Box Diversifies its Talent Pipeline with a More Expansive School List

A new function to Box in 2013, the university recruiting team was well ahead of their time in thinking about inclusive college recruiting practices. Since their inception, they've adopted a number of progressive strategies, such as revamping their engineering interview process to include office hours and hosting an annual Business Fellowship aimed at introducing students from underrepresented backgrounds to careers in technology. They’re a great model of a small team leveraging powerful technology and strategic diversity & inclusion initiatives to make a big impact.

Challenges

Even with these new impactful strategies in place, Box still faced challenges in their university recruiting program:

**Homogenous Pipeline**
While Box didn’t have a problem attracting talent, the team found the applicant pool lacked the racial diversity they wanted.

**Brand Recognition**
As an enterprise B2B company, Box isn't a brand name that students come into contact with every day like flashier consumer brands. They needed to become more relevant to the current generation.

**Small Team**
A team of just three, they didn’t have the time or budget to go to every campus, but they realized that schools outside of their core list were great channels for strong, diverse talent.

“We received over 6,000 applications for only 15 summer internships spots. While, in theory, our pipeline was robust, it was not diverse. For our business and culture to thrive, we needed Handshake to proactively create a pipeline representative of America’s diversity.”

Emily Vogel, Recruiting Lead, Box
Solution
An early Handshake premium partner, Box has used the platform to scale its university recruiting efforts, leveraging early talent as the main pipeline for underrepresented talent. They rely on Handshake to scale their D&I efforts, taking a three-pronged approach:

1. Leverage the Handshake network of >500 schools to expand their school list 35x - from 6 local schools to more than 200 across the U.S.
2. Proactively source students for their Business Fellowship and internships using Handshake’s powerful search and filtering. Advanced search filters are particularly helpful as their small team navigates a large amount of inbound.
3. Boost employer brand with photos inside the office, video testimonials, and more on Box’s branding page.

Results
Since partnering with Handshake, Box has strategically shifted from a core school list approach - recruiting at only 6 campuses, to an expansive school list approach - reaching over 200 campuses country-wide. Because of this shift, Box has benefited from a more diverse, qualified, and engaged talent pipeline.

- 84% of job views from students at schools outside of California
- 68% of proactive messages sent by recruiters read by students
- 3.5x brand page views compared to peers
- 23 HBCUs & HSIs actively engaged with Box on Handshake

“We’re fighting the misconception that you need an engineering background to join a tech company. Sourcing tools on Handshake are crucial for us in connecting with the students who are going to get the most value out of our fellowship.” Emily Vogel

What’s Next?
Box is excited to do more virtual events on Handshake to reach more campuses across the country and build awareness with a more diverse set

Want to learn more about how Handshake Premium can diversify your talent pipeline? Reach out.

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