



# Trends and best practices for hiring Gen Z

August 11



WELCOME!

# Today's presenters



**Laurie Sherry**

Strategic Customer  
Success Manager



**Liz Savage**

Product Marketing



DO MORE WITH LESS WEBINAR SERIES

# Today's webinar is the first in a series

Today, 8/11

Trends and best practices for hiring Gen Z

8/18 at 10 AM PT

Building a talent-winning brand during times of uncertainty

8/25 at 10 AM PT

Investing in candidate relationships to build a qualified pipeline

Pathfinders

Handshake's learning program:  
<https://training.joinhandshake.com>



## AGENDA

**1** Gen Z + the current climate

**2** Gen Z preferences

**3** Gen Z + recruiting tactics

**4** Hot tips from an expert

**5** Recap

**6** Upcoming initiatives

**7** Q&A

# Slido

#BTS2022



slido



**Why did you join today?**

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

# Hiring Gen Z

The current climate



slido



**What is top of mind as you head into the fall recruiting season?**

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



THE CURRENT CLIMATE

We are in the  
middle of more  
uncertainty





MARKET LANDSCAPE

# Carpe Diem

The class of 2023 is applying to more jobs, sooner.

**Meet them on Handshake.**

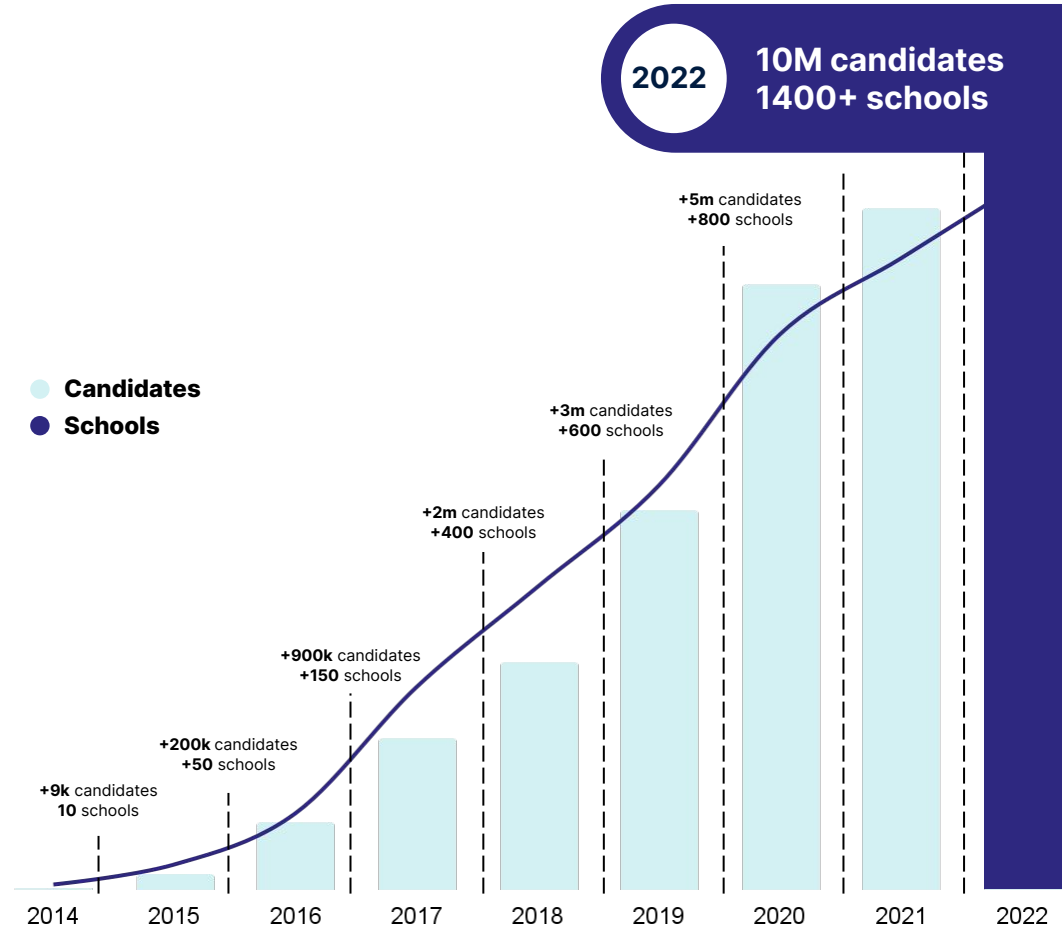
# Access the largest growing student network

**5.5M** Women candidates

**1.4M** Black candidates

**1.6M** Asian candidates

**1.4M** Latine candidates



# Gen Z preferences

Discover Gen Z truths when  
evaluating employers



## Fall 2022 – top 5 factors when evaluating a potential employer

TOP 5 STUDENT PREFERENCES	HOW TO TAKE ACTION
#1 Pay & compensation	Include salary range in JD Call out bonuses for top performers
#2 Ability to advance their career	Consider learning & growth stipends Prove you support continued learning
#3 Employee benefits	List Healthcare, Retirement Savings Plans, and Dental/Vision plans
#4 Having fun at their job	Add authentic detail about life working at the company (quotes, visualizations, links to videos)
#5 The company's commitment to DEIB	Illustrate your DEIB vision and goals Add gift matching or volunteer activities

## Fall 2022 – top 5 factors that improve the interview process

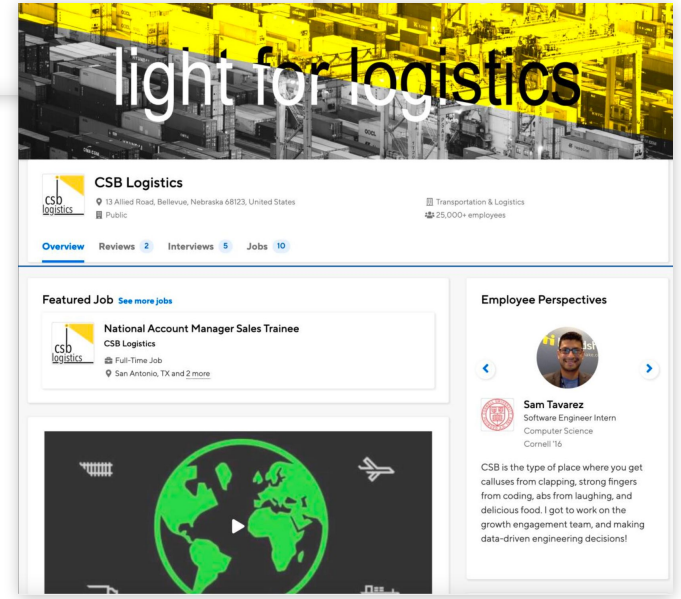
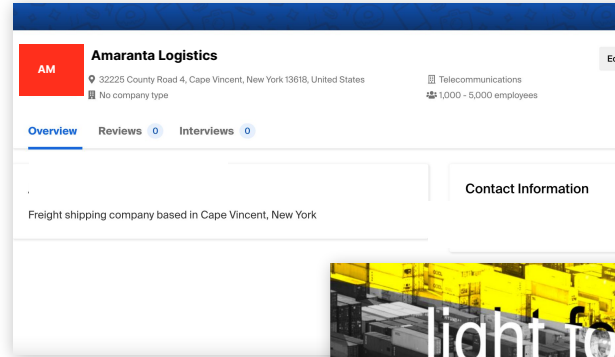
STUDENT PREFERENCES	HOW TO TAKE ACTION
#1 Interview with real team members	Use Advocates to connect with candidates about working at the company and on the team
#2 Speed (less than two weeks)	Keep the interview process to less than two weeks
#3 Interview with team leadership	Bring leadership into the recruiting process earlier vs. waiting or leaving them out entirely
#4 Clear communication from the recruiter	Outline the process. Set expectations. Be realistic with timelines and next steps
#5 Receive feedback from the hiring manager	Encourage candidates and provide constructive feedback

## GEN Z PREFERENCES: HOW THEY EVALUATE EMPLOYERS

# Branding is key to recruiting Gen Z

Gen Z prefers to explore potential employers through online career platforms like Handshake as well as the employer's website.

**Q:** What first impression is your brand making with Gen Z talent looking for work on Handshake?



## GEN Z PREFERENCES: TENURE

# 3 years

The average time Gen Z plans to stay at a company

# 6.5 years

The average time Gen Z plans to stay at a company **with Growth & Advancement Opportunities**

Highlight learning, growth, and rotation opportunities to attract and engage Gen Z



# Recruiting Gen Z

Specific tactics you can start using  
to recruit your future workforce

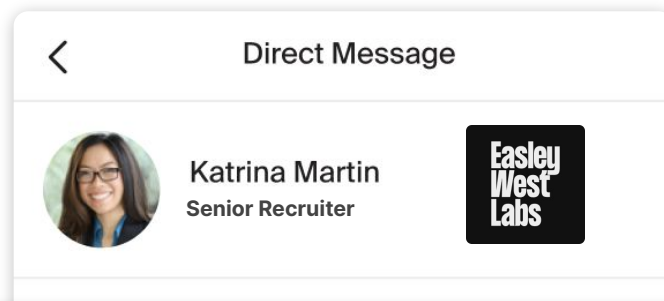


## RECRUITING GEN Z: MESSAGING

# Gen Z wants to hear from you

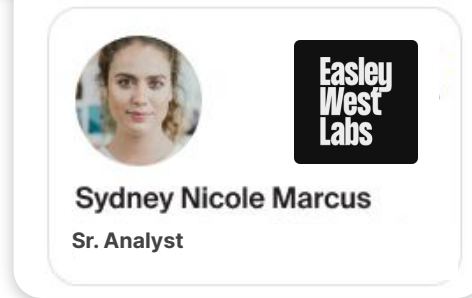
# 89%

of Gen Z students and recent alumni said they want to **receive proactive messages** from employers<sup>1</sup>



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



<sup>1</sup> Data collected from 1,563 student and recent graduates in a Handshake survey conducted in July 2022.



# Who does Gen Z want to connect with most?

- 1 Want to receive messages from the **Hiring Manager about a job opportunity** (69%)<sup>1</sup>
- 2 Want to receive messages from a **current employee** in a role that interests me to **learn more about the company** (62%)<sup>1</sup>
- 3 Want to receive messages from the **Hiring Manager about career paths** within the company (51%)<sup>1</sup>

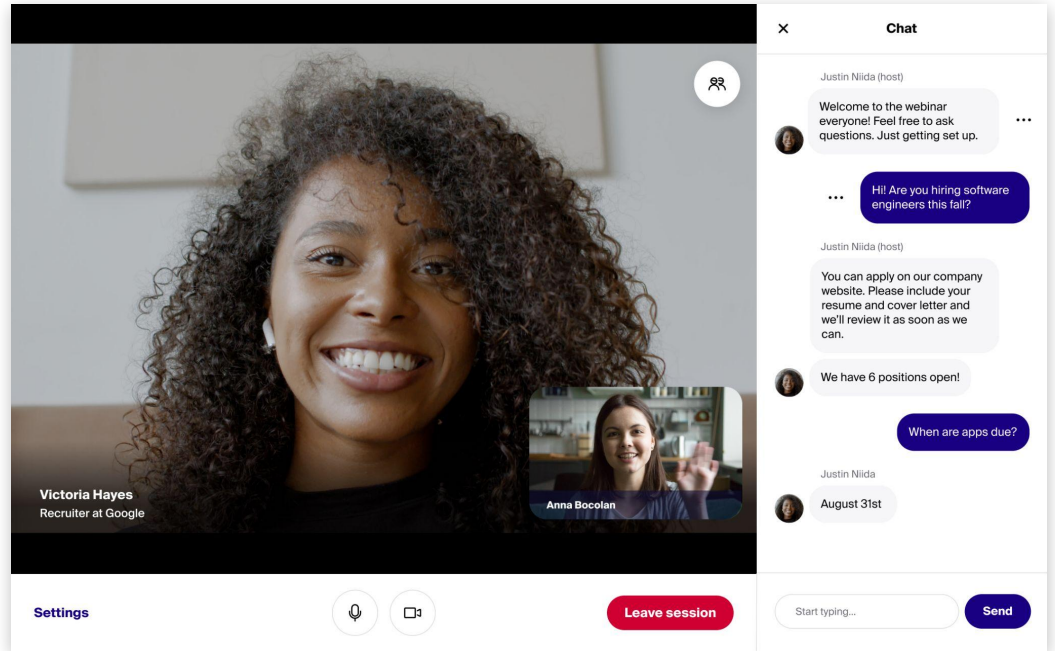
# A leading global online retailer scaled proactive communications with Handshake Advocates

**Need:** Hire engineers

**Strategy:** Connect technical students with senior engineers from similar backgrounds to foster authentic relationships earlier in the recruiting process

**12-month results:**

- ✓ **20x growth** in engineering team
- ✓ **2x increase** in URM candidates
- ✓ **251% boost** in HBCU + HSI applicants



## RECRUITING GEN Z: PREFERENCES

# Gen Z wants to meet you before they apply

# 85%

of Gen Z students and recent alumni said they prefer to attend employer events **before** applying to a job<sup>1</sup>



<sup>1</sup> Data collected from 1,563 student and recent graduates in a Handshake survey conducted in July 2022.



# What event size does Gen Z prefer most?

# 11-25 Attendees

---

for Virtual and In-Person Events<sup>1</sup>

## Gen Z preferences across in-person and virtual events



### In-Person Event Preferences

- 1 Information Session
- 2 Dinner
- 3 A Community Event



### Virtual Event Preferences

- 1 Information Session
- 2 Alumni Panel
- 3 Happy Hour

# What topics encourage Gen Z to attend your events?



**65%**

of Gen Z students & recent grads will attend **if they'll obtain more information about the Company**<sup>1</sup>



**59%**

of Gen Z students & recent grads will attend if they'll **learn something new to strengthen their skills and aids in their job search**<sup>1</sup>



**58%**

of Gen Z students & recent grads will attend if there are **free meals and drinks available**<sup>1</sup>



# Hot tips

Relevant recruiting tips from a  
customer success leader



# Hot tips

## **Leverage data to identify where quality talent is located**

Use segmentation to surface candidates in relevant areas of study and geographies

## **Sell students on why they should care**

Leverage campaigns to underscore your unique opportunities Innovation stories, career growth, and social impact

## **Bring in lines of the business to communicate your vision**

Students want to hear from people in the roles they're seeking. Leverage advocates to facilitate organic conversations

## **Survey your employees to help create a compelling vision**

Why are your employees at your company? What's made them stay? Several partners leverage career pathing opportunities as their "why" because they can talk about employee growth

## **Nurture students over time**

Don't count students out if timing isn't immediately right for them. Keep them warm over time and establish trust to help guide their future career trajectory

# Recap

What we've learned today



# 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

# Upcoming initiatives

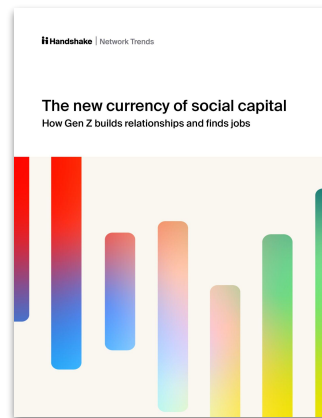
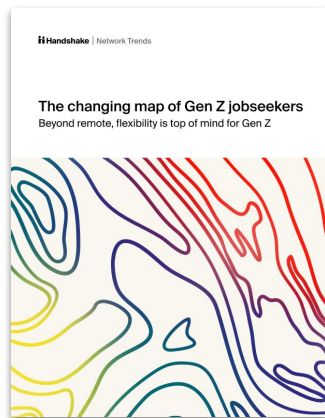
Assets, research, and product features to help you bring your best to Back To School 2022



HANDSHAKE NETWORK TRENDS FALL 2022

# Class of 2023 insights

Keep an eye out for our latest Handshake Network Trends report, which will provide more Gen Z insight to inform your recruiting strategy





## **Interested in more product best practices?**

Check out “Recruiting Gen Z” in Pathfinders

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

# Q&A

Ask away





**Thank you**

