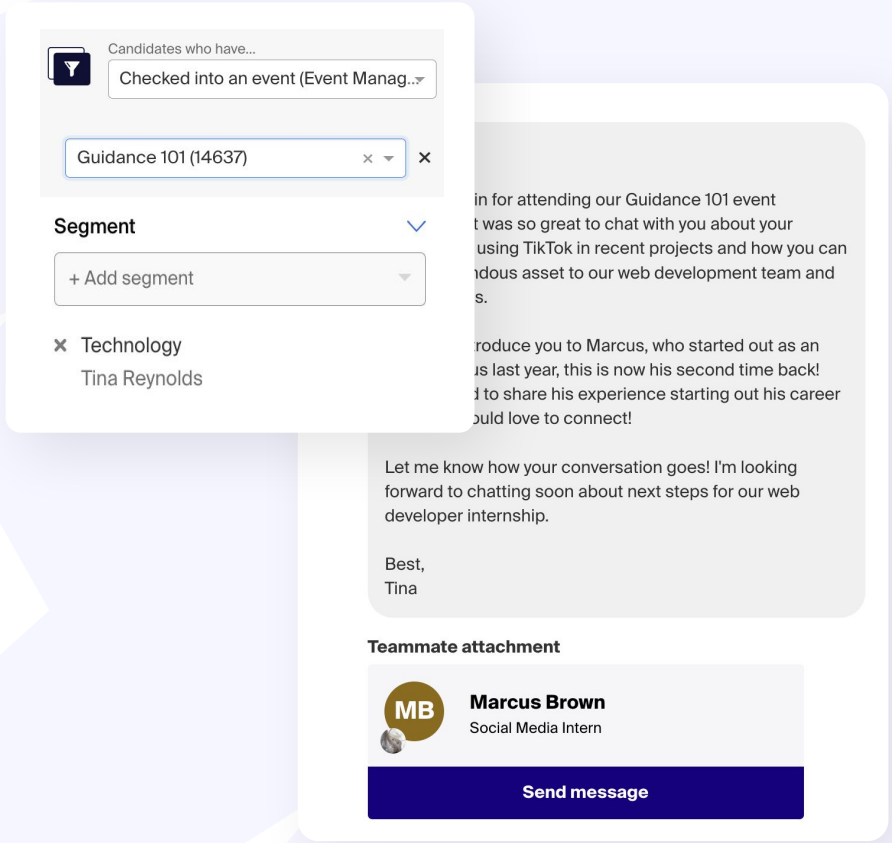
Use Your Candidates to personalize candidate follow ups with:

**TES + Event Manager**

- Invitations to additional events
- Invitations to book time to chat 1-on-1 virtually

**TES + Advocates**

- Introductions to current Advocates



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# Next steps

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# Handshake Pathfinders

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# Interested in more Core product best practices?

Check out “Expanding your talent network,” “Messaging on Handshake,” and “Hosting informal conversations with prospective applicants” in Pathfinders
https://training.joinhandshake.com/page/pathfinders

# Interested in more Premium product best practices?

Check out “Sourcing with Candidate Hub,” “Sourcing with Segments & Campaigns,” and “Expanding your talent pool” in Pathfinders
https://training.joinhandshake.com/page/pathfinders

Join us for Webinar 3 on 2/8:

# Attracting talent with a winning brand



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# Q&A

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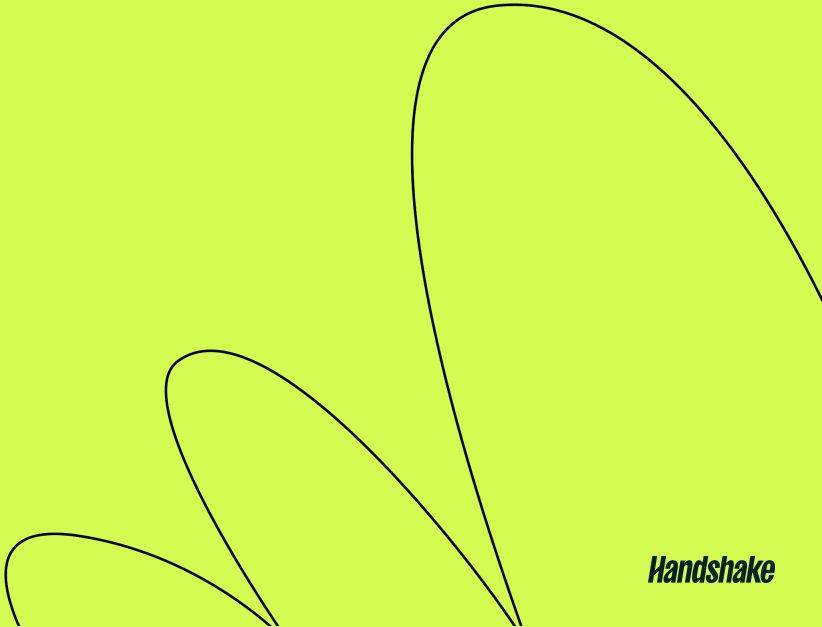
# Thank you!



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