Trends and best practices for hiring Gen Z

August 11
WELCOME!

Today’s presenters

Laurie Sherry
Strategic Customer Success Manager

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Product Marketing
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
Why did you join today?
Hiring Gen Z

The current climate
What is top of mind as you head into the fall recruiting season?

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

Candidates
Schools

+9k candidates +50 schools
+200k candidates +150 schools
+900k candidates +600 schools
+2m candidates +800 schools
+3m candidates +1000 schools
+5m candidates +1500 schools
+8m candidates +2000 schools
+10m candidates +2500 schools


2022  10M candidates 1400+ schools
Gen Z preferences

Discover Gen Z truths when evaluating employers
### Gen Z Preferences: Employer Evaluation

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

<table>
<thead>
<tr>
<th>Top 5 Student Preferences</th>
<th>How to Take Action</th>
</tr>
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</table>
| #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 |

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1 Data collected from 1,563 student and recent graduates in a Handshake survey conducted in July 2022.
### Student Preferences: Interview Process

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

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

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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

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

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.

1 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%)\(^1\)

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%)\(^1\)

\(^1\) Data collected from 1,391 student and recent graduates in a Handshake survey conducted in July 2022.
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
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 job¹
RECRUITING GEN Z: EVENT SIZE

What event size does Gen Z prefer most?

11-25 Attendees
for Virtual and In-Person Events

1 Data collected from 1,501 student and recent graduates in a Handshake survey conducted in July 2022.
RECRUITING GEN Z: PREFERRED EVENT TYPES

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

1 Data collected from 1,501 student and recent graduates in a Handshake survey conducted in July 2022.
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.
- **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.
- **58%** of Gen Z students & recent grads will attend if there are free meals and drinks available.

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Hot tips

Relevant recruiting tips from a customer success leader
RECRUITING GEN Z: TIPS FROM HANDSHAKE’S CUSTOMER SUCCESS TEAM

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

1 Data collected from 1,501 student and recent graduates in a Handshake survey conducted in July 2022.
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
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